

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, OCTOBER 25, 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 September 27, 2017 Regular Meeting.
 - b. Approval of minutes October 11, 2017 Special Meeting.
- 5) Update and discussion of the CVB Staff Productivity Report. (Arnold)
 - HOT Revenue Report
 - Sales Tax Report
 - Mixed Beverage Tax
 - Group Sales Updates
 - Smith Travel Accommodations Report (STAR)
 - Social Media
- 6) Presentation and discussion of The Atkins Group Marketing Report. (Arnold)
- 7) Presentation of Post Report from Special Events Funding Recipients: (Jones)
 - a. Wahoo Classic Fishing Tournament
 - b. Jaime J Zapata Foundation Fishing Tournament
 - c. Sand Castle Days Event
- 8) Discussion and action regarding application for funding requests from CVB Staff on a new special event:
 - a. Elite Redfish Series
- 9) New meeting date is set for Wednesday, November 29, 2017. (Jones)
- 10) Adjournment.

DATED THIS THE **20th** DAY OF **OCTOBER 2017**.

Rosa Zapata
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 October 20, 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
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.

THIS FACILITY IS WHEELCHAIR ACCESSIBLE AND ACCESSIBLE PARKING SPACES ARE AVAILABLE. REQUESTS FOR ACCOMMODATIONS OR INTERPRETIVE SERVICES MUST BE MADE 48 HOURS PRIOR TO THIS MEETING. PLEASE CONTACT BUILDING OFFICIAL DAVID TRAVIS; ADA RESPONSIBLE PARTY AT (956) 761-8103.

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

MEETING DATE: October 25, 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 September 27, 2017 Regular Meeting.
- b. Approval of minutes October 11, 2017 Special Meeting.

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

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

WEDNESDAY, SEPTEMBER 27, 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, September, 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: Vice-Chairman Will Greenwood and CVA Board Members Jimmy Hawkinson, Bill Donahue, Arnie Creinin, Paul Curtin, and George Block. Also present was Ex-Officio Jose Mulet.

City Council Members present was Dennis Stahl.

Staff: City Manager Susan Guthrie, CVB Director Keith Arnold, CVB Account I Lori Moore, Executive Services Specialist Rosa Zapata, Events and Package Manager Marisa Amaya, Senior Marketing and Communications Manager Alisha Workman.

II. PLEDGE OF ALLEGIANCE:

Chairman Jones led the Pledge of Allegiance.

III. PUBLIC ANNOUNCEMENTS AND COMMENTS:

No public comments were given at this time.

IV. CONSENT AGENDA:

Board Member Curtin made the motion to approve the Consent Agenda, seconded by Vice-Chairman Greenwood. Motion carried unanimously.

- a. Approval of minutes July 26, 2017 Regular Meeting.
- b. Approval of minutes September 7 & 14, 2017 Special Meeting.
- c. Approve excused absence from Vice-Chairman Will Greenwood, Board Members George Block and Arnie Creinin for September 7, 2017 Special Meeting.
- d. Approve excused absence from Vice-Chairman Will Greenwood, Boards Members Bill Donahue and George Block for September 14, 2017 Special Meeting.

V. DISCUSSION AND ACTION REGARDING THE ATKINS GROUP 2017/18 MARKETING AND BUDGET PLAN PRESENTATION.

Presentation was given by Ms. Ryan Schneider, Mr. Steve Atkins, and Ms. Melissa Flynn. Board Member Block made the motion, seconded by Board Member Creinin to approve The Atkins Group 2017/18 Marketing and Budget Plan. Discussion ensued and recommendations were given for the Board to have a workshop months before approving the contract next year. Motion carried unanimously.

VI. DISCUSSION AND ACTION REGARDING THE APPROVAL OF THE MARKETING PLAN FOR \$300,000.00 FROM CVB RESERVE FUND TO BE IMPLEMENTED BY THE ATKINS

GROUP TO ENHANCE OFFSEASON MARKETING OPPORTUNITIES FOCUSING ON WINTER TEXAN INITIATIVES AND FAMILIES WITHOUT SCHOOL AGE CHILDREN.

Chairman Jones made the motion, seconded by Board Member Creinin to approve the marketing plan for \$300,000.00 with a contingency of \$80,000.00 to target the Rio Grande Valley. Marketing ads are subject to approval by the subcommittee members: City Manager Susan Guthrie, CVB Director Keith Arnold, Board Member Donahue and Vice-Chair Greenwood. Motion carried unanimously.

VII. DISCUSSION AND ACTION CONCERNING THE APPROVAL OF RESEARCH PROPOSALS/CONTRACTS FROM THE FOLLOWING:

Board Member Block made the motion, seconded by Chairman Jones to approve Young Strategies and UTRGV contracts. Motion carried unanimously.

- a. Approve Young Strategies, Inc. Contract for the Comprehensive Travel Market Research Study.
- b. Approve UTRGV proposal/contract for the Special Event Economic Impact Research Study.

VIII. UPDATE AND DISCUSSION OF THE CVB STAFF PRODUCTIVITY REPORT.

Presentation was given by CVB Director Keith Arnold.

- HOT Revenue Report
- Sales Tax Report
- Mixed Beverage Tax
- Group Sales Updates
- Smith Travel Accommodations Report (STAR)
- Social Media

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

- a. Texas International Fishing Tournament

Post report was given by Ms. Christi Collier. No action required.

- b. South Padre Island Chamber of Commerce-Ladies Kingfish Tournament

Post report was given by Ms. Roxanne Ray. No action required.

X. DISCUSSION AND ACTION REGARDING APPLICATION FOR FUNDING REQUESTS FROM RETURNING SPECIAL EVENTS:

- a. Free Livin Entertainment Inc. DBA Inertia Tours. (September 2017 –February 2018)

Board Member Creinin made the motion to approve the funding request from Mr. Chad Hart with Inertia Tours. The motion was seconded by Vice-Chairman Greenwood and failed by the following vote:

Ayes: Vice-Chair Greenwood and Board Member Creinin

Nays: Chairman Jones, Board Members Curtin, Block, and Donahue

Abstained: Board Member Hawkinson abstained due to conflict of interest.

- b. CMG Media Agency LLC/Studentcity.com. (October 2017 – January 2018)

Board Member Creinin made the motion to approve the funding request from Mr. Shannon Posavad with CMG Media. The motion was seconded by Vice-Chairman Greenwood and failed by the following vote:

Ayes: Vice-Chair Greenwood and Board Member Creinin

Nays: Chairman Jones, Board Members Curtin, Block, and Donahue

Abstained: Board Member Hawkinson abstained due to conflict of interest.

XI. DISCUSSION AND ACTION TO CONSIDER RESCHEDULING OR CANCELING THE CVA BOARD REGULAR MEETINGS FOR NOVEMBER 22, 2017 AND DECEMBER 27, 2017 DUE TO CONFLICTS WITH HOLIDAYS.

Chairman Jones made the motion, seconded by Board Member Donahue to reschedule November 22nd meeting to Wednesday, November 29th and cancelled December meeting. Motion carried unanimously.

XII. SET NEW MEETING DATE FOR OCTOBER 2017.

Meeting was set for Wednesday, October 25, 2017.

XIII. ADJOURNMENT

There being no further business, Chairman Jones adjourned the meeting at 12:50 p.m.

Approved this 27th day of September, 2017.

Attest:

Rosa Zapata, CVB Executive Services Specialist

Wally Jones, CVA Chairman

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

WEDNESDAY, OCTOBER 11, 2017

I. CALL TO ORDER.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Special Meeting on Wednesday, October 11, 2017 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Wally Jones called the meeting to order at 9:00 a.m. A quorum was present: Wally Jones, Will Greenwood, Jimmy Hawkinson, Bill Donahue and Paul Curtin. Absent: Board Members, George Block, Bill Donahue, and Vice-Chairman Will Greenwood.

Staff: City Manager Susan Guthrie, CVB Director Keith Arnold, and Executive Services Specialist Rosa Zapata.

II. PLEDGE OF ALLEGIANCE.

Chairman Wally Jones led the Pledge of Allegiance.

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

No public comments were given at this time.

IV. DISCUSSION AND POSSIBLE ACTION TO PROVIDE RECOMMENDATIONS TO THE CITY MANAGER ON METHODS FOR EXPENDITURE OF \$50,000 PREVIOUSLY APPROVED ON WEDNESDAY, OCTOBER 4TH, 2017 BY CITY COUNCIL FOR SPRING BREAK PROMOTION.

Board Member Donahue made the motion, seconded by Vice-Chairman Greenwood to provide recommendations to the City Manager on methods for expenditure of \$50,000 previously approved on Wednesday, October 4th, 2017 by city council for spring break promotion. Discussion ensued.

Board Member Donahue amended his motion to spend the \$50,000, which included \$25,000 for each market tour group (Inertia Tours and CMG), with The Atkins Group utilizing the funds to promote spring break based on recommendations from City Manager Susan Guthrie and subcommittee members. The motion was seconded by Vice-Chairman Greenwood. Motion carried unanimously by those present.

V. DISCUSSION AND POSSIBLE ACTION TO PROVIDE RECOMMENDATIONS TO STAFF FOR MARKETING STRATEGIES TO TARGET THE RGV FOR AN ADDITIONAL \$100,000 FUNDING PREVIOUSLY APPROVED BY COUNCIL ON WEDNESDAY, OCTOBER 4, 2017.

Board Member Hawkinson made the motion, seconded by Chairman Jones to provide recommendations to staff for marketing strategies to target the RGV for additional \$100,000 funding previously approved by council on Wednesday, October 4, 2017. Discussion was held concerning the media plan, advertisement of lodging promotional rates, marketing images (couples versus families), and

demographics. Recommendations were made for the subcommittee to continue reviewing the marketing strategies of the \$100,000 for the Rio Grande Valley. Motion carried unanimously by those present.

VI. Adjourn

There being no further business, Chairman Jones adjourned the meeting at 9:45 a.m.

Approved this 11th day of October, 2017.

Attest:

Rosa Zapata, CVB Executive Services Specialist

Wally Jones, CVA Chairman

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

MEETING DATE: October 25, 2017

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Update and discussion of the CVB Staff Productivity Report. (Arnold)

- HOT Revenue Report
- Sales Tax Report
- Group Sales Updates
- Smith Travel Accommodations Report (STAR)
- Project Updates

ITEM BACKGROUND

More information to be provided at the meeting.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

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

MEETING DATE: October 25, 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: September 2017
Date: 10/25/2017

Monthly Highlights

Highlights

Summary Of Media Activity

- ▶ FY2017 came to a close
- ▶ We temporarily excluded any areas that were affected by Hurricane Harvey in our Google & Facebook targeting
- ▶ New Fall campaigns went live for Facebook with more seasonal and “we’re open” copy and images
- ▶ Additional budget was added in September to get a strong push to finish out the year
- ▶ New keywords including “fall” were added into the Google SEM campaigns, for example:
 - ▶ ‘Fall vacation in Texas’
 - ▶ ‘Best fall beaches in USA’

Funnel Stage Performance

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

Awareness

Funnel Performance



| Metric | Sep 2017 | Aug 2017 | Growth | Sep 2016 | Growth |
|--|------------|------------|---------|------------|---------|
| PR Features | 15 | 15 | N/A | 0 | N/A |
| Facebook Ad Impression Frequency Per Targeted User | 2.08 | 1.06 | 96.23% | 4.09 | -49.14% |
| Total Impressions of Posts | 3,241,000 | 5,002,000 | -35.21% | 8,681,000 | -62.67% |
| SEM Impression Share | 50.30% | 35.80% | 40.50% | 26.33% | 91.04% |
| SEM Ad Impressions | 1,173,000 | 2,007,000 | -41.55% | 1,803,000 | -34.94% |
| Broadcast Impressions | 75,852,877 | 76,760,877 | -1.18% | 26,944,286 | 181.52% |
| OOH Impressions | N/A | 37,584,014 | N/A | N/A | N/A |
| Print Impressions | 3,580,782 | 4,258,403 | -15.91% | 3,930,087 | -8.89% |

Engagement

Funnel Performance



| Metric | Sep 2017 | Aug 2017 | Growth | Sep 2016 | Growth | Industry Average |
|----------------------------------|----------|----------|---------|----------|---------|------------------|
| Sessions | 79,026 | 154,831 | -48.96% | 70,863 | 11.52% | 75,971 |
| Avg. Time on Website | 1.49 | 1.58 | -5.70% | 2.15 | -30.70% | 2m 30s |
| Avg. Pageviews Per Website Visit | 2.34 | 2.64 | -11.36% | 3 | -25.24% | 2.88 |
| Website Bounce Rate | 49.71% | 54.37 | -99.09% | 52% | -4.15% | 53.14% |
| Engaged Facebook Users | 81,622 | 180,980 | -54.90% | 197,000 | -58.57% | N/A |
| Total Facebook Likes | 271,000 | 270,580 | 0.16% | 197,000 | 37.56% | N/A |
| SEM Ad Clicks | 14,044 | 23,260 | -39.62% | 18,165 | 141% | N/A |
| New Facebook Likes | 2,048 | 7,210 | -71.60% | 1,351 | 51.59% | N/A |

Conversion

Funnel Performance



| Metric | Sep 2017 | Aug 2017 | Growth | Sep 2016 | Growth |
|---|----------|----------|---------|----------|--------|
| Outbound Link Clicked to Partner Website | 8,210 | 18,607 | -55.88% | 0.01 | 8,210x |
| E-mail Leads | 845 | 671 | 25.93% | 408 | 235x |
| Overall Goal Conversion Rate Of All Web Traffic | 10.69% | 12.15% | -12.02% | 0.01% | 11x |

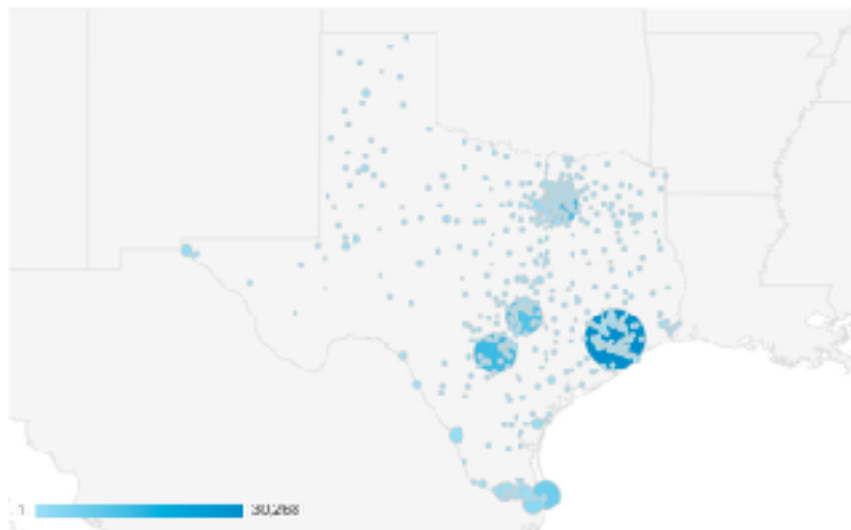
Channel Performance

Performance metrics by channel



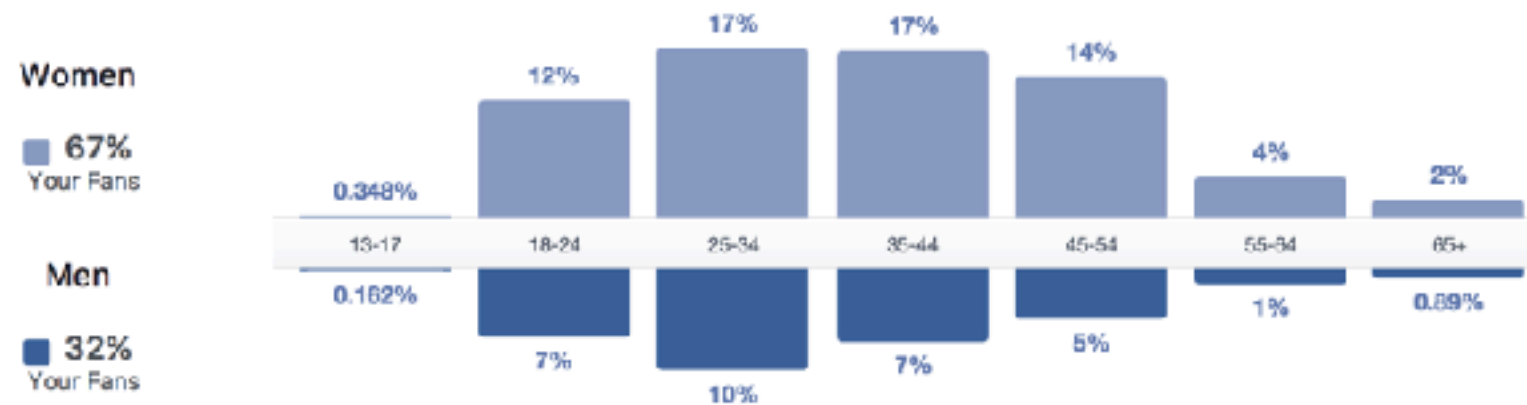
Traffic Source by Geography

| Region | Sessions |
|------------|----------|
| Texas | 46,547 |
| Illinois | 2,321 |
| Minnesota | 2,175 |
| Michigan | 1,427 |
| California | 1,414 |
| Missouri | 1,213 |
| Wisconsin | 1,105 |
| Ontario | 1,050 |
| New York | 1,046 |
| Ohio | 1,028 |



| City ? | Acquisition | | | Behavior | | |
|-----------------------|---|---|---|---|---------------------------------------|---|
| | Sessions ? | % New Sessions ? | New Users ? | Bounce Rate ? | Pages / Session ? | Avg. Session Duration ? |
| | 79,026 % of Total: 100.00% (79,026) | 73.90% Avg for View: 73.85% (0.07%) | 58,398 % of Total: 100.07% (58,357) | 49.71% Avg for View: 49.71% (0.00%) | 2.34 Avg for View: 2.34 (0.00%) | 00:01:49 Avg for View: 00:01:49 (0.00%) |
| 1. Houston | 8,556 (10.83%) | 74.59% | 6,382 (10.93%) | 56.36% | 1.95 | 00:01:21 |
| 2. San Antonio | 6,592 (8.34%) | 74.89% | 4,937 (8.45%) | 55.89% | 2.05 | 00:01:28 |
| 3. Dallas | 5,985 (7.57%) | 77.35% | 4,530 (7.93%) | 66.12% | 1.75 | 00:01:09 |
| 4. Austin | 5,170 (6.54%) | 71.51% | 3,597 (6.32%) | 45.53% | 2.16 | 00:01:29 |
| 5. South Padre Island | 2,808 (3.55%) | 51.50% | 1,445 (2.48%) | 44.34% | 2.70 | 00:02:31 |
| 6. (not set) | 1,584 (2.00%) | 75.75% | 1,200 (2.07%) | 61.99% | 3.02 | 00:02:43 |
| 7. Chicago | 1,290 (1.63%) | 78.64% | 950 (1.63%) | 46.12% | 2.29 | 00:01:48 |
| 8. McAllen | 1,124 (1.42%) | 74.73% | 840 (1.44%) | 48.84% | 2.30 | 00:01:40 |
| 9. Brownsville | 1,108 (1.40%) | 64.89% | 719 (1.23%) | 39.44% | 2.44 | 00:01:53 |
| 10. Harlingen | 770 (0.97%) | 62.85% | 484 (0.83%) | 46.23% | 2.16 | 00:01:35 |

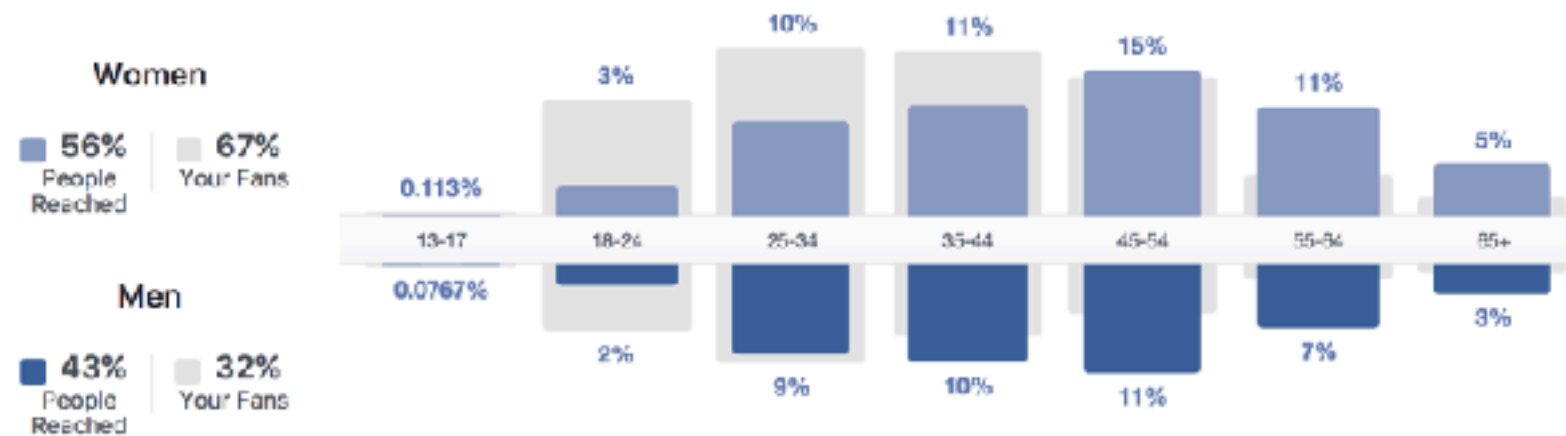
Social Media (Organic)



| Country | Your Fans | City | Your Fans | Language | Your Fans |
|--------------------------|-----------|--------------------------|-----------|---------------------|-----------|
| United States of America | 220,241 | San Antonio, TX | 15,428 | English (US) | 213,783 |
| Mexico | 39,205 | Houston, TX | 13,596 | Spanish | 43,940 |
| Canada | 5,839 | Brownsville, TX | 11,608 | Spanish (Spain) | 8,447 |
| India | 394 | Monterrey, Nuevo León... | 8,850 | English (UK) | 4,020 |
| Iran | 295 | McAllen, TX | 8,509 | French (France) | 661 |
| Brazil | 283 | Edinburg, TX | 6,424 | French (Canada) | 507 |
| Germany | 273 | Austin, TX | 5,771 | Portuguese (Brazil) | 288 |
| United Kingdom | 264 | Matamoros, Tamaulipas... | 5,725 | Spanish (Mexico) | 227 |
| Philippines | 200 | Reynosa, Tamaulipas, ... | 5,561 | Arabic | 224 |
| Pakistan | 173 | Dallas, TX | 4,914 | German | 177 |

Facebook
Fanbase by
Geography

Social Media (Organic)



| Country | People Reach... | City | People Reach... | Language | People Reach... |
|--------------------------|-----------------|---------------------------|-----------------|---------------------|-----------------|
| United States of America | 751,848 | Nuevo León, Coahuila ... | 111,424 | English (US) | 774,573 |
| Mexico | 335,490 | Monterrey, Nuevo León... | 94,127 | Spanish | 389,008 |
| Canada | 196,124 | Houston, TX | 86,416 | Spanish (Spain) | 60,584 |
| Brazil | 1,609 | San Antonio, TX | 81,622 | French (Canada) | 25,051 |
| Cameroon | 1,426 | Dallas, TX | 39,522 | English (UK) | 18,691 |
| United Kingdom | 1,192 | Guadalupe, Nuevo Leó... | 30,427 | French (France) | 18,171 |
| India | 1,096 | Apodaca, Nuevo León, ... | 25,160 | Portuguese (Brazil) | 2,421 |
| Philippines | 1,069 | Brownsville, TX | 23,328 | Vietnamese | 1,431 |
| Germany | 696 | Austin, TX | 22,475 | Arabic | 1,238 |
| Australia | 597 | San Nicolás de los Gar... | 20,505 | Spanish (Mexico) | 1,044 |

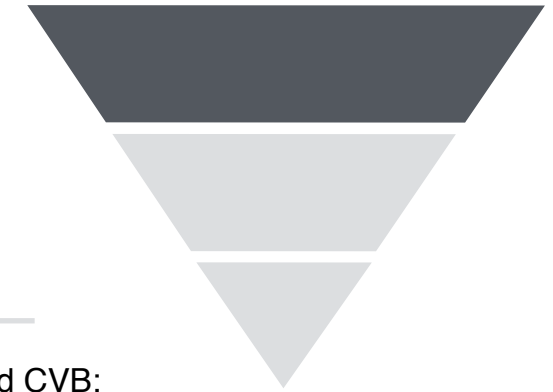
Facebook
Reach by
Geography

Appendix

Supporting campaign information inclusive of
targeting parameters and screenshots

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 | \$5,945.77 | 41 | 15 | 4 |
| Jun-2017 | \$5,873.47 | 54 | 19 | 5 |
| Jul-2017 | \$7,740.88 | 47 | 21 | 6 |
| Aug-2017 | \$2,463.99 | 25 | 8 | 7 |
| Sep-2017 | \$1,144.96 | 10 | 4 | 8 |

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

MEETING DATE: October 25, 2017

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention & Visitors Advisory Board

ITEM

Presentation of Post Report from Special Events Funding Recipients: (Jones)

- a. Wahoo Classic Fishing Tournament
- b. Jaime J Zapata Fishing Tournament
- c. Sand Castle Days Event

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

02-593-8099

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: October 25, 2017

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention & Visitors Advisory Board

ITEM

Presentation of Post Report from Special Events Funding Recipient Wahoo Classic Fishing Tournament.

ITEM BACKGROUND

WCFT was awarded \$40,000 in event sponsorship for 2016/17 FY. 75% of the awarded amount has been paid and pending sponsorship amount is \$10,000.

BUDGET/FINANCIAL SUMMARY

02-593-8099

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Staff recommend to approve pending sponsorship in the amount of \$10,000.00.

2017



Post-event report of the 2017 wahoo classic

Once again I would like to thank the **CVB** For the second year in a row their committee members and staff assisted and supported the efforts of the Wahoo Classic in a terrific manner. Of course we would like to thank them also for the financial support which makes this event possible. For the second year Keith Arnold was our Master of Ceremonies presiding over the weigh-in and award presentations. He did a terrific job and of course we would like him back again next year.

It was a **tough time to have a fishing tournament**. Hurricane Harvey had a dramatic negative effect on the number of boats available to fish. Several boats up the coast who we anticipated showing up were damaged or the owner's property was affected in such a way they could not attend. I'm sure many of the people in the flooded areas were thinking, we have seen just about all the water we wanted to and had more important things on their minds.

The second negative incident was the fact on the scheduled date of the tournament the weather was terrible including up to 9 foot seas offshore. It then became necessary to move the tournament back one week , this never helps.

Our anticipation for 2017 was around 50 boats. Obviously that didn't happen due to the above events. Our boat count was **26** and our angler count was 110.

On the positive side, even though we had reduced boats, it was a good day offshore. The weather was good and fish of all three species were caught. The prizes were distributed a little wider than last year and some local fishermen made significant prize money with the combination of prize-money and anglers challenge.

Even though the turnout was smaller this year the feedback from the anglers and spectators was very positive and we all are looking forward to next year minus a hurricane. If the weather cooperates next year the directors of the Wahoo Classic will do everything possible to make it a bigger and even better tournament.

