

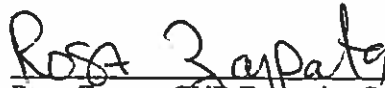
NOTICE OF REGULAR MEETING
CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS ADVISORY BOARD

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, APRIL 24, 2019
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:
 - a. Approve meeting minutes for February 13, 2019 special meeting and March 27, 2019 regular meeting.
- 5) Discussion and possible action to approve the following special events funding applications:
 - a. Shallow Sport Tournament
 - b. JJ Zapata Fishing Tournament
 - c. SPI Triathlon
 - d. Mariachi Run
 - e. Airshow 2019
 - f. Sandcastle Trail Maintenance Contract
 - g. Pro Watercross 2019
- 6) Presentation and update regarding the Brownsville South Padre Island Airport. (Walker)
- 7) Presentation and discussion regarding Director's Report. (Caum)
 - Convention and Group Sales
 - Special Events and Packaging
 - Marketing and Communications
 - Social Media
 - Research and Analytics
- 8) Discussion and possible action to approve a budget enhancement in the amount of \$150,000 from CVB excess reserves for the 2019 summer push. (Caum)
- 9) Discussion and possible action concerning setting new meeting date for May 2019. (Salazar)
- 10) Adjournment.

DATED THIS THE 19th DAY OF APRIL 2019.


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 April 19, 2019, at/or before 5:00 P.M. AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.




Rosa Zapata, CVB Executive Services Specialist

THERE MAY BE ONE OR MORE MEMBERS OF THE SOUTH PADRE ISLAND CITY COUNCIL AND THE SPECIAL EVENTS COMMITTEE 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: April 24, 2019

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, unless discussion is desired, in which case that item will be removed from the Consent Agenda and considered separately.

Items to be considered are:

- a. Approve meeting minutes for February 13, 2019 special meeting and March 27, 2019 regular meeting.

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

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

WEDNESDAY, FEBRUARY 13, 2019

I. CALL TO ORDER.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Special Meeting on Wednesday, February 13, 2019 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Daniel Salazar called the meeting to order at 2:00 P.M. A full quorum was present: Vice-Chairman Tom Goodman, CVA Board Members Arnie Creinin, Pamela Romer and Bob Friedman. Absent were Board Member Bryan Pinkerton, Chad Hart, Ex-officio Bryant Walker and Jose Mulet.

City Council Members present: Mayor Dennis Stahl and City Council Member Ken Medders.

Staff: Interim CVB Director Michael Flores, Executive Services Specialist Rosa Zapata, Account 1/Office Manager Lori Moore.

II. PLEDGE OF ALLEGIANCE:

Board Member Salazar led the Pledge of Allegiance.

III. PUBLIC ANNOUNCEMENTS AND COMMENTS:

Public comments were given at this time.

IV. DISCUSSION AND ACTION TO APPROVE A BUDGET AMENDMENT IN THE AMOUNT OF \$100,000 TO ALLOCATE FUNDS FOR THE 2019 SPRING BREAK MARKETING PUSH AND RECOMMEND TO CITY COUNCIL FOR APPROVAL.

Vice-Chairman Goodman made the motion, seconded by Board Member Romer to approve the \$100,000 to be allocated for the 2019 Spring Break Marketing Push. Discussion ensued. Motion carried unanimously.

V. DISCUSSION AND ACTION TO AUTHORIZE CITY MANAGER TO EXECUTE A CONTRACT AMENDMENT AND MEDIA AUTHORIZATION WITH THE ATKINS GROUP IN THE AMOUNT OF \$100,000 AND RECOMMEND TO CITY COUNCIL FOR APPROVAL.

Vice-Chairman Goodman made the motion, seconded by Board Member Creinin to authorize City Manager to execute a contract amendment and media authorization with The Atkins Group in the amount of \$100,000 and recommend to City Council for approval. Motion carried unanimously.

VI. ADJOURNMENT

There being no further business, Chairman Salazar adjourned the meeting at 2:29 p.m.

Approved this 13 day of February, 2019.

Minutes: February 13, 2019 CVA Board Special Meeting

Daniel Salazar, CVA Chairman

Attest:

Rosa Zapata, CVB Executive Services Specialist

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

WEDNESDAY, MARCH 27, 2019

I. CALL TO ORDER.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Regular Meeting on Wednesday, March 27, 2019 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Daniel Salazar called the meeting to order at 9:00 a.m. A quorum was present: Vice-Chairman Tom Goodman, CVA Board Members Arnie Creinin, Pamela Romer, Chad Hart, and Bob Friedman. Also present was Ex-officio Bryant Walker and Jose Mulet. Board Member Bryan Pinkerton joined the meeting at 10:00 am.

City Council Member: Ken Medders, Kerry Schwartz.

Staff: Interim City Manager Randy Smith, Chief Financial Officer, Rod Gimenez, CVB Director Ed Caum, Director of Marketing, Research and Analytics, Michael Flores, Executive Services Specialist Rosa Zapata, Accountant 1/Office Manager Lori Moore, Events & Packaging Manager Marisa Amaya, Senior Marketing and Communications Manager Alisha Workman, Group Business Development Director, Gene Rios, Parks and Recreation Manager, Debra Huffman.

II. PLEDGE OF ALLEGIANCE.

Board Member Salazar led the Pledge of Allegiance.

III. PUBLIC ANNOUNCEMENTS AND COMMENTS:

Public comments were given at this time.

IV. CONSENT AGENDA:

a. Approve meeting minutes for February 27, 2019 regular meeting.

Vice-Chairman Goodman made the motion, seconded by Board Member Hart to approve meeting minutes for February 27, 2019 regular meeting. Motion carried unanimously by those present.

b. Approve excused absence for Board Members Chad Hart and Bryan Pinkerton for February 13, 2019 special meeting.

Vice-Chairman Goodman made the motion, seconded by Board Member Creinin to approve excuse absents. Motion carried unanimously by those present.

V. DISCUSSION AND POSSIBLE ACTION TO APPROVE THE FOLLOWING SPECIAL EVENTS FUNDING APPLICATIONS:

a. Texas International Fishing Tournament (TIFT)

Board Member Romer made the motion, seconded by Board Member Hart to approve the \$15,000 in funding plus \$10,000. After some discussion, both Board Members Romer and Hart withdrew their motion.

Chairman Salazar made the motion, seconded by Board Member Hart to approve \$25,000 in funding and \$15,000 in-kind services from the Convention Centre. Motion carried unanimously by those present.

b. Ladies Kingfish Tournament (LKT)

Board Member Creinin made the motion, seconded by Board Member Romer to approve the funding request in the amount of \$5,000. Motion carried unanimously by those present.

c. Jailbreak Obstacle Course Race

Board Member Creinin made the motion, seconded by Board Member Hart to approve the funding request in the amount of \$30,000. Motion carried unanimously by those present.

d. Knights of Columbus Bay Challenge Fishing Tournament

Board Member Creinin made the motion, seconded by Chairman Salazar to approve funding request in the amount of \$5,000. Motion carried unanimously by those present.

VI. DISCUSSION AND POSSIBLE ACTION TO DENY FUNDING AND CANCEL THE FOLLOWING EVENTS:

a. MOF Ninja Warrior

Chairman Salazar made the motion, seconded by Board Member Creinin to deny funding and cancel the event. Motion carried unanimously by those present.

b. Tailgate Weekend

Board Member Creinin made the motion, seconded by Board Member Romer to deny funding and cancel the event.

c. FAMFest

Board Member Creinin made the motion, seconded by Board Member Romer to deny funding and cancel the event. Motion carried unanimously by those present.

VII. DISCUSSION AND POSSIBLE ACTION TO RENEGOTIATE THE XPOGO CONTRACT.

Chairman Salazar made the motion, seconded by Board Member Romer for staff to cancel/renege the 2019 XPogo contract. Motion carried unanimously by those present.

VIII. PRESENTATION AND DISCUSSION UPDATE ON VALLEY INTERNATIONAL AIRPORT OPERATIONS.

Presentation was given by Ex-Officio Jose Mulet regarding the Valley International Airport operations and remodeling.

IX. DISCUSSION AND POSSIBLE ACTION REGARDING PROPOSED SPECIAL EVENT SUBCOMMITTEE POLICY AND RECOMMEND TO CITY COUNCIL FOR APPROVAL.

Vice-Chairman Goodman made the motion, seconded by Board Member Pinkerton to approve the Special Events Subcommittee policy and recommend to City Council for approval. Motion carried unanimously.

X. DISCUSSION AND POSSIBLE ACTION REGARDING REQUEST TO CITY COUNCIL TO DISSOLVE THE CURRENT SPECIAL EVENTS COMMITTEE AND ALLOW THE CVA BOARD TO REFORM THIS COMMITTEE AS A SUBCOMMITTEE.

Board Member Creinin made the motion to recommend to City Council to dissolve the Special Events Committee and allow the CVA Board to form a Special Events Subcommittee. The motion was seconded by Vice-Chairman Goodman and carried unanimously.

XI. PRESENTATION AND DISCUSSION REGARDING FEBRUARY 2019 DIRECTOR'S REPORT.

CVB Director Ed Caum and Director of Marketing, Research and Analytics presented the Director's Report. Group Business Development Director Gene Rios gave the board an update regarding the sales department.

XII. PRESENTATION AND DISCUSSION REGARDING SEMANA SANTA MARKETING CAMPAIGN AND Q2 IMPACT PARTNER REPORT.

Presentation was given by Director of Marketing, Research and Analytics Michael Flores. Discussion was held regarding monthly newsletter to partners, VisaVue and Arrival yearly status report, geographical boost on Facebook regarding events, notification cell phone text. A Board Member recommended to co-op with McAllen to advertise in Mexico.

XIII. PRESENTATION AND DISCUSSION REGARDING INITIAL ANALYTICS FOR THE \$100K SPRING BREAK MARKETING PUSH.

Director of Marketing, Research and Analytics gave the board an update regarding the Spring Break marketing push.

XIV. UPDATE AND DISCUSSION REGARDING SOPADRE WEBSITE.

Senior Marketing Manager Alisha Workman gave the board an update regarding the Sopadre website. No action required.

XV. DISCUSSION AND POSSIBLE ACTION TO APPROVE A BUDGET ENHANCEMENT IN THE AMOUNT OF \$35,000 FROM CVB EXCESS RESERVES FOR THE 2019 JOHNSON FEASIBILITY STUDY AND RECOMMEND TO CITY COUNCIL FOR APPROVAL.

Vice-Chairman Goodman made the motion, seconded by Board Member Pinkerton to approve a budget enhancement in the amount of \$35,000 from excess reserves and recommend to City Council for approval. After a brief discussion, motion carried unanimously.

XVI. ADJOURNMENT.

There being no further business, Chairman Salazar adjourned the meeting at 11:35 a.m.

Approved this 27 day of March, 2019.

Daniel Salazar, CVA Chairman

Attest:

Rosa Zapata, CVB Executive Services Specialist

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

MEETING DATE: April 24, 2019

NAME & TITLE: Marisa Amaya, Event Development & Packaging Manager

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the following special events funding applications:

- a. Shallow Sport Tournament
- b. JJ Zapata Fishing Tournament
- c. SPI Triathlon
- d. Mariachi Run
- e. Airshow 2019
- f. Sandcastle Trail Maintenance Contract
- g. Pro Watercross 2019

ITEM BACKGROUND

The Special Events Committee held their regular committee meeting on Wednesday, April 10, 2019 and Thursday, April 18, 2019 approved the funding requests for the Special Events listed above. They also recommended for the Convention and Visitors Advisory Board to approve the funding requests.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve the funding requests listed above.

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

MEETING DATE: April 24, 2019

NAME & TITLE: Marisa Amaya, Event Development & Packaging Manager

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and action to approve funding request for the Shallow Sport Tournament in the amount of \$5,000.

ITEM BACKGROUND

The Special Events Committee met on Wednesday, April 10, 2019 and approved funding in the amount of \$5,000 and recommended for the Convention and Visitors Advisory Board to approve.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Special Events Committee approve a funding amount.

Application for Funding

Date: February 08, 2019

Organization Information

Name of Organization: SHALLOW SPORT BOATS FISHING TOURNAMENT AND SCHOLARSHIP

Address: 41146 SCHAFER RD

City, State, Zip: LOS FRESNOS, TX. 78566

Contact Name: KYRA HUDSON

Contact Office Phone Number: (956) 233-9489

Contact Cell Phone Number: (956) 434-9895

Web Site Address for Event or Sponsoring Entity:

WWW.SHALLOWSPORTBOATS.COM/OWNERS-TOURNAMENT

Non-Profit or For-Profit status: 509 (a) (2) *attached Tax ID #: 82-0749460 & 74-2838354

Entity's Creation Date: NON-PROFIT (2016) , SHALLOW SPORT (1983)

Purpose of your organization: THE SHALLOW SPORT SCHOLARSHIP FUND WAS CREATED TO RAISE MONEY THROUGH OUR ANNUAL OWNERS FISHING TOURNAMENT TO PROVIDE AS MANY \$2000 COLLEGE SCHOLARSHIPS AS POSSIBLE FOR STUDENTS WHO LOVE THE OUTDOORS AND FISHING.