Dave Hollenbeck

POST EVENT REPORT FORM HOTEL
OCCUPANCY TAX FUNDING

Post Event Report Form

Date: 18 OCT 17

Organization Information

Name of Organization: SPI Wahoo Classic

Address: PO BOX 2312

City, State, Zip: SPI Texas 78597

Contact Name: DAVE Hollenbeck Contact Phone Number _____

Contact Cell Phone Number: 303-517-9419

Event Information

Name of Event or Project: SPI Wahoo Classic

Date of Event or Project: PLANNED Sept 8-10 moved to Sept 15-17
DUE TO hi SEA'S OFF SHORE

Primary Location of Event or Project: _____
Jim's Pier S. Padre Island.

Amount Requested: \$ 40,000

Amount Received: \$ 25,000

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

See ATTACHED FINANCIAL Report.

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

Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: See Financial Report
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): NONE
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): NONE
4. If staff costs were covered, estimate of actual hours staff spent on funded event: NONE
5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used?
NO Admission Charge.
The Surplus will be used to make a
Bigger Event Next Year
6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

Event Attendance Information

1. How many people did you predict would attend this event? (number submitted in application for hotel occupancy tax funds): 50 BOATS 200-250 People
2. What would you estimate as the actual attendance at the event?: 26 BOATS 125 People
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? _____
4. How many room nights do you estimate were actually generated by attendees of this event? UNKNOWN
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 UNKNOWN - Due to higher % of locals this year.

Hurricane harvey had an extreme negative effect in this event. Several boats north of us were damaged that would have attended. people who lived in the flooded areas had seen all the water they wanted to and we're busy restoring their properties not concerning themselves with a fishing tournament.

Added to the above problems the weekend scheduled for the event was extreme high seas offshore up to 9 feet, therefore it was necessary for us to reschedule a week later which also had a negative effect.

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.)?

QUESTIONNAIRE AT TIME OF REGISTRATION

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

Event Promotion Information

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

Newspaper:

\$ USED, NO COST

Radio:

\$ NO

TV:

\$ NO

Other Paid Advertising:

\$ NO Texas Fish & Game mag. (98k)

Number of Press Releases to Media

2 Local Papers

Number Direct Mailings to out-of-town recipients _____

Other Promotions

POSTERS, hand-outs, T-Shirts, Tumblers

2. Did you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? yes
3. Did you negotiate a special rate or hotel/event package to attract overnight stays? NO
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?

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

Sporting Related Events

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? 125 - 150
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? 30-40
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?

HUNTER ART, TUCAN GRAPHICS, TOM & JERRY'S SEA RANCH
JIM'S PIER

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)

**SPI Wahoo Classic
Financial Statements
FY2017**

| | FY 2017 | FY 2016 |
|--|------------------|------------------|
| Revenue: | | |
| CVB Final 2016 Payment/2nd FY 2016 | \$ 15,000 | \$ 25,000 |
| CVB 1st Payment 2017 | 30,000 | |
| CVB 2nd Payment | - | - |
| Expense Reimbursement FY16 | 2,708 | |
| Sponsor Support | 23,250 | 19,700 |
| Participants | 7,150 | 12,655 |
| Shirt/Tumblers - Sales | 1,300 | 1,980 |
| Total Revenue | \$ 79,408 | \$ 59,335 |
| Expenses: | | |
| Prize Money | \$ 15,000 | \$ 15,000 |
| Legal/Acctg/Insurance Charges | 5,779 | 1,914 |
| Marketing | | |
| Advertising | 1,995 | 1,215 |
| Shirts/Tumblers | 12,568 | 7,512 |
| Design/Brochures/Banners | 411 | 2,433 |
| Total Marketing | 14,974 | 11,160 |
| Tournament Expenses | 6,439 | 8,836 |
| Charitable Donation | | 2,700 |
| Total Expenses | \$ 42,192 | \$ 39,610 |
| Net Income: | \$ 37,216 | \$ 19,725 |
| Beginning Balance RE | \$ 19,725 | |
| Ending Balance RE at 9-30-17 | \$ 56,941 | |
| Estimated Revenue 10-01-17 thru 12-31-17 | | |
| Final 2017 CVB Payment | 15,000 | |
| Estimated Expenses 10-01-17 thru 12-31-17 | | |
| Charitable Donation | 3,000 | |
| Taxes | 2,500 | |
| General Expenses | 2,500 | |
| Projected Ending Balance RE at 12-31-17 | \$ 63,941 | |

Expenditures FY2017

| | Vendor | Amount |
|---------------------|-----------------------------------|---------------------|
| Prize Money | 1st Place | \$ 10,000.00 |
| | 2nd Place | 3,000.00 |
| | 3rd Place | 2,000.00 |
| | | <u>\$ 15,000.00</u> |
| | | |
| Legal/Accounting | Tippit Law Firm | |
| | Bank Checks | 8.00 |
| | SPI Chamber | 205.00 |
| | Tax Return - Marty Bogart | \$ 540.68 |
| | Taxes 2016 | 3,090.00 |
| | Taxes 2017 | 750.00 |
| | Insurance | 1,185.51 |
| | | <u>\$ 5,779.19</u> |
| Advertising | Tournament Shirts | \$ 7,329.61 |
| | Toucan Graphics - Tervis Tumblers | 5,238.70 |
| | Texas Fish & Game | 1,420.00 |
| | Lonestar Outdoors | 575.00 |
| | | <u>\$ 14,563.31</u> |
| Design/Brochures | Hunter Services LLC | |
| | Toucan Graphics | 77.40 |
| | Toucan Graphics | 171.04 |
| | Toucan Graphics | 162.38 |
| | | <u>\$ 410.82</u> |
| Tournament Exp | Tent for Tournament | \$ 2,213.72 |
| | Portico | 265.65 |
| | Trophies | 1,816.44 |
| | Business Miles Reim | |
| | Misc Charges | 12.00 |
| | Stitch Gallery | 84.38 |
| | Catering | |
| | Photographer - Alexa Ray | |
| | Melinda Dunks - Weigh Master | 200.00 |
| | Clifton Intl Audio | |
| | Misc Charges | 78.62 |
| | Misc Charges Wal-Mart | |
| | Initial 2017 Meetings | 928.09 |
| | Directors Dinner 2016 Recap | 840.00 |
| | | |
| | Total Expenses | <u>\$ 6,438.90</u> |
| Charitable Donation | Charitable Contribution | |
| | | |
| | Total Expenses | <u>\$ 42,192.22</u> |

Receipts FY 2017

| | Dep Date | | Amount | Check # |
|----------|-----------|---------------|---------------------|---------|
| CVB | 1/11/2017 | FY 2016 Final | \$ 15,000.00 | 137275 |
| CVB | 2/22/2017 | 1st FY2017 | \$ 30,000.00 | 137582 |
| Sponsors | | | | |
| | 21 | | <u>\$ 23,250.00</u> | |

| Participants | Dep Date | | Amount | Check # |
|--------------|-----------|------------------|-----------|---------|
| Cash | 9/18/2017 | Steve Strohmeier | 350.00 | |
| Cash | 9/18/2017 | Daniel Cole | \$ 350.00 | |
| Cash | 9/18/2017 | Dave Hollenbeck | \$ 350.00 | |
| Cash | 9/18/2017 | Todd Lohry | \$ 350.00 | |
| Cash | 9/18/2017 | Shawn Donnelly | \$ 350.00 | |
| Cash | 9/18/2017 | Clark | \$ 350.00 | |
| Cash | 9/18/2017 | Rick Ekstrom | \$ 350.00 | |
| Cash | 9/18/2017 | Ronald Weisfeld | \$ 350.00 | |
| Cash | 9/18/2017 | Tony Johnson | \$ 350.00 | |
| Cash | 9/18/2017 | Marco Ulanos | \$ 350.00 | |
| Cash | 9/18/2017 | Dustin Mayo | \$ 350.00 | |
| Cash | 9/18/2017 | John Wittbold | \$ 350.00 | |
| Cash | 9/18/2017 | Daniel Bryant | \$ 350.00 | |
| Cash | 9/18/2017 | Kenin Kallus | \$ 350.00 | |
| Check | 9/18/2017 | David Renner | \$ 350.00 | 3033 |
| Check | 9/18/2017 | Bryan Ray | \$ 500.00 | 1828 |
| Check | 9/18/2017 | Roque Solis | \$ 350.00 | 5398 |
| Check | 9/18/2017 | Justin Holliday | \$ 350.00 | 1132 |
| Check | 9/18/2017 | Ervin Skloss | \$ 350.00 | 3018 |
| Check | 9/18/2017 | Stan Richards | \$ 350.00 | 1352 |
| Pay Pal | 9/18/2017 | JW Watson | | |
| Pay Pal | 9/18/2017 | Murray Meggison | | |
| Pay Pal | 9/18/2017 | Robert McGuffin | | |
| | 9/18/2017 | Michael Walker | | |
| | 9/18/2017 | Chad Kinny | | |

Total Participants - 25

\$ 7,150.00

| | Dep Date | | Amount | Check # |
|-----|-----------|--|---------------------|---------|
| CVB | 5/16/2016 | | <u>\$ 25,000.00</u> | 135486 |
| CVB | | | | |
| | 20 | | <u>\$ 19,700.00</u> | |

| Participants | Dep Date | | Amount | Check # |
|--------------|-----------|--------------------------|-----------|---------|
| Check | 8/17/2016 | Jimmy L Walton | \$ 300.00 | 3882 |
| Check | 8/30/2016 | Ricardo Allanis | 300.00 | 1063 |
| Check | 9/10/2016 | Ervin Skloss | 350.00 | 1080 |
| Check | 9/10/2016 | Richard Crosby | 350.00 | 1019 |
| Check | 9/10/2016 | SA Charters | 350.00 | 1243 |
| Check | 9/10/2016 | R5B Dealer Services | 350.00 | 1247 |
| Check | 9/10/2016 | Tom & Jerry's Lil Hooker | 300.00 | 10714 |
| Check | 9/10/2016 | Troy Giles | 350.00 | 1118 |
| Check | 9/10/2016 | Border Link | 350.00 | 5266 |
| Check | 9/10/2016 | Tina Cauacha - Enjoy the | 350.00 | 2122 |
| Check | 9/10/2016 | Taylor Lane Schuster | 300.00 | 1196 |
| Cash | 9/10/2016 | John Wittbold | 350.00 | |
| Cash | 9/10/2016 | Michael Walker | 300.00 | |
| Check | 9/10/2016 | Jaime Guerrero | 350.00 | |
| Check | 9/10/2016 | Spencer | 350.00 | |
| Cash | 9/10/2016 | Daniel Cloe | 300.00 | |
| Check | 9/10/2016 | Erik Cantu | 350.00 | |
| Cash | 9/10/2016 | Rick Bailey | 350.00 | |
| Cash | 9/10/2016 | Dusty Swanberg | 350.00 | |
| Check | 9/10/2016 | Chuck Hadden | 350.00 | |
| Check | 9/10/2016 | Sean Donnelly | 350.00 | |
| Cash | 9/10/2016 | Bryan Ray | 300.00 | |
| Cash | 9/10/2016 | Schlitterbaun | 300.00 | |
| Cash | 9/10/2016 | Chris Montaleo | 300.00 | |
| Cash | 9/10/2016 | Michael Hamil | 300.00 | |
| | 9/10/2016 | Shallow Sports | - | |
| Pay Pal | 8/15/2016 | David Hollenbeck | 291.00 | |
| Pay Pal | 8/26/2016 | Gary Slovisky | 291.00 | |
| Pay Pal | 8/29/2016 | Ben Hill | 339.55 | |
| Pay Pal | 8/29/2016 | RD Machen | 291.00 | |
| Pay Pal | 8/31/2016 | Kasey Lewis | 339.55 | |
| Pay Pal | 9/7/2016 | Keith jud | 291.00 | |
| Pay Pal | 9/7/2016 | Angel Arce | 339.55 | |
| Pay Pal | 9/7/2016 | James granchelli | 339.55 | |
| Pay Pal | 9/7/2016 | Judith Mitchell | 291.00 | |
| Pay Pal | 9/8/2016 | James Green | 291.00 | |
| Pay Pal | 9/8/2016 | Scott Sparks | 291.00 | |
| Pay Pal | 9/8/2016 | Bruce Goldman | 339.55 | |
| Pay Pal | 9/8/2016 | Marvin Black | 291.00 | |
| Pay Pal | 9/8/2016 | Jessica Rodriguez | 339.55 | |
| Pay Pal | 9/8/2016 | Chad Kinney | 339.55 | |

Retrun of Overpayment on Entry Fee:

| | |
|---|---------|
| 0 | (50.00) |
| 0 | (50.00) |
| 0 | (50.00) |
| 0 | (50.00) |
| 0 | (50.00) |
| 0 | (50.00) |
| 0 | (50.00) |

Total Participants - 41

\$ 12,654.85

THIS IS A CONTRACT

THE WORDS RENTER, BUYER, YOU AND YOURS MEANS THE PERSON WHO SIGNS THIS CONTRACT (OR ARE OBLIGATED UNDER ITS TERMS). WE, OUR AND DEALER REFER TO THE BUSINESS NAMED AT RIGHT.

WARNING

ARTICLE 3104 OF THE PENAL CODE OF TEXAS PROVIDES THAT FAILURE TO RETURN PERSONAL PROPERTY UNDER RENTAL CONTRACT WITHIN TEN (10) DAYS OF DUE DATE, AFTER RECEIVING NOTICE DEMANDING RETURN IS A PRIMA

FACE EVIDENCE OF THE SERVICE LLC*****
 * 2134 CENTRAL BLVD *
 * BROWNSVILLE, TX 78520 *
 * 956-542-7200 *
 * www.RentalWorld.com *

TERMS: CASH IN ADVANCE

ESTABLISHED OPEN ACCOUNTS ARE DUE AND PAYABLE NET, 10TH OF THE MONTH. PAST DUE ACCOUNTS BEAR LATE PAYMENT PENALTIES AT 1 1/2% PER MONTH.

Customer ID: 035179419 ***** Contract Number: 03-130566-00
 RESERVATION

| | | | | | |
|----------|--|----|--------|--------|--------|
| 000-0110 | 1 TABLE, 8' X 30" | P6 | 6.00 e | 6.00 | 45.00 |
| | Rates: 6.00/d 12.00/w 24.00/m | | | | |
| | EVENTS NEW PLEASE TAKE TABLES AND CHAIRS | | | | |
| 001-0010 | 1 TENT, PERMIT | | | 200.00 | 200.00 |

1050

| Receipts Summary | | | | Summary | |
|------------------|-----|-----------|--------|---------|--------------------------|
| Date | Seq | Method | Ref/PO | Amount | |
| 09/04/17 | 09 | Check | 1058 | 2213.72 | TENT RENTAL 1100.00 |
| 09/04/17 | 09 | VI Credit | 01058 | 12.99 | PARTY RENTAL 200.00 |
| | | | | | Pickup/Delivery 225.00 |
| | | | | | 14% Damage waiver 354.00 |
| | | | | | TX SLS TAX 128.57 |
| | | | | | HGN TX 41.14 |
| | | | | | Total 2225.71 |

NOTICE TO RENTER AND OWNERS: This is not a notice that Rental World has not been or does not expect to be paid, but that Rental World, at a future date, claim any appropriate liens against any property as provided by law if Rental World is not paid. Finance charges of 1 1/2% per month or maximum allowed by law, whichever is less, will be imposed on past due balances. In the event this Rental Contract is extended by Renter, for any reason, Renter acknowledges that subsequent contract extensions are valid and enforceable without natures to such contract extensions. Renter shall be responsible for all rental charges even if rental is made to Renter's agent.

By Signing This Rental contract, the above named and undersigned Renter, acknowledges that he has received, read and or is familiar with and fully understands both sides of this Rental contract and agrees to all terms, conditions and provisions hereof. Renter acknowledges that the possession, use, transportation or storage (may hereinafter be referred to collectively as "use" in this rental contract) of the rental equipment may give rise to personal injury, property damage or other damages and, therefore, Renter voluntarily assumes all risks of "use" of the rental equipment and hereby fully releases rental center, its subsidiaries, agents and assigns from all claims or liabilities resulting there from.

RETURN EQUIPMENT BY:

Contract: 03-130566-00
 AUTHORIZED SIGNATURE

I accept/decline the damage waiver, as provided on the reverse side and agree to pay the above additional charges thereof.

IF DECLINED
 PLEASE INITIAL

THIS IS YOUR RENTAL CONTRACT. READ BOTH SIDES BEFORE SIGNING.
 Revised 1/05

CHUY'S CUSTOM SPORTS

Phone #956-399-5685

Fax # 956-361-5103

VETERAN

OWNED

E-mail ccs.orders1@gmail.com

Invoice

| Date | Invoice # |
|-----------|-----------|
| 7/13/2017 | 13535 |

Bill To

DIANE JOHNSON
(956) 346-0736
nohurryinpadre@hotmail.com
WAHOO TOURNAMENT

Ship To

| REQUISITION | P.O. No. | TERMS | Due Date | Account # | Project |
|-------------|----------|-------|-----------|-----------|---------|
| | | | 7/13/2017 | | |

| Item | Description | Qty | Rate | Amount |
|-------|--|-----|-------|-----------|
| Misc. | 5596 LIGHT BLUE T SHIRT WITH 3 COLOR FRONT 5 COLOR BACK 1 COLOR SLEEVE SM-36, MED-48, LG-140, XL-140 | 364 | 15.75 | 5,733.00T |
| Misc. | 5596 LIGHT BLUE T SHIRT WITH 3 COLOR FRONT 5 COLOR BACK 1 COLOR SLEEVE XXL-18 | 18 | 16.75 | 301.50T |
| Misc. | 5596 LIGHT BLUE T SHIRT WITH 3 COLOR FRONT 5 COLOR BACK 1 COLOR SLEEVE XXXL-18 | 18 | 17.75 | 319.50T |
| Misc. | 6800 SAFETY GREEN T SHIRT WITH 3 COLOR FRONT 1 COLOR BACK MED-10, LG-10, XL-20 | 40 | 6.95 | 278.00T |
| Misc. | 6800 SAFETY GREEN T SHIRT WITH 5 COLOR BACK ONLY XL-20 | 20 | 6.95 | 139.00T |
| | sales tax | | 8.25% | 558.61 |

Total \$7,329.61**Payments/Credits** -\$3,664.81**Balance Due** \$3,664.80

TOUCAN GRAPHICS

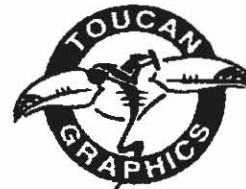
Accounting Dept.

14725 S Padre Island Dr., Unit 4

Corpus Christi, TX 78418 US

(361)949-1400

stan@toucangraphics.net

**INVOICE****BILL TO**

Wahoo Classic

INVOICE # 22578**DATE 07/05/2017****DUE DATE 07/05/2017****TERMS Due on receipt**

| ACTIVITY | QTY | UNIT | AMOUNT |
|---|-----|--------|-----------|
| Product Sets of 4 16oz TERVIS® Tumblers w/ custom full color wrap | 100 | 46.00 | 4,600.00T |
| Shipping FedEx Ground (9 boxes) | 1 | 239.45 | 239.45T |

| | |
|--------------------|-------------------|
| SUBTOTAL | 4,839.45 |
| TAX (8.25%) | 399.25 |
| TOTAL | 5,238.70 |
| PAYMENT | 2,489.75 |
| BALANCE DUE | \$2,748.95 |

#1056



COLEMAN HALL & HEINZE

I N S U R A N C E

July 28, 2017

SPI Wahoo Classic Inc
PO Box 2312
South Padre Island, TX 78597

RE:Non Profit Directors & Officers Liability Policy# NFPTXD391747282

The Liability Policy captioned above expires on 8/18/2017. The following is your renewal quote:


General Aggregate ----- \$1,000,000.

Renewal Premium: \$ 608.00

If you would like to renew this policy, please send renewal premium to our office prior to the expiration date to avoid a lapse in coverage.

If you have any changes in your business or if you need to make a policy change. We appreciate your business and look forward to hearing from you!

Sincerely,


Debby Elliff
delliff@chhins.net

pd 8/9/17
#1053

COLEMANHALLINSURANCE.NET

1000 W. WINDYBELL, TEXAS 78578



247 Airtex Dr
Houston, Texas 77090
tfgoffice@fishgame.com
(281)869-5511

S.P.I Wahoo Classic Incorporated
230 West Hibiscus
South Padre Island TX 78597
Bill To:
Terence Chase
S.P.I Wahoo Classic Incorporated
230 West Hibiscus
South Padre Island, TX 78597

| Issue | Year | Product | Section | Ad Size | Color | Gross | Net |
|-------|------|---------|---------|---------------|---------|----------|------------|
| Aug | 2017 | TF&G | Almanac | 1/2 Page Horz | 4 Color | 1,420.00 | 1,420.00 |
| Total | | | | | | | \$1,420.00 |

Your invoice number is: 2017-72330

Your invoice is due upon receipt.

You may pay online via this link: <https://tfg.magazinemanager.com/payonline/>

Thank you for your business. For Billing questions please contact Larry 281-869-5511 or tfgoffice@fishgame.com

1050

Shopkins

Shopkins

THINGS REMEMBERED
SUNRISE MALL
#641 2370 N. EXPRESSWAY
BROWNSVILLE, TX 77826
(956)986-6062

TRNNBR: 266781 11:43
EMPL: 51
CUST : DIANE JOHNSON
CUST #: 641063669
***** SALE *****

T 00343886
MED LIGHT WOOD
T 00343886
MED LIGHT WOOD
T 50% OFF MERC-HANDISE
N 00000220
TMPLT ARTWR CHRG
N WEDDING LOGO CARD

Subtotal
Tax

Total

Visa

ACCOUNT: XXXXXXXXXXXX5978
Authorization: 04781C
383

Customer Copy

PERSONALIZE UNIQUE GIFTS
FROM OUR COLLECTION AND
TURN SPECIAL MOMENTS INTO
MEANINGFUL MEMORIES.

SHOP OFTEN TO SEE WHAT'S NEW

REMEMBER, WE ENGRAVE GIFTS
PURCHASED ELSEWHERE

Shop on-line @ www.thingsremembered.com

Shop on-line @ www.thingsremembered.com

Shopkins

THINGS REMEMBERED
SUNRISE MALL
#641 2370 N. EXPRESSWAY
BROWNSVILLE, TX 77826
(956)986-6062

TRNNBR: 270079 16:48 07/27/17
EMPL: 51 REGNO: 1

CUST : DIANE JOHNSON
CUST #: 641063669

***** SALE *****

T 00343996 16.00
SM DRK BVLD WOOD

Subtotal 16.00
Tax 1.32

Total 17.32

Visa 17.32 ✓

ACCOUNT: XXXXXXXXXXXX5978
Authorization: 04018C
700

Customer Copy

1054

Add a personal touch
to milestone moments &
everyday enjoyments.

BUY IT ANYWHERE,
ENGRAVE IT HERE.

We personalize almost anything!

SHOP 24/7 @ THINGSREMEMBERED.COM

Invoice Paid: #000012 from Island Engraving

Island Engraving <invoicing@messaging.squareup.com>

Thu 7/27/2017 11:45 AM

Inbox

To: nohurryinpadre@hotmail.com <nohurryinpadre@hotmail.com>;

Image

Invoice Paid

Paid \$433.00 on Jul 27, 2017

Wahoo Classic Cutting Boards

Customer

| | |
|------------------------------------|----------|
| Large Cutting Board Engraving x 12 | \$300.00 |
|------------------------------------|----------|

| | |
|-----------------------------------|----------|
| Small Cutting Board Engraving x 5 | \$100.00 |
|-----------------------------------|----------|

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

MEETING DATE: October 25, 2017

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention & Visitors Advisory Board

ITEM

Presentation of Post Report from Special Events Funding Recipient Jaime J Zapata Foundation Fishing Tournament.

ITEM BACKGROUND

Jaime J Zapata Foundation Fishing Tournament was awarded \$5,000 in event sponsorship for 2016/17 FY. 75% of the awarded amount has been paid and pending sponsorship amount is \$1,250.00.

BUDGET/FINANCIAL SUMMARY

02-593-8099

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Staff recommend to approve pending sponsorship in the amount of \$1,250.

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

| |
|-------------------------------|
| Post Event Report Form |
|-------------------------------|

Date: _____

Organization Information

Name of Organization: JAIME JORGE ZAPATA FOUNDATION

Address: P.O. BOX 423

City, State, Zip: PORT ISABEL, TX 78578

Contact Name: BETTY WELLS Contact Phone Number: 956-561-1052

Contact Cell Phone Number: SAME

Event Information

Name of Event or Project: JAIME J. ZAPATA FOUNDATION FISHING TOURNAMENT

Date of Event or Project: SEPT. 15-16

Primary Location of Event or Project: SOUTH PADRE ISLAND

Amount Requested: \$ 5000.00

Amount Received: \$ 5000.00

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

| |
|--|
| |
| |
| |
| |
| |

How many years have you held this Event or Program: 1

Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: 10%
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): —
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): —
4. If staff costs were covered, estimate of actual hours staff spent on funded event: —
5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used?
REGISTRATION FEES YES, APPROX. \$5000 TO BE USED
TO ESTABLISH A SCHOLARSHIP PROGRAM FOR
ECONOMICALLY DISADVANTAGED YOUTH
6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

Event Attendance Information

1. How many people did you predict would attend this event? (number submitted in application for hotel occupancy tax funds): 400 + FAMILIES
2. What would you estimate as the actual attendance at the event? 27 BOATS, 106 ANGLERS + FAMILIES
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 200
4. How many room nights do you estimate were actually generated by attendees of this event? 128
5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this Event?

This Year

Last Year

Two Years Ago

Three Years Ago

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

SURVEY

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

Event Promotion Information

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

Newspaper: \$ _____

Radio: \$ _____

TV: \$ 500.00

Other Paid Advertising: \$ _____

Number of Press Releases to Media _____

Number Direct Mailings to out-of-town recipients _____

Other Promotions T-SHIRTS, HATS, BAGS, PROGRAM BOOKS, BROCHURES, WEBSITE, FACEBOOK, TWITTER

2. Did you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? YES
3. Did you negotiate a special rate or hotel/event package to attract overnight stays? SOME - ISLA GRAND RESORT, SUNCHASE SUITES
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?

INTERAGENCY PROMOTIONS

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

Sporting Related Events

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

Additional Event Information

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

LOUIE'S, JIM'S PIER, ALEX AVALOS PRINTING

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)

1st Annual
Jaime J. Zapata
Fishing
Tournament

Tournament Director
Betty Wells



JAIME J. ZAPATA
FISHING TOURNAMENT



In Memoriam 1978-2011

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.

Boat/Team (Maximum 4 Anglers)

- \$400.00 per boat/team

Social Only

- \$50.00

Registration Includes

- Tournament Hat, T-Shirt, Tournament Goodie Bags and Meals

Registration

Program Book

THANK YOU TO ALL OUR SPONSORS:

GOLD LEVEL SPONSOR

SILVER SPONSOR


    


BRONZE SPONSOR

"MAY YOU FISH ON..."



UPCOMING FISHING EVENTS



SPI FISHING DAYS

September 22 & 23
Louie's Backyard

October 20-22
SPI Convention Center

WWW.SOPADRE.COM

Tournament Brochure

YOU'RE INVITED:

Join us for the 1st Annual Jaime J. Zapata Fishing Tournament, scheduled to be held Sept. 15-16 on South Padre Island.

The tournament is a tribute to fallen Special ICE Agent Jaime J. Zapata, who was killed in the line of duty while on special assignment to the Embassy in Mexico City in 2011. It also honors all law enforcement agents throughout the country and celebrates the brotherhood that exists between those who protect and serve. The tournament is sponsored by the Jaime Jorge Zapata Foundation, a 501(c)(3) corporation. Proceeds from the event will be used to establish a scholarship program for economically disadvantaged youth, with special consideration given to the families of law enforcement agents.

IN
MEMORIAM
1978-
2011



"MAY YOU FISH ON..."

SCHEDULE OF EVENTS



Registration Fees:

\$400 per Boat/Team* Maximum - 4 Anglers

Social Only: \$50 per person

*Registration Fees Include Tournament Hat, T-Shirt, Tournament Goodie Bags and Meals

Schedule of Events:

Friday, Sept. 15th - 5p.m.
Louie's Backyard, Upstairs

Late Registration - 5-8 p.m.

Mandatory Captain's Meeting - 7p.m.

Optional Boat Pots - 6-9 p.m.

Complimentary hors d'oeuvres / Cash Bar

Saturday, Sept. 16 - Jim's Pier

Shotgun Start at Jim's Pier - 6:30 a.m.

Weigh Dock Open - 1-3 p.m.

Awards Ceremony & Prime Rib & Seafood Buffet Dinner - 6 p.m.
at Louie's Backyard

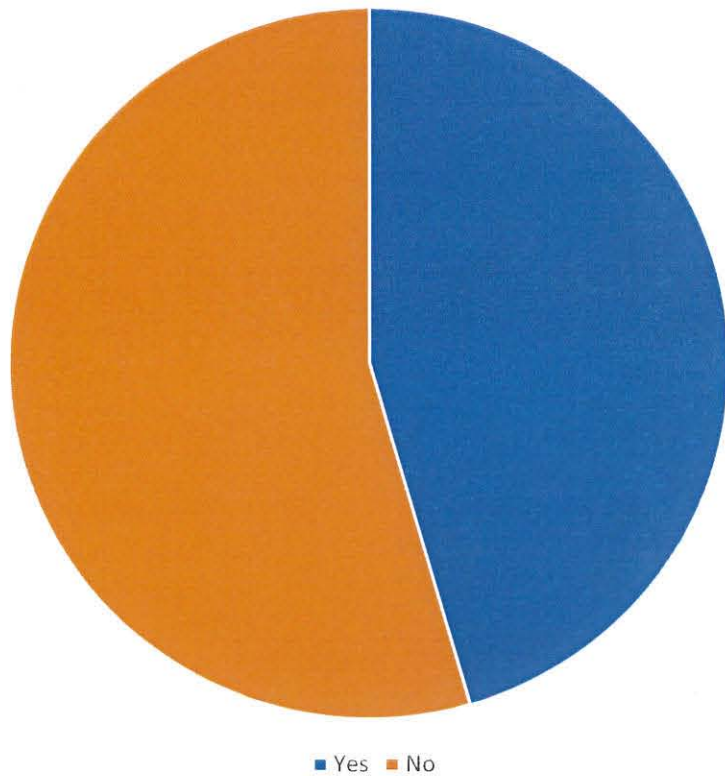
SPONSORED IN PART BY:



Survey Results

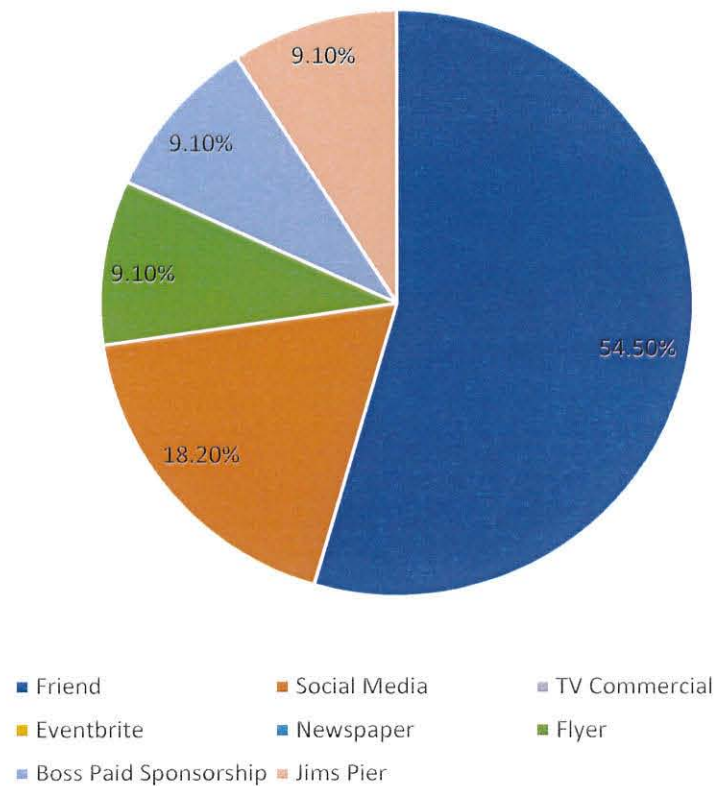


Was this your first time participating in a Fishing Tournament?



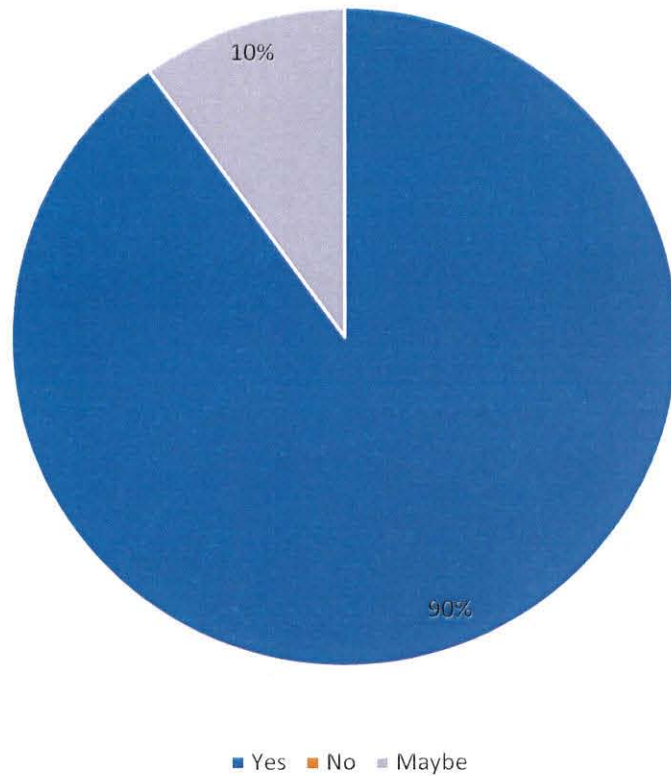
Almost half of our registrants had never fished a tournament before.

How did you hear about this event?



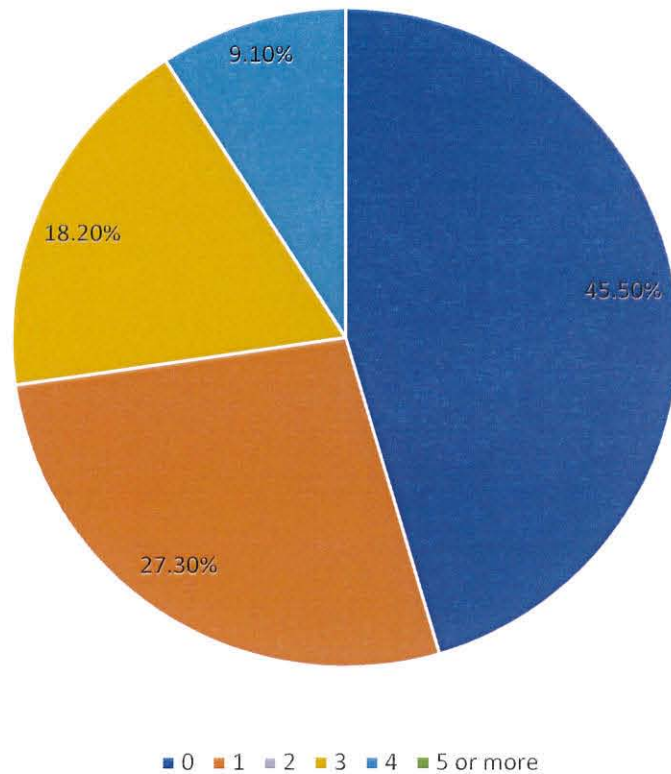
More than 50%
heard about
the
tournament
from friends.

Plan to participate next year?



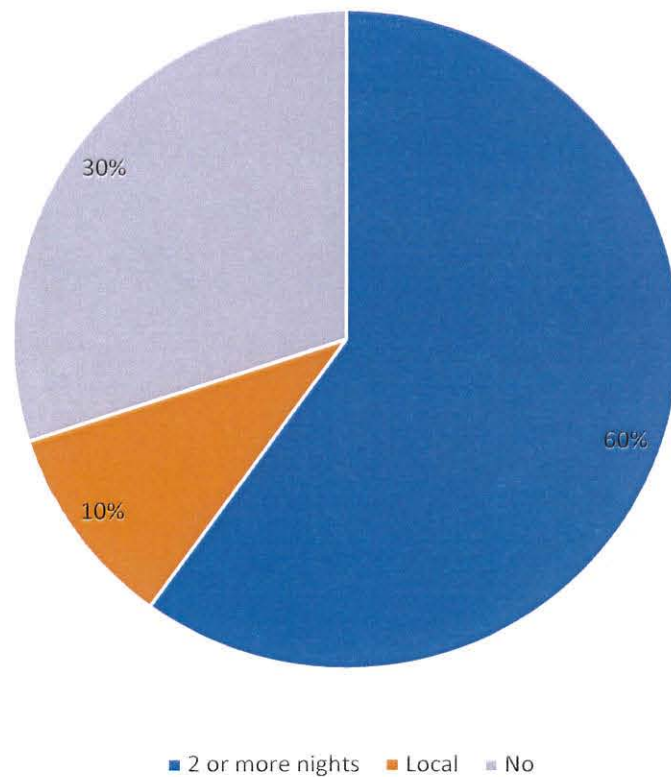
90% of the
2017
participants
plan to be at
the
tournament
next year.

How many non-anglers traveled with you?



Many anglers brought only their teams to the event, although over 50% brought non-anglers as well.

Did you stay overnight on SPI?



60% say they stayed on South Padre Island for 2 or more nights.

Weigh Station at Jim's Pier



Awards Ceremony at Louie's Backyard



“May You Fish On”



2017 Jaime J. Zapata Fishing Tournament

| | A | B | C | D |
|----|------------------------------------|---------------------------|----------------------|---|
| 1 | | | | |
| 2 | Income: | | | |
| 3 | Corporate Sponsors | \$37,465.00 | | |
| 4 | Registration Fees | \$6,400.00 | | |
| 5 | Program Book Advertising | \$2,500.00 | | |
| 6 | Raffle, Pot donations, etc. | \$2,253.00 | | |
| 7 | Total Income | <u>\$48,618.00</u> | | |
| 8 | | | | |
| 9 | Expenses: | | | |
| 10 | Tournament Director | (\$18,000.00) | | |
| 11 | Weighmaster | (\$500.00) | | |
| 12 | Saturday Meal | (\$2,125.00) | 85@\$25 | |
| 13 | Data Processing | (\$348.75) | | |
| 14 | T-shirts, hats & bags | (\$11,959.80) | | |
| 15 | Trophies | (\$969.00) | 12 total | |
| 16 | Cashier & Weigh Recorder | (\$340.00) | | |
| 17 | Dock supplies, office supplies | (\$125.00) | | |
| 18 | Printing | (\$3,580.84) | | |
| 19 | Postage | (\$97.55) | | |
| 20 | Contract Labor | (\$1,910.00) | | |
| 21 | Insurance | (\$441.00) | | |
| 22 | Miscellaneous | (\$1,000.00) | Guide--Hector Torres | |
| 23 | Website Development | (\$1,222.95) | | |
| 24 | Production of materials | (\$2,375.00) | | |
| 25 | Total Expenses | <u>\$44,994.89</u> | | |
| 26 | | | | |
| 27 | Estimated Net Profit (Loss) | \$3,653.11 | | |

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

MEETING DATE: October 25, 2017

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention & Visitors Advisory Board

ITEM

Presentation of Post Report from Special Events Funding Recipient Sand Castle Days Event.

ITEM BACKGROUND

Sand Castle Days Event was awarded \$35,000 in event sponsorship for 2016/17 FY. The full amount has been paid.

BUDGET/FINANCIAL SUMMARY

02-593-8099

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: 10/17/2017

Organization Information

Name of Organization: SANDCASTLE DAY'S

Address: 6900 Padre Blvd.

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

Contact Name: Clayton Brashear Contact Phone Number: 956.455.8436

Contact Cell Phone Number: 956.455.8436

Event Information

Name of Event or Project: 2017 SANDCASTLE DAY'S

Date of Event or Project: 10/5/17 - 10/8/17

Primary Location of Event or Project: 6900 Padre Blvd. / Clayton's Resort

Amount Requested: \$ 35,000.00

Amount Received: \$ 35,000.00

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

Please see attached Custom Summary Reports with Supporting Receipts

12:59 PM
10/19/17
Accrual Basis

Sandcastle Days
Custom Summary Report
January 1 through October 19, 2017

| | Jan 1 - Oct 19, 17 |
|------------------------------------|--------------------|
| Income | |
| Sponsorship | |
| City of South Padre Island | 35,000.00 |
| Sponsorship - Other | 4,250.00 |
| Total Sponsorship | 39,250.00 |
| Vendors | 3,600.00 |
| Amateur Sand Sculptors | 60.00 |
| Total Income | 42,910.00 |
| Expense | |
| Advertising | |
| Digital Marketing & Website | 1,000.00 |
| Photography | 400.00 |
| Print | 731.91 |
| TV | 12,464.00 |
| Total Advertising | 14,595.91 |
| Amusement Rides | 1,830.00 |
| Materials & Supplies | 3,123.04 |
| Office Expense | 0.00 |
| Security | 2,581.76 |
| Event Staff | |
| Management Fees | 1,000.00 |
| MC and Sound | 950.00 |
| Master Sand Sculptors | |
| Sand Sculptors | 12,000.00 |
| Sculptor Travel Expense | 2,700.00 |
| Sculptor Awards | 1,750.00 |
| Total Master Sand Sculptors | 16,450.00 |
| Sand Slaves | 2,400.00 |
| Total Event Staff | 20,800.00 |
| T-Shirts | 216.00 |
| Total Expense | 43,146.71 |
| Net Income | -236.71 |

Advertising

4:02 PM

10/18/17

Accrual Basis

Sandcastle Days
Account QuickReport
 January 1 through October 18, 2017

| Type | Date | Num | Name | Memo | Amount |
|--|------------|----------|---------------------|---|------------------|
| Advertising | | | | | |
| Digital Marketing & Website | | | | | |
| Check | 08/23/2017 | 1150 | Island Geek | 3735 for Annual 8/22-8/22/18 | 1,000.00 |
| Total Digital Marketing & Website | | | | | 1,000.00 |
| Photography | | | | | |
| Check | 10/08/2017 | 1175 | Tommy J Saenz Ph... | 1 for Photography | 400.00 |
| Total Photography | | | | | 400.00 |
| Print | | | | | |
| Check | 07/18/2017 | 1149 | Toucan Graphics | 22604 for 6 2X3 Color SCD's Posters | 194.85 |
| Check | 10/04/2017 | 1155 | Toucan Graphics | 22986 for Bios, Resize Art for SCD's Poster, Place Stickers | 370.34 |
| Check | 10/08/2017 | 1176 | Toucan Graphics | 23058 for Sandcastle Days Mercado Banner | 166.72 |
| Total Print | | | | | 731.91 |
| TV | | | | | |
| Check | 09/07/2017 | 1151 | KGBT Channel 4 | 62 TV Spots and 8000 online Commercials | 5,000.00 |
| Check | 09/27/2017 | 1152 | KRGV Channel 5 | 29/15 Second Spots | 5,070.00 |
| Bill | 09/30/2017 | 11978... | KVEO Channel 23 | 1197872-1 for 48 15 Second Spots 9/25-9/30/17 | 1,084.00 |
| Bill | 10/08/2017 | 11978... | KVEO Channel 23 | 1197872-2 for 54 15 second spots 10/2-10/8/17 | 1,310.00 |
| Total TV | | | | | 12,464.00 |
| Total Advertising | | | | | 14,595.91 |
| TOTAL | | | | | 14,595.91 |

Island Geek

104 West Bahama Street
South Padre Island, TX 78597
(956)761-3333
sean@islandgeek.com
islandgeek.com

**island geek**

INVOICE

BILL TO

Clayton Brashear
Clayton's Beach Bar
6900 Padre Blvd,
South Padre Island, TX 78597

INVOICE # 3735**DATE 08/22/2017****DUE DATE 08/22/2017****TERMS Due on receipt**

| ACTIVITY | QTY | RATE | AMOUNT |
|--|-----|----------|----------|
| Services | 1 | 1,000.00 | 1,000.00 |
| Sandcastle Days Website & Digital Marketing - Annual Payment | | | |

BALANCE DUE**\$1,000.00**

*Bid 8/23/17
#1150 JCB
\$1,000.00*

Invoices not paid within fifteen (15) days of due date will be subject to a \$25.00 late fee

TOUCAN GRAPHICS

Accounting Dept.

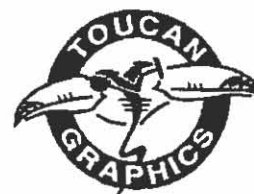
14725 S Padre Island Dr., Unit 4

Corpus Christi, TX 78418 US

(361)949-1400

stan@toucangraphics.net

Expense



INVOICE

BILL TO

Clayton's Beach Bar & Grill

6900 Padre Blvd.

South Padre Island, TX

78597

INVOICE # 22604

DATE 07/07/2017

DUE DATE 07/07/2017

TERMS Due on receipt

| ACTIVITY | QTY | RATE | AMOUNT |
|---------------------------------------|-----|-------|---------|
| Signs | 6 | 30.00 | 180.00T |
| 2x3 Coroplast Signs: Sand Castle Days | | | |

| | |
|-------------|-----------------|
| SUBTOTAL | 180.00 |
| TAX (8.25%) | 14.85 |
| TOTAL | 194.85 |
| BALANCE DUE | \$194.85 |

*SOP
Bid 7/18/17 \$194.⁸⁵
CR#1149*

TOUCAN GRAPHICS

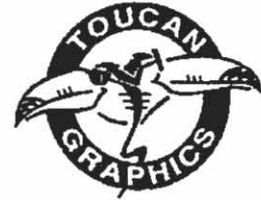
Accounting Dept.

14725 S Padre Island Dr., Unit 4

Corpus Christi, TX 78418 US

(361)949-1400

stan@toucangraphics.net

**INVOICE****BILL TO**

Clayton's Beach Bar & Grill

6900 Padre Blvd.

South Padre Island, TX

78597

INVOICE # 22986**DATE 09/21/2017****DUE DATE 09/21/2017****TERMS Due on receipt**

| ACTIVITY | QTY | RATE | AMOUNT |
|--|-----|-------|---------|
| Design Art Services: Resize Sandcastle Poster for Coatsal Current | 1 | 12.00 | 12.00T |
| Design Art Services: Set-up Sand Castle Bios | 1 | 35.00 | 35.00T |
| Signs 18x24 Bios on PVC | 12 | 24.00 | 288.00T |
| Xcolor Printing: 2 sets of 1st, 2nd, 3rd, and 4th place stickers | 8 | 0.89 | 7.12T |

| | |
|-------------|-----------------|
| SUBTOTAL | 342.12 |
| TAX (8.25%) | 28.22 |
| TOTAL | 370.34 |
| BALANCE DUE | \$370.34 |

SCP
Paid 10/4/17
Chk # 1155

TOUCAN GRAPHICS

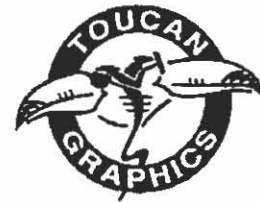
Accounting Dept.

14725 S Padre Island Dr., Unit 4

Corpus Christi, TX 78418 US

(361)949-1400

stan@toucangraphics.net

**INVOICE****BILL TO**

Clayton's Beach Bar & Grill

6900 Padre Blvd.

South Padre Island, TX

78597

INVOICE # 23058**DATE** 10/04/2017**DUE DATE** 10/04/2017**TERMS** Due on receipt

| ACTIVITY | QTY | RATE | AMOUNT |
|---|--------------|-------------------|--------------------|
| Design | 1 | 30.00 | 30.00T |
| Art Services: Set-up of Nachos & Busch coupons, cover banner ad, and posters | | | |
| Xcolor | 1 | 225.00 | 225.00T |
| Printing: 2500 Coupons 4/4 - Nachos & Busch | | | |
| Signs | 4 | 50.00 | 200.00T |
| 2x3 PVC w/overlamine Posters: Nachoe and Busch | | | |
| Signs | 10 | 3.00 | 30.00T |
| Die Cut Sandcastle Days Stickers | | | |
| Design | 1 | 10.00 | 10.00T |
| Art Services: Sandcastle Days Mercado Banner | | | |
| Signs | 1 | 144.00 | 144.00T |
| 6' x 4' banner - Sandcastle days Mercado | | | |

+TAX
15.20
199.20

SUBTOTAL 639.00

TAX (8.25%) 52.72

TOTAL 691.72

BALANCE DUE ~~\$691.72~~

Sandcastle Days
Paid \$199.20
Paid 10/9/17
ck # 1176

Supplies = Stickers = \$32.48
Adv = Banner = \$166.72



| Day | Time | Program | Spots | Rate |
|---------|------------|-----------------|-------|-------|
| M-F | 6p-6:30p | CBS4 News at 6 | 15X | \$140 |
| M-F | 10p-10:30p | CBS4 News at 10 | 15X | \$160 |
| Sa-Sun | 10p-10:30p | CBS News at 10 | 2X | \$100 |
| Mon-Sun | 5a-12m | CBS4 Rotator | 30x | \$0 |

Total :15 sec commercials on CBS4: 62X

Frequency Adults 18+ :4.2

Reach Adults 18+: 36%

Impressions Adults 18+: 1,300,343

8,000 Online Commercials on CBS4 Valleycentral.com/Mobile App (\$300)

Sandcastle Days Weather Forecast on CBS4 News

Total Investment: \$5,000

*Paid 9/7/17
CR# 1151
\$5000.00*

For Advertiser

9-1-17

Date



4

ValleyCentral.com

This sale of advertising is subject to the Standard Advertising Terms and Conditions (the "Terms") in effect on the date the advertising order is accepted, which Terms are incorporated by this reference and are available at www.valleycentral.com (and will also be sent by mail or fax upon written request). The parties intend for the Terms to be part of their agreement and be bound thereby; any additional and different terms in any invoice or other communication shall be null and void.

KRGV.com
5 NEWS abc
 BREAKING NEWS BREAKING STORIES



*Paid 9/27/17
 ck# 1152
 \$5,070.00*

Schedule Includes:

| Days | Time Period | Program | # of (:15) Spots |
|-------|-----------------|--|------------------|
| M-F | 6am-9am | CHANNEL 5 NEWS/GOOD MORNING AMERICA (6am NEW, GMA) | 6 |
| M-F | 12pm-1pm | CHANNEL 5 NEWS @ NOON | 8 |
| M-F | 5pm-7pm | CHANNEL 5 NEWS @ 5PM & 6PM | 8 |
| M-F | 10pm-10:34pm | CHANNEL 5 NEWS @ 10PM | 2 |
| * M-F | 10:30P-11:04P | CHANNEL 5 NEWS @ 10:30PM | 3 |
| SUN | 5:30pm-6pm | SUNDAY 5:30PM NEWS | 1 |
| SUN | 10:30PM-11:04PM | SUNDAY 10:30PM NEWS | 1 |

Total (:15) spots: 29

Total Reach Adults 18+: 52% (455,804)

Total Impressions Adults 18+: 1,267,800

Total Frequency Adults 18+: 2.78

Total Investment: \$5,070

Schedule will run September 25-October 5, 2017

X

Date 9-1-17



Sandcastle Days Clayton's

Date: 8/30/2017

Client: Direct
Buyer: Clayton Brashear
Advertiser: Sandcastle Days - Clayton's
Product: N/A
Estimate #:

Primary Demo: Adults 25-54
Office: KVEO-TV

Flight Dates: 9/25/2017 to 10/8/2017
Contact: Shannon Garza
Phone:
Fax:
Email: sgarza@kveo.com

| Daypart | Dur | COST | Se | Oc | Total Spots |
|---------|-----|------|----|----|-------------|
| | | 25 | 2 | | |

Harlingen-Wslco-Brnsvl-McA Nov16 DMA Rentrak Live Only KVEO-TV

M-F 4:58p-5:30p 15 ~~\$25~~ 10 10

NEWS CENTER 23 @ 5P

M-F 10p-10:35p 15 ~~\$38~~ 20 20

NEWS CENTER 23 @ 10PM

M-F 7a-11a 15 ~~\$15~~ 10 10

TODAY SHOW

M-Su 3a-3a 15 ~~\$0~~ 8 8

Added Value

Sa 7a-9a 15 ~~\$13~~ 4 4

TODAY SHOW-

SATURDAY

Su 7a-8a 15 ~~\$13~~ 2 2

TODAY SHOW - SUNDAY

Total Spots: ~~54~~ 54

Total GRP: ~~48~~ 54

Total COST: \$2,476

102 spots

Signature:

Disclaimer:

Revised 10/16/17
CR #1185 \$2394.00
Total \$2394.00

Strata NuMath and report designs Copyright ©2017 Strata Marketing, Inc. 312-222-1555

Rentrak Corporation Audience Estimates Copyright ©2017 Rentrak Corporation. Rentrak-derived minimum thresholds have not been applied to these estimates; the thresholds will be applied on a go-forward basis in a future Rentrak release. Audience estimates for total households and age/gender only are available based on market tiers.

TOMMY J. SAENZ

Photography 956-346-9114

INVOICE

BILL
TO

SAND CASTLE DAYS
CLAYTONS BAR AND GRILL

SHIP
TO

Invoice #1
Sand Castle
Days

Invoice Date Oct 9 2017

Customer ID SCD 2017

| DATE | YOUR ORDER # | OUR ORDER # | SALES REP. | F.O.B. | SHIP VIA | TERMS | TAX ID |
|------|--------------|-------------|------------|--------|----------|-------|--------|
|------|--------------|-------------|------------|--------|----------|-------|--------|

| QTY | ITEM | UNITS | DESCRIPTION | DISCOUNT % | TAXABLE | UNIT PRICE | TOTAL |
|-----|------|-------|--|------------|---------|------------|--------|
| 1 | 1 | 1 | Aerial Photography and photography of Sand Castle Day events | | | | 400.00 |

10/9/17 Paid \$400.00
SCP #1175

Subtotal 400.00

Miscellaneous

Please return the portion below with your payment.