Event Information

Name of Event or Project: SHALLOW SPORT OWNERS FISHING TOURNAMENT

Date of Event or Project: MAY 17-18, 2019

Primary Location of Event or Project: LOUIE'S BACKYARD, SOUTH PADRES ISLAND TX

Amount Requested: \$5,000. 00

Primary Purpose of Funded Activity/Facility:

WE WILL PLACE A WELCOME SIGN THROUGH THE CONVENTION CENTER ON THE MEDIAN ENTERING THE INSLAND, AS WELL AS ADS IN THE LOCAL PAPERS. WE WILL BE BOOSTING SOCIAL MEDIA POSTS AND ADS. THE MONEY WILL HELP TOWARDS THE PRINTING AND MAILING OF THOUSANDS OF

BROCHURES (ATTACHED) AND PRODUCTION OF OUR EVENT SHIRTS (ATTACHED) WHICH BOTH PROMINENTLY FEATURE SOUTH PADRE ISLAND IN THE ARTWORK.

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

WE WILL ADVERTISE ON OUR WEBSITE AND SOCIAL MEDIA THE HOTEL PARTNERS WE CHOOSE AND THE RATES THEY PROVIDE US. WE WILL ALSO INCLUDE A QUESTIONNAIRE IN OUR REGISTRATION IN ORDER TO OBTAIN TRAVEL INFORMATION ON OUR OUT-OF-AREA PARTICIPANTS. MONIES CAN ALSO BE APPLIED TO TENT RENTALS.

Percentage of Hotel Tax Support of Related Costs

 <2 Percentage of Total Event Costs Covered by Hotel Occupancy Tax

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

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

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities 0 %

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: **\$2500.00**

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

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

f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category: **\$2500.00**

How many attendees are expected to come to the sporting related event? 1,250

How many of the attendees at the sporting related event are expected to be from another city or county? 85 – 90%

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

THE TOURNAMENT IS A TWO-DAY EVENT THAT REQUIRES A MINIMUM 2 NIGHT STAY FOR THOSE WHO DO NOT HAVE A RESIDENCE NEARBY. MANY PARTICIPANTS COME TO THE ISLAND EARLY AND STAY FOR SEVERAL DAYS "PRE-FISHING" AS WELL. IN ADDITION, OUR VIP/SPONSOR EVENT ON THURSDAY EVENING IS ATTENDED BY HUNDREDS OF MARINE INDUSTRY PROFESSIONALS WHO ALL STAY AT THE ISLA GRAND HOTEL FROM THURSDAY-SUNDAY.

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

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

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

What percentage of the ridership will be local citizens? _____

h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category: \$200.00

What tourist attractions will be the subject of the signs?

THE ENTERTAINMENT DISTRICT, LOUIE'S BACKYARD.

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 19 YEARS
2. Expected Attendance: MINIMUM 1,250 REGISTERED ATTENDEES
3. How many people attending the Event or Project will use South Padre Island lodging establishments? ANTICIPATED 750 – 1000. WE WILL SURVEY FOR MORE DEFINITIVE INFO

How many nights do you anticipate the majority of the tourists will stay: 2-3

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: WE RESERVE ROOMS FOR OUR DEALERSHIPS AND HEADLINING SPONSORS ONLY. APPROXIMATELY 12 ROOMS AT THE ISLA GRAND. WE TRADITIONALLY SECURE GROUP RATES AT THE INN AT SOUTH PADRE, ISLA GRAND AND SCHLITTERBAHN. MANY PARTICIPANTS RENT HOUSES ON THE ISLAND.
5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held

Assistance Amount

Number of Hotel Rooms Used

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? WE WILL IMPLEMENT A SURVEY ATTACHED TO EVENT REGISTRATION ON OUR WEBSITE AND INCLUDED IN THE TOURNAMENT BROCHURE MAILER
7. Please list other organization, government entities, and grants that have offered financial support to your project: EVENT IS SUPPORTED THROUGH REGISTRATION FEES AND PRIVATE SPONSORS. THE MORE PROFIT OBTAINED THROUGH SPONSORSHIP AND PARTICIPATION, THE MORE SCHOLARSHIPS ARE ABLE TO BE AWARDED.
8. Will the event charge admission? THERE IS A FEE TO PARTICIPATE AND COMPETE BUT NOT FOR SPECTATORS.

9. Do you anticipate a net profit from the event? NO. ALL PROFITS GO TOWARDS THE SCHOLARSHIPS.

10. If there is a net profit, what is the anticipated amount and how will it be used? LAST YEAR, THERE WAS APPROXIMATELY \$19,000.00 IN NET PROFIT WHICH IS BEING USED TO FUND THE SCHOLARSHIPS AWARDED THIS YEAR.

11. All marketing and promotions will be coordinated through the CVA's agency, unless exempted from this requirement by the Executive Director, in which case all creative must be pre-approved by the Executive Director (or designee) and payments will be on a reimbursement basis. Please list all promotion efforts your organization is planning and the amount estimated for each media outlet:

Newspaper:	\$1000.00
Radio:	\$ _____
TV:	\$ _____
Website, Social Media:	\$500.00
Other Paid Advertising:	\$1000.00 (Street signs and banners/flags)

Anticipated Number of Press Releases to Media: TWO TO EACH PUBLICATION

Anticipated Number Direct Mailings to out-of-town recipients: 3500 BROCHURES MAILED

Other Promotions EACH REGISTRANT WILL RECEIVE A CUSTOM PERFORMANCE TEE (APPROXIMATE \$18,000.00 COST)

-

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. ALREADY DONE

13. Will you negotiate a special rate or hotel/event package to attract overnight stays? YES. WE NEGOTIATE AND ADVERTISE RATES FOR AT LEAST THREE AREA HOTELS

[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?

WE ARE MARKETING THE EVENT TO SPONSORS AS A SORT OF SPONSOR DISPLAY/TRADE SHOW. WE

BLOCK OFF THE AREA ADJACENT TO LOUIES AND PUT UP TENTS AND DISPLAYS FOR SPONSORS

TO SHOWCASE THEIR PRODUCTS FOR ALL EVENT PARTICIPANTS AS WELL AS TOURISTS.

15. What geographic areas does your event reach: **THROUGHOUT TEXAS AND PARTS OF LOUISIANA**

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

Expected Visitation by Tourists Monthly/Annually: _____

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

17. What amount of event insurance do you have for your event and who is the carrier: **WE CARRY LIABILITY INSURANCE IN SURPLUS OF \$2.655 MILLION DOLLARS WITH SCOTTSDALE**

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. **NO PROBLEM**

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

_____ Proposed Marketing Plan for Funded Event

_____ Schedule of Activities or Events Relating to the Funded Project

_____ Complete budget for the Funded Project

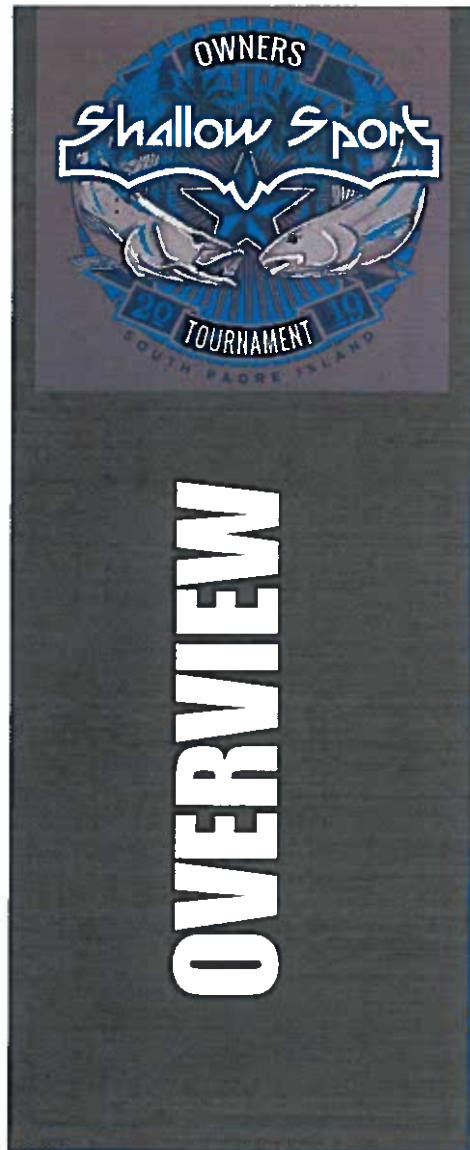
_____ Room night projections, with back-up, for the Funded Event

Submit to: Marisa Amaya, Special Events 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

May

17-18, 2019





- FIRST EVENT OF “TOURNAMENT SEASON” EVERY YEAR (always the weekend before Memorial Weekend)
- 3 DAY EVENT:
 - VIP PARTY/ PRO TEAM MEETING (5/16)
 - REGISTRATION PARTY (5/17)
 - FISHING/WEIGH IN/AWARDS (5/18)
- HELD AT LOUIE’S BACKYARD FOR 17 YEARS
- OVER \$85,000 IN PRIZES AWARDED
- \$20,000 IN COLLEGE SCHOLARSHIPS
- BIGGEST OWNER’S TOURNAMENT IN THE U.S.
- BIGGEST BAY TOURNAMENT IN TEXAS



2018 STATISTICS

- 263 REGISTERED BOATS/TEAMS
- TEAM OF 3-5 ANGLERS
(AVERAGE 4.2 PER TEAM)
- 1105 REGISTERED ANGLERS, 169 REGISTERED
SOCIALS
- 45 SPONSOR COMPANIES, 67 SPONSOR REPS
- 55 VOLUNTEERS
- ESTIMATED 1500 PEOPLE PARTICIPATION



SPONSORS

Diamond Sponsors:

EVINRUDE



YAMAHA

SUZUKI
MARINE

THE ULTIMATE
A CUMMINS OUTBOARD

McClain
TRAILERS

POWER-POLE
Boat Lifts & More

SIMRAD



PRAXAIR
Making our planet more productive

EHP
Powder Coating
(954) 509-8647 • (708) 639-6884
Specializing in marine finishes

TEXAS

Restex



FISHING TACKLE
UNLIMITED

Serpstra
Chill & Reel

NAPLES MARINA

The Sportsman

PLATINUM SPONSORS:

South Padre Island

YETI

Osa Beach House

COASTLINE

SEASTAR SOLUTIONS



JL AUDIO
MARINE

GARMIN

GOLD SPONSORS:

PowerTech
2019 BOAT SHOW

JORGENSEN

Palmyra Salt
Cedar Key

BACKLASH Rods

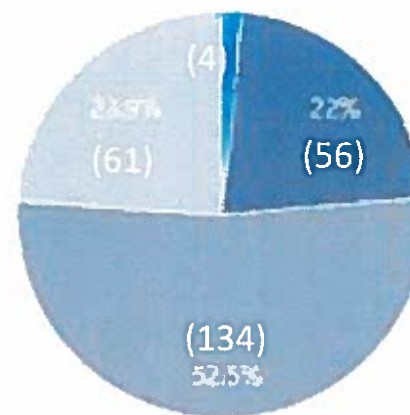
MINN KOTA

GG
GAME GUARD
OUTDOORS



DEMOGRAPHICS

- HOTEL = 264
- CONDO/RENT HOME = 630
- OWN PROPERTY = 286
- CAMPING = 18
- SPONSORS/HOTEL = 85

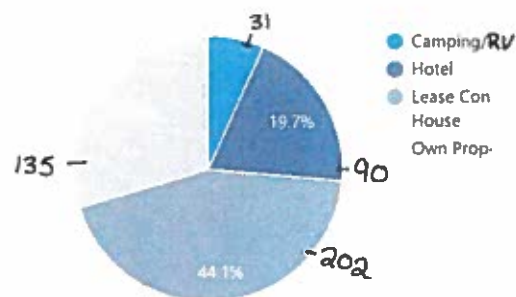


- Camping/RV
- Hotel
- Lease Condo/House
- Own Property

Current Total: 255
 Projected Total: 1200
 (MULTIPLIER: X 4.7)

Adult Angler Online Reg = 458

Where will you stay?



- Camping/RV
- Hotel
- Lease Con House
- Own Prop.



ECONOMIC IMPACT

- HOTELS: \$158,400 (264 X 3 DAYS X \$200)
- CONDOS: \$378,000 (630 X 3 DAYS X \$200)
- GAS: \$31,363 min. (45 gal x \$2.65 x 263 boats)
- RESTAURANTS: \$24,000 (\$20/PERSON X 1 VISIT)
- FISHING INDUSTRY: (Hiring guides, tackle, bait, slip rental, launch fees, etc.)
- GROCERIES/BEER: \$26,300 (\$100/team)

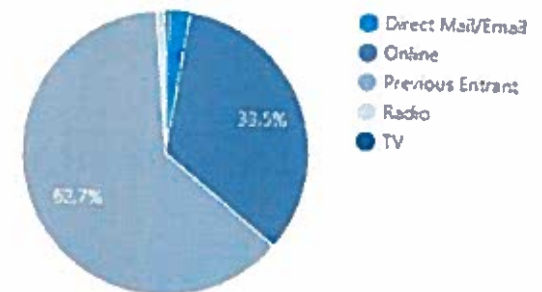


- 2018 ADVERTISING EXPENSES: \$22,577.00

If you came specifically because of this event, how did you hear about it?

- WHERE DO WE ADVERTISE?

- Social Media
(Facebook, Twitter, Instagram)
- Websites
- Local publications
(Parade, Current, Herald, Monitor)
- National publications (Tide, TSFM)
- Mail out brochures (approx. 4000)
- brochures at dealerships across the state



- TOURNAMENT SHIRTS/ WALKING BILLBOARDS

The BIGGEST
Owner's Tournament on the Gulf Coast!