BALANCE DUE 400.00

Amusement Rides

4:26 PM

10/18/17

Accrual Basis

Sandcastle Days
Account QuickReport
January 1 through October 18, 2017

| Type | Date | Num | Name | Memo | Amount |
|-------------------------|------------|------|------------------|--|----------|
| Amusement Rides Bill | 10/08/2017 | 1005 | RGV Pary Rentals | 1005 Mechanical Bull with attendant 10/6-10/8/17 | 1,830.00 |
| Total Amusement Rides | | | | | 1,830.00 |
| TOTAL | | | | | 1,830.00 |



INVOICE

RGV Party Rentals

2320 FM 732

San Benito, Texas 78586

956-454-7503

valleypartyrentals@aol.com

Invoice No : 1005

Date : 10/17/2017

Sand Castle Days 2017

6900 Padre Blvd

South Padre Island, Tx 78597

Contact Person:

*Paid 10/16/17 ck #1186
\$1830.00*

| Quantity | Description | Unit Price | Line Total |
|----------|----------------------------------|------------|------------|
| 3 | Mechanical Bull (with attendant) | \$610.00 | \$1,830.00 |

Friday 10/6 - 10/8/17

Subtotal \$1,830.00

Sales Tax \$ -

TOTAL \$1,830.00

Make all checks payable to: RGV Party Rentals LLC.

THANK YOU FOR YOUR BUSINESS!

Material & Supplies

5:20 PM

10/18/17

Accrual Basis

Sandcastle Days
Account QuickReport
 January 1 through October 18, 2017

| Type | Date | Num | Name | Memo | Amount |
|---------------------------------|------------|---------|---------------------------------|---|-----------------|
| Materials & Supplies | | | | | |
| Bill | 09/27/2017 | McCo... | McCoys | 22 Gallons Elmers Glue McCoys Citibank Charge | 356.99 |
| Check | 09/29/2017 | 1153 | Clayton's Beach Bar/Cash Rec... | Is Ace - Nozzles | 30.20 |
| Check | 09/29/2017 | 1153 | Clayton's Beach Bar/Cash Rec... | Lowes - Duck Tape, Spray Tanks, Shovels, Glue, Hose Connectors, Buckets, Flag ... | 772.00 |
| Check | 10/04/2017 | 1156 | Dennis Barrett/Cash Receipts | Whites for Wood Glue, Rake HDLE. | 68.37 |
| Check | 10/04/2017 | 1156 | Dennis Barrett/Cash Receipts | Sutherlands for 4 5Gal. Pails, Tite Bond 2 (glue) | 33.91 |
| Check | 10/04/2017 | 1156 | Dennis Barrett/Cash Receipts | Sherwin-Williams for Plastic Sheet | 20.78 |
| Check | 10/04/2017 | 1156 | Dennis Barrett/Cash Receipts | CVS for Panty Hose (to strain glue) | 9.98 |
| Check | 10/04/2017 | 1156 | Dennis Barrett/Cash Receipts | Is Ace Hardware for Wire | 6.48 |
| Check | 10/04/2017 | 1156 | Dennis Barrett/Cash Receipts | Is Ace for Rope | 28.12 |
| Check | 10/04/2017 | 1156 | Dennis Barrett/Cash Receipts | Whites for Surveyor Flags | 9.95 |
| Bill | 10/04/2017 | 1757 | Coastal Events Rentals LLC | 1757 for Tents to cover Sandcastle Day's Mercado | 1,300.00 |
| Check | 10/07/2017 | 1174 | Dennis Barrett/Cash Receipts | Is Ace for Nails and Clamps | 17.91 |
| Check | 10/07/2017 | 1174 | Dennis Barrett/Cash Receipts | Sutherlands for Nails | 24.62 |
| Check | 10/07/2017 | 1174 | Dennis Barrett/Cash Receipts | Is Ace for C Clamps | 64.80 |
| Check | 10/07/2017 | 1174 | Dennis Barrett/Cash Receipts | Sutherlands for C Clamps | 6.93 |
| Check | 10/07/2017 | 1174 | Dennis Barrett/Cash Receipts | Whites for C Clamps | 35.65 |
| Check | 10/08/2017 | 1177 | Adolfo Zamora/Cash Receipts | Is Ace for Plastic Clamps and SS Screws (Welcome Castle) | 11.43 |
| Check | 10/08/2017 | 1177 | Adolfo Zamora/Cash Receipts | Walmart for Lights, Cords, Sign and Other Materials for Welcome Castle | 195.92 |
| Check | 10/08/2017 | 1176 | Toucan Graphics | 23058 for 10 Sandcastle Days Die Cut Stickers | 32.48 |
| Check | 10/09/2017 | 1181 | Lori Gaudi/Cash Receipts | Walmart for Contact Paper to cover People's Choice Buckets | 12.21 |
| Check | 10/12/2017 | 1184 | Clayton's Beach Bar/Cash Rec... | Lowes 6 Gallons Elmers Glue | 84.31 |
| Total Materials & Supplies | | | | | 3,123.04 |
| TOTAL | | | | | 3,123.04 |

Bill Payment Stub

Credit Card Payment Date: 9/27/2017

Credit Card Payment No.:

Credit Card Payment Amount: 356.99

Sandcastle Days
6900 Padre Blvd.
South Padre Island TX 78597

Paid To: McCoys

| Date | Type | Reference | Original Amt. | Balance | Discount | Payment |
|-----------|------|-----------------|---------------|---------|----------|---------|
| 9/27/2017 | Bill | McCoys Citibank | 356.99 | 356.99 | | 356.99 |

CUSTOMER COPY

9/27/17 5:45 PM 3058 01-0932-865920

WESLACO, TX 78596
PH# 956-968-4793

Thanks for shopping with McCoy's!
CELEBRATE MCCOY'S
90TH YEAR IN BUSINESS!
1927 TO 2017

Citibank

MCCOY'S #093
910 U.S. EXPRESSWAY 83

Elmers Glue

10 27128664 ALL PURPOSE GLUE ELM
QTY 22 EA 14.99 EA 329.78
SUB TOTAL-----> \$329.78
8.2500% TAX TOTAL-----> \$27.21

AMOUNT DUE-----> \$356.99
CREDIT CARD 356.99

9/27/17 5:45 PM 3058 01-0932-865920

WESLACO, TX 78596
PH# 956-968-4793

Thanks for shopping with McCoy's!
CELEBRATE MCCOY'S
90TH YEAR IN BUSINESS!
1927 TO 2017

Credit Card Payment Amount

356.99



LOWE'S HOME CENTERS, LLC
525 EAST RUBEN TORRES BLVD
BROOKSVILLE, TX 78520 (956) 243-9240

- SALE -

SALES#: S2669EM2 2337450 TRANS#: 14707719 09-29-17

Handwritten notes:
Cup
Buck
Utility
K
H
S
W
P
P
PVC
Cement

| | |
|----------------------------------|--------|
| 69410 HANUA 398 11MIL HVAC DUC | 39.90 |
| 5 3 7.98 | |
| 303984 ROUNDUP 2-GAL TANK SPRAYE | 199.70 |
| 10 2 19.97 | |
| 83291 TRUPER DIGGING SHOVEL(-99) | 41.88 |
| 6 3 6.98 | |
| 41143 BAL ELMERS GLUE-ALL WHITE | 259.60 |
| 20 2 12.98 | |
| 36964 VS POLY Y HOSE CONNECTOR | 39.80 |
| 10 2 3.98 | |
| 546959 10 QT MEASURE RIGHT CONTA | 37.80 |
| 10 2 3.78 | |
| 612259 P 2INX400FT ORG FLAGTAPE | 9.76 |
| 2 8 4.88 | |
| 76025 11-IN NAT CABLE TIES 100- | 9.98 |
| 752968 STANLEY 2-PACK CLASSIC 99 | 6.98 |
| 548878 PRESCO 100CT 18IN GLO ORA | 7.98 |
| 167749 BH 5-IN X 1000-FT STRETCH | 31.96 |
| 4 8 7.99 | |
| 69243 5-LB 10D 3-IN BRT COMMON | 13.57 |
| 179081 IRWIN 5-LT BIMETAL UTILIT | 1.98 |
| 23539 OATFY 32-FL OZ PVC MED CL | 11.99 |

SUBTOTAL: 712.88
TAX: 58.81
INVOICE 14294 TOTAL: 771.69
CASH: 772.00
CHANGE: 0.31

STORE: 2669 TERMINAL: 14 09/29/17 12:57:02

THANK YOU FOR SHOPPING AT
14117-CHL/ACE-F
2213 SOUTH PADRE ISLAND BLVD.
SOUTH PADRE ISLAND TX 78597
(956) 761-2670

RETURNS MUST BE IN RESALABLE CONDITION
AND RETURNED WITHIN 30 DAYS WITH RECEIPT
09/29/17 1:45PM VALERIA 598 SALE

73212 10 EA 2.79 EA
NOZZLE POLYGUN PROMO 27.90
SUB-TOTAL: \$ 27.90 TAX: \$ 2.30
TOTAL: \$ 30.20
CASH TEND: 30.25 CHANGE: .05



==>> JRNL#J69825
CUST NO:#7

<<==

Handwritten: Paul #1153 9/29/17
Customer Copy

REFUNDS GIVEN WITHIN 30 DAYS WITH RECEIPT
REFUNDS OVER \$100.00 GET INSTORE CREDIT

WHITE LUMBER & SUPPLY
927 S GARCIA ST
PORT ISABEL TX 78578
956-943-5523

INVOICE

Terminal ID: 01372372 3844
10/4/17 8:37 AM
VISA DEBIT - INSERT
AID: A0000000031010
ACCT #: *****0101
CREDIT SALE
UID: 727734469124 REF #: 2818
BATCH #: 30 AUTH #: 062870
AMOUNT \$68.37
APPROVED 78

ber &

INVOICE # 531191
ACCOUNT #
DATE 04-Oct-17
TIME 08:37
EMPLOYEE 5
TERMINAL 4
PAGE # 1

ARQC - 321974AE04A8B40E
CUSTOMER COPY

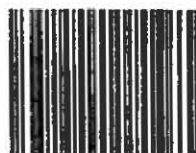
SHIP TO:

*Paid 10/4/17
#1156*

| ITEM | DESCRIPTION | QTY | SALE | U/M | EXT |
|------------|---------------------------------|------|----------------|-------|-------|
| 456487 | WOOD GLUE, WTRPF. TITBND II. GL | 2.00 | ~ 26.09 | EACH | 52.17 |
| 1 | MISC | 1.00 | 30.69 10.99 | EACH | 10.99 |
| RAKE HDLE. | | | | | |
| CHK | VIS0101 | | | CHECK | 68.37 |

I AGREE TO PAY THE ABOVE TOTAL ACCORDING TO THE POSTED TERMS AND CONDITIONS

SIGNATURE DENNIS BARRETT



SUBTOTAL \$ 63.16
TAX \$ 5.21
TOTAL \$ 68.37

Thank You For Your Business
No Returns on Plywood or Hurricane Access.
Please Come See Us Again!!!

Sutherlands

Sutherland's
1725 Hwy 100 West
Port Isabel, TX 78578
Phone (956) 943-4800

*Pail 10/4/17
#1156*

OPERATOR PRISCILLA 632 BASIC SALE
08430538600/0142976 4x 4.99 19.96
03GL PAIL 3 5GAL TRANSLUCENT

76466613901/3060928 1x 3.79 3.79
16DUP1 16D BRIGHT DUPLEX 1LB

76466613901/3060928 1x 3.79 3.79
16DUP1 16D BRIGHT DUPLEX 1LB

76466613901/3060928 1x 3.79 3.79
16DUP1 16D BRIGHT DUPLEX 1LB

SUBTOTAL 31.33
TAX01 (0.082500) 2.58
TOTAL 33.91
CARD TENDER 33.91
CHANGE DUE 0.00

Thank You For Shopping Sutherlands
WWW.Sutherlands.com
No returns on wet/used plywood
and hurricane accessories.
No returns Generators.

Sutherlands Express, 5906
1723 West Hwy 100
PORT ISABEL TX 785782802

Clerk ID: 632

Card Number: 4868-XXXX-XXXX-0101
BARRETT DENNIS

Ref Number: 001187873502 (S)
Auth Number: 071969 (VISA)
Card Total: 33.91

Tran Type: Basic Sale

SUBTOTAL: 31.33
TOTAL: 33.91

CHARGE TENDER: 33.91

*** Customer Copy ***

10-04-2017 08:55:52
005947 04 632 5906



SHERWIN-WILLIAMS.

PORT ISABEL Store 7567

1750 STATE HIGHWAY 100 ST
PORT ISABEL TX 78578 2852
(956)943-9700
Fax (956) 943-9704
www.sherwin-williams.com

*Pail 10/4/17
#1156*

SALE
Tran # 2621-2
E62/16944
BRENDA

9:01am
10/04/17
10

BANDA JUAN
Account XXXX-9093-9
Job 1 BANDA JUAN

Bill To: Ship To:
BANDA JUAN
224 JACKSON ST
LAGUNA HEIGHTS, TX 78578 TX
(956)590-9517

161-9337 HSSW09-400 EACH
9X400' .31MLHD PLAS
1.00 @ 22.59 22.59
Discount (%15.00) -3.39

SUBTOTAL BEFORE TAX 19.20

8.250% SALES TAX: 1-447857801 1.58
TOTAL \$20.78

VISA -20.78
C/C# XXXXXXXXXXXXX0101

CVS/pharmacy

1500 PADRE BLVD
S PADRE ISLE, TX 78597
956.761.3476

REG:18 TRN#2211 DS-P=0000098 STR#5641

1 CVS PKT PK TSS 15 15CT .57T
.57 EACH 3 OR MORE @ .50 EACH
1 CVS PKT PK TSS 15 15CT .57T
.57 EACH 3 OR MORE @ .50 EACH

1 SB SCOUR PAD 3CT 4.09T
1 STYL KH RT ND PL 4 4CT 3.99T

4 ITEMS

Survey ID #

8484 2609 6646 788 24

SUBTOTAL 9.22
TX 8.25% TAX .76
TOTAL 9.98
DEBIT 9.98

*****0101 CH

US DEBIT *****0101

REF: 182116

TRAN TYPE: SALE

AID: A0000000980840

TC: 892E309E5A15E0F5

TERMINAL# 85227290

PIN VERIFIED ONLINE

CVM: 420000

TVR(95): 8080048000

TSI(98): 6800

CHANGE .00



2505 6417 2752 2111 87
RETURNS WITH RECEIPT THRU 12/01/2017

OCTOBER 2, 2017 12:40 PM

GET YOUR CVS EXTRACARE CARD

THANK YOU FOR SHOPPING AT ACE
14117-CHL/ACE-F
2213 SOUTH PADRE ISLAND BLVD.
SOUTH PADRE ISLAND TX 78597
(956) 761-2670

RETURNS MUST BE IN RESALABLE CONDITION
AND RETURNED WITHIN 30 DAYS WITH RECEIPT
10/03/17 4:10PM KARENH 598 SALE

75755 2 EA 12.99 EA
ROPE BRAD POLY1/4"X100' 25.98

SUB-TOTAL:\$ 25.98 TAX:\$ 2.14
TOTAL:\$ 28.12

BK CARD AMT: 28.12
BK CARD#:



==> JRNL#J70472

CUST NO:#7

Customer Copy

REFUNDS GIVEN WITHIN 30 DAYS WITH RECEIPT
REFUNDS OVER \$100.00 GET INSTORE CREDIT

THANK YOU FOR SHOPPING AT ACE
14117-CHL/ACE-F
2213 SOUTH PADRE ISLAND BLVD.
SOUTH PADRE ISLAND TX 78597
(956) 761-2670

RETURNS MUST BE IN RESALABLE CONDITION
AND RETURNED WITHIN 30 DAYS WITH RECEIPT
10/02/17 12:47PM JORGE 598 SALE

8120313 1 EA 5.99 EA
WIRE TIE RE-BAR 16GA330' 5.99

SUB-TOTAL:\$ 5.99 TAX:\$.49
TOTAL:\$ 6.48

BK CARD AMT:
BK CARD#:



==> JRNL#J70212

CUST NO:#7

Customer Copy

REFUNDS GIVEN WITHIN 30 DAYS WITH RECEIPT
REFUNDS OVER \$100.00 GET INSTORE CREDIT

WHITE LUMBER & SUPPLY
927 S GARCIA ST
PORT ISABEL TX 78578
956-943-5523

INVOICE

Terminal ID: 01973566 4079
9/28/17 3:22 PM

VISA DEBIT - INSERT
AID: A0000000031010
ACCT #: *****0101

CREDIT SALE
UID: 727119117675 REF #: 2966
BATCH #: 198 AUTH #: 055892

AMOUNT \$9.95

APPROVED

ARQC - 570383A5C4F4A9C1

CUSTOMER COPY

INVOICE # 530698
ACCOUNT #
DATE 28-Sep-17
TIME 03:22
EMPLOYEE 4
TERMINAL 3
PAGE # 1

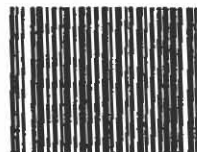
SHIP TO:

*Paid 10/4/17
#1154*

| DESCRIPTION | | QTY | SALE | U/M | EXT |
|--------------------------------|----------|------|------|-------|------|
| SURVEYOR FLAG, 21" GLO-ORG.100 | | 1.00 | 9.19 | EACH | 9.19 |
| CHK | VISA0101 | | | CHECK | 9.95 |

I AGREE TO PAY THE ABOVE TOTAL ACCORDING TO THE POSTED TERMS AND CONDITIONS

SIGNATURE DENNIS BARRETT



| | |
|-----------------|-------------|
| SUBTOTAL \$ | 9.19 |
| TAX \$ | 0.76 |
| TOTAL \$ | 9.95 |

Thank You For Your Business
No Returns on Plywood or Hurricane Access.
Please Come See Us Again!!!

Coastal Event Rentals, LLC
 31047 HWY 100
 LOS FRESNOS, TX 78566
 (956) 434-2586
 jaime@coastaleventrentalsrgv.com
 http://www.coastaleventrentalsrgv.com



ESTIMATE

ADDRESS

Claytons Beach Bar
 6900 Padre Blvd
 South Padre Island, Texas

ESTIMATE # 1757

DATE 08/29/2017

EXPIRATION DATE 09/29/2017

Jaime's
956.373.7224
Paid 10/9/17 ck #1178 \$1300.
#1130

Set up Wednesday 10/4/17
Pick up Monday 10/9/17

ACTIVITY

| QTY | RATE | AMOUNT |
|-----|--------|--------|
| 1 | 175.00 | 175.00 |
| 2 | 15.00 | 30.00 |
| 1 | 80.00 | 80.00 |
| 1 | 300.00 | 300.00 |
| 3 | 15.00 | 45.00 |
| 1 | 120.00 | 120.00 |
| 1 | 175.00 | 175.00 |
| 2 | 15.00 | 30.00 |
| 1 | 80.00 | 80.00 |
| 1 | 517.50 | 517.50 |
| 1 | 50.00 | 50.00 |

Rental Income
 20x20 Frame Cable Tent Installed on Deck Tent #1
 (4 Vendors)
 Rental Income
 Leg Extenders Tent #1
 (East Side)
 Rental Income
 80' Solid Side Wall Tent #1
 Rental Income
 20x40 Frame Cable Tent Installed on Deck #2
 (8 Vendors)
 Rental Income
 Leg Extenders Tent #2
 (East Side)
 Rental Income
 120' Solid Side wall
 Rental Income
 20x20 Frame Cable Tent #3
 (4 Vendors)
 Rental Income
 Leg Extenders Tent #3
 (East Side)
 Rental Income
 80' Solid Side Wall
 Rental Income
 1-Day Rental -\$1,035.00
 Extended Rental 10/5/17-10/8/17 (1/2 Daily Rate) -\$517.50
 Delivery
 Delivery/Pick-Up: South Padre Island

ACTIVITY

QTY

RATE

AMOUNT

Discount
Courtesy Discount

-1

302.50

-302.50

Date of event: 10/04/2017-10/09/2017

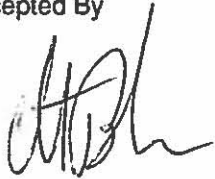
TOTAL

\$1,300.00

Payment: Credit or debit card payments are subject to a 3.5% fee per transaction. Bank draft is free of charge. Returned payments are subject to a \$15 fee. Cash or check are free of charge.

Reservation Policy: 50% of your total balance is due upon reservation. The remaining balance is due (2) days prior to your event date. Cancellation Policy: Cancellations within (7) days of your event will be subject to a 50% retention of your full total. Any cancellations prior to the (7) days will be subject to a 35% retention of your full total.

Accepted By



Accepted Date

9-1-2017

Sutherlands

Sutherland's
1725 Hwy 100 West
Port Isabel, TX 78578
Phone (956) 943-4800

*Paul
10/7/17
#1174*

OPERATOR PRISCILLA 632 BASIC SALE

76466613901/3080928 6x 3.79 22.74
16DUP1 16D BRIGHT DUPLEX 1LB

| | |
|------------------|-------|
| SUBTOTAL | 22.74 |
| TAX01 (0.082500) | 1.88 |
| TOTAL | 24.62 |
| CARD TENDER | 24.62 |
| CHANGE DUE | 0.00 |

Thank You For Shopping Sutherlands
WWW.Sutherlands.com
No returns on wet/used plywood
and hurricane accessories.
No returns Generators.

Sutherlands Express, 5906
1723 West Hwy 100
PORT ISABEL 1X 785782802

Clerk ID: 632

Card Number: 4868-XXXX-XXXX-0101
BARRETT DENNIS

Ref Number: 001189457995 [S]
Auth Number: 069712 (VISA)
Card Total: 24.62

Tran Type: Basic Sale

SUBTOTAL: 22.74
TOTAL: 24.62

CHARGE TENDER: 24.62

*** Customer Copy ***

10-04-2017 14:09:17
006020 04 632 5906

*Paul
10/7/17
#1174*
THANK YOU FOR SHOPPING AT
14117-CHL/ACE-F
2213 SOUTH PADRE ISLAND BLVD.
SOUTH PADRE ISLAND TX 78597
(956) 761-2670

RETURNS MUST BE IN RESALABLE CONDITION
AND RETURNED WITHIN 30 DAYS WITH RECEIPT
10/04/17 11:46AM KARENH 598 SALE

| | | |
|--------------------------|------|---------|
| 461396 | 2 EA | 5.29 EA |
| 1# DUPLEX NAIL BRT 3 16D | | 10.58 |
| 41146 | 3 EA | 1.99 EA |
| CLAMP 1-1/16" TO 2" SS | | 5.97 |

SUB-TOTAL: \$ 16.55 TAX: \$ 1.36
TOTAL: \$ 17.91

BK CARD AMT: 17.91
BK CARD#:



==>> JRNL#J70556 <<==
CUST NO:#7
Customer Copy

REFUNDS GIVEN WITHIN 30 DAYS WITH RECEIPT
REFUNDS OVER \$100.00 GET INSTORE CREDIT

Paul 10/17/17 #1174

THANK YOU FOR SHOPPING AT ACE
14117-CHL/ACE-F
2213 SOUTH PADRE ISLAND BLVD.
SOUTH PADRE ISLAND TX 78597
(956) 761-2670

RETURNS MUST BE IN RESALABLE CONDITION
AND RETURNED WITHIN 30 DAYS WITH RECEIPT
10/05/17 11:06AM VALERIA 598 SALE

| | | | | |
|---------------------|---|----|------|-------|
| 22118 | 1 | EA | 2.99 | EA |
| BESSEY C CLAMP 1" | | | | 2.99 |
| 22119 | 1 | EA | 4.99 | EA |
| BESSEY C CLAMP 2" | | | | 4.99 |
| 20519 | 1 | EA | 5.99 | EA |
| BESSEY C CLAMP 2.5" | | | | 5.99 |
| 20518 | 1 | EA | 3.99 | EA |
| BESSEY C CLAMP 1.5" | | | | 3.99 |
| 22119 | 2 | EA | 4.99 | EA |
| BESSEY C CLAMP 2" | | | | 9.98 |
| 20518 | 1 | EA | 3.99 | EA |
| BESSEY C CLAMP 1.5" | | | | 3.99 |
| 22118 | 1 | EA | 2.99 | EA |
| BESSEY C CLAMP 1" | | | | 2.99 |
| 20518 | 1 | EA | 3.99 | EA |
| BESSEY C CLAMP 1.5" | | | | 3.99 |
| 22118 | 3 | EA | 2.99 | EA |
| BESSEY C CLAMP 1" | | | | 8.97 |
| 20519 | 2 | EA | 5.99 | EA |
| BESSEY C CLAMP 2.5" | | | | 11.98 |

SUB-TOTAL:\$ 59.86 TAX:\$ 4.94
TOTAL:\$ 64.80

BK CARD AMT: 64.80
BK CARD#:



==>> JRNJ70733
CUST NO:#7
Customer Copy

REFUNDS GIVEN WITHIN 30 DAYS WITH RECEIPT
REFUNDS OVER \$100.00 GET INSTORE CREDIT

Sutherlands

Sutherland's
1725 Hwy 100 West
Port Isabel, TX 78578
Phone (956) 943-4800

| OPERATOR PRISCILLA 632 | | BASIC SALE |
|------------------------|----|------------|
| 03854801474/7371057 | 1x | 1.55 |
| 2251022R C CLAMP 2IN | | A |
| 03854801474/7371057 | 1x | 1.55 |
| 2251022R C CLAMP 2IN | | A |
| 03854801473/7371040 | 1x | 1.10 |
| 2251012R C CLAMP 1IN | | A |
| 03854801473/7371040 | 1x | 1.10 |
| 2251012R C CLAMP 1IN | | A |
| 03854801473/7371040 | 1x | 1.10 |
| 2251012R C CLAMP 1IN | | A |

| | |
|------------------|------|
| SUBTOTAL | 6.40 |
| TAX01 (0.082500) | .53 |
| TOTAL | 6.93 |
| CARD TENDER | 6.93 |
| CHANGE DUE | 0.00 |

Thank You For Shopping Sutherlands
WWW.Sutherlands.com
No returns on wet/used plywood
and hurricane accessories.
No returns Generators.

Sutherlands Express, 5906
1723 West Hwy 100
PORT ISABEL TX 785782802

Clerk ID: 632

Card Number: 4868-XXXX-XXXX-0101
BARRETT DENNIS

Ref Number: 001193347647 [5]
Auth Number: 040910 [VISA]
Card Total: 6.93

Trans Type: Basic Sale

SUBTOTAL: 6.40
TOTAL: 6.93

CHARGE TENDER: 6.93

*** Customer Copy ***

10-05-2017 11:30:44
004109 05 632 5906

Paul 10/17/17 #1174

INVOICE

White Lumber & Supply

PO Box 2003
927 S. Garcia St.
Port Isabel, TX 78578
956-943-5523

SOLD TO:

dennis barrett

SHIP TO:

INVOICE # 531365
ACCOUNT #
DATE 05-Oct-17
TIME 11:21
EMPLOYEE 2
TERMINAL 4
PAGE # 1

*Paid 10/7/17
#1174*

| ITEM | DESCRIPTION | QTY | SALE | U/M | EXT |
|--------|----------------------------|------|------|-------|-------|
| 154573 | C-CLAMP 2" QUICK-GRIP | 4.00 | 2.69 | EACH | 10.76 |
| 154462 | C-CLAMP 1" 1-1/8"DEPTH | 3.00 | 2.39 | EACH | 7.17 |
| 154450 | C-CLAMP 1-1/2" 1-1/2"DEPTH | 4.00 | 3.75 | EACH | 15.00 |
| CHK | visa0101 | | | CHECK | 35.65 |

I AGREE TO PAY THE ABOVE TOTAL ACCORDING TO THE POSTED TERMS AND CONDITIONS

SIGNATURE dennis barrett



SUBTOTAL \$ 32.93
TAX \$ 2.72
TOTAL \$ 35.65

Thank You For Your Business
No Returns on Plywood or Hurricane Access.
Please Come See Us Again!!!

ID #: 712FXX4603H

Walmart 
Save money. Live better.

(956) 943 - 1387
MANAGER NORMA PUENTES
1401 STATE HIGHWAY 100
PORT ISABEL TX 78578

```

000821 TEN 06 TRN 02408
LED BOX 007874218706 12.84 X
GV LED BOX 007874215960 9.94 X
GV LED BOX 007874218706 12.84 X
HARDBOARD C 004435700099 1.88 X
HARDBOARD C 004435700099 1.88 X
HARDBOARD C 004435700099 1.88 X
HARDBOARD C 004435700099 1.88 X
2.5X4 PC BN 084583808010 9.52 X
2.5X4 PC BN 084583808010 9.52 X
GV LED BOX 007874217855 6.94 X
GV LED BOX 007874215127 6.94 X
GV LED BOX 007874215127 6.94 X
GV LED BOX 007874215127 6.94 X
ADAPTER 078175623201 1.97 X
ADAPTER 078175613072 1.97 X
ADAPTER 078175613072 1.97 X
GV LED BOX 007874217855 6.94 X
GV LED BOX 007874215967 6.94 X
GV LED BOX 007874217854 6.94 X
GV LED BOX 007874215967 6.94 X
GV LED BOX 007874217855 6.94 X
NO TRESSP 002906900804

```

| | | | |
|--------------|--------------|------|--------|
| 4 AT | 1 FOR | 0.91 | 3.88 X |
| 15FI CORD | 078175623231 | | 9.57 X |
| 15FT CORD | 078175623231 | | 9.57 X |
| 7FI CORD | 078175623220 | | 3.47 X |
| 15FI CORD | 078175623231 | | 9.57 X |
| 15FT CORD | 078175623231 | | 9.57 X |
| BANDS 54-202 | 007181506548 | | 0.67 X |
| BANDS 54-202 | 007181506548 | | 0.67 X |
| 7FT CORD | 078175623220 | | 3.47 X |

| | | |
|------------|---------|--------|
| TAX 1 | 8.250 % | 14.93 |
| TOTAL | | 195.92 |
| DEBIT TEND | | 195.92 |
| CHANGE DUE | | 0.00 |

EFT DEBIT PAY FROM PRIMARY
195.92 TOTAL PURCHASE
US DEBIT **** * 5048 I 0
REF # 727700016300
NETWORK ID. 0056 APP# CODE 020856

US DEBIT
AID A0000000980840
TS 7C1B2C606A01D84D
*Pin Verified
TERMINAL N IX625553

10/04/17 10:02:46

W ITEMS SOLD 33
TC# 8539 9873 2667 4368 9170 2

100 0000 3040 2001 4000 3110 2

TOUCAN GRAPHICS

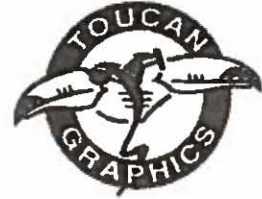
Accounting Dept.

14725 S Padre Island Dr., Unit 4

Corpus Christi, TX 78418 US

(361)949-1400

stan@toucangraphics.net

**INVOICE****BILL TO**

Clayton's Beach Bar & Grill

6900 Padre Blvd.

South Padre Island, TX

78597

INVOICE # 23058**DATE 10/04/2017****DUE DATE 10/04/2017****TERMS Due on receipt**

| ACTIVITY | QTY | RATE | AMOUNT |
|---|---------------|-------------------|--------------------|
| Design | 1 | 30.00 | 30.00T |
| Art Services: Set-up of Nachos & Busch coupons, cover banner ad, and posters | 1 | 225.00 | 225.00T |
| Xcolor | 4 | 50.00 | 200.00T |
| Printing: 2500 Coupons, 474 - Nachos & Busch | 10 | 3.00 | 30.00T |
| Signs | 1 | 10.00 | 10.00T |
| 2x3 PVC w/overlaminated Posters: Nachos and Busch | 1 | 144.00 | 144.00T |
| Signs | 1 | 10.00 | 10.00T |
| Die Cut Sandcastle Days Stickers | 1 | 10.00 | 10.00T |
| Design | 1 | 10.00 | 10.00T |
| Art Services: Sandcastle Days Mercado Banner | 1 | 10.00 | 10.00T |
| Signs | 1 | 144.00 | 144.00T |
| 6' x 4' banner - Sandcastle days Mercado | 1 | 144.00 | 144.00T |

TAX
15.20
199.2

SUBTOTAL 639.00
TAX (8.25%) 52.72
TOTAL 691.72
BALANCE DUE **\$691.72**

Sandcastle Days

Paid \$199.20

*Paid 10/9/17
ck # 1176*

*Supplies = Stickers = \$32.48
Adv = Banner = \$166.72*

-TM

See back of receipt for your chance
to win \$1000

ID# 12FVY088HC

Paid To Six Days
Walmart *

Save money. Live better.

(956) 943 - 1387

MANAGER NORMA PUENTES

1401 STATE HIGHWAY 100

PORT ISABEL TX 78578

ST# 00413 OP# 009044 TE# 44 TR# 02776

CT GRAN ROSE 079044404180 5.64 X

CT GRAN ROSE 079044404180 5.64 X

SUBTOTAL 11.28

TAX 1 8.250 % 0.93

TOTAL 12.21

VISA TEND 12.21

CHASE VISA **** * 2435 I 3

APPROVAL # 08164D

REF # 727700388957

TRANS ID - 367277065780788

VALIDATION - WGL/

PAYMENT SERVICE - E

AID A0000000031010

TC 30882263D8D31538

TERMINAL # SC011038

*NO SIGNATURE REQUIRED

10/03/17 20:49:46

CHANGE DUE 0.00

ITEMS SOLD 2

1C# 6635 3444 5579 4335 7157



Low Prices You Can Trust. Every Day.

10/03/17 20:49:46

CUSTOMER COPY

Store receipts on your phone. Walmart Pay.





LOWE'S HOME CENTERS, LLC
525 EAST RUBEN TORRES BLVD
BROWNSVILLE, TX 78520 (956) 243-9240

- SALE -

10/24/17
Paid #1184

SALES#: S2669V63 2175744 TRANS#: 15558159 09-27-17

41143 GAL ELMERS BLUE-ALL WHITE 77.88
6 @ 12.98

SUBTOTAL: 77.88

TAX: 6.43

INVOICE 15494 TOTAL: 84.31

CASH: 85.00

CHANGE: 0.69

STORE: 2669 TERMINAL: 15 09/27/17 19:23:01

OF ITEMS PURCHASED: 6

EXCLUDES FEES, SERVICES AND SPECIAL ORDER ITEMS



THANK YOU FOR SHOPPING LOWE'S.
SEE REVERSE SIDE FOR RETURN POLICY.
STORE MANAGER: TERRY R MONTEZ

LOWE'S PRICE MATCH GUARANTEE
FOR MORE DETAILS, VISIT LOWES.COM/PRICEMATCH

YOUR OPINIONS COUNT! *

REGISTER FOR A CHANCE TO BE *

ONE OF FIVE \$300 WINNERS DRAWN MONTHLY! *

¡REGISTRESE EN EL SORTEO MENSUAL *

PARA SER UNO DE LOS CINCO GANADORES DE \$300! *

REGISTER BY COMPLETING A GUEST SATISFACTION SURVEY *

WITHIN ONE WEEK AT: www.lowes.com/survey *

YOUR ID # 15494 2669 270 *

NO PURCHASE NECESSARY TO ENTER OR WIN. *

VOID WHERE PROHIBITED. MUST BE 18 OR OLDER TO ENTER. *

OFFICIAL RULES & WINNERS AT: www.lowes.com/survey *

STORE: 2669 TERMINAL: 15 09/27/17 19:23:01

Security

5:55 PM

10/18/17

Accrual Basis

Sandcastle Days
Account QuickReport
January 1 through October 18, 2017

| Type | Date | Num | Name | Memo | Amount |
|----------------|------------|-------------|--------------|--|----------|
| Security | | | | | |
| Bill | 10/08/2017 | 17-10-16-14 | Ace Security | 10/5-10/7/17 39 Hours Overnight Securitiy for Vendor Booth's | 506.61 |
| Bill | 10/08/2017 | 17-10-16-14 | Ace Security | 10/5-10/8/17 159.75 Hours Security 10/5-10/8/17 | 2,075.15 |
| Total Security | | | | | 2,581.76 |
| TOTAL | | | | | 2,581.76 |

**SANDCASTLE DAYS
AT CLAYTON'S**

| | A | B | C | D | E | F | G |
|----|-----|-----------|-------------|----------|--------------------|--------------|-------------------|
| 1 | | | | | | | |
| 2 | Day | Date | Event | #Officer | Shift | Hours | Total |
| 5 | Thu | 10/5/2017 | Sancastles | 1 | 11:15a-12:30a | 13.25 | 13.25 |
| 6 | | | | 1 | 7:00p-8:00a | 13 | 13 |
| 7 | | | | | | Total | 26.25 |
| 9 | Fri | 10/6/2017 | Sandcastles | 1 | 10:00a-9:00p | 11 | 11 |
| 10 | | | | 2 | 12:00p-9:00p | 9 | 18 |
| 11 | | | | 1 | 7:00p-9:00a | 14 | 14 |
| 12 | | | | 3 | 8:00p-9:00p | 1 | 3 |
| 13 | | | | | | Total | 46 |
| 15 | Sat | 7-Oct | Sandcastles | 1 | 8:45a-1:00a | 16.25 | 16.25 |
| 16 | | | | 2 | 12:00p-1:00a | 13 | 26 |
| 17 | | | | 1 | 10:00a-1:00a | 15 | 15 |
| 18 | | | | 1 | 8:00p-8:00a | 12 | 12 |
| 19 | | | | | | Total | 69.25 |
| 21 | Sun | 10/8/2017 | Sandcastles | 1 | 10:00a-1015p | 12.25 | 12.25 |
| 22 | | | | 1 | 12:00p-9:00p | 9 | 9 |
| 23 | | | | 1 | 12:00p-12:00a | 12 | 12 |
| 24 | | | | 1 | 10:00a-12:00a | 14 | 14 |
| 25 | | | | 1 | 2:00p-12:00a | 10 | 10 |
| 26 | | | | | | Total | 57.25 |
| 28 | | | | | Total Hours Billed | | 198.75 |
| 29 | | | | | Amount | | \$2,385.00 |
| 30 | | | | | State Sales Tax | | \$196.76 |
| 31 | | | | | Total | | \$2,581.76 |

Over-night for Vendor Booths Pd 10/16/17 \$2581.76
Clerk #1187

Sculptors & Staff

1:01 PM
10/19/17
Accrual Basis

Sandcastle Days Account QuickReport January 1 through October 19, 2017

| Type | Date | Num | Name | Memo | Amount |
|--------------------------------|------------|------|-----------------------|--|-----------|
| Event Staff | | | | | |
| Management Fees | | | | | |
| Check | 10/07/2017 | 1165 | Lucinda Wierenga | 468147 Management Fee | 1,000.00 |
| Total Management Fees | | | | | 1,000.00 |
| MC and Sound | | | | | |
| Check | 10/07/2017 | 1173 | Geoff Clifton | 468155 MC and Sound 10/5-10/8/17 | 950.00 |
| Total MC and Sound | | | | | 950.00 |
| Master Sand Sculptors | | | | | |
| Sand Sculptors | | | | | |
| Check | 10/07/2017 | 1159 | Christy Atkinson | 468141 Sulptors Fee 10/2-10/7/17 | 1,000.00 |
| Check | 10/07/2017 | 1160 | Abe Waterman | 468138 Sculptors Fee 10/2-10/7/17 | 1,000.00 |
| Check | 10/07/2017 | 1161 | Edith Van De Wetering | 468143 Sculptor Fee 10/2-10/7/17 | 1,000.00 |
| Check | 10/07/2017 | 1162 | Emerson Schreiner | 468144 Sculptor Fee 10/2-10/7/17 | 1,000.00 |
| Check | 10/07/2017 | 1163 | Karen Fralich | 468145 Sculptor Fee 10/2-10/7/17 | 1,000.00 |
| Check | 10/07/2017 | 1164 | Lucinda Wierenga | 468146 Sculptor Fee 10/2-10/7/17 | 1,000.00 |
| Check | 10/07/2017 | 1166 | Walter C McDonald | 468148 Sculptor Fee 10/2-10/7/17 | 1,000.00 |
| Check | 10/07/2017 | 1167 | Wilfred Stijger | 468149 Sculptor Fee 10/2-10/7/17 | 1,000.00 |
| Check | 10/07/2017 | 1168 | Bert Adams | 468150 Sculptor Fee 10/2-10/7/17 | 1,000.00 |
| Check | 10/07/2017 | 1169 | Charles T Beauleiu | 468151 Sculptor Fee 10/2-10/7/17 | 1,000.00 |
| Check | 10/07/2017 | 1170 | Brian Turnbough | 468152 Sculptor Fee 10/2-10/7/17 | 1,000.00 |
| Check | 10/07/2017 | 1171 | Kirk W Rademaker | 468153 Sculptor Fee 10/2-10/7/17 | 1,000.00 |
| Total Sand Sculptors | | | | | 12,000.00 |
| Sculptor Travel Expense | | | | | |
| Check | 10/07/2017 | 1157 | Abe Waterman | 468139 Travel Expense | 300.00 |
| Check | 10/07/2017 | 1161 | Edith Van De Wetering | 468143 Travel Expense | 300.00 |
| Check | 10/07/2017 | 1162 | Emerson Schreiner | 468144 Travel Expense | 300.00 |
| Check | 10/07/2017 | 1163 | Karen Fralich | 468145 Travel Expense | 300.00 |
| Check | 10/07/2017 | 1167 | Wilfred Stijger | 468149 Travel Expense | 300.00 |
| Check | 10/07/2017 | 1168 | Bert Adams | 468150 Travel Expense | 300.00 |
| Check | 10/07/2017 | 1169 | Charles T Beauleiu | 468151 Travel Expense | 300.00 |
| Check | 10/07/2017 | 1170 | Brian Turnbough | 468152 Travel Expense | 300.00 |
| Check | 10/07/2017 | 1171 | Kirk W Rademaker | 468153 Travel Expense | 300.00 |
| Total Sculptor Travel Expense | | | | | 2,700.00 |
| Sculptor Awards | | | | | |
| Check | 10/07/2017 | 1158 | Abe Waterman | 468140 Award Money Spilt by 12 Sculptors | 145.87 |
| Check | 10/07/2017 | 1159 | Christy Atkinson | 468141 Award Money Spilt by 12 Sculptors | 145.83 |
| Check | 10/07/2017 | 1161 | Edith Van De Wetering | 468143 Award Money Spilt by 12 Sculptors | 145.83 |
| Check | 10/07/2017 | 1162 | Emerson Schreiner | 468144 Award Money Spilt by 12 Sculptors | 145.83 |
| Check | 10/07/2017 | 1163 | Karen Fralich | 468145 Award Money Spilt by 12 Sculptors | 145.83 |
| Check | 10/07/2017 | 1164 | Lucinda Wierenga | 468146 Award Money Spilt by 12 Sculptors | 145.83 |
| Check | 10/07/2017 | 1166 | Walter C McDonald | 468148 Award Money Spilt by 12 Sculptors | 145.83 |
| Check | 10/07/2017 | 1167 | Wilfred Stijger | 468149 Award Money Spilt by 12 Sculptors | 145.83 |
| Check | 10/07/2017 | 1168 | Bert Adams | 468150 Award Money Spilt by 12 Sculptors | 145.83 |
| Check | 10/07/2017 | 1169 | Charles T Beauleiu | 468151 Award Money Spilt by 12 Sculptors | 145.83 |
| Check | 10/07/2017 | 1170 | Brian Turnbough | 468152 Award Money Spilt by 12 Sculptors | 145.83 |
| Check | 10/07/2017 | 1171 | Kirk W Rademaker | 468153 Award Money Spilt by 12 Sculptors | 145.83 |
| Total Sculptor Awards | | | | | 1,750.00 |
| Total Master Sand Sculptors | | | | | 16,450.00 |

1:01 PM
10/19/17
Accrual Basis

Sandcastle Days
Account QuickReport
January 1 through October 19, 2017

| Type | Date | Num | Name | Memo | Amount |
|--------------------|------------|------|---------------------|------------------------------------|------------------|
| Sand Slaves | | | | | |
| Check | 10/07/2017 | 1172 | Lori Gaudi | 468154 Sand Slave Fee 10/2-10/8/17 | 500.00 |
| Check | 10/09/2017 | 1179 | Dennis W Barrett Jr | 468156 Master Slave 10/2-10/9/17 | 1,000.00 |
| Check | 10/09/2017 | 1180 | Ken Barnett | VOID: void wrong amount | 0.00 |
| Check | 10/09/2017 | 1183 | Ken Barnett | 468158 Travel Expense | 200.00 |
| Check | 10/09/2017 | 1183 | Ken Barnett | 468158 Sand Slave 10/2-10/9/17 | 700.00 |
| Total Sand Slaves | | | | | 2,400.00 |
| Total Event Staff | | | | | 20,800.00 |
| TOTAL | | | | | 20,800.00 |

| | | | |
|---|--|-----------------------|--------------------|
| RECEIPT | | DATE <u>10/17/17</u> | No. <u>468147</u> |
| RECEIVED FROM <u>2017 Landmark Properties</u> | | \$ <u>1,000.00</u> | |
| <u>Providence</u> | | DOLLARS | |
| <input type="radio"/> FOR RENT <input checked="" type="radio"/> FOR <u>Management Fee 2017 Landmark Properties</u> | | | |
| ACCOUNT <u>Providence</u> | <input checked="" type="radio"/> CASH | | |
| PAYMENT <u>10/17/17</u> | <input checked="" type="radio"/> CHECK | FROM <u>10/17/17</u> | TO <u>10/17/17</u> |
| BAL DUE <u>10/17/17</u> | <input type="radio"/> MONEY ORDER | | |
| | <input type="radio"/> CREDIT CARD | BY <u>[Signature]</u> | |

| | | | |
|---|--|-----------------------|--------------------|
| RECEIPT | | DATE <u>10/18/17</u> | No. <u>468155</u> |
| RECEIVED FROM <u>2017 Landmark Properties</u> | | \$ <u>950.00</u> | |
| <u>Nine Hundred Fifty</u> | | DOLLARS | |
| <input type="radio"/> FOR RENT <input checked="" type="radio"/> FOR <u>MC [Signature] 10/18/17</u> | | | |
| ACCOUNT <u>Providence</u> | <input checked="" type="radio"/> CASH | | |
| PAYMENT <u>10/18/17</u> | <input checked="" type="radio"/> CHECK | FROM <u>10/18/17</u> | TO <u>10/18/17</u> |
| BAL DUE <u>10/18/17</u> | <input type="radio"/> MONEY ORDER | | |
| | <input type="radio"/> CREDIT CARD | BY <u>[Signature]</u> | |

| | | | |
|---------------------------------------|---------------------------------------|-----------------------|-------------------|
| RECEIPT | | DATE <u>10/2/17</u> | No. <u>468138</u> |
| RECEIVED FROM <u>2017 Yearly Rent</u> | | \$ <u>1,000.00</u> | |
| <u>One Thousand and 00/100</u> | | DOLLARS | |
| FOR RENT <u>Monthly Rent</u> | | | |
| ACCOUNT <u>#1106</u> | <input checked="" type="radio"/> CASH | | |
| PAYMENT | <input type="radio"/> CHECK | FROM <u>10/2/17</u> | TO <u>10/9/17</u> |
| BAL. DUE | <input type="radio"/> MONEY ORDER | | |
| | <input type="radio"/> CREDIT CARD | BY <u>[Signature]</u> | |

| | | | |
|---------------------------------------|---------------------------------------|-----------------------|-------------------|
| RECEIPT | | DATE <u>10/2/17</u> | No. <u>468139</u> |
| RECEIVED FROM <u>2017 Yearly Rent</u> | | \$ <u>1,000.00</u> | |
| <u>One Thousand and 00/100</u> | | DOLLARS | |
| FOR RENT <u>Monthly Rent</u> | | | |
| ACCOUNT <u>#1106</u> | <input checked="" type="radio"/> CASH | | |
| PAYMENT | <input type="radio"/> CHECK | FROM <u>10/2/17</u> | TO <u>10/7/17</u> |
| BAL. DUE | <input type="radio"/> MONEY ORDER | | |
| | <input type="radio"/> CREDIT CARD | BY <u>[Signature]</u> | |

| | | | |
|---|---------------------------------------|-----------------------|-------------------|
| RECEIPT | | DATE <u>10/2/17</u> | No. <u>468140</u> |
| RECEIVED FROM <u>2017 Yearly Rent</u> | | \$ <u>1,450.00</u> | |
| <u>One thousand four hundred and 00/100</u> | | DOLLARS | |
| FOR RENT <u>Monthly Rent</u> | | | |
| ACCOUNT <u>#1106</u> | <input checked="" type="radio"/> CASH | | |
| PAYMENT | <input type="radio"/> CHECK | FROM <u>10/2/17</u> | TO <u>10/2/17</u> |
| BAL. DUE | <input type="radio"/> MONEY ORDER | | |
| | <input type="radio"/> CREDIT CARD | BY <u>[Signature]</u> | |

| | | | |
|---|--|-----------------------|-------------------|
| RECEIPT | | DATE <u>10/7/17</u> | No. <u>468141</u> |
| RECEIVED FROM <u>2017 Landmark</u> | | \$ <u>145.31</u> | |
| | | DOLLARS | |
| <input type="radio"/> FOR RENT <input type="radio"/> FOR <u>Master</u> | | | |
| ACCOUNT <u>1001</u> PAYMENT <u>145.31</u> BAL DUE <u>9</u> | <input checked="" type="radio"/> CASH <input type="radio"/> CHECK <input type="radio"/> MONEY ORDER <input type="radio"/> CREDIT CARD | FROM <u>10/7/17</u> | TO <u>10/7/17</u> |
| | | BY <u>[Signature]</u> | |

| | | | |
|---|--|-----------------------|-------------------|
| RECEIPT | | DATE <u>10/7/17</u> | No. <u>468141</u> |
| RECEIVED FROM <u>2017 Landmark</u> | | \$ <u>145.31</u> | |
| | | DOLLARS | |
| <input type="radio"/> FOR RENT <input type="radio"/> FOR <u>Master</u> | | | |
| ACCOUNT <u>1001</u> PAYMENT <u>145.31</u> BAL DUE <u>9</u> | <input checked="" type="radio"/> CASH <input type="radio"/> CHECK <input type="radio"/> MONEY ORDER <input type="radio"/> CREDIT CARD | FROM <u>10/7/17</u> | TO <u>10/7/17</u> |
| | | BY <u>[Signature]</u> | |

| | | | |
|---|--|-----------------------|-------------------|
| RECEIPT | | DATE <u>10/7/17</u> | No. <u>468143</u> |
| RECEIVED FROM <u>2017 Landmark</u> | | \$ <u>145.31</u> | |
| | | DOLLARS | |
| <input type="radio"/> FOR RENT <input type="radio"/> FOR <u>Master</u> | | | |
| ACCOUNT <u>1001</u> PAYMENT <u>145.31</u> BAL DUE <u>9</u> | <input checked="" type="radio"/> CASH <input type="radio"/> CHECK <input type="radio"/> MONEY ORDER <input type="radio"/> CREDIT CARD | FROM <u>10/7/17</u> | TO <u>10/7/17</u> |
| | | BY <u>[Signature]</u> | |

| | | | |
|---|--|-----------------------|-------------------|
| RECEIPT | | DATE <u>10/7/17</u> | No. <u>468144</u> |
| RECEIVED FROM <u>2017 Landmark</u> | | \$ <u>145.31</u> | |
| | | DOLLARS | |
| <input type="radio"/> FOR RENT <input type="radio"/> FOR <u>Master</u> | | | |
| ACCOUNT <u>1001</u> PAYMENT <u>145.31</u> BAL DUE <u>9</u> | <input checked="" type="radio"/> CASH <input type="radio"/> CHECK <input type="radio"/> MONEY ORDER <input type="radio"/> CREDIT CARD | FROM <u>10/7/17</u> | TO <u>10/7/17</u> |
| | | BY <u>[Signature]</u> | |

| | | | |
|--|--|--|-------------------|
| RECEIPT | | DATE <u>10/17/17</u> | No. <u>468145</u> |
| RECEIVED FROM <u>2017 Landmark Pines</u> | | \$ <u>1445.31</u> | |
| <u>for the month of October 2017</u> | | DOLLARS | |
| FOR RENT <input type="checkbox"/> FOR <input checked="" type="checkbox"/> <u>Personnel - 10/1/17 to 10/31/17 - 1445.31</u> | | | |
| ACCOUNT <u>1001</u> | <input type="radio"/> CASH | FROM <u>10/1/17</u> TO <u>10/31/17</u> | |
| PAYMENT <u>300.00</u> | <input checked="" type="radio"/> CHECK | | |
| BAL DUE <u>1145.31</u> | <input type="radio"/> MONEY ORDER | | |
| | <input type="radio"/> CREDIT CARD | | |
| | | BY <u>[Signature]</u> | |

| | | | |
|--|--|--|-------------------|
| RECEIPT | | DATE <u>11/2/17</u> | No. <u>468146</u> |
| RECEIVED FROM <u>2017 Landmark Pines</u> | | \$ <u>1145.31</u> | |
| <u>for the month of November 2017</u> | | DOLLARS | |
| FOR RENT <input type="checkbox"/> FOR <input checked="" type="checkbox"/> <u>Personnel - 11/1/17 to 11/30/17 - 1145.31</u> | | | |
| ACCOUNT <u>1001</u> | <input type="radio"/> CASH | FROM <u>11/1/17</u> TO <u>11/30/17</u> | |
| PAYMENT <u>1145.31</u> | <input checked="" type="radio"/> CHECK | | |
| BAL DUE | <input type="radio"/> MONEY ORDER | | |
| | <input type="radio"/> CREDIT CARD | | |
| | | BY <u>[Signature]</u> | |

| | | | |
|--|--|--|-------------------|
| RECEIPT | | DATE <u>11/2/17</u> | No. <u>468148</u> |
| RECEIVED FROM <u>2017 Landmark Pines</u> | | \$ <u>1145.31</u> | |
| <u>for the month of November 2017</u> | | DOLLARS | |
| FOR RENT <input type="checkbox"/> FOR <input checked="" type="checkbox"/> <u>Personnel - 11/1/17 to 11/30/17 - 1145.31</u> | | | |
| ACCOUNT <u>1001</u> | <input type="radio"/> CASH | FROM <u>11/1/17</u> TO <u>11/30/17</u> | |
| PAYMENT <u>1145.31</u> | <input checked="" type="radio"/> CHECK | | |
| BAL DUE | <input type="radio"/> MONEY ORDER | | |
| | <input type="radio"/> CREDIT CARD | | |
| | | BY <u>[Signature]</u> | |

| | | | | | | | | | |
|---|----------------|--|-------------------|---------|---------------|---------|----------------|---|--|
| RECEIPT | | DATE <u>10/7/17</u> | No. <u>468149</u> | | | | | | |
| RECEIVED FROM <u>2017 Landcaster Power</u> | | \$ <u>1445.83</u> | | | | | | | |
| <u>for the month of October 2017</u> | | DOLLARS | | | | | | | |
| <input type="radio"/> FOR RENT <input checked="" type="radio"/> FOR <u>Electricity - metered</u> | | <input type="radio"/> CASH <input checked="" type="radio"/> CHECK <u>10/10/17</u> FROM <u>10/10/17</u> TO <u>10/17/17</u> | | | | | | | |
| <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>ACCOUNT</td> <td><u>1166</u></td> </tr> <tr> <td>PAYMENT</td> <td><u>300.00</u></td> </tr> <tr> <td>BAL DUE</td> <td><u>1445.83</u></td> </tr> </table> | | ACCOUNT | <u>1166</u> | PAYMENT | <u>300.00</u> | BAL DUE | <u>1445.83</u> | <input type="radio"/> MONEY ORDER <input type="radio"/> CREDIT CARD BY <u>VISA</u> | |
| ACCOUNT | <u>1166</u> | | | | | | | | |
| PAYMENT | <u>300.00</u> | | | | | | | | |
| BAL DUE | <u>1445.83</u> | | | | | | | | |

| | | | | | | | | | |
|---|----------------|---|-------------------|---------|---------------|---------|----------------|---|--|
| RECEIPT | | DATE <u>11/2/17</u> | No. <u>468150</u> | | | | | | |
| RECEIVED FROM <u>2017 Landcaster Power</u> | | \$ <u>1445.83</u> | | | | | | | |
| <u>for the month of November 2017</u> | | DOLLARS | | | | | | | |
| <input type="radio"/> FOR RENT <input checked="" type="radio"/> FOR <u>Electricity - metered</u> | | <input type="radio"/> CASH <input checked="" type="radio"/> CHECK <u>11/2/17</u> FROM <u>11/2/17</u> TO <u>11/9/17</u> | | | | | | | |
| <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>ACCOUNT</td> <td><u>1166</u></td> </tr> <tr> <td>PAYMENT</td> <td><u>300.00</u></td> </tr> <tr> <td>BAL DUE</td> <td><u>1445.83</u></td> </tr> </table> | | ACCOUNT | <u>1166</u> | PAYMENT | <u>300.00</u> | BAL DUE | <u>1445.83</u> | <input type="radio"/> MONEY ORDER <input type="radio"/> CREDIT CARD BY <u>RECT ADAMS</u> | |
| ACCOUNT | <u>1166</u> | | | | | | | | |
| PAYMENT | <u>300.00</u> | | | | | | | | |
| BAL DUE | <u>1445.83</u> | | | | | | | | |

| | | | | | | | | | |
|---|----------------|---|-------------------|---------|---------------|---------|----------------|--|--|
| RECEIPT | | DATE <u>11/2/17</u> | No. <u>468151</u> | | | | | | |
| RECEIVED FROM <u>2017 Landcaster Power</u> | | \$ <u>1445.83</u> | | | | | | | |
| <u>for the month of November 2017</u> | | DOLLARS | | | | | | | |
| <input type="radio"/> FOR RENT <input checked="" type="radio"/> FOR <u>Electricity - metered</u> | | <input type="radio"/> CASH <input checked="" type="radio"/> CHECK <u>11/2/17</u> FROM <u>11/2/17</u> TO <u>11/9/17</u> | | | | | | | |
| <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>ACCOUNT</td> <td><u>1166</u></td> </tr> <tr> <td>PAYMENT</td> <td><u>300.00</u></td> </tr> <tr> <td>BAL DUE</td> <td><u>1445.83</u></td> </tr> </table> | | ACCOUNT | <u>1166</u> | PAYMENT | <u>300.00</u> | BAL DUE | <u>1445.83</u> | <input type="radio"/> MONEY ORDER <input type="radio"/> CREDIT CARD BY <u>Chad Zerk</u> | |
| ACCOUNT | <u>1166</u> | | | | | | | | |
| PAYMENT | <u>300.00</u> | | | | | | | | |
| BAL DUE | <u>1445.83</u> | | | | | | | | |