OWNERS TOURNAMENT

May 18th - 19th

Shallow Sport

VERY PLIGHTS
LASH ROSES
JAF ELECTRIC



KEEP TEXAS
LAND N SEA
ANGLER'S MARINE
SEASTAR SOLUTIONS
GAMEGUARD OUTDOORS
SHIP POWDER COATING
TACKLE UNLIMITED

BOYS
ELECTRIC
FINE SHOP
METAL SUPPLY



2019 SHALLOW SPORT SCHOLARSHIP

APPLY NOW @ WWW.SHALLOWSPORTBOATS.COM/TOWNERS-TOURNAMENT-SCHOLARSHIP

The biggest Owners Tournament on the Gulf Coast

**REGISTER BY
APRIL 20
FOR \$10 OFF!**

Shallow Sport
May 18-19

WWW.SHALLOWSPORTBOATS.COM
OWNERS TOURNAMENT

All marketing and promotions will be coordinated through the CVA's agency, unless exempted from this requirement by the Executive Director, in which case all creative must be pre-approved by the Executive Director (or designee) and payments will be on a reimbursement basis. Please list all promotion efforts your organization is planning and the amount estimated for each media outlet:

∞ Newspaper:	\$ _____
∞ Radio:	\$ _____
∞ TV:	\$ 2500
∞ Website, Social Media:	\$ 5500
∞ Other Paid Advertising:	\$ 5500

Anticipated Number of Press Releases to Media: 6

Anticipated Number Direct Mailings to out-of-town recipients: to be determined

Other Promotions: Other Paid Advertising includes Texas Runners & Triathlete Magazine & e-blasts and Expo E

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 ☐ No

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.]

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

We will develop a build-up social media campaign for seven Texas markets. Partner with the Texas Runners & Tri
for a full page ad in the Annual Race Guide along with various eblasts and other event support. Additionally spon
allow for participation in other event expos prior to the event. Posters/flyers will be distributed throughout the RGV.

What geographic areas does your event reach?

Primary area will be the four counties of the Rio Grande Valley. Additional metros will include Corpus Christi, Lare
San Antonio, Austin, Houston and Dallas

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)



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

Participant surveys at the packet pick-up expo

coverage minimums will be secured for the event.

[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured]

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 ☐ No

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:

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

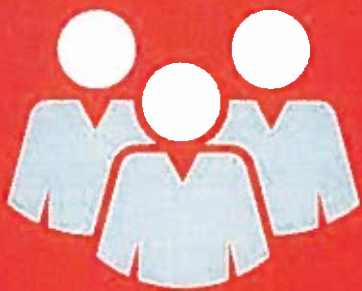
Submit to complete applications to:

Marisa Amaya
Event Development & Packaging Manager
Convention and Visitors Advisory Board
C/O City of South Padre Island Convention and Visitors Bureau
7355 Padre Blvd.
South Padre Island, TX 78597

Phone: (956) 761-3834
Email: marisa@sopadre.com



2018 SPI Mariachi Run



Event Attendance

850 attendees
343 households
78 room nights



DEMOGRAPHICS

Average age 39
Average Income:
73.2%
\$50,000 or more

\$25,000
CVB Investment

\$67,721
Total Spending

\$197
spending per
household



2.48 visitors per
household

.62 nights spent
on SPI

City tax share

10.5% Lodging = \$1,876
2% F&B sales tax = \$392
2% Other sales tax = \$473
Total = \$2,741

Total tax ROI = -89.0%
Lodging only ROI = -92.5%



SPI Experience

NET PROMOTER SCORE
likely to recommend
South Padre Island

77.9

93.4%

Likely to
return

96.7%

Satisfied
with SPI

93.4%

Satisfied
with event



November 2, 2019
2nd Annual Fun Run/Walk 5k & 10k



The IDEA: Merge the music of mariachis that is deeply ingrained in the South Texas culture with a run/walk event.



The history of the Mariachi goes back hundreds of years in the Mexican culture **to celebrate joys, struggles and triumphs!**

The **South Padre Island Mariachi Run 5k/10k** will bring together a cultural celebration of music, food & drink, the popularity of walking & running for activeness and bring awareness to the scholarship program of Operation Spots 4 Tots.



The GOAL:

Build a brand to create a legacy event...

"Are you doing the SPI Mariachi Run?"

"Are you doing the SPI Mariachi Run?"



The CONISDERATIONS:

"State of the Industry" for running events

**Running USA Releases 2019 U.S. Running Trends Report on March 19, 2019*

- The number of runners registering for organized races in the U.S. was down slightly in 2018, continuing a five-year gradual drawback of mass participation in recreational road racing. *
- The industry peaked in 2013, when 19 million runners crossed the finish line at U.S. running events over all distances. *
- The number of people registering for U.S. road races in 2018 compared to the previous year declined 1 percent from 2017 *
- *"The report confirms what many in the industry already know: there continues to be a gradual slowdown of road race participation. However, the performance of our traditional distance classes, such as the 5K, 10K and half marathon, remains very strong. The declines are observed in non-traditional race distances and events."**

- Rich Harshbarger, Running USA CEO



The CONISDERATIONS:

Provide a race that gives an increased value and creates better experiences for participants.

Provide Participants with

- something to accomplish
- entertainment during and after
- rewards to show off



The DIFFERENCE: Not your usual 5k/10k.

- **Mariachis, mariachis, mariachis!** Mariachi performances will be stationed along the entire 5k and 10k route (ideally every half mile pending sponsors and budgets).
- **Runners do it for the bling!** The finisher's medal will exceed the industry standard 3" medal and is planned to be larger than 4.5".
- **Unique swag!** The official race shirt will be a performance material shirt with the front design of a mariachi uniform. Unlike most races, sizes up to 5XL will be made available for pre-registrants. Additional swag includes a themed race bib, a vehicle decal and souvenir styrene pint.
- **Sundowner!** Unlike most races, the Mariachi Run will start in the early evening to create the perfect opportunity for an after-party that will allow participants overnight and fully enjoy South Padre Island.
- **The after-party!** Savor the flavor of the Mexican culture... each finisher will get a souvenir plastic cup with a free margarita or Mexican beer for those 21 & up and a bistek or fajita taco, all while enjoying mariachi performances. The after-party will be open to the public to help cheer racers on as they finish and enjoy the mariachi performances during the after-party.
- **Open to all!** This race will be presented as a FUN RUN/WALK with a lenient course time for all three distances to encourage all to participate... from first time runners to hard core athletes. We want people to know that if they are slow we still want to celebrate their accomplishment.
- **Location, location, location!** South Padre Island is a year-round get-a-way. With a variety of races to choice from, the South Padre Island Mariachi Run 5k/10k gives local RGV residents the perfect reason to go to "the Island" and regional Texas runners a unique destination race.



The PARTICIPANTS:

This event will have three distinct target audiences.

Target #1:

- **The avid runner.** The running snapshot is made up of 57% women & 43% men ages 25 to 44 years old. The more avid runner is willing to travel for unique races. For the 2nd Annual Race, avid runners will be targeted within the state of Texas in seven markets: Rio Grande Valley, Corpus Christi, Laredo, San Antonio, Austin, Houston and Dallas.

Target #2:

- **The new runner (and walker).** A lenient course time, flat course, race shirts up to 5XL and a fun after party present the perfect enticements for individuals that are starting their fitness journey. This non-intimidating race will give an inclusive feel to all. This target audience will primarily be marketed to the Rio Grande Valley for the 5k/10k.

Target #3:

- **The Winter Texan.** Over recent decades, mariachi music has gained popularity across ethnic lines. The lenient course time and mariachi performances merge two activities in one event for Winter Texans that start arriving in October. Early November is a lighter activity month as Winter Texan season starts.



The REGISTRATION PROCESS:

Registration will be conducted directly through active.com, an online registration system.

How we will get the word out:

- A variety of promo ads, mini-videos and printed flyers will be created for the three target audiences.
- Primary advertising will be done via:
 - Social media paid ads will be made up of images & videos to entice the uniqueness of this race
 - Active.com paid ads and featured positions in weekly subscribed emails.
 - Texas Runner and Triathlete magazine will feature a paid ad in the annual race preview issue and travel issues and will be featured in e-blasts to all Texas residents in its database
 - The SPI Mariachi Run 5k/10k will participate as an exhibitor at other popular statewide races to both inform people of this race and get in person registrations.



The COMMITMENT:

Supporting local Charities

The South Padre Island Mariachi Run 5k/10k will support Operation Spots 4 Tots Inc. and at least two local food banks with a percentage of registration sales.

Operation Spots 4 Tots Inc.

- The mission goal of Operation Spots 4 Tots Inc. is to provide scholarships to children of fallen heroes... military, fire, ems and police of the Rio Grande Valley. The unique aspect of this organization is that the fallen heroes' passing do not have to have been in the line of duty.
- Operations Spots 4 Tots Inc. next step goals are to create an official website to make the scholarship application available online and have flyers inserted in each SPI Mariachi Run participants' race packet.



The PARTNERSHIP: South Padre Island and the South Padre Island Mariachi Run 5k/10k

- The South Padre Island Mariachi Run 5k/10k is the only event of its kind, taking the cultural music of the mariachi and immersing it into a race with a unique swag combination of a “huge” finishers medal, mariachi design running shirt, Mexican food & drinks, a mariachi concert after party and all in the wonderful surroundings of South Padre Island.
- All branding of the “Mariachi Run” will include South Padre Island or SPI as part of its name. Therefore, all media exposure from social media, print, website, press releases and more will integrate the City of South Padre Island with the link and logo incorporated whenever possible.
- The packet pick-up and after-party will be free events open to the public as an added effort to drive the general public to South Padre Island.
- South Padre Island itself serves as a main attraction of the Mariachi Run and is expected to drive economic stimulus to local hotels, local restaurants and other businesses on South Padre Island. Various efforts will be made to encourage bundle packages during registration to stay and play on South Padre Island.



SOUTH PADRE ISLAND MARIACHI RUN



**A cultural celebration for all...
from the devoted runner,
the margarita & taco lover,
to a couch surfer looking to get active and have fun.**

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

MEETING DATE: April 24, 2019

NAME & TITLE: Marisa Amaya, Event Development & Packaging Manager

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and action to approve funding request for the Airshow 2019 in the amount of \$10,000 for media buy.

ITEM BACKGROUND

The Special Events Committee met on Wednesday, April 10, 2019 and approved funding in the amount of \$10,000 for media buy (T.V. spots sponsorship) with the condition South Padre Island will be named as part sponsor. A recommendation was made for the Convention and Visitors Advisory Board to approve funding.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Special Events Committee approve a funding amount.

APPLICATION FOR INITIAL FUNDING

Today's Date: July 2, 2018

ORGANIZATION INFORMATION

Name of Organization: Commemorative Air Force - Rio Grande Valley Wing

Address: P. O. Box 8190

City, State, Zip: Brownsville, Texas 78526

Contact Name: David Hughston Contact Office Phone Number: 956-542-4387

Contact Cell Phone Number: 956-454-4439

Web Site Address for Event or Sponsoring Entity airfiesta.org

Non-Profit or For-Profit status: Non-Profit Tax ID #: 74-1484491

Entity's Creation Date: July 1964

Purpose of your organization:

Please see Mission Statement attached.

EVENT INFORMATION

Name of Events or Project: South Padre Island Military Heritage AIRSHOW!

Date of Event or Project: June 22-23, 2019

Note: The name of the event is for planning purposes only. Should AIRSHOW!
receive financial support, we will be open to naming suggestions from the CVB.



South Padre Island Convention & Visitors Bureau | 555 Padre Blvd | South Padre Island, Texas 78597
(800) 767-2313 | (361) 61-2000 | (954) 61-3924 Fax | SoPadre.com

Primary Location of Event or Project: The skies over South Padre Island! Headquarters will be Port Isabel-Cameron County Airport

Amount Requested: \$ 150,000

Primary Purpose of Funded Activity/Facility:

Since 1991, AIRSHOW! (Formerly know as AIR FIESTA) has been an annual airshow produced by the CAF-RGV Wing for the purpose of demonstrating to the general public, young and old alike, the critical role aviation has played and continues to play in our nation's defense and technological advancement. AIRSHOW! also showcases the many and varied career opportunities available in aviation, all in a safe, family friendly, fair like atmosphere

The airshow will also be a major fund raiser for operational support of the new Laguna Madre Transportation Museum.

The venue for the event is the historically significant Port Isabel-Cameron County Airport

How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures)
Funds will be used for AIRSHOW! expenses. See budget attached.

Percentage of Hotel Tax Support of Related Costs

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

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

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

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

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

N/A



Which Category or Categories Apply to Funding Request & 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: \$ 35,000
- 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 guest 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: \$ 80,000
- 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: \$ 35,000
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**
Amount requested under this category: \$ _____

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

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

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



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

Amount requested under this category: \$ _____

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

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

What percentage of the ridership will be local citizens? _____

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

Amount requested under this category: \$ _____

What tourist attractions will be the subject of the signs?



QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project:

This event has been held annually in Brownsville for 27 years

Expected Attendance: 15 000 AIRSHOW organizers are planning a twilight/evening event viewable from hotels and the beach

How many people attending the Event or Project will use South Padre Island lodging establishments? Since this is our first event in the SPI area, we don't have a feel for it yet.

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

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

We will be reserving a block of rooms for our participants/performers. We anticipate paying for approximately 175 room nights.

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

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

Surveys and room block usage info



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

The United States Air Force, Navy and Marines have approved AIRSHOW!
for modern military aerial support. Cameron County Commissioners Court has
also approved use of the Cameron County Airport for AIRSHOW! 2019.