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|---|----------------|--|-------------------|---------|---------------|---------|----------------|---|--|
| RECEIPT | | DATE <u>10/7/17</u> | No. <u>468152</u> | | | | | | |
| RECEIVED FROM <u>2017 Landcaster Power</u> | | \$ <u>1445.83</u> | | | | | | | |
| <u>for the month of October 2017</u> | | DOLLARS | | | | | | | |
| <input type="radio"/> FOR RENT <input checked="" type="radio"/> FOR <u>Electricity - metered</u> | | <input type="radio"/> CASH <input checked="" type="radio"/> CHECK <u>10/10/17</u> FROM <u>10/10/17</u> TO <u>10/17/17</u> | | | | | | | |
| <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>ACCOUNT</td> <td><u>1166</u></td> </tr> <tr> <td>PAYMENT</td> <td><u>300.00</u></td> </tr> <tr> <td>BAL DUE</td> <td><u>1445.83</u></td> </tr> </table> | | ACCOUNT | <u>1166</u> | PAYMENT | <u>300.00</u> | BAL DUE | <u>1445.83</u> | <input type="radio"/> MONEY ORDER <input type="radio"/> CREDIT CARD BY <u>3522</u> | |
| ACCOUNT | <u>1166</u> | | | | | | | | |
| PAYMENT | <u>300.00</u> | | | | | | | | |
| BAL DUE | <u>1445.83</u> | | | | | | | | |

| | | | |
|---|---|---|-------------------|
| RECEIPT | | DATE <u>10/17/17</u> | No. <u>468158</u> |
| RECEIVED FROM <u>2017. 10/17/17</u> | | \$ <u>900.00</u> | |
| <u>Nine hundred</u> | | DOLLARS | |
| <input type="radio"/> FOR RENT | | <input type="radio"/> FOR <u>Land Mine from Birchett Farm. 200.00</u> | |
| ACCOUNT <u>Land Mine from Birchett Farm. 200.00</u> | <input type="radio"/> CASH <u>11/13</u> | FROM <u>10/12/17</u> TO <u>10/19/17</u> | |
| PAYMENT <u>200.00</u> | <input checked="" type="radio"/> CHECK | BY <u>Kent Russell</u> | |
| BAL. DUE <u>200.00</u> | <input type="radio"/> MONEY ORDER | | |
| | <input type="radio"/> CREDIT CARD | | |

T-Shirts

6:50 PM
10/18/17
Accrual Basis

Sandcastle Days
Account QuickReport
January 1 through October 18, 2017

| Type | Date | Num | Name | Memo | Amount |
|----------------|------------|------|---------------------|--|--------|
| T-Shirts | | | | | |
| Check | 10/02/2017 | 1154 | Clayton's Beach Bar | 18 SCD's T-Shirts for Sculptors & Crew | 216.00 |
| Total T-Shirts | | | | | 216.00 |
| TOTAL | | | | | 216.00 |

CLAYTON'S BEACH BAR & GRILL

PO BOX 2344

South Padre Island, TX 78597

Invoice

| Date | Invoice # |
|-----------|-----------------------|
| 10/2/2017 | 09/26/2018 |

| |
|----------------------|
| Bill To |
| Sandcastle Days 2017 |

PAID 10/2/17
CP #1154
\$216.00
(see attached list)

| Item | Description | Qty | Rate | Amount |
|----------|---|-----|---------------------|----------|
| T-Shirts | Sandcastle Days T-Shirts for Sculptors and Crew | 18 | 11.08556 | 199.54T |
| | Sales Tax | | 16.46 | 16.46 |
| | | | Sales Tax () | \$0.00 |
| | | | Total | \$216.00 |

How many years have you held this Event or Program = 6

Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: 51%
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): 100%
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?
No, No
6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses. Please see attached Statement of Revenues and Expense Including In-Kind

Event Attendance Information

1. How many people did you predict would attend this event? (number submitted in application for hotel occupancy tax funds): 30,000
2. What would you estimate as the actual attendance at the event?: 25,000
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? n/a
4. How many room nights do you estimate were actually generated by attendees of this event? n/a
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 n/a
Last Year n/a
Two Years Ago n/a
Three Years Ago n/a

**2017 Sandcastle Days
Statement of Revenues and
Expenses**

Jan 1 - Oct 19, 17

REVENUES:

| | | |
|------------------------|----------------------------|-----------|
| Sponsorship | | |
| | City of South Padre Island | 35,000.00 |
| | Sponsorship - Other | 4,250.00 |
| | | <hr/> |
| Total Sponsorship | | 39,250.00 |
| Vendors | | 3,600.00 |
| Amateur Sand Sculptors | | 60.00 |
| | | <hr/> |
| Total Revenue | | 42,910.00 |

EXPENSES:

| | | |
|----------------------|-----------------------------|------------|
| Advertising | | |
| | Digital Marketing & Website | 1,000.00 |
| | Photography | 400.00 |
| | Print | 731.91 |
| | TV | 12,464.00 |
| | | <hr/> |
| Total Advertising | | 14,595.91 |
| Amusement Rides | | 1,830.00 |
| In- Kind Expenses | | |
| | In-Kind Hotel Rooms | 15,000.00 |
| | In-Kind Venue Cost | 7,000.00 |
| | In-Kind Outside Food | 3,000.00 |
| | | <hr/> |
| Total In-Kind | | 25,000.00 |
| Materials & Supplies | | 3,123.04 |
| Security | | 2,581.76 |
| Event Staff | | |
| | Management Fees | 1,000.00 |
| | MC and Sound | 950.00 |
| | Master Sand Sculptors | |
| | | |
| | Sand Sculptors | 12,000.00 |
| | Sculptor Travel Expense | 2,700.00 |
| | Sculptor Awards | 1,750.00 |
| | | <hr/> |
| | Total Master Sand Sculptors | 16,450.00 |
| | Sand Slaves | 2,400.00 |
| | | <hr/> |
| Total Event Staff | | 20,800.00 |
| T-Shirts | | 216.00 |
| | | <hr/> |
| Total Expense | | 68,146.71 |
| Net Income | | <hr/> |
| | | -25,236.71 |
| | | <hr/> |

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.)?

n/a

7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? n/a 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: \$ 500.00 (in trade for logo on Welcome Castle)

Radio: \$ _____

TV: \$ 12,464.00

Other Paid Advertising: \$ 2,132.00

Number of Press Releases to Media 200 +

Number Direct Mailings to out-of-town recipients 0

Other Promotions FACE BOOK, POSTERS, WEBSITE

2. Did you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? YES
3. Did you negotiate a special rate or hotel/event package to attract overnight stays? NO
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?

Face Book, TV, Posters, News Paper

5. Please attach samples of documents showing how _____. South Padre Island was recognized in your advertising/promotional campaign SEE ATTACHED ADS
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. SEE ATTACHED ADS
7. Please note any other success indicators of your event:
Great Event! Lots of Families

Sporting Related Events

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

Additional Event Information

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

Ace Hardware, Blue Marlin, Claytons Beach Bar, Coastal Current, Dollar General, La Copa, Toucan Graphics

Please Submit no later than (insert deadline) to:

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

#1's 5x6

Page 4

Coastal Current Ad

30TH ANNUAL SANDCASTLE DAYS
GAMES • VENDORS
FOOD & DRINKS
FREE EVENT!
OCTOBER 5-8

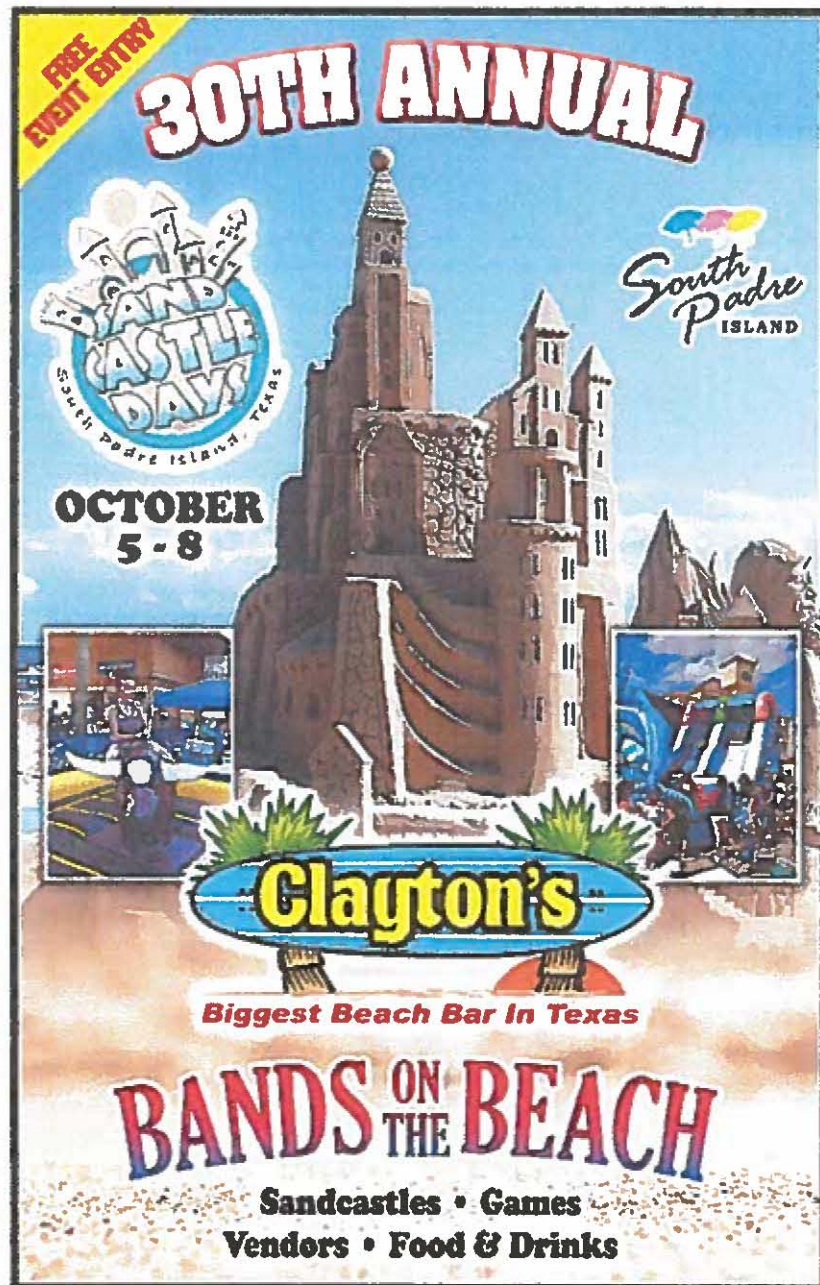
South Padre Island

BANDS ON THE BEACH
LIVE MUSIC AND
FIREWORKS
Fri & Sat 9:15pm
NO COVER

Clayton's

#'s 5+6
Page 4

Posters And Coastal Current Ad.



#s 5+6
page 4

Posters and Coastal Current Ad.

30TH ANNUAL

SANDCASTLE DAYS
South Padre Island, Texas

Clayton's
Biggest Beach Bar in Texas

South Padre Island

ROCKSTAR DENIED
Fri - Sat - Sun

ACHE DE BARRIO
Saturday

NITRO
Sunday

FREE EVENT
THU • FRI • SAT • SUN
OCTOBER 5 - 8

LARGEST FAMILY EVENT IN TEXAS!

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

MEETING DATE: October 25, 2017

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action regarding application for funding request on new special event Elite Redfish Series.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

02-593-8099

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Application for Initial Funding

Date: 10/17/2017

Organization Information

Name of Organization: Headturners3, LLC.

Address: 131 Sundown Drive

City, State, Zip: Arab, Alabama 35016

Contact Name: Pat Malone Contact Office Phone Number: 321.277.0868

Contact Cell Phone Number: 321.277.0868

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

Non-Profit or For-Profit status: For-Profit Tax ID #: N/A

Entity's Creation Date: January 2005

Purpose of your organization: Produce large format fishing tournaments for Professional fisherman and to promote: Conservation, Fishing Competition, and education in the great outdoors.

Event Information

Name of Event or Project: Elite Redfish Series Finale 2017 & Elite Redfish Series Official Event in 2018

Date of Event or Project: Event 1: December 1-3, 2017; Event 2: September 28th-30th, 2018

Primary Location of Event or Project: Convention Centre

Amount Requested: \$45,000.00

Primary Purpose of Funded Activity/Facility:

We are seeking funding to host, film, edit, produce and air the tournament series event. It is a fishing Tournament and a Television Show.

How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures) Event Promotion, Operations, Marketing

Percentage of Hotel Tax Support of Related Costs

75% 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

25% 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:

N/A

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: \$45,000

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: \$45,000

How many attendees are expected to come to the sporting related event? 250

How many of the attendees at the sporting related event are expected to be from another city or county? 175

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

Broadcast on sporting channels not otherwise advertised on in our current media plan.

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: 15 years
2. Expected Attendance: 250
3. How many people attending the Event or Project will use South Padre Island lodging establishments? 250

How many nights do you anticipate the majority of the tourists will stay: 4 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: CVB will reserve two hotels and utilize one VRM once funding is approved

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 |
|-----------------------|------------------------|----------------------------|
| Port Arthur : 4 Years | \$40,000.00 (1 event) | 30 rooms - 4 nights |
| <hr/> | <hr/> | <hr/> |
| <hr/> | <hr/> | <hr/> |

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

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

8. Will the event charge admission? Yes

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

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

See Attached Budget

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:

SEE ATTACHED Marketing Breakdown

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: See Attached

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? Yes

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

Yes _____

[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?

As shown in the TV episodes that we linked you to our initiatives are nationally based through television networking features and commercial ad placement to promote your community and surrounding area as well as activities and amenities offered for visitors to those that watch episode produced edited and show from the S Padre episodes...

15. What geographic areas does your event reach:

Our tournaments and television show airs both on national networks and online to a potential audience in excess of 43 million viewers and followers. While the tournament exposure is nationwide with a national audience, the Elite Redfish Series focuses on the gulf Coast region from South Florida to South Texas and along the Atlantic seaboard.

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

Expected Visitation by Tourists Monthly/Annually: N/A

Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: N/A % (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: \$1,000,000 per incident and \$2,000,00 aggregate.

Liability insurance is purchased for each event 30 days prior to event taking place with the standard amounts required from the community met as well listing community as being indemnified and free from legal liability...

- 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? YES
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:

- X Proposed Marketing Plan for Funded Event
- X Schedule of Activities or Events Relating to the Funded Project
- X Complete budget for the Funded Project
- X Room night projections, with back-up, for the Funded Event

Submit to: Marisa Amaya, Event Development and Packaging Manager, Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-3834, marisa@sopadre.com

HEADTURNERS3, LLC. (a.k.a. Elite Redfish Series and Elite Series)

2017 Headturners3, LLC/Elite Redfish Series and S Padre Island CVB Sponsorship Agreement

This agreement is between Headturners3, LLC, producers of the Elite Redfish Series limited liability company whose principle place of business is located at 131 Sundown Drive – Arab, AL 35016 and the South Padre Island Convention and Visitors Bureau located at 7355 Padre Blvd. South Padre, Island, TX 78597.

Headturners3, LLC and the Elite Redfish Series agrees to provide the following deliverables in exchange for sponsorship in 2017 and 2018 of the Elite Redfish tournament and television series.

- Exposure for the S Padre Island CVB for remaining of 2017 and all of 2018.
- Inclusion in live weigh in stage banners, backdrops and promotional signs.
- Headturners3, LLC. will provide a full promotional recap at seasons end including web and social.
- Headturners3, LLC. will create a minimum of 6 social media post on it's fan page, facebook/Elite Redfish Series for S Padre Island CVB and tag @sopadre as well as pertinent hash tags in each.
- Headturners3, LLC will promote S Padre Island as an Elite location and official tour stop of the Elite Redfish Series.
- Co branding of all social media and websites showing tour and community partnership. "sharing, tagging, hash tagging" as well as linking to website, social media outlets, videos, articles and more promoting the area and community.
- S Padre Island CVB will be provided the opportunity to distribute information via email blast to Headturners3, LLC. Members.
- Inclusion of S Padre Island CVB logos and links on Elite Redfish Series dot com for 2017 and 2018.
- Tournament and show host to wear S Padre Island CVB logo'd hat and/or shirt, provided by S Padre Island CVB at least 1 day of each event in 2017 and 2018.
- Live mentions of community partnership between S Padre Island CVB and the Elite Redfish Series.

TOURNAMENT AND TELEVISION DELIVERABLES PAGE:

EVENT 1: Elite Redfish Series Finale' in 2017

- Official practice begins November 26 and continues through November 30, 2018.
- 5 days of official practice for 20 professional divisional qualifying anglers.
- Captain's dinner and meeting Thursday November 30, 2017.
- Event takes place December 1,2 and 3, 2017.
- 2 days of tournament competition for full field of 20 professional anglers Friday and Saturday.
- Final day of tournament competition for top 5 professional anglers after previous 2 days of tournament competition.
- Televised coverage of the official launch and weigh in locations, each day. Location(s) to be determined.
- All days of each event to be streamed live with titles and text showing event taking place in S Padre Island and presented by the S Padre Island CVB to over 15,000 online followers of the Elite Redfish Series and linked to S Padre fan page.



EVENT 2: Elite Redfish Series Official Event in 2018

- Official practice period. Dates T.B.D. by S Padres CVB and Headturners3, LLC.
- 5 days of official practice for full field of 35 professional anglers. Date T.B.D.
- Captain's dinner and meeting. Date T.B.D.
- Event. Date T.B.D.
- 2 days of tournament competition for full field of 35-40 professional anglers Thursday and Friday.
- Final day of tournament competition for top 10 professional anglers after previous 2 days of tournament competition.
- Televised coverage of the official launch and weigh in locations, each day. Location(s) to be determined.
- All days of each event to be streamed live with titles and text showing event taking place in S Padre Island and presented by the S Padre Island CVB to over 15,000 online followers of the Elite Redfish Series and linked to S Padre fan page.

Headturners3, LLC. a.k.a. The Elite Series will secure a hotel rooms block within S Padre Island city limits for it's anglers and guest. Hotels should have ample parking for boats, trucks and trailers and offer outside outlets for charging of boat batteries to be considered.

Television and Website Ads and Features:

- Elite Series will air 30 minute tournament TV episodes featuring S Padre Island community during Q1 and Q4 of 2018.
- Commercial promotion or "ad pod" under this contract to include:
 1. 10 second audio billboard I.E. *This week the Elite Redfish Series is in beautiful S Padre Island, Texas.*
 2. 60 second community feature shot, edited and produced by tour at no additional charge under this contract.
 3. 30 second commercial ad spot supplied by the community to the tour for airing.
- Inclusion in opening billboard featuring community logo and community's tag line.
- Each episode to air on television network with a minimum potential reach of 45-90 million homes nationwide.
- Once each episode has aired on television network the episode will remain available for viewing in full HD with commercials and community features and mentions on Elite Series On Demand channels like Roku, Apple TV, Amazon Prime and other channels. These On Demand or social website airings will continue to air throughout the remainder of 2018. Communities may mention, link to and or share these episodes on their social media outlets and local television networks should they want to.
- Each episode to be hosted and shared on official Elite Redfish Series YouTube and Vimeo channels in perpetuity.

Event/Naming promotions:

- The Elite Redfish Tournament Series, *"this week, it's the S Padre Island Showdown, presented by the S Padre Island CVB"*.
- Prominent placement of S Padre Island CVB logos/brand on banners walls, stage backdrops and or custom pop up tents.
- Available space made at any Elite Series event for S Padre Island CVB representatives to attend and promote community.

PRICING AND OTHER AMMENTITIES PAGE:

South Padre Island CVB commitment:

- The total amount of **\$35,000.00 per event** or **\$70,000.00** is the original amount for both (2) events total including, filming, editing, producing and airing the events. We are reducing that amount with a \$10,000.00 credit for each event and an additional \$5,000.00 discount to help toward captain's dinner as well as staff and cameramen hotel rooms expense. A reduced rate of just **\$45,000.00 total** to host the 2 Elite Redfish Series event, including TV and naming rights as described above and produced by Headturners3, LLC is to be paid by S Padre Island CVB in payment schedule shown below.
 1. \$2,500.00 payment to Pat Malone (host fee for 2017 event) upon acceptance of this proposal.
 2. \$10,000.00 payment to Headturners3, LLC. upon acceptance of this proposal.
 3. \$12,500.00 payment to Headturners3, LLC to be paid by Nov 27, 2017 to complete payments for event 1.
 4. \$2,500.00 payment to Pat Malone (host fee for 2018 event) 90 days prior to start of event 2, once scheduled.
 5. \$10,000.00 payment to Headturners3, LLC to be paid 45 days prior to start of event 2, once scheduled.
 6. \$ 7,500.00 final payment to Headturners3, LLC to be paid 10 days prior to start of event 2, once scheduled.
- The S Padre Island CVB grants permission to Headturners3, LLC representatives to solicit additional local sponsorship money outside of this agreement from local businesses. I.E. car dealerships, restaurants, hotels and other commercial entities in and around Port Arthur and surrounding communities.
- The S Padre Island CVB will provide, host and fund a captain's dinner and meeting the night prior to the first day of competition for each event.
- The S Padre Island CVB will provide host and staff hotel rooms for duration of event. Sample from similar event below:

|  ELITE REDFISH TOURNAMENT SERIES 2017 AND 2018 EVENTS | | | | | |
|---|----------|-----------|-------------|--------------------------|-----------------------------|
| Hotel / Lodging | | | | South Padre Island Texas | |
| Guest | Check In | Check Out | Room Type | Names: | Notes: |
| Show Host | Thursday | Monday | King or dbl | Pat Malone | Hotel room |
| Tourney Staff | Thursday | Monday | Multi bed | John and Tammy Tumey | Double hotel room or house |
| Show Producer | Friday | Monday | King or dbl | Jeff and Ann McMichael | Hotel room husband and wife |
| Cameraman 1 | Saturday | Monday | King or dbl | To be named | Additional cameraman |
| Cameraman 2 | Saturday | Monday | King or dbl | To be named | Additional cameraman |
| Cameraman 3 | Saturday | Monday | King or dbl | To be named | Additional cameraman |
| Cameraman 4 | Saturday | Monday | King or dbl | To be named | Additional cameraman |

Possible Cancellation Procedure:

- Should extreme weather or other acts of God, including but not limited to hurricanes, tornados, earth quakes , etc. cause the shortening of the days of this event or force cancelling altogether, the following will act as the guidelines and remedy(s):
 1. Day 1 canceled, all anglers fish day 2 with top 5 fishing on day 3.
 2. Day 2 canceled, top 5 from day 1 fish on day 3.
 3. Day 3 canceled, top 5 from any completed day(s) will determine finish.
 4. Days 1-3 (Thurs-Sat) canceled, Sunday of the same week will be used as a last chance to get the event in. In this last chance scenario all anglers fish Sunday in one day "shootout" to determine place of finish.
- Should no days of the series event be able to take place over the possible 4 day period, due to extreme weather or other "acts of God" event(s) this event shall be rescheduled at a future date agreed upon by both the Elite Series officials and community representatives. The Elite Series will credit toward this future event all monies paid from the community to Headturners3, LLC. **minus** all travel, hotel, staff, TV production and host fees incurred by Headturners3, LLC. and or the Elite Series.
- Should a full cancellation occur due to the reasons listed above and through no fault of Headturners3, LLC or the Elite Series and with the Elite Series being ready, willing and able to perform or reschedule a make up event but the community does not choose to or cannot accommodate a future event, then the Elite Series will reimburse all monies paid from the community to Headturners3, LLC. **minus** all travel, hotel, staff, TV production and host expenses incurred by Headturners3, LLC. and a 35% cancellation fee.