Will the event charge admission? Yes

Do you anticipate a net profit from the event? Yes

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

We anticipate a net profit of \$50K-\$60K. Profits will be used for care, maintenance,
development and promotion of the CAF-RGV Wing Transportation Museum and
the artifacts/airplanes in its care.

All marketing and promotions will be coordinated through the CVA's agency, unless exempted from this requirement by the Executive Director, in which case all creative must be pre-approved by the Executive Director (or designee) and payments will be on a reimbursement basis. Please list all promotion efforts your organization is planning and the amount estimated for each media outlet:

- Newspaper: \$ 3,500
- Radio: \$ 2,000
- TV: \$ 10,000
- Website, Social Media: \$ 1,000
- Other Paid Advertising: \$ 15,000 - Billboards, Street Banners

Anticipated Number of Press Releases to Media: 10

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

Other Promotions:

To be determined



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 ☐ No

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.]

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

AIRSHOW! can provide a temporary static display at the Convention Center made of items on loan from the Museum along with a custom point of sale display detailing the event. Also AIRSHOW! is anxious to work with the Atkins Group to make sure cross branding is accurate and effective.

What geographic areas does your event reach?

South Texas

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

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

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

\$10,000,000 Endurance American Insurance Company. City of South Padre Island will be added as an additional insured

[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured]

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 ☐ No



South Padre Island Convention & Visitors Bureau | 555 Padre Blvd | South Padre Island, Texas 78597
(800) 767-2313 | (956) 761-2000 | (956) 761-3324 | Fax: 1-800-767-2313

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:

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

Submit to complete applications to:

Marisa Amaya
Event Development & Packaging Manager
Convention and Visitors Advisory Board
C/O City of South Padre Island Convention and Visitors Bureau
7355 Padre Blvd.
South Padre Island, TX 78597

Phone: (956) 761-3834
Email: marisa@sopadre.com



South Padre Island Convention & Visitors Bureau • 7355 Padre Blvd. • South Padre Island, Texas 78597
(800) 767-2273 • (956) 761-2000 • (956) 761-3924 Fax: (956) 761-3924 • SoPadre.com

1:26 PM
07/03/18
Accrual Basis

RGV WING - CAF
Profit & Loss Budget Overview
January 2017 through December 2019

	Jan '17 - Dec 19
Income	
44200 AIRSHOW REVENUE	
Advance Ticket Sales	20,000.00
Concessions	10,000.00
Donations - Sponsors	100,000.00
Exhibit Booth	4,500.00
Flight Line Club	5,000.00
Gate Sales	50,000.00
Other Misc. Revenue	10,000.00
Parking	10,000.00
PX Sales	2,000.00
Total 44200 AIRSHOW REVENUE	211,500.00
Total Income	211,500.00
Expense	
62160 AIR FIESTA EXPENSES	
Accounting/Legal Fees	100.00
Advertising & PR	35,000.00
Airmeet Liability	3,000.00
Chalet	15,000.00
Change	10,000.00
Convention Registration	1,725.00
Dues & Subscriptions	600.00
Equipment Rental	15,000.00
Exhibit Booth	1,500.00
Flight Line Refreshments	2,500.00
Fuel & Oil	15,000.00
Housing	15,000.00
License and Permits	300.00
Military Support	10,000.00
Other Misc. Expenses	1,000.00
Outside Performers	30,000.00
Printing	1,000.00
PX Supplies	2,500.00
Pyrotechnics	12,500.00
Ramp & Cleanup	400.00
Repairs & Maintenance	1,000.00
Supplies & Equipment	1,500.00
Tickets, Finance	300.00
Travel	500.00
Utilities	500.00
Vehicle Expense	2,500.00
WWII Performers	25,000.00

1:25 PM
07/03/18
Accrual Basis

RGV WING - CAF
Profit & Loss Budget Overview
January 2017 through December 2019

	Jan '17 - Dec 19
Total 62160 AIR FIESTA EXPENSES	203,425.00
Total Expense	203,425.00
Net Income	8,076.00

Commemorative Air Force – Rio Grande Valley Wing

Our Mission

To preserve, in flying condition, a collection of combat aircraft which were flown by all military services of the United States in World War II.

To perpetuate in the memory and hearts of all Americans the spirit in which these great planes were flown in the defense of our nation.

To acquire museum buildings for permanent protection and display of these aircraft as a tribute to the thousands of men and women who built, serviced and flew them.

To display, in a museum setting, various other World War II and vintage artifacts that tell the story of the heroism and sacrifice necessary to guarantee the prolonged freedom of our country we all enjoy.

To expand this organization with people having the dedication, enthusiasm and esprit de corps necessary to keep, maintain and preserve these aircraft and artifacts as symbols of our American military heritage.

CAF *AIRSHOW!*

C A M E R O N C O . A I R P O R T

Hopefully, you have heard of the recent move of the Commemorative Air Force - Rio Grande Valley Wing Museum from its longtime home in Brownsville to the historic Port Isabel-Cameron County Airport. The move took over a year and was completed in the fall of 2018. Unfortunately, while the move was underway, it was impossible to produce our annual airshow, formerly known as AIR FIESTA . Now, with the move complete, we are ready to get back in the airshow business!

With the move to Cameron County, we thought it best to change our brand and airshow dates. Now the show is known simply as *AIRSHOW!* The dates for this year's aerial extravaganza, the first at Cameron County Airport, are June 22 & 23, 2019.

Even as I write, our show volunteers are working hard to make sure all will be ready for another exciting, one of a kind experience. After all, *AIRSHOW!* is our primary source of operating funds and provides us an opportunity to showcase our Museum and the aircraft therein.

With the proceeds from *AIRSHOW!* the RGV Wing will be able to maintain, in flying condition, extremely unusual and rare examples of vintage military aircraft. We will also be able to continue development of our unique and educational artifacts display. All work on *AIRSHOW!* is performed by volunteers. All proceeds stay right here.

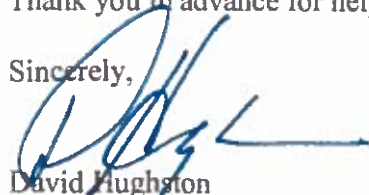
It is expensive to keep all our aircraft air worthy, but we think it's worth it. Real, flying examples of our aviation heritage teach lessons with which no classroom or TV documentary can compete. And it's not just the kids. All of us need to be reminded of the lessons of history and the high cost of freedom.

AIRSHOW! will feature WWII air battle reenactments, death defying aerobatic performances, modern military and much more. Truly a fun filled day for the whole family.

Can we count on your help? I have taken the liberty of enclosing our sponsorship brochure which outlines various levels of financial support. Please remember that we produce the show ourselves with no outside promoter help. Hence we are loaded with options! Just let us know how we can tailor sponsorship benefits to meet your needs.

Thank you in advance for helping make *AIRSHOW!* a rousing success!

Sincerely,



David Hughston
AIRSHOW! Chairman



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

MEETING DATE: April 24, 2019

NAME & TITLE: Marisa Amaya, Event Development & Packaging Manager

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and action to approve funding request for the Sandcastle Trail maintenance contract in the amount of \$10,000.

ITEM BACKGROUND

The Special Events Committee met on Wednesday, April 10, 2019 and approved funding in the amount of \$10,000 for the maintenance contract of the Sandcastle Trail A recommendation was made for the Convention and Visitors Advisory Board to approve.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Special Events Committee approve a funding amount.

APPLICATION FOR INITIAL FUNDING

Today's Date: 03/11/2019

ORGANIZATION INFORMATION

Name of Organization: Sandcastle Island, Inc.

Address: P.O. Box 2694

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

Contact Name: Lucinda Wierenga

Contact Office Phone Number: 956-459-292

Contact Cell Phone Number: 956-459-2928

Web Site Address for Event or Sponsoring Entity sandcastleisland.com

Non-Profit or For-Profit status: 501 (c) 3

Tax ID #: 81-2584362

Entity's Creation Date: March, 2016

Purpose of your organization:

We are a non-profit dedicated to maintaining and expanding the South Padre Island Sandcastle Trail); the education of students and public about beach conservation and nourishment using sand sculpture by offering free "SandCamp" experiences all summer long; and augmenting existing SPI festivals with sandcastle instruction, etc.

EVENT INFORMATION

Name of Events or Project: Sand Castle Trail Maintenance

Date of Event or Project: Ongoing



Primary Location of Event or Project: Islandwide

Amount Requested: \$ 10,000.00

Primary Purpose of Funded Activity/Facility:

Maintain and grow the SPI Sandcastle Trail

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

Percentage of Hotel Tax Support of Related Costs

80% Percentage of **Total Event Costs** Covered by Hotel Occupancy Tax

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

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

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

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



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

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ _____
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ _____
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$? _____
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest 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: \$ 10,000
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ _____
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**
Amount requested under this category: \$ _____

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

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

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



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

Amount requested under this category: \$ _____

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

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

What percentage of the ridership will be local citizens? _____

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

Amount requested under this category: \$ _____

What tourist attractions will be the subject of the signs?



QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project:

The sandcastle trail was established in 2012.

Expected Attendance:

How many people attending the Event or Project will use South Padre Island lodging establishments?

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

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

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
FY 2017/2018	\$35,000	

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



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

We continue to actively seek sponsorship from businesses hosting trail sculptures, from businesses willing to sponsor Sandcamp sessions, and from private individuals who have enjoyed our activities including "The March of the Sandmen" and "Hearts on the Beach." We also raise money with our annual fundraiser - "The Sandcastlers' Ball."

Will the event charge admission? _____

Do you anticipate a net profit from the event? _____

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

All marketing and promotions will be coordinated through the CVA's agency, unless exempted from this requirement by the Executive Director, in which case all creative must be pre-approved by the Executive Director (or designee) and payments will be on a reimbursement basis. Please list all promotion efforts your organization is planning and the amount estimated for each media outlet:

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

Anticipated Number of Press Releases to Media: _____

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

Other Promotions:



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 ☐ No

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

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

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

What geographic areas does your event reach?

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

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

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

[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured]

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 ☐ No



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

MEETING DATE: April 24, 2019

NAME & TITLE: Marisa Amaya, Event Development & Packaging Manager

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and action to approve funding request for the Pro Watercross 2019 in the amount of \$35,000 plus in-kind services up to \$31,000.

ITEM BACKGROUND

The Special Events Committee met on Thursday, April 18, 2019 and approved funding in the amount of \$35,000 and in-kind services up to \$31,000. The Committee also recommended for staff to inquire about possibly hosting the event in August 2019. A recommendation was made for the Convention and Visitors Advisory Board to approve.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Special Events Committee approve a funding amount.

APPLICATION FOR INITIAL FUNDING

Today's Date: 4/8/19

ORGANIZATION INFORMATION

Name of Organization: Pro Watercross

Address: 1937 Fairport Nine Mile Point Rd

City, State, Zip: Penfield, NY 14526

Contact Name: AJ Handler Contact Office Phone Number: 585-330-0742

Contact Cell Phone Number: 585-330-0742

Web Site Address for Event or Sponsoring Entity www.prowatercross.com

Non-Profit or For-Profit status: For-profit Tax ID #: 45-5191163

Entity's Creation Date: 4/12

Purpose of your organization:

Race, sanction and membership organization

EVENT INFORMATION

Name of Events or Project: Pro Watercross National Tour - South Padre Island Nationals

Date of Event or Project: June 1-2 OR June 8-9, 2019



Primary Location of Event or Project: to be determined

Amount Requested: \$ 35,000

Primary Purpose of Funded Activity/Facility:

National Tour stop on the Pro Watercross National Tour - personal watercraft

(PWC) closed course racing, freestyle competition and endurance racing.

Please see the attached file "event description"

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

The HOT Grant Funds will be used to facilitate the entire event throughout the Tour and the

National Championships; from beginning to end, through pre-event promotions, event banners,

live web streaming and TV production. The pre-event promotions through digital media, including social

media, e-blast, press releases as well as Tour live web streaming which will encourage athletes, their

families, crew members, as well as spectators and fans to come to South Padre, TX to be part of the

action and excitement of the Pro Watercross National Tour.

Percentage of Hotel Tax Support of Related Costs

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

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

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

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

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



Which Category or Categories Apply to Funding Request & 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: \$ 35,000
- 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 guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ _____
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ _____
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**
Amount requested under this category: \$ _____

How many attendees are expected to come to the sporting related event? 150 athletes

How many of the attendees at the sporting related event are expected to be from another city or county? 150+

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

Area hotels and campgrounds can expect Pro Watercross competitors to begin arriving on Thursday and Friday, with a majority of them staying through to Monday.



- 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?

N/A

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?

N/A



QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project:

This will be the first time that a national tour stop has been held in South Padre Island, Texas.

Pro Watercross is entering its 24th season of racing, and has been producing the Watercross National Tour since 20

Expected Attendance: _____

How many people attending the Event or Project will use South Padre Island lodging establishments? _____

How many nights do you anticipate the majority of the tourists will stay: 4 nights

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

Yes, athletes and the families/pit crew will spend time in the area at various hotels, camp grounds, vacation rental:

Because kids are out for the summer, many will use this opportunity to stay a couple extra days to explore the area:

50-70 per night spread out through several hotels ranging in price to accommodate the different economic levels.

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
_____	_____	_____
_____	_____	_____
_____	_____	_____

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

Information is requested through competitor entry forms;



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

Will the event charge admission? free for the public to watch

Do you anticipate a net profit from the event? yes

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

1st year event is minimal any profit would be used to enhance the 2020 event.

Local advertising

Additional prize money

All marketing and promotions will be coordinated through the CVA's agency, unless exempted from this requirement by the Executive Director, in which case all creative must be pre-approved by the Executive Director (or designee) and payments will be on a reimbursement basis. Please list all promotion efforts your organization is planning and the amount estimated for each media outlet:

- Newspaper: \$
- Radio: \$
- TV: \$ 32,500
- Website, Social Media: \$ 500
- Other Paid Advertising: \$ 2,000

Anticipated Number of Press Releases to Media: 1-2 formal / 6-7 eblast

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

Other Promotions:

Promotions through live web streaming of other events - 30-second TV commercials

can be played during live breaks at each tour stop (7 tour stops)



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 ☐ No

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.]

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

South Padre Island Nationals TV show will includes a 30-60 vignette of the area, South Padre Island can use this to promote the area in any way they would like.

What geographic areas does your event reach?

National, Pro Watercross social media platforms have over 150,000 followers worldwide and our TV shows reach into 100+ million household in 2018.

Please see attached file "Pro Watercross TV-Live"

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

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

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

5,000,000 general aggregate

[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured]

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 ☐ No



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:

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

Submit to complete applications to:

Marisa Amaya
Event Development & Packaging Manager
Convention and Visitors Advisory Board
C/O City of South Padre Island Convention and Visitors Bureau
7355 Padre Blvd.
South Padre Island, TX 78597

Phone: (956) 761-3834
Email: marisa@sopadre.com



PRO WATERCROSS™

PRO WATERCROSS NATIONAL TOUR

People all over the world love hot summer days, extreme sports, music, racing, and competition! You are probably wondering how do we reach these consumers? You start with the secret ingredient: water, but how will we get their attention? Use one of the world's most exciting watersports: Pro Watercross Racing!

From the hottest beaches and waterways all over the USA, thousands of racing enthusiasts have been on hand to catch the excitement of Pro Watercross racing; which combines the electricity and appeal of traditional beach events with the high-speed thrills of competitive motor sports. Dramatic staging, a professional sound system, grandstands, banners, flags, and pit tents set the stage for a truly large-scale event.



Entering its 24th season of racing, Pro Watercross has become the world's leading personal watercraft racing circuit and sanctioning body. Each action-packed event features the top watercraft racers from all over the world doing battle against one another while negotiating buoys, obstacles and pounding waves. Each racer will be vying for a portion of cash, prizes, and awards while in route to the prestigious Pro Watercross World Championships and your city can be part of the action...



EVENT DETAILS: Pro Watercross anticipates over 150 individual competitors at national events, both USA and international competitors bringing with them their pit crew, families, friends and fans. Each Tour event features the best of the best as well as the up-and-coming men and women in the highly explosive and exciting sport of personal watercraft racing otherwise known as "watercross". These riders will utilize some of the most advanced equipment and technology to help their watercraft reach speeds of over 85 miles-per-hour. Throughout the week, riders will engage in a fierce battle of skill, technology and innovation on and off the water - this is Supercross on water.

The Pro Watercross Tour takes place from May through August with its World Championships beginning in October, these events not only attract the professional and amateur competitors from the USA, but from all over the globe enabling them the opportunity to demonstrate their skills and compete in a safe environment.



CLOSED COURSE RACE: Similar to motocross on the water, closed course racing is handle-bar to handle-bar competition that pits rider and machine in a personal watercraft battlefield. Reaching top speeds close to 85 mph; closed course racing features a buoy-marked closed course track that is designed to keep the competition tight and fans close to the action. Each race begins with one of the most gut-wrenching experiences in motorsports – the side-by-side gated start. Similar to motocross, watercross racing start features 20 riders exploding off the line, each thinking to themselves “I’m going to be the first one to that buoy.” Surviving the first-turn is just the beginning. Speed, technique and racing ability will all come into play over the next 20 minutes, as the riders begin to negotiate a series of left and right-hand turns.



FREESTYLE: Each event features a Freestyle segment that highlights the acrobatic abilities of these highly specialized athletes and their watercraft. One of the true “extreme sports,” freestyle features some of the most gifted athletes on the beach. Freestyle is *the* crowd favorite, as spectators get a chance to interact with the competitors before, during and after the competition



“ON-SITE” PRESENTATION: The Pro Watercross Tour incorporates several unique and exciting staging features into its aquatic arena. The Tour's custom-built stage, scoring stands, shoreline banners and more provide excellent signage locations to enhance sponsors image. The combination of advanced promotion and advertising, professional on-site appearances, great racing, and spectator crowds create an event experience that keeps spectators buzzing for weeks to follow. During competition, our top-flight announcers guide spectators through the waves and around the buoys, giving insight into the personalities and technology of professional watercross racing. In between the races, the focus changes to the athletes, sponsors and local partners. Spectators are enticed to visit the food and vendor booths and meet the riders in the pits. Our professional announcers will ensure delivery of PA announcements and keep the crowd entertained with the hottest music and on-site giveaways.

COMPETITORS: The Pro Watercross Tour can assure you that these events will bring in a large number of talented watercross competitors. To attract participants at the regional, national and world levels, each event is covered extensively; e-blasts promotions, Facebook, YouTube, smartphone app just to mention a few will be used to reach past and present watercross members and fans. Additionally, announcements and advertisements may be placed in nationally distributed watercraft magazines and the top PWC online magazines.

ECONOMIC IMPACT: Participants, their families, and support crew spend money on fuel, meals, hotels, miscellaneous expenditures, etc. Each host site will have a different economic impact, geographic location; marketing area and host site enthusiasm all come in to play. Area hotels and campgrounds can expect Pro Watercross competitors to begin arriving on Thursday and Friday, with a majority of them staying through to Monday.



MARKETING AND ADVERTISING: The pre-event grassroots marketing effort will be executed 30-60 days prior to each tour stop. Posters and postcards are distributed in each key market area the Pro Watercross Tour travels to. Local businesses in each area will be asked to hang a poster in the entry window and place postcard at the exit door; distribution is normally handled with the assistance from the host city.

Pro Watercross may utilize radio advertising through two or more local radio stations running commercials from Monday prior to the event through Sunday of the event, with a live remote on both Saturday and Sunday. Along with the radio advertising we found that inviting local TV stations, radio and news print to join us on site Friday afternoon for a "media day at the beach" to drum up excitement and news coverage for the event weekend. Media have a chance to mingle with the professional riders, as well as try out the newest personal watercrafts on the market today!

LIVE ON TOUR: The online watercraft enthusiast becomes engaged with each event during the "Pro Show" while watching and listening from the comfort of their own home. Streaming the Pro Watercross Tour Stop live on the web makes it accessible to a worldwide audience. This means attendance to our events can reach anyone, anywhere; all they need is access to the internet. The biggest benefit to live streaming is that your community will receive more exposure to a greater audience and can dramatically expand its reach from local or regional to national and international. Pro Watercross national event stream live on Facebook, YouTube and Twitter simultaneously with South Padre Island, Texas's TV commercials streaming during our live breaks.



Pro Watercross live web streaming original and recorded events reached over 2,360,700 views in 2018 through various social media networking sites; Facebook, YouTube, Instagram, Twitter, Ustream.

SOCIAL BUZZ... Word of mouth is our best advertising; Pro Watercross Facebook fan base has grown to over 148,000+



fans and 151,000 followers as of today, with a recent viral video that has over 52 million current views. This will benefit our host cities and sponsors, bringing awareness to the beautiful backdrops for our events as well as the competitors spreading the word about the fun they had, where they went and how they finished in the competition. The Pro Watercross National Tour is working with industry leaders to grow the sport of watercross, bringing it great venues throughout the USA; where our athletes,

their families, crew and spectators/fans can enjoy the event as well as the surrounding area.

The Tour takes to social media to drive this message home and once the conversation has been started, our athletes take over... We use social media as our chief source of getting the word out on Facebook, Instagram and Twitter to generate interest. As awareness of Pro Watercross events increases through these social media avenues, participation has been growing with competitors from all over the world and with them bringing more families, crew and fans into each area to help us reach the ultimate goal: more people in the area, spending money, enjoying the great hospitality and fun found at each of our world class events.

Throughout the competitive season the Tour sends out E-blast to reach not only our athletes... these regular updates keep the fan informed on who is in the lead in the points, who won at the last round and what to expect at the next tour stop. South Padre Island, Texas's logo and link are included in each E-blast, not just throughout the race season, but all year long as one of our supporting partners.

TV PROGRAM COVERAGE: Pro Watercross films and broadcast all the Tour stops which are featured on DISH, DirecTV and major cable networks through regional sports networks as well as international distribution and digital online media outlets. In the U.S.A. each show is broadcasted typically three times on each affiliate. *Regional Sports Networks (RSN) are cable television channels that presents sports programming in any given geographical region throughout the United States and Canada.*



South Padre Island, Texas will receive two (2) 30-second TV commercial during the event's TV show as well as a 45-60 second vignette that highlights the area. A representative from South Padre Island, Texas will work directly with Pro Watercross' production team on this vignette, giving valuable input and information to the production team.

PRO WATERCROSS 2018 TV Network Distribution Report

(As of June 29, 2018; Subject to change; Affiliates listed are confirmed)

Affiliate	hh	Territory
Altitude Sports	7mhh	CO; UT; WY; ID; NE; KS; MT; NM; NV; SD
Cox Sports Television	5.5mhh	LA; AR; MS; TX; FL; VA; GA; OK; MO; KS; OH; ID; NE; NV; CA; AZ
NESN National	5mhh	National Cable Network
AT&T SportsNet, Southwest	4mhh	TX; LA; AR; NM; OK
AT&T SportsNet, Pittsburgh	3mhh	PA; WV; OH; NY
ROOT Sports, Northwest	3mhh	WA; OR; MT; ID; AK
Spectrum SportsChannel	2.2mhh	OH
Comcast Television	2.1mhh	MI; IN
Mediacom – MC-22	1.1mhh	IA; IL; IN; MN; SD; MO; WI
AT&T SportsNet Rocky Mountain West	300khh	NV; CA; AZ; WY; UT; ID
Spectrum SportsChannel	650khh	WI
SWX Sports	525khh	WA; MT; WY
WIFS TV 57, Madison	350khh	WI
ROC Sports Network	300khh	Rochester, NY
Midco Sports Network	300khh	MN; ND; SD
Buckeye Cable Sports Network (BCSN)	200khh	Toledo, OH; Erie, PA
GCI Channel 907	125khh	AK
APSU TV	85khh	TN
KWBJ TV 22	20khh	Morgan City, LA
Spectrum Local	20khh	Owensboro, KY
HBC 3	10khh	Winona, MN
DTC 3	10khh	Nashville, TN
Eleven Network	8.8mhh	National (cable and satellite network)
REV'N Network	40mhh	National (digital broadcast network)
The Action Channel	21mhh	National (digital broadcast network)
Tuff TV Network	14mhh	National (digital broadcast network)
Untamed Sports TV	5.2mhh	National (digital broadcast network)
BEN Television	11mhh	Europe (Sky TV Channel 175)
CaribVision	500khh	The Caribbean Islands; Canada

[CLICK HERE TO WATCH THE PRO WATERCROSS HARTWELL, GA TV SHOW](#)

TOTAL

100+ MHH

HOST SITE REQUIREMENTS

The following are the basic site requirements that we look for in a site to host a Pro Watercross Tour Stop: *Every site has its own unique landscape and UWP will work closely with your organization with the venue requirements.*

- ★ 1000 feet of beach or clean shoreline (i.e. grass/sand).
- ★ Water with sand or hard pan bottom with easy slope.
- ★ Onsite parking by parking lot or grass.
- ★ Adequate restrooms (permanent or port-o-pots) on site.
- ★ Hotels within 5 miles of site.
- ★ ATV use on beach to haul boats to water.
- ★ The beach or land area will need to be closed to swimming from Thursday through Sunday of the event weekend.



COST TO SOUTH PADRE ISLAND, TEXAS FOR THE PRO WATERCROSS NATIONAL TOUR STOP:

RIGHTS FEE: South Padre Island, Texas would pay UWP, LLC the rights fee of \$35,000 with a deposit of \$10,000 paid at the signing of the contract, the balance due is paid on or before the Friday prior to the event weekend – in addition to the rights fee:

- ★ South Padre Island, Texas guarantees the competition area free of charge, starting Thursday before the Event through Sunday or the completion of the Event if later.
- ★ South Padre Island, Texas is responsible for overseeing water traffic control through communication with local marinas, boat patrols, and signage in appropriate locations.
- ★ Onsite Ambulance with a minimum of two EMTs for Saturday & Sunday for each annual event. Times to be established at a later date.
- ★ Provide participants/event parking and security.
- ★ Advertising promotion – local advertising in print, digital and other sources (if available), which must be preapproved by UWP, LLC before commitment is made.
- ★ Provide UWP, LLC with marketing material to help promote the local/regional community.
- ★ Provide UWP, LLC with hotel accommodations of 25 room nights starting Thursday and departing on Monday.

SPONSORSHIP AMENITIES:

- ✧ Provide a two-day event professionally run and specifically designed to entertain an audience each day.
- ✧ Produce and distribute a one RSN ½ hour TV show. “Pro Watercross Tour Stop” TV show that will highlight the athletes. In the United States and Canada, a Regional Sports Network (RSN) is a cable television channel that presents sports programming to a local market and geographical region.
- ✧ Two (2):30 second commercial spots during the RSN TV broadcast (2018 reached into over 100+ million households).
- ✧ A 45-60 second vignette on the South Padre Island, Texas area aired throughout USA on Regional Sports Networks.
- ✧ South Padre Island, Texas CVB will receive opening and/or closing billboards for each segment during each television show.
- ✧ Live Web Streaming - two 3-4-hour broadcasts, one on Saturday and one on Sunday (weather permitting).
- ✧ A minimum of two (2) :30 second commercials each day
- ✧ South Padre Island, Texas CVB logo placement within the event area, which will include two (2) courtside banners at each 2019 Pro Watercross Tour events.
- ✧ South Padre Island, Texas CVB logo placement on the front side of the announcing tower is the focal point of the on-land entertainment.
- ✧ PA announcements at each 2019 Tour Stops.
- ✧ South Padre Island, Texas CVB logo inclusion on all E-blasts throughout the 2019 campaign.