Acceptance of terms and conditions listed above by representative of HT3 Outdoors, LLC.

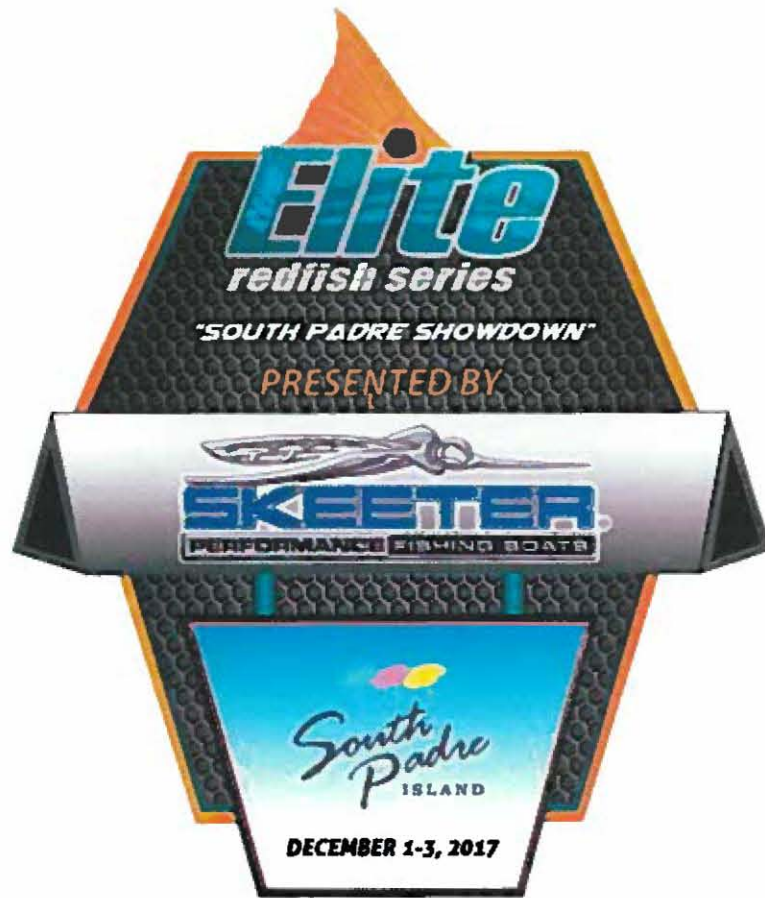
Pat Malone, pres/CEO: _____ Date: _____

Acceptance of terms and conditions listed above by representative of South Padre Island CVB:

Representative, CVB Director _____ Date: _____













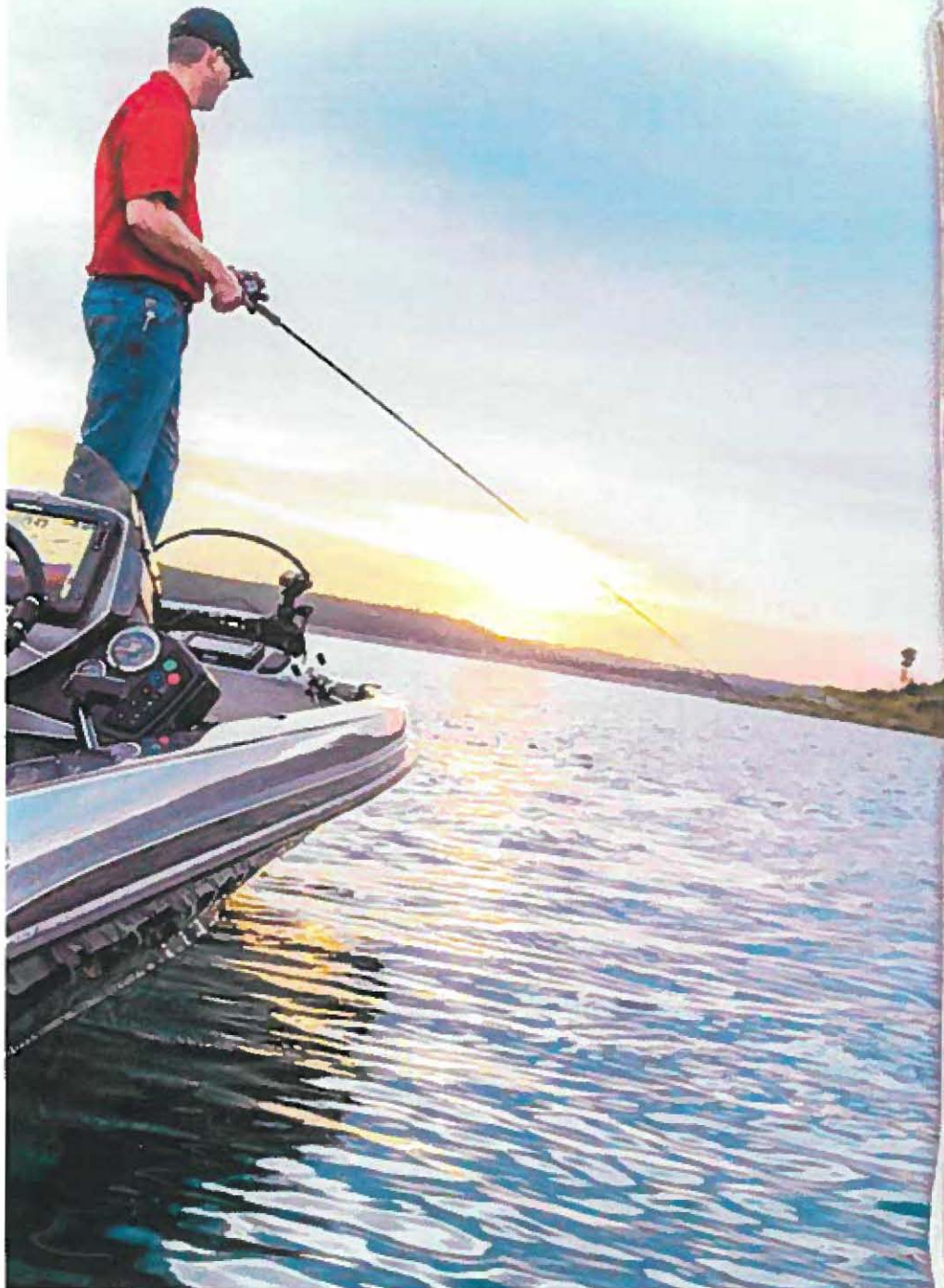




WE DELIVER THE OUTDOORS



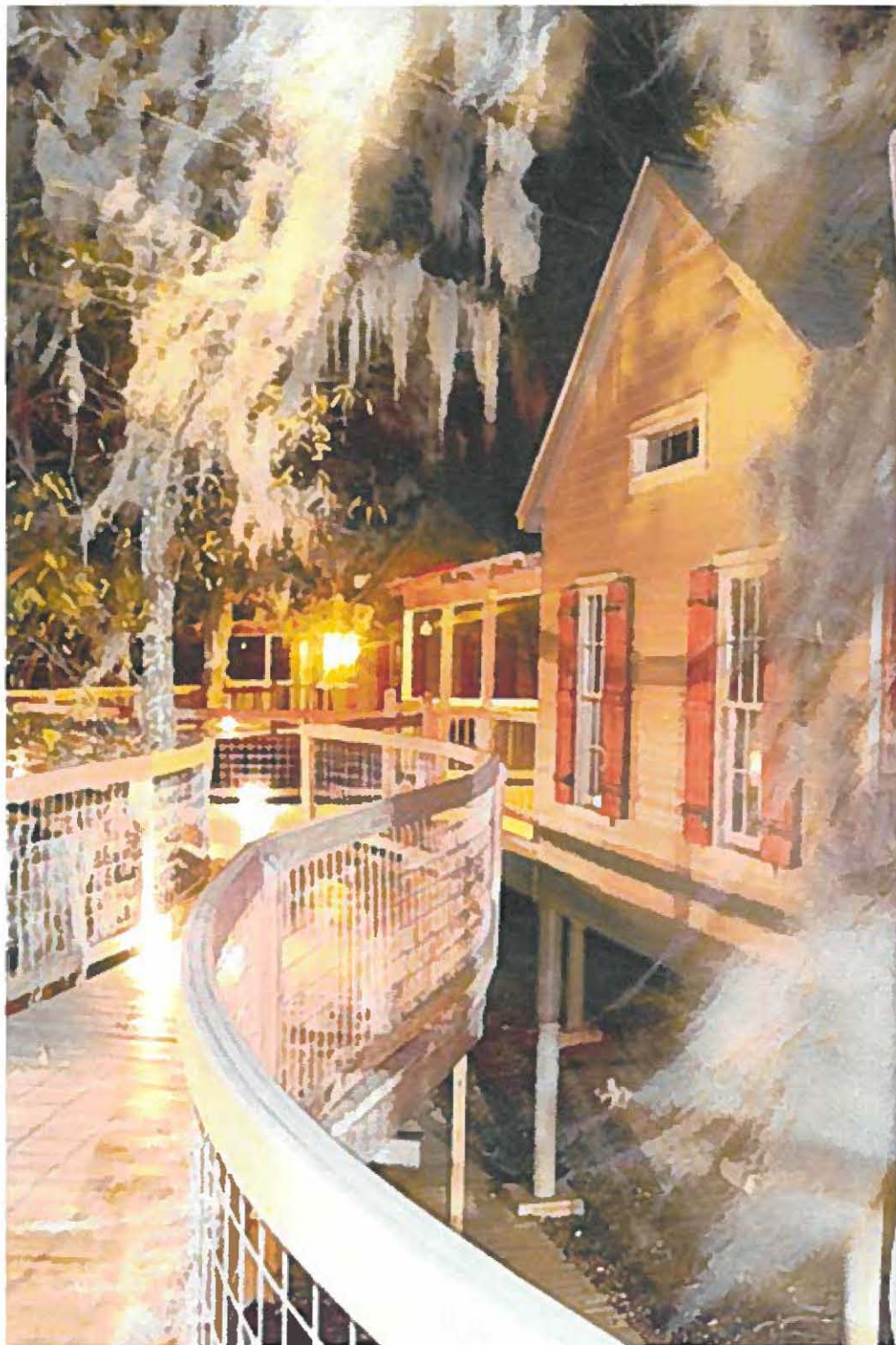

pursuit



We Deliver About Us

Pursuit Channel is the fastest growing, pure outdoor network.

- Launched in April 2008 by our Founder and CEO Rusty Faulk, a producer of outdoor network TV programming for over 20 years, Pursuit Channel's DNA is forged from the combination of hunt, fish, shoot categories and the responsible and ethical use of our natural resources.
- Pursuit Channel has grown it's HH viewership by 188% over the last 4 years, while competition has remained or dropped. (source ComScore)
- Our team members have a combined total of over 75 years experience working in the outdoor industry.



More Homes

Satellite

Pursuit Channel's unique basic tier carriage distribution model, make it the only outdoor network fully distributed on both **DIRECTV** (604 HD) and **DISH Network** (393 SD). Allowing us to reach 15+ million homes, not reached by our competitors.

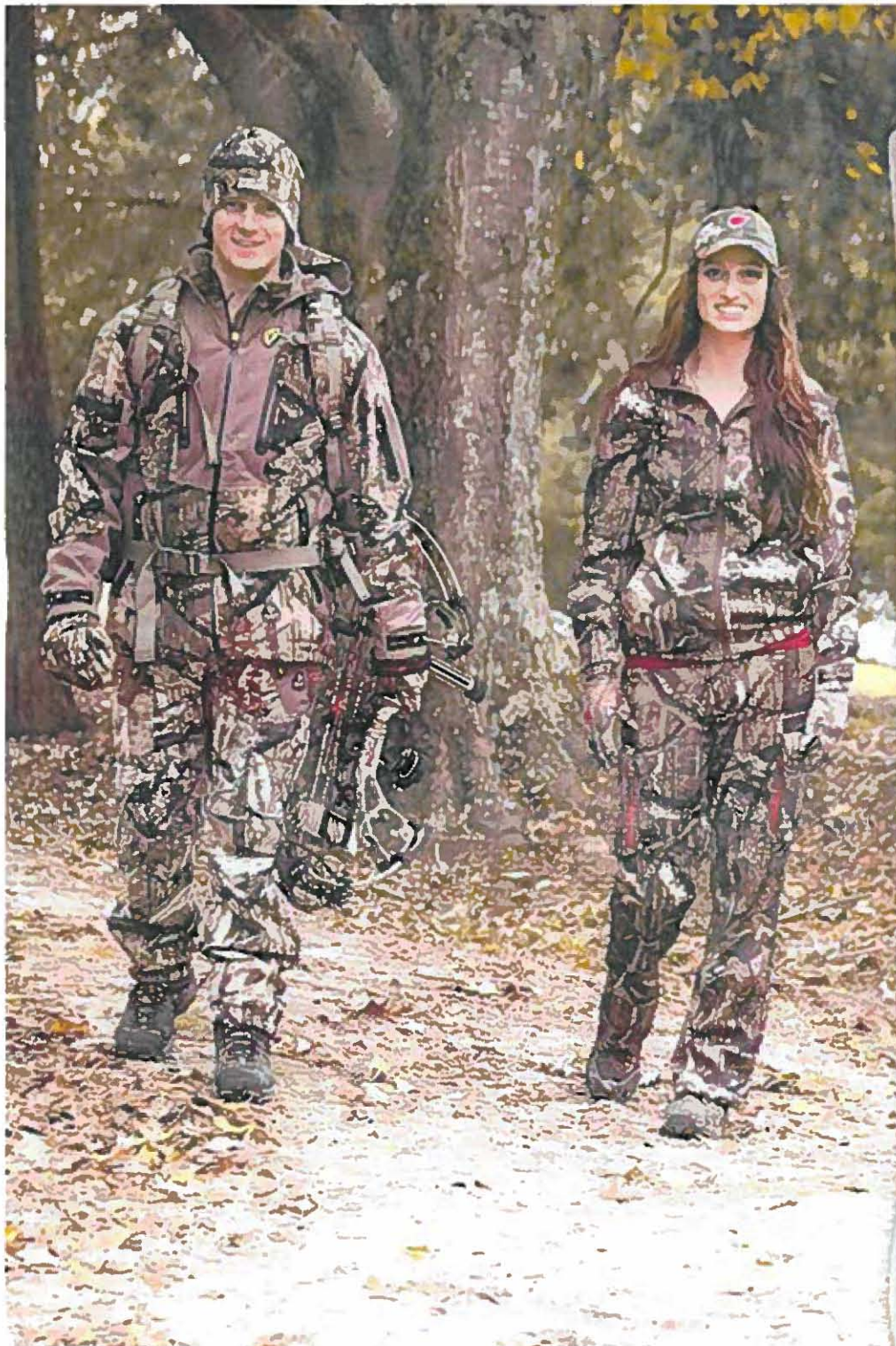
Pursuit removes all barriers beyond the basic subscription package, unlike our competitors that require consumers to purchase pricey packages or irrelevant channels just to watch outdoor programming.

Cable

Pursuit Channel HD launched in all **Verizon Fios** markets in the summer of 2016. Verizon's common sense approach provided viewers with best in class outdoor content while providing sound economics for the company.

Coming late summer 2016, Pursuit will launch on **CenturyLink Prism**, who recognized the same great opportunity of offering solid content, while saving on video cost.

May 2017 Pursuit launches to all **AT&T U-verse HD** homes



We Deliver

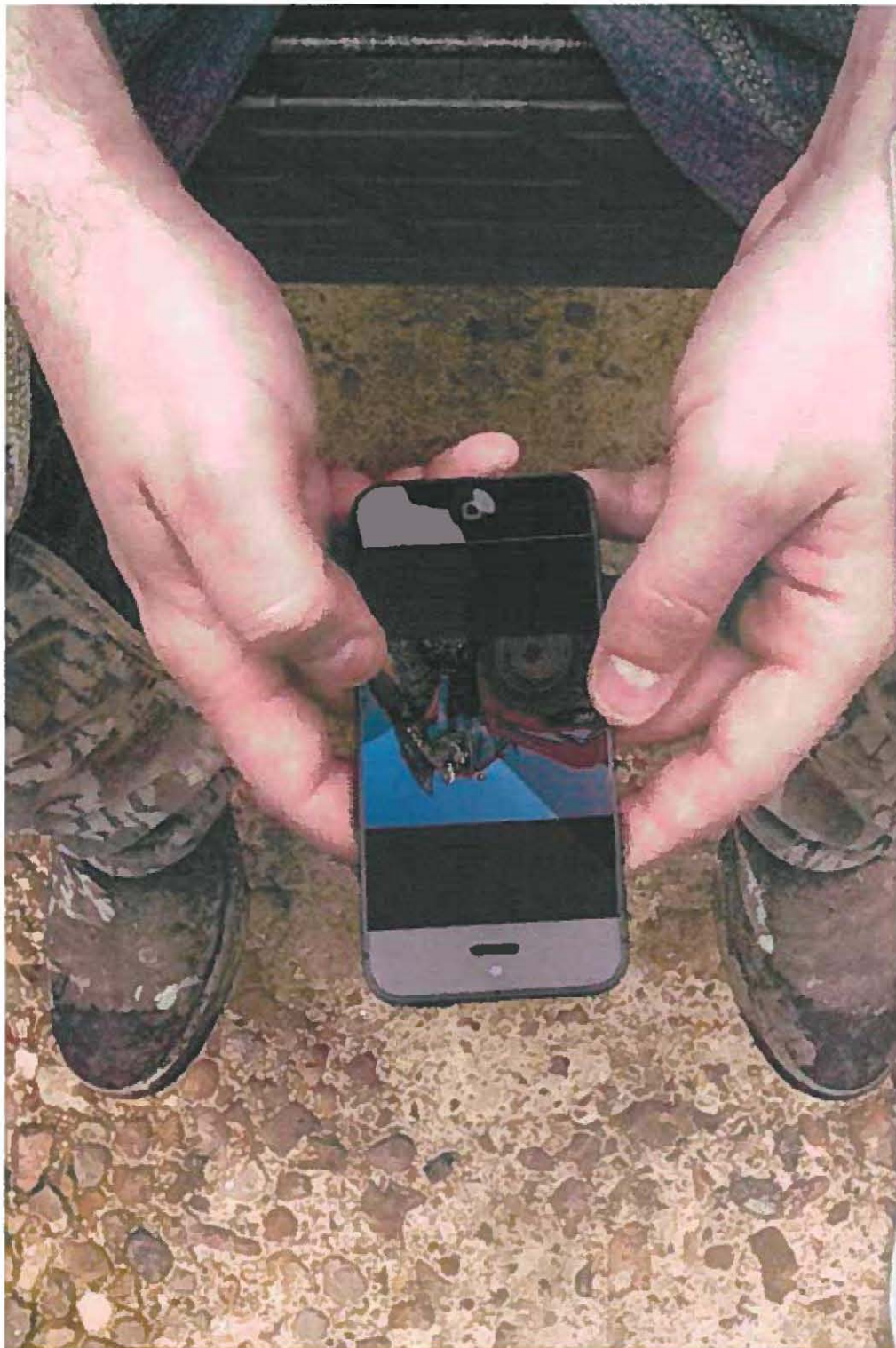
New for 2016

Pursuit is included in all DISH Latino and DirecTV Española packages.



Pursuit has added additional distribution on Verizon Fios, AT&T U-verse and Centurylink Prism and others in full HD.



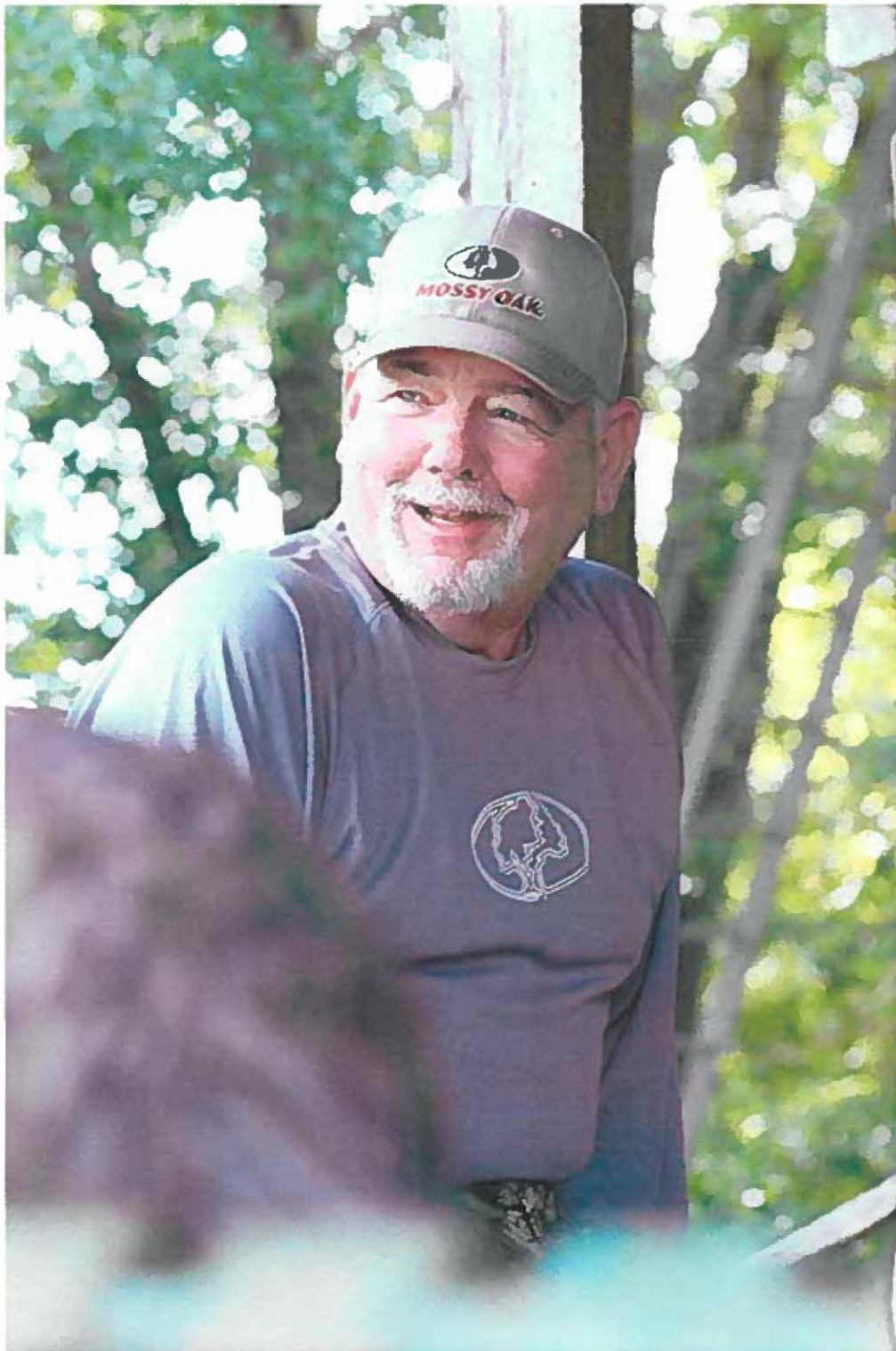


Exclusive Online Access

From the desk top to the deer stand, Pursuit Channel is the only outdoor network with “Live” full HD online streaming. This makes our network the largest HD distributed outdoor network available to everyone, worldwide with any internet connected device.

Pursuit Channel is available on most connected devices worldwide, such as the ever popular Roku, Amazon Fire, Droid, or Apple phones.



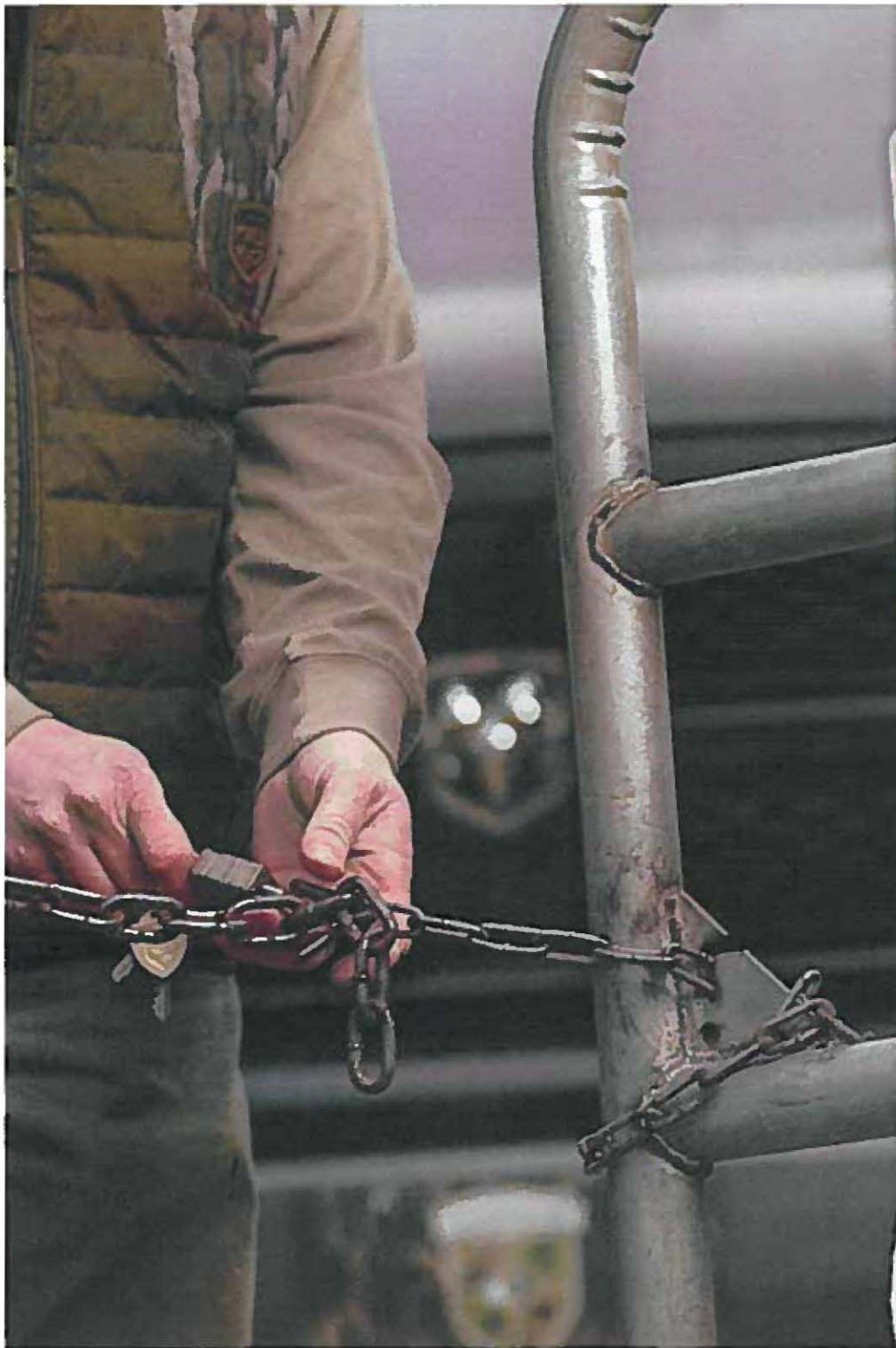


Stick to your Roots

While other networks “evolve” to become general entertainment networks, Pursuit remains committed to the viewing needs of the outdoor enthusiast who enjoy world class hunting, fishing, camping, boating and shooting sports.