- ✧ South Padre Island, Texas CVB logo inclusion in social marketing campaigns reaching over 148,000+ followers on Facebook plus other social media outlets. Host is responsible for providing Pro Watercross with social media content – this includes graphics (logo/picture) and specific wording.
- ✧ South Padre Island, Texas CVB logo inclusion on print media including event posters and postcards.
- ✧ South Padre Island, Texas CVB linked logo & video inclusion on the Pro Watercross website, which includes and individual webpage for each tour stop.

SPONSORSHIP/PROMOTIONS

The event host will be entitled to all promotional, sponsorship, and merchandising dollars it raises pertaining to the watercross event. The Pro Watercross is entitled to all series promotional, sponsorship, and merchandising dollars it raises.

UWP, LLC / Pro Watercross agrees to honor all event sponsorship commitments regarding signage, booth space, etc., that the South Padre Island, Texas CVB makes pertaining to the watercross race, while the host site agrees to honor all commitments regarding booth space, signage, etc., made by Pro Watercross.

The rights to the sale of soft goods merchandise pertaining specifically to the Pro Watercross are retained by Pro Watercross and Pro Watercross reserves the right to have the series' soft goods area at the event. It is understood that a copy of the insurance policy is available, upon request, and that also, upon request, the host site can name up to three additional insured on said policy.

END RESULT

Pro Watercross offers host cities/venues the opportunity to bring an exciting and entertaining event in to their community. Pro Watercross generates a tremendous amount of publicity, exposure for your area, and bring a substantial amount of money to the region.

The appeal of Pro Watercross racing will send out a message to the other lifestyle enthusiasts that something is happening in your area. On race weekend, people from all over the USA will descend on the city, fill hotels, and spend money in the local community. The added publicity will build traffic that will in turn generate more revenue for the city and the entire area.

Our mutual goal is to establish a relationship between the event and the host city that is a win-win for all those involved. Thank you for your consideration to host a Pro Watercross Tour Stop.

In conclusion, we would like to thank you for your time and consideration in reviewing our RFP. Please feel free to contact any of our references (tour host cities) or Pro Watercross with any questions or comments. We have been producing great events that give our athletes a safe environment to compete in; as well as entertain audiences for over 20 years. Watercross is a unique and thrilling sport and our events are a testament to our passion for the sport and commitment to our host cities and sponsors and we promise you it will not be your average day at the beach...

Pro Watercross | UWP, LLC
1937 Fairport Nine Mile Point Road
Penfield, NY 14526
585-330-0742



2018 TV PRO WATERCROSS NETWORK DISTRIBUTION REPORT

(As of June 29, 2018; Subject to change; Affiliates listed are confirmed)

Affiliate	hh	Territory
Altitude Sports	7mhh	CO; UT; WY; ID; NE; KS; MT; NM; NV; SD
Cox Sports Television	5.5mhh	LA; AR; MS; TX; FL; VA; GA; OK; MO; KS; OH; ID; NE; NV; CA; AZ
NESN National	5mhh	National Cable Network
AT&T SportsNet, Southwest	4mhh	TX; LA; AR; NM; OK
AT&T SportsNet, Pittsburgh	3mhh	PA; WV; OH; NY
ROOT Sports, Northwest	3mhh	WA; OR; MT; ID; AK
Spectrum SportsChannel	2.2mhh	OH
Comcast Television	2.1mhh	MI; IN
Mediacom – MC-22	1.1mhh	IA; IL; IN; MN; SD; MO; WI
AT&T SportsNet Rocky Mountain West	300khh	NV; CA; AZ; WY; UT; ID
Spectrum SportsChannel	650Khh	WI
SWX Sports	525khh	WA; MT; WY
WIFS TV 57, Madison	350khh	WI
ROC Sports Network	300khh	Rochester, NY
Midco Sports Network	300khh	MN; ND; SD
Buckeye Cable Sports Network (BCSN)	200khh	Toledo, OH; Erie, PA
GCI Channel 907	125khh	AK
APSU TV	85khh	TN
KWBJ TV 22	20khh	Morgan City, LA
Spectrum Local	20khh	Owensboro, KY
HBC 3	10khh	Winona, MN
DTC 3	10khh	Nashville, TN
Eleven Network	8.8mhh	National (cable and satellite network)
REV'N Network	40mhh	National (digital broadcast network)
The Action Channel	21mhh	National (digital broadcast network)
Tuff TV Network	14mhh	National (digital broadcast network)
Untamed Sports TV	5.2mhh	National (digital broadcast network)
BEN Television	11mhh	Europe (Sky TV Channel 175)
CaribVision	500khh	The Caribbean Islands; Canada

TOTAL

100+ MHH

RSN SPORTS TV COVERAGE:

Tour media buys included five to seven ½-hour Regional Sports Network (RSN) TV Shows for each National Tour Stop, with one 1-hour TV show for the National Championships. RSN TV broadcast of the Pro Watercross National Tour TV shows carry an estimated value of \$180,000 for the tour.

REGIONAL SPORTS NETWORK TV ASSETS

- 30-second TV commercial spots during RSN TV programs.

In the United States and Canada, a Regional Sports Network (RSN) is a cable television channel that presents sports programming to a local market and geographical region.

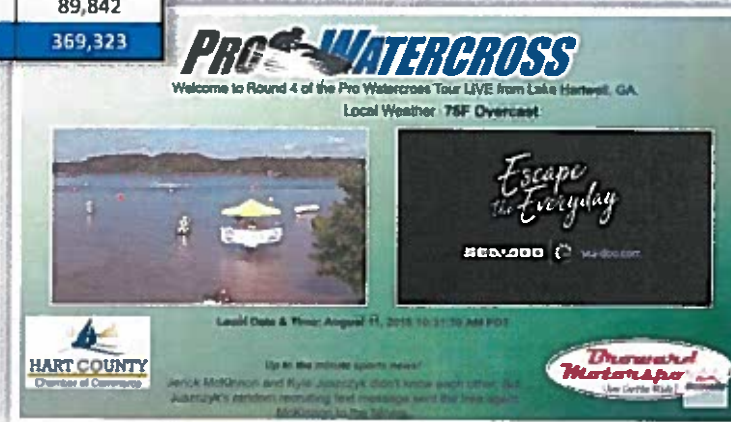
PRO WATERCROSS

LIVE STREAMING: Watercraft enthusiast are engaged with each event, while watching and listening from the comfort of their own home and mobile devices. Streaming Pro Watercross events live on the web makes it accessible to a worldwide audience. This means attendance to events can reach anyone, anywhere; all they need is access to the Internet. The biggest benefit to live streaming is that advertisers receive more exposure to a greater audience and can dramatically expand its reach from local or regional to national and international.

LIVE STREAMING ASSETS

- 30-second to 2-minute commercial spots available throughout live streaming broadcasts. (2018 reach: 542,750+).
- Logo incorporated into rotating sponsor banner

2018 Pro Watercross National Championships & 2018 Pro Watercross World Championships	Total Views	Total Minutes	Facebook Reach
2018 Pro Watercross National Tour: Round 1 Panama City Beach, FL	59,431	50,482	57,570
2018 Pro Watercross National Tour: Round 2 Pensacola, FL	32,862	39,040	31,343
2018 US Open Tour (Hydroflight/SUPXross) Reno Sparks, NV	14,087	2,967	13,951
2018 US Open Tour (Hydroflight/SUPXross) Erie, PA	19,487	8,487	18,926
2018 Pro Watercross National Tour: Round 3 Racine, WI	19,170	25,298	18,169
2018 Pro Watercross National Tour: Round 4 Hartwell, GA	58,947	40,694	57,882
2018 Pro Watercross National Championship: Charleston, WV	182,388	59,824	18,113
2018 Hydroflight and SUPXross World Championships: Naples, FL	64,189	26,552	63,527
2018 Pro Watercross World Championships: Naples, FL	92,189	82,018	89,842
2018 Totals (9 Events)	542,750	335,362	369,323





TYPICAL SCHEDULE OF EVENTS

WEDNESDAY-PM/THURSDAY-AM - Pro Watercross equipment truck arrives.

THURSDAY/FRIDAY (pending venue):

8:00 AM

Set-barricades to secure parking lot – participant parking/pit area.

9:00 AM

Participant parking / pit area opens.

VENUE SET-UP

- Venue set-up
- Main staging tower (2 hours)
- Hang banners on tower
- Tents on top of tower
- Water (flagging) tower in water (1 hour)
- Hang banners
- Set starting gate
- Race course (3-4 hours)
- Blow up buoys
- Concrete block- chain & rope
- Set race course
- Locate tech tent
- Pick up equipment and tools (1 hour)
- Refuel boats for Friday

FRIDAY

2:00 – 5:00 PM

On-site registration and check-in

7:00 – 8:30 PM

Potential late registration and check-in at host hotel

SATURDAY

6:00 AM

Staff arrives to finalize venue and race course.

6:30 – 8:00 AM

Rider's check in.

7:30 – 8:30 AM

Safety inspection on all personal watercrafts.

8:30 AM

Mandatory riders meeting and safety briefing, which includes rules of the area and waterways.

9:00 AM

Practice begins; riders are familiarized with the race.

10:15 AM

Competitor prayer, national anthem is played and racing begins with novice and amateur.

11:00 AM

Pro Racing (moto 1)

12:00 PM

Pro Freestyle

12:30 – 2:00 PM

Pro Racing continues

2:00 PM - end

Racing continues, all classes. Novice/Amateur classes 2 motos

6:00 PM

Beach area cleaned up.

TBD-7:00 PM

Racer Party

SUNDAY

7:00 AM

Staff arrives to finalize venue and race course.

8:00 – 8:30 AM

Riders meeting and safety briefing

9:15 AM

National anthem is played, and racing begins.

11:00 AM

Pro Racing (moto 2)

12:00 PM

Pro Freestyle (finals)

12:30 PM

Pro Racing (finals)

2:00 PM - end

Amateur Finals begin.

4:30 PM

Racing ends and awards are given out. Buoy removal begins immediately.

5:00 PM

Equipment break-down and beach area is cleaned up.

MONDAY

10:00 AM

Site inspection/finalize equipment breakdown and loading of equipment trailer.

Please note that these times may not be exact.

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

MEETING DATE: April 24, 2019

NAME & TITLE: Bryant Walker, Brownsville South Padre Island Airport

DEPARTMENT: Convention and Visitors Advisory Board Ex-Officio

ITEM

Presentation and discussion update on the Brownsville South Padre Island Airport Operations.

ITEM BACKGROUND

The CVA Board had requested for an update from Brownsville South Padre Island Airport regarding ongoing projects.

BUDGET/FINANCIAL SUMMARY

No financial action.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

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

MEETING DATE: April 24, 2019

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Presentation and discussion regarding March 2019 Director's Report.

ITEM BACKGROUND

CVA Board recommended for a monthly update to be given at the regular CVA Board Meetings.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: x

Approved by Legal: YES: _____ NO: x

Comments:

RECOMMENDATIONS/COMMENTS



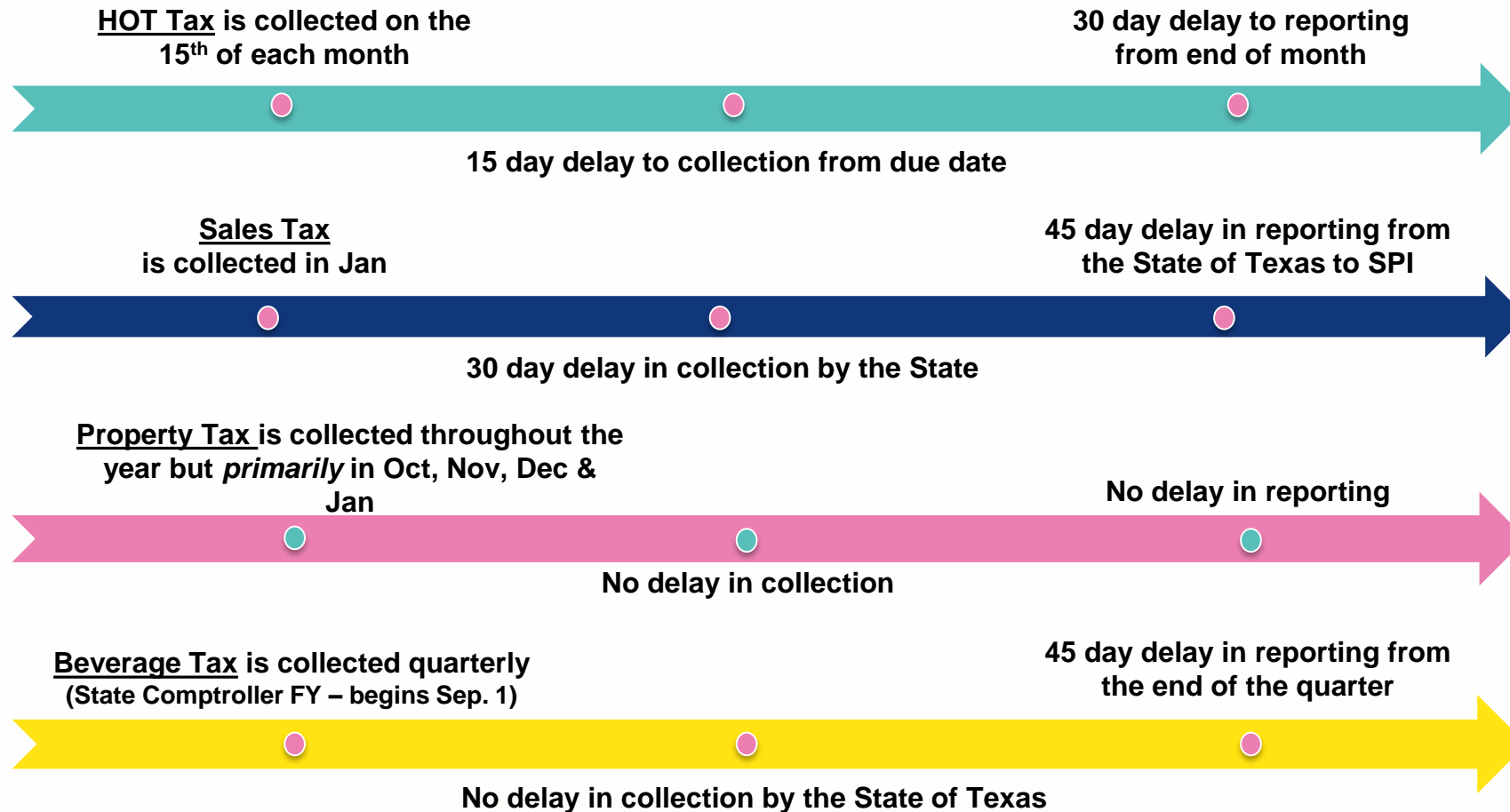
CVB DASHBOARD

April 2019





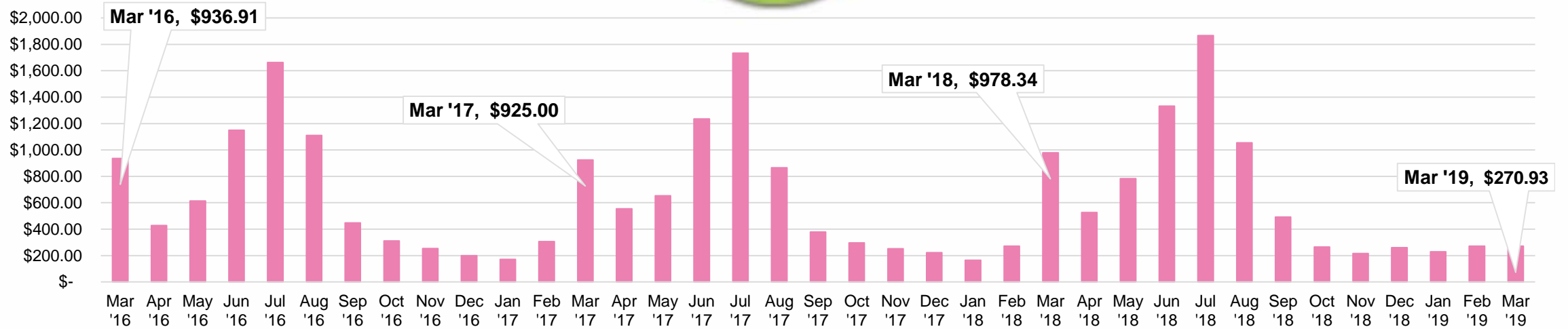
TAX COLLECTION TIMELINES



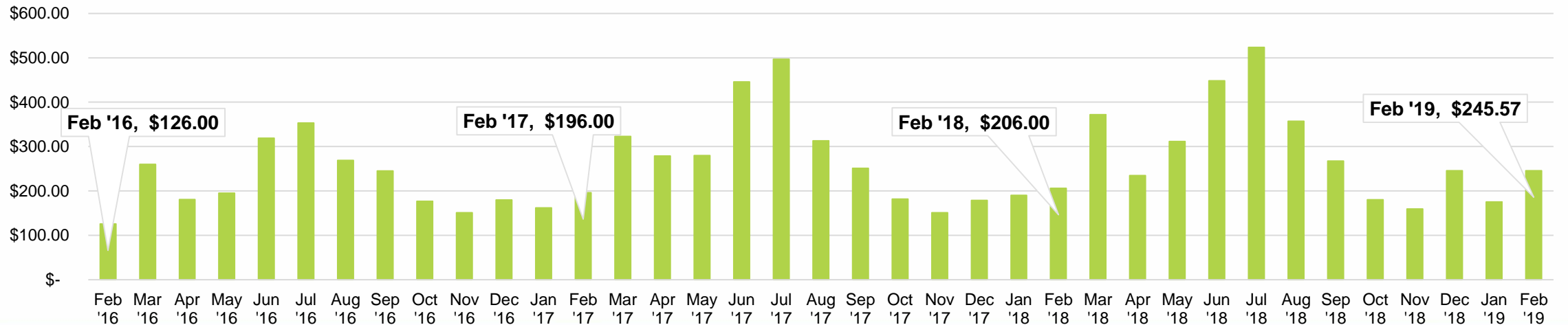
ECONOMIC IMPACT



Hotel Occupancy Tax (in 00,\$)



Sales Tax (in 100K,\$)

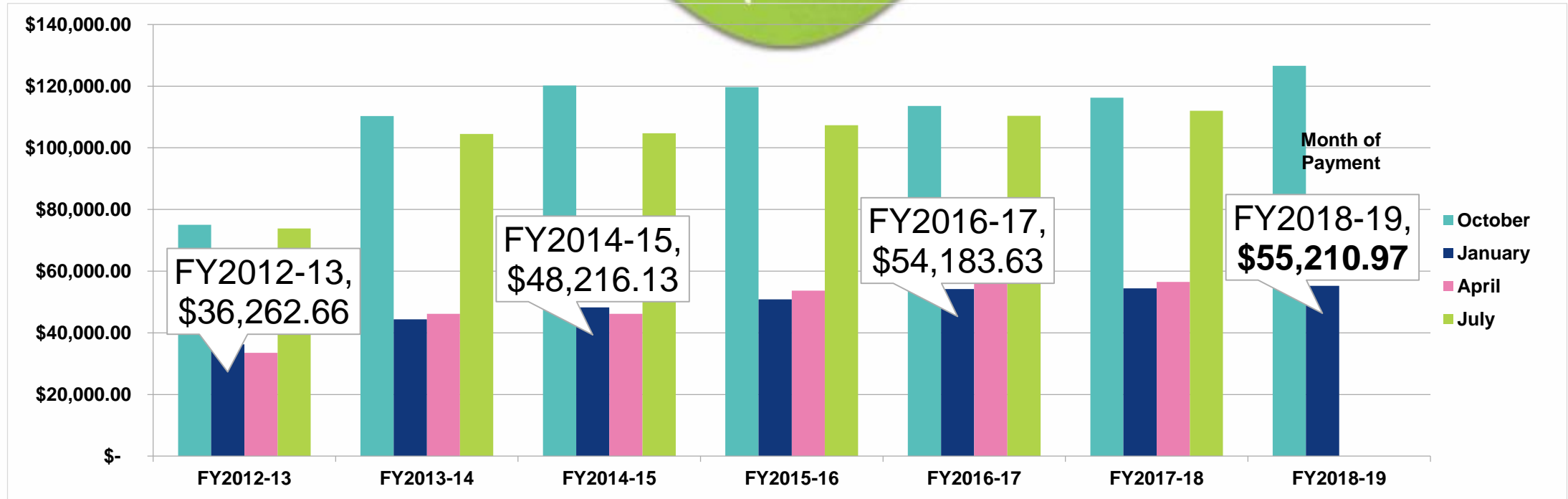


*2-month reporting delay for sales tax

ECONOMIC IMPACT



Mixed Beverage Tax



Month of Payment	Months Reported	FY 2018-19	FY 2017-18	FY 2016-17	FY 2015-16	FY 2014-15	FY 2013-14	FY 2012-13
October	Jun/ Jul/ Aug	\$126,584.28	\$116,263.73	\$113,583.54	\$119,689.50	\$120,182.68	\$110,335.73	\$75,021.74
January	Sept/ Oct/ Nov	\$55,210.97	\$54,403.20	\$54,183.63	\$50,872.08	\$48,216.13	\$44,381.48	\$36,262.66
April	Dec/ Jan/ Feb		\$56,500.33	\$57,300.10	\$53,660.35	\$46,148.41	\$46,128.34	\$33,533.70
July	Mar/ Apr/ May		\$112,002.24	\$110,354.83	\$107,354.93	\$104,711.89	\$104,505.64	\$73,839.37
Total			\$339,169.50	\$335,422.10	\$331,576.86	\$319,259.11	\$305,351.19	\$218,657.47

*Only updated/reported quarterly

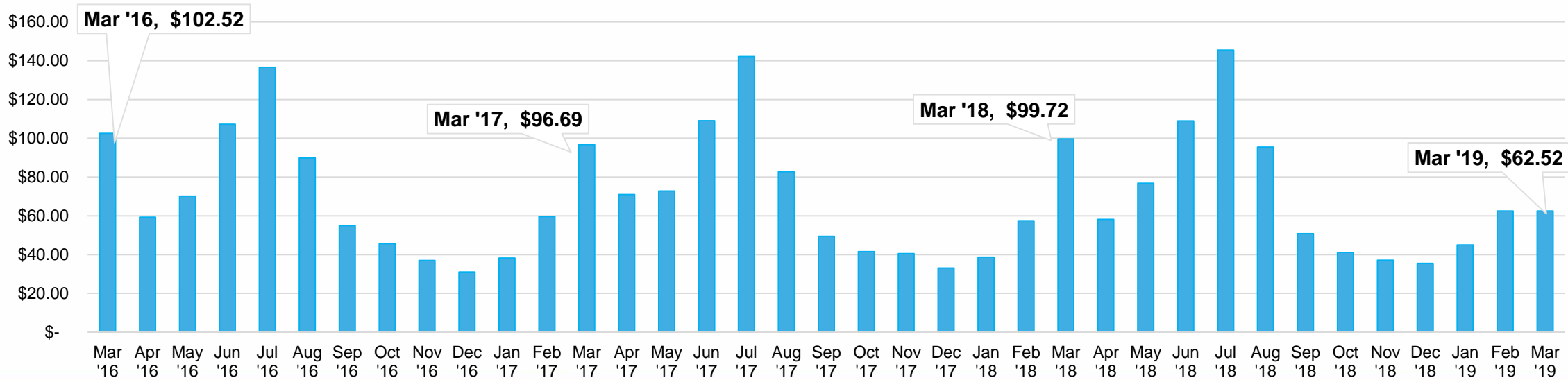
ECONOMIC IMPACT



Occupancy



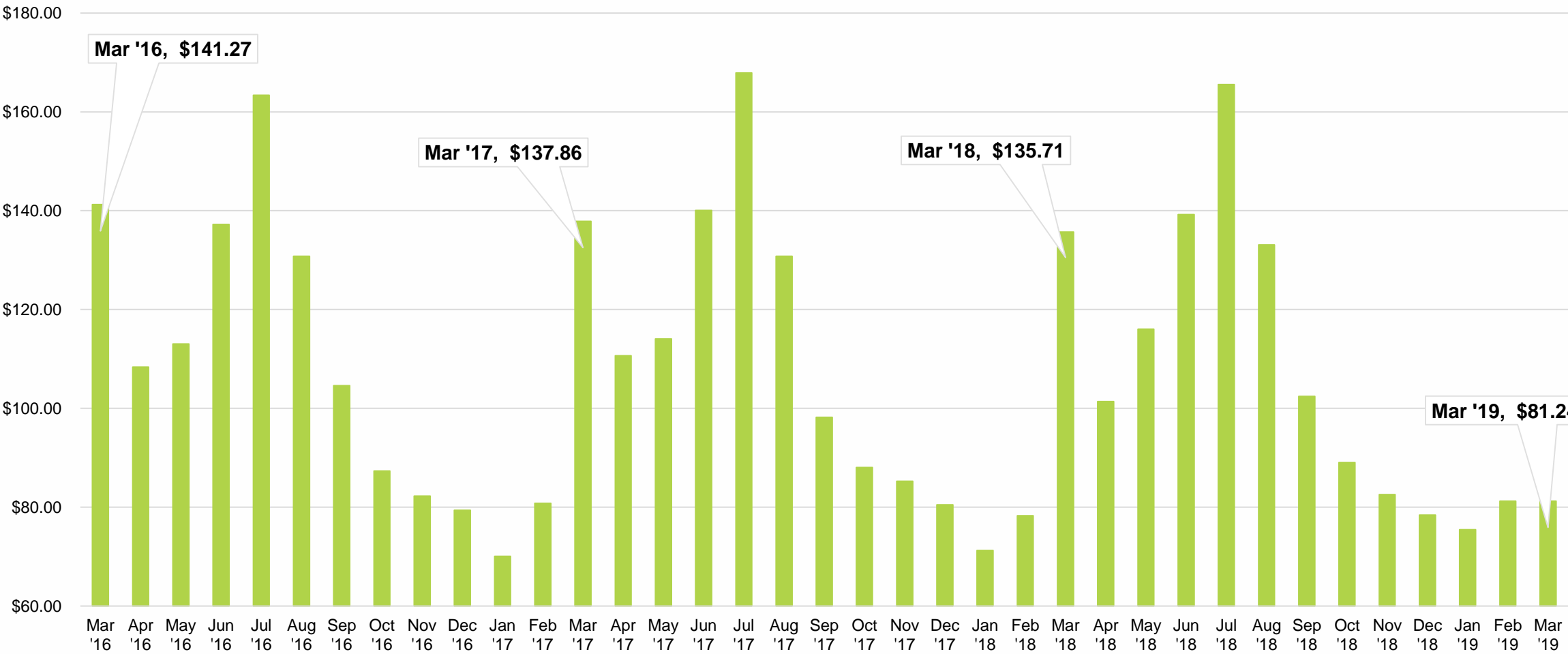
Revenue Per Available Room (RevPAR)