- Delivers loyal (core) passionate viewer
- 94% of viewers watch in real-time

pursuit 
We Deliver The Outdoors.



Outdoor Programming

Pursuit Channel offers outdoor enthusiast diverse programming from calm freshwater fishing to fast paced waterfowl hunting, and all categories in between.

130

Outdoor Related
Shows on Pursuit

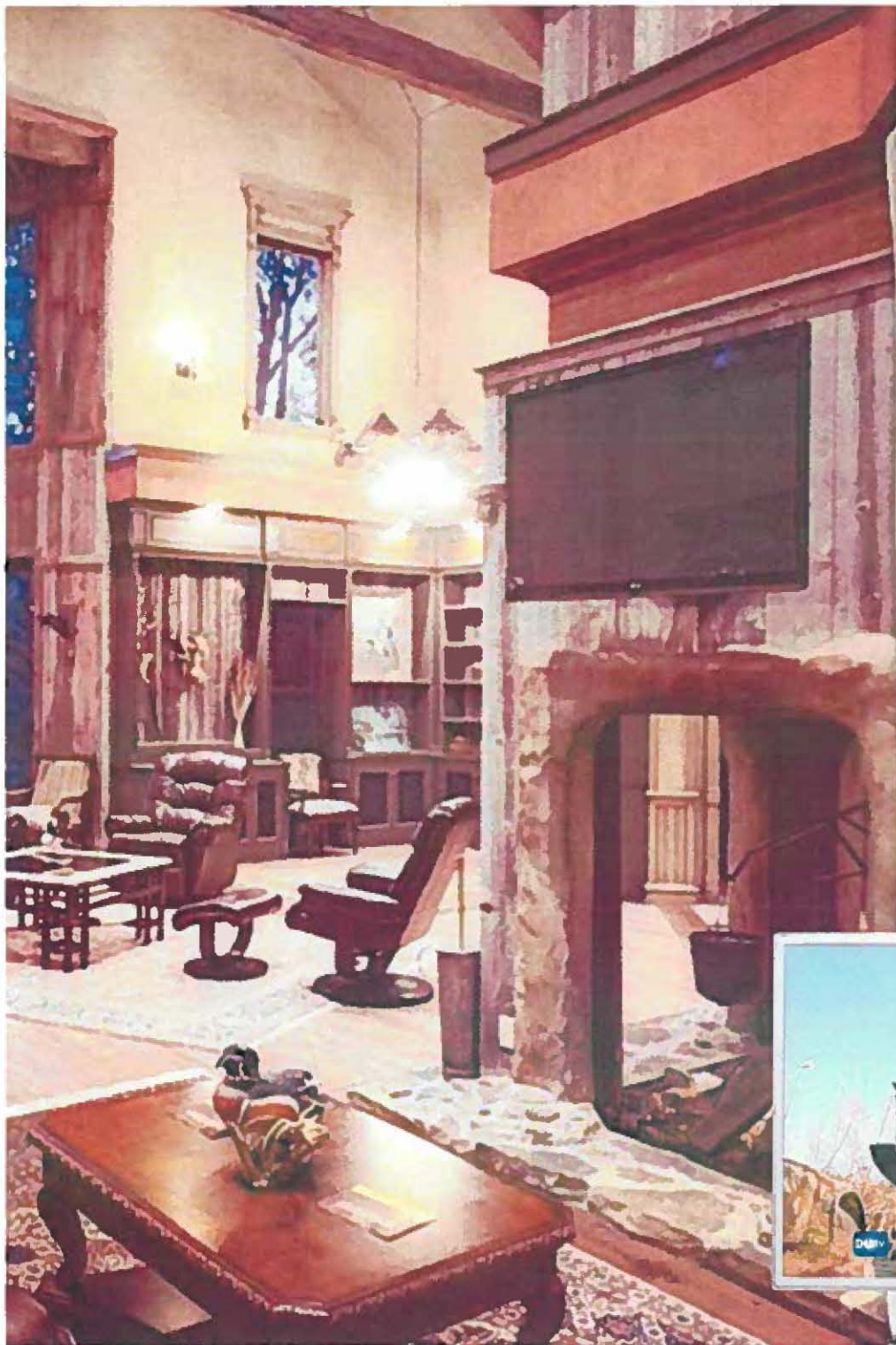
18

Destination Viewing
Programming Blocks
(Titled ownership
opportunities available)

Programming Blocks

14 – Prime Time M – Su 8p -11p Q1/2 & Q3/4

4 – Weekend Sa & Su 9a -12n Q1/2 & Q3/4



The Best Picture

Pursuit Channel broadcasts in HD, but our technology also delivers the highest-quality SD satellite signal for those carriers electing to not carry our HD feed.

We deliver “full screen” imagery, no letter boxing simulation gimmicks to fool the viewers and advertisers into believing they’re receiving HD programming.

Our HD feed is stunning as 100% of our normal programming is filmed and edited in full HD.





Astonishing Growth

Driven by outdoor enthusiasts engaged in destination-specific programming, Pursuit Channel has increased its HH viewership 115% January '11 – March '16.

115%

Pursuit Channel

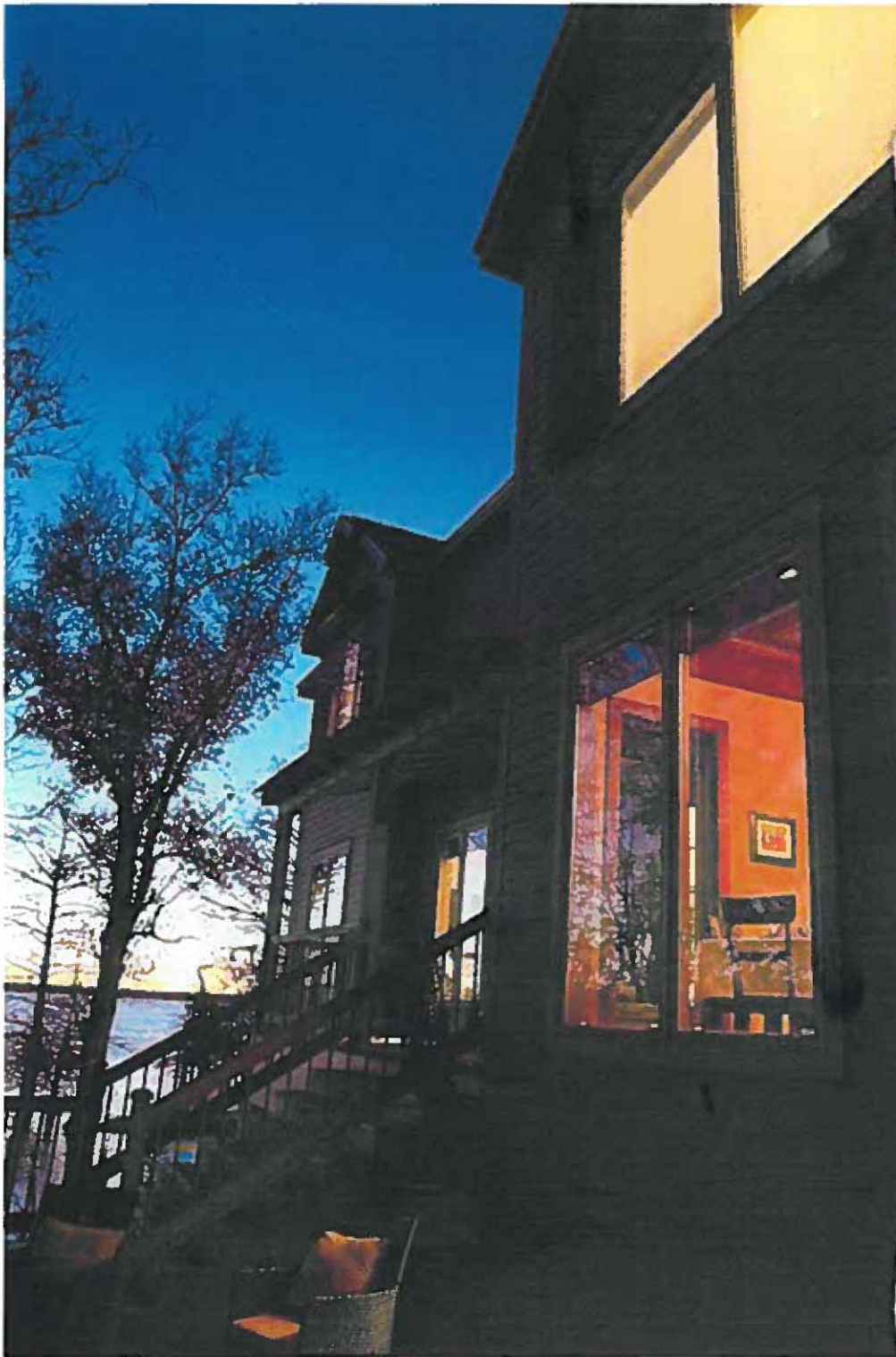
-0%

Competitor A

25%

Competitor B

(Source ComScore)



More Unduplicated Homes

Pursuit Channel reaches an estimated 20 million unduplicated homes.

Satellite

Cable

Pursuit Channel

Satellite

Cable

Competitor A

Satellite

Cable

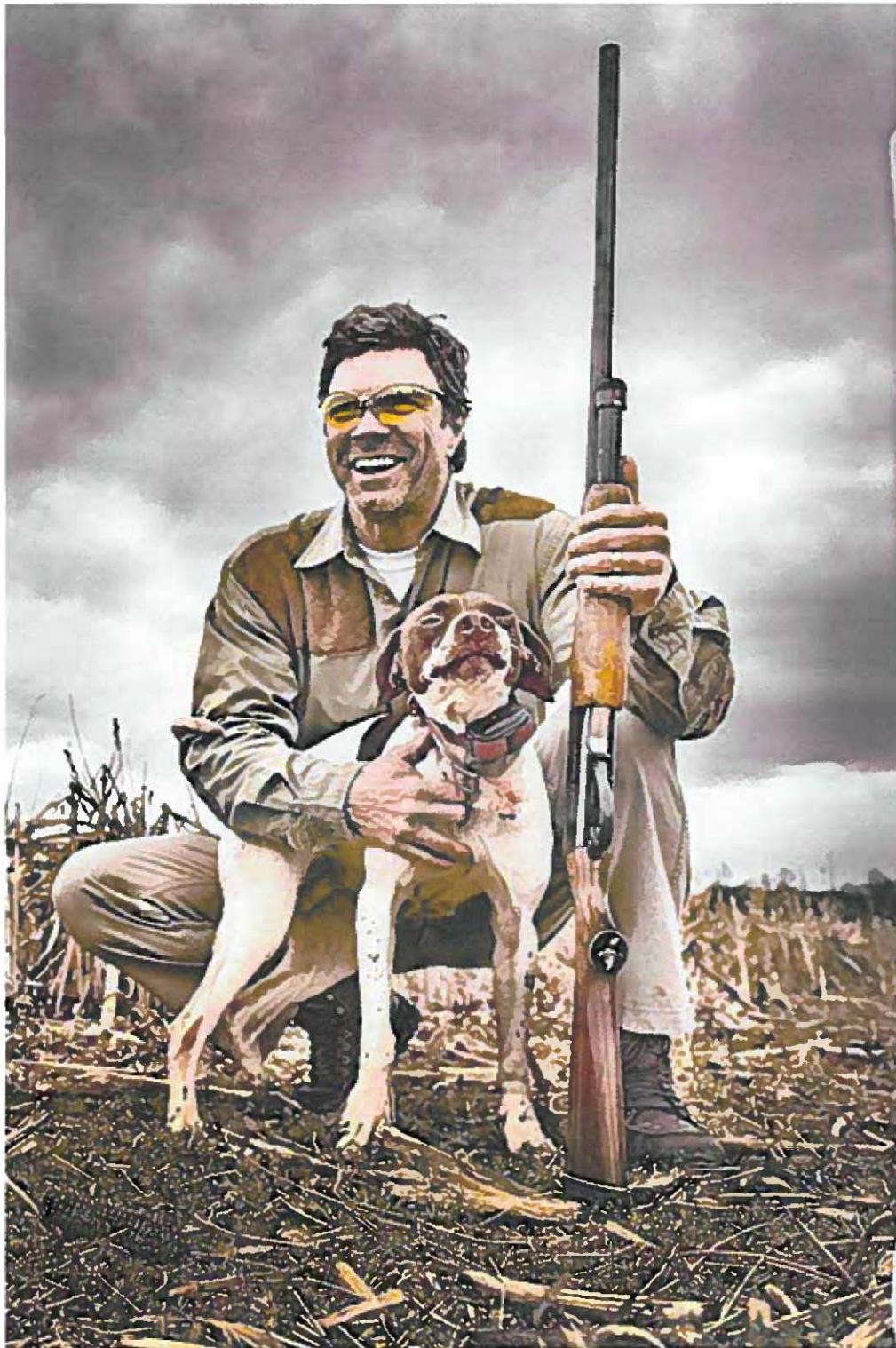
Competitor B

15%

Pursuit Channel
viewers watch
Competitor A

29%

Pursuit Channel
viewers watch
Competitor B



World-Class Audiences

(Source ComScore)

Pursuit Channel

76%

M25-54

34%

% > \$75,000

Competitor A

79%

M25-54

34%

% > \$75,000

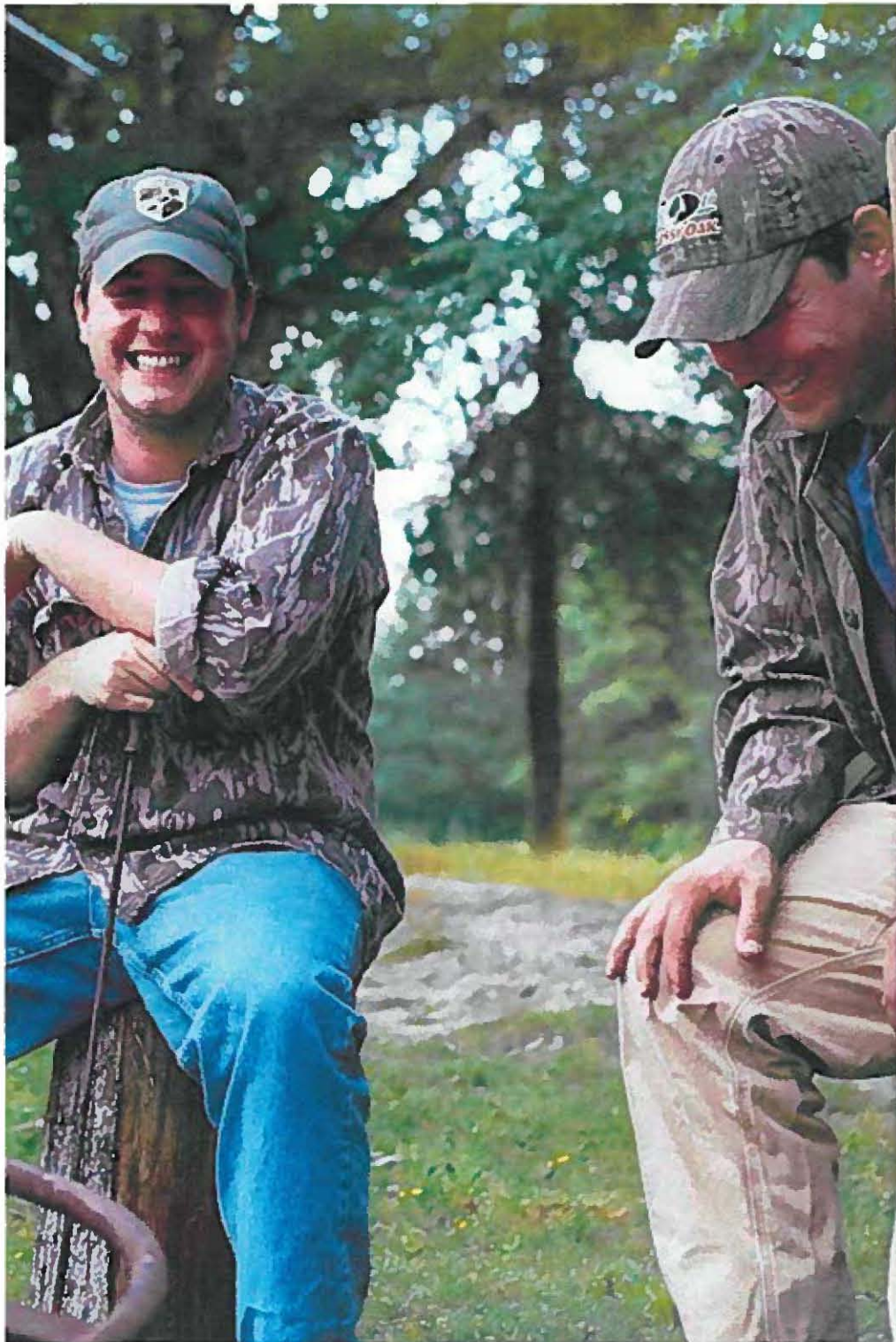
Competitor B

79%

M25-54

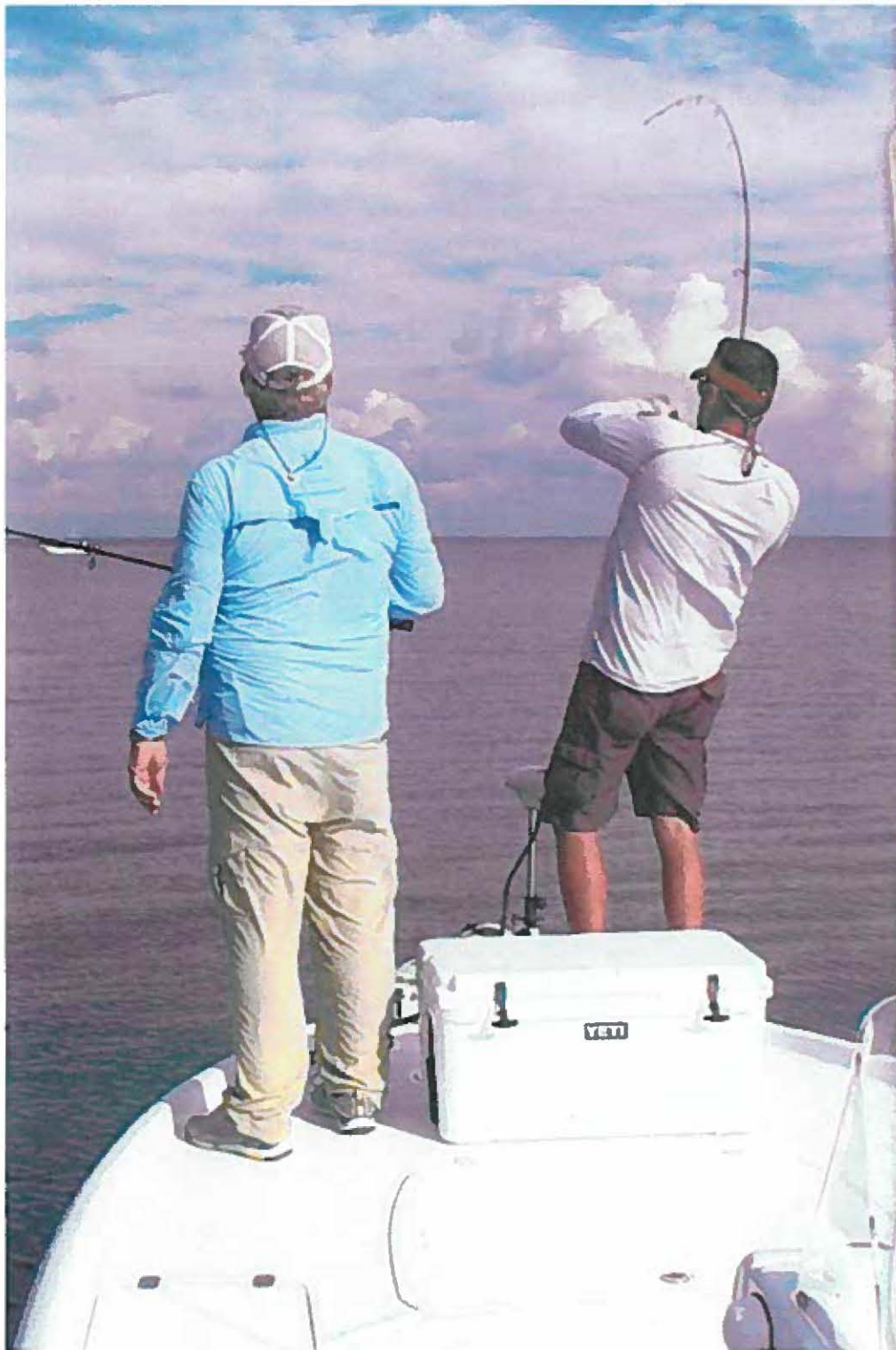
35%

% > \$75,000



Marketing Initiatives

- Print ads in major publications such as: Deer and Deer Hunting and Gamekeepers Magazine
- Online links on over 100 websites reaching over 12+ million impressions annually.
- Presence at major consumer/trade/industry – hunting, fishing, shooting conventions.
- Facebook post to over 120,000, with an average reach of 450,000.
- Exposure to Pursuit partners Facebook
- Weekly newsletter blasts to 50,000 loyal Pursuit viewers



Digital Added Value

Facebook – 132k fans

- Daily postings
- Scheduled Shares

Twitter – 12.5k followers

- Daily postings
- Scheduled Shares

Instagram – 4,000 followers

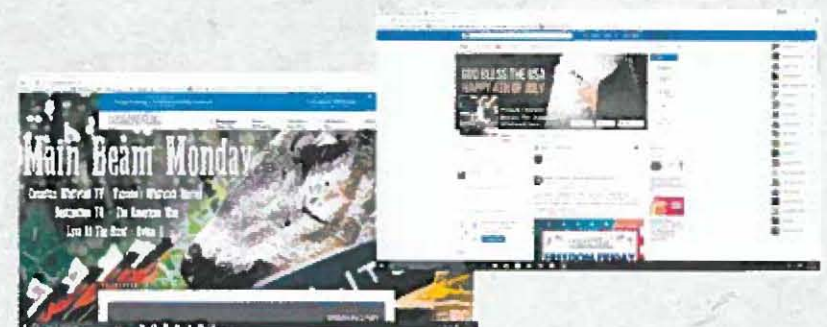
- New to 2016
- Weekly Posting

E- News Letter – 50k weekly subscribers

- Editorial / video content
- Display ads

Website

- Display ads on all pages



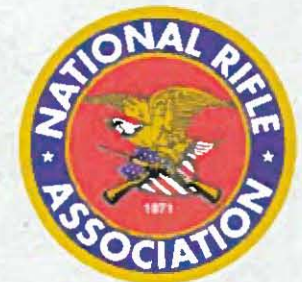
Brand Partners

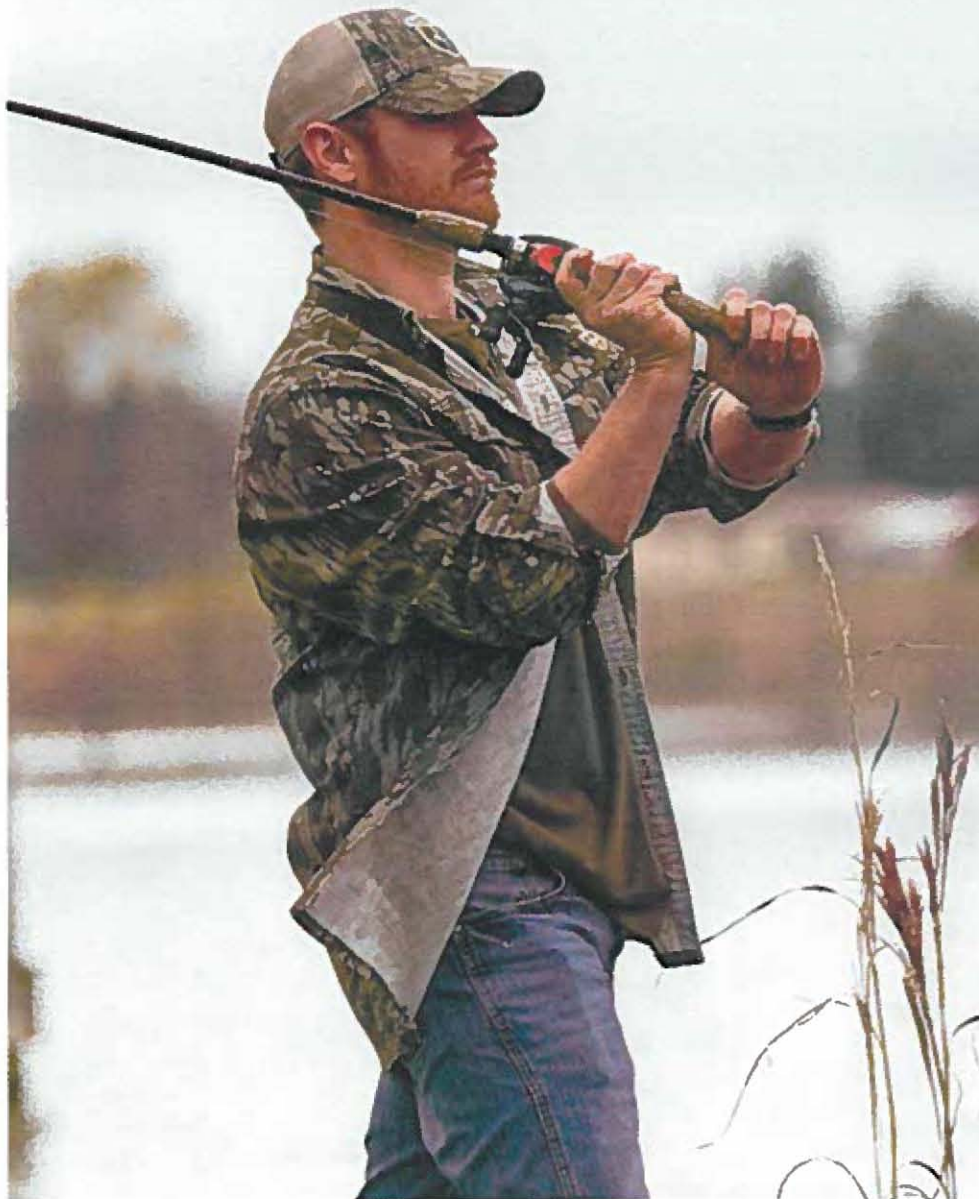
Key Organizational Partners spreading the Pursuit message through print-social-web-direct media to over 7 million members.



MOSSY OAK.

"The renewal of the Pursuit/NRA alliance represents an exciting opportunity for Americans to celebrate and bolster our rich hunting and shooting heritage. Pursuit Channel continues to be a vital partner in the NRA's continued fight for freedom during these critical times," Wayne LaPierre, CEO and Executive Vice President of the NRA.





Key Marketing Partnerships

We believe great *partnerships* are founded on the commitment to grow each others business.





We Deliver Proven Results

ComScore is one of America's fastest growing research company's. Using cutting-edge measurement technology, delivering precise reporting.

- All producers receive their total delivered House Holds (HH) each month.
- Heat Maps are also included, which reflect the core coverage DMA's.
- This is a "proof of performance" for the program sponsors.





Focused Commitment

Our focus is on three core values

For our Viewers

- Core programming content...
- with the fewest engagement barriers...
- delivered through the most convenient offline and online live platforms.

For our Distributor Partners

- Creating world class content
- Best rate card with long term protection
- Top notch HD origination feed from RRMedia on G23

THANK YOU