ECONOMIC IMPACT



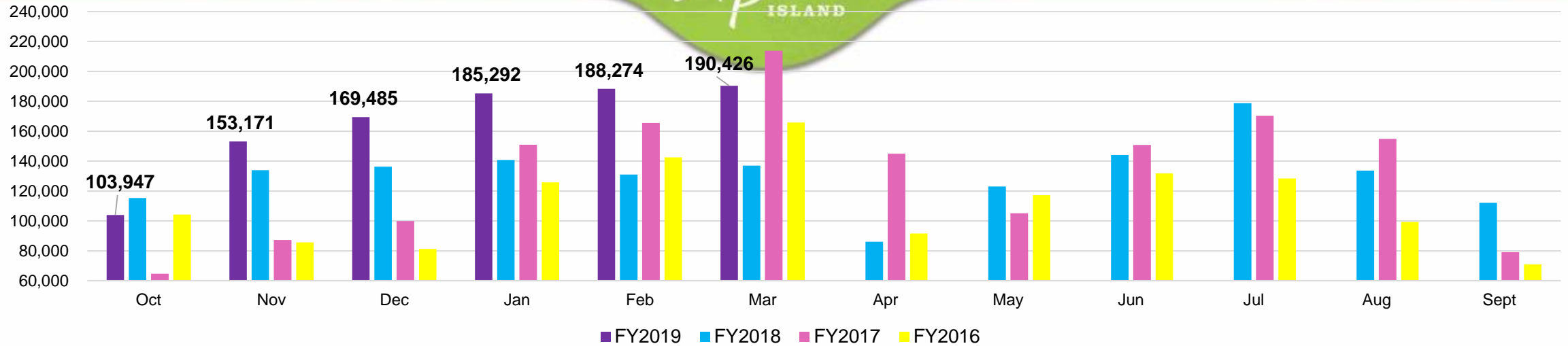
Average Daily Rate (ADR)



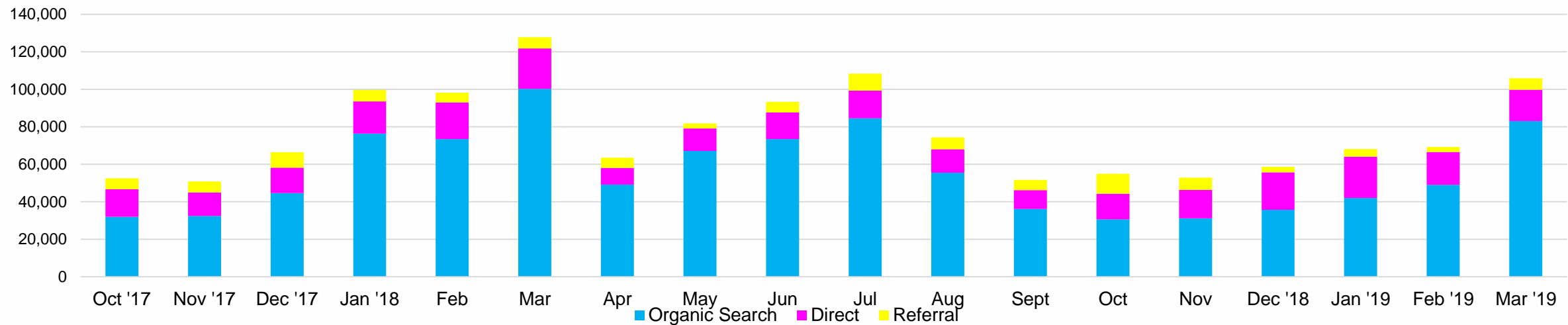
AWARENESS



Web Visits



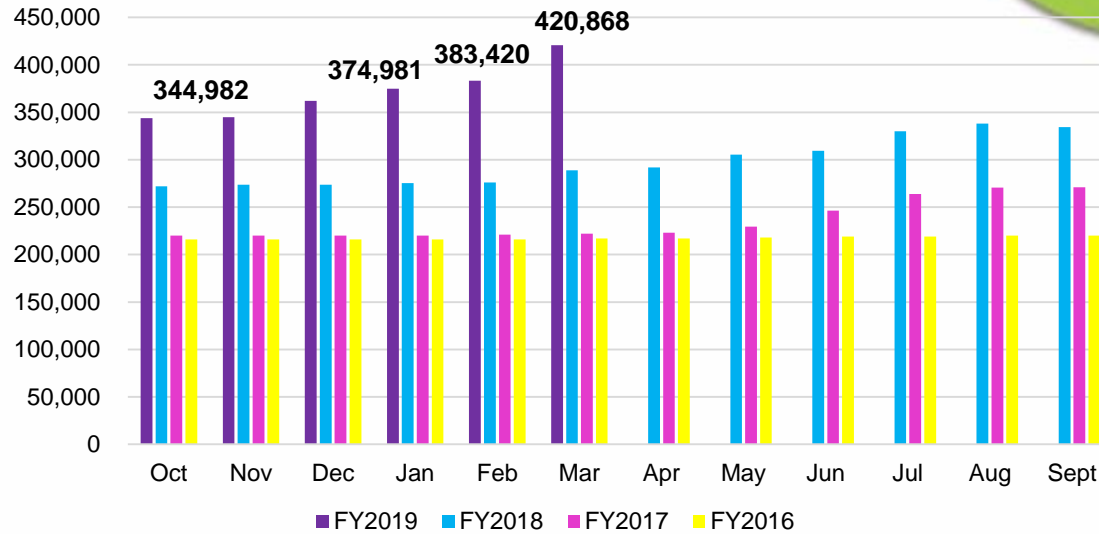
Sources of Website Traffic



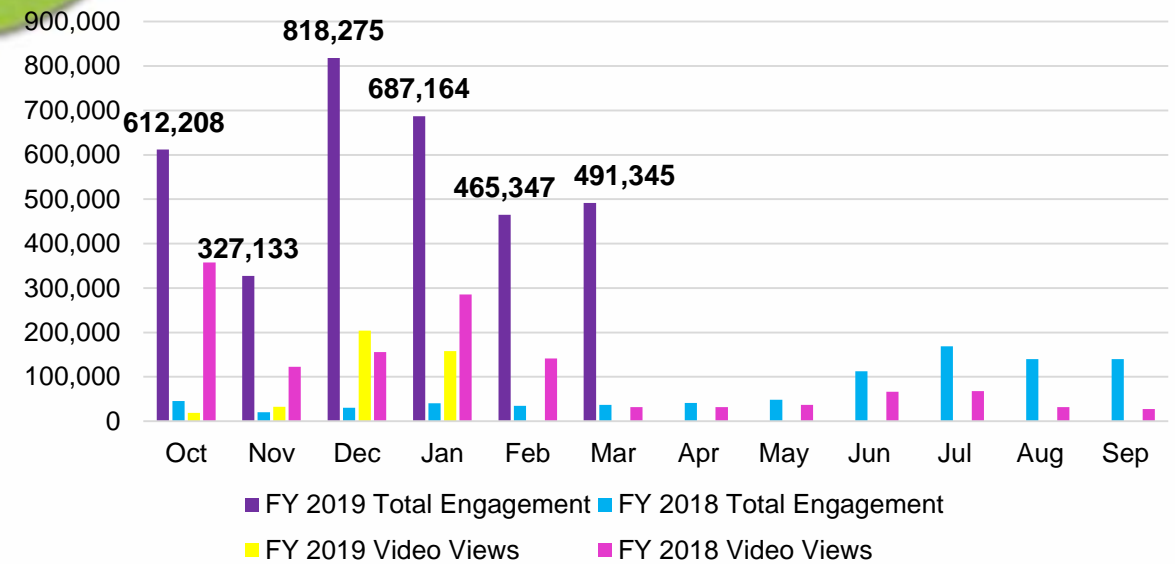
AWARENESS



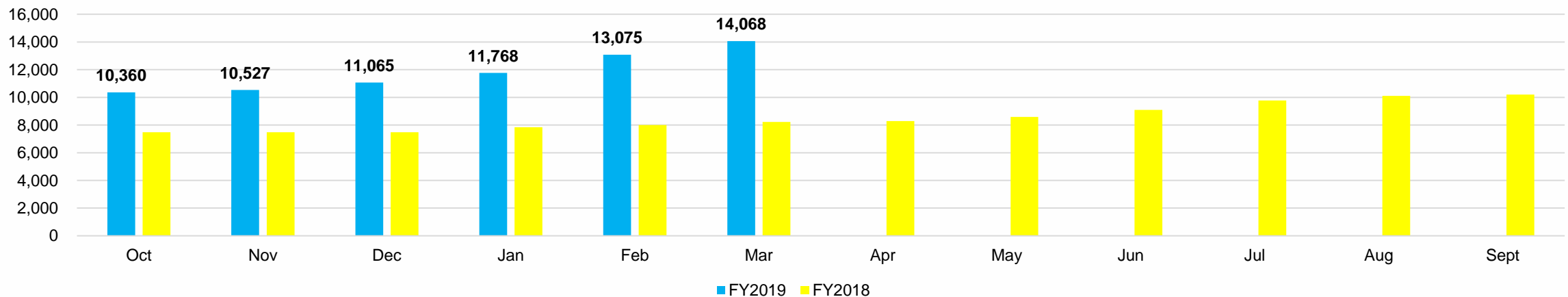
Facebook Likes/ Followers



Facebook Engagement



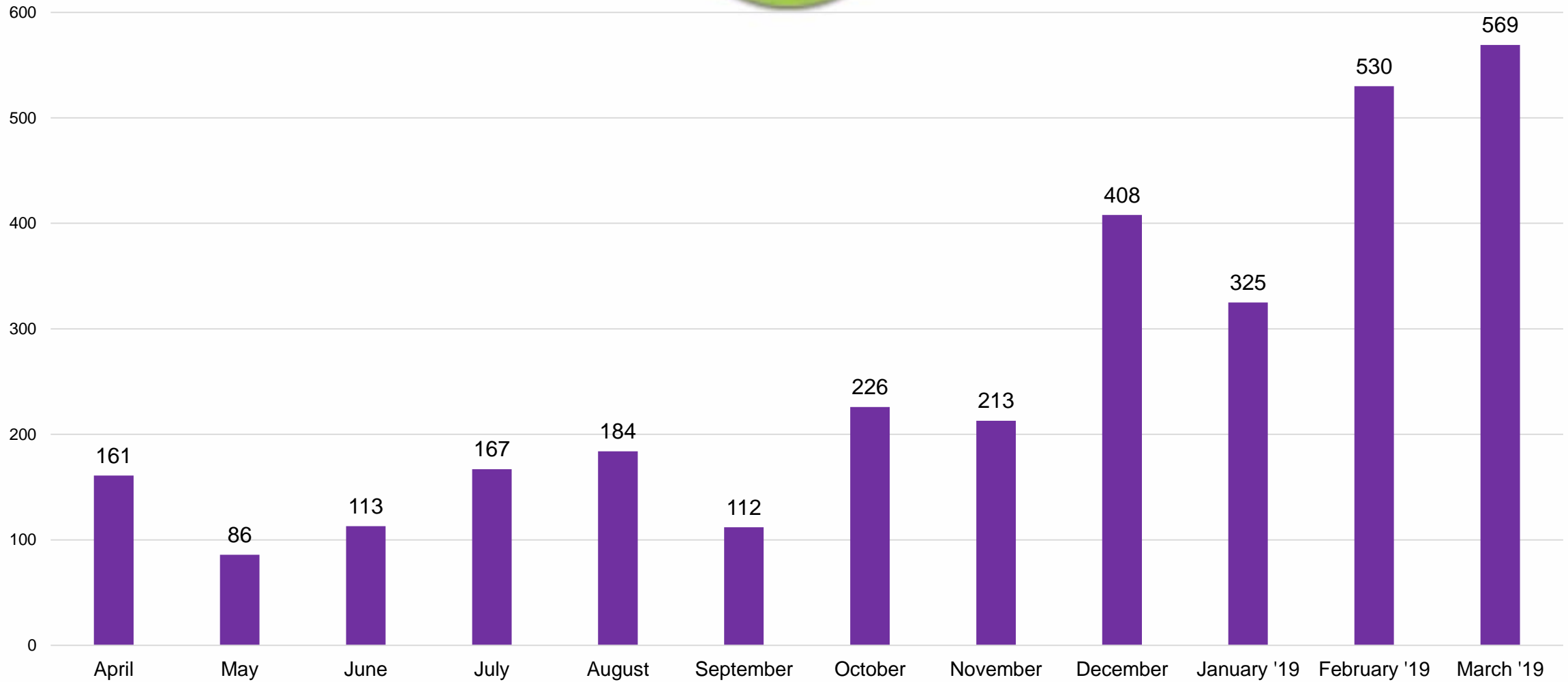
Instagram Followers



ENGAGEMENT



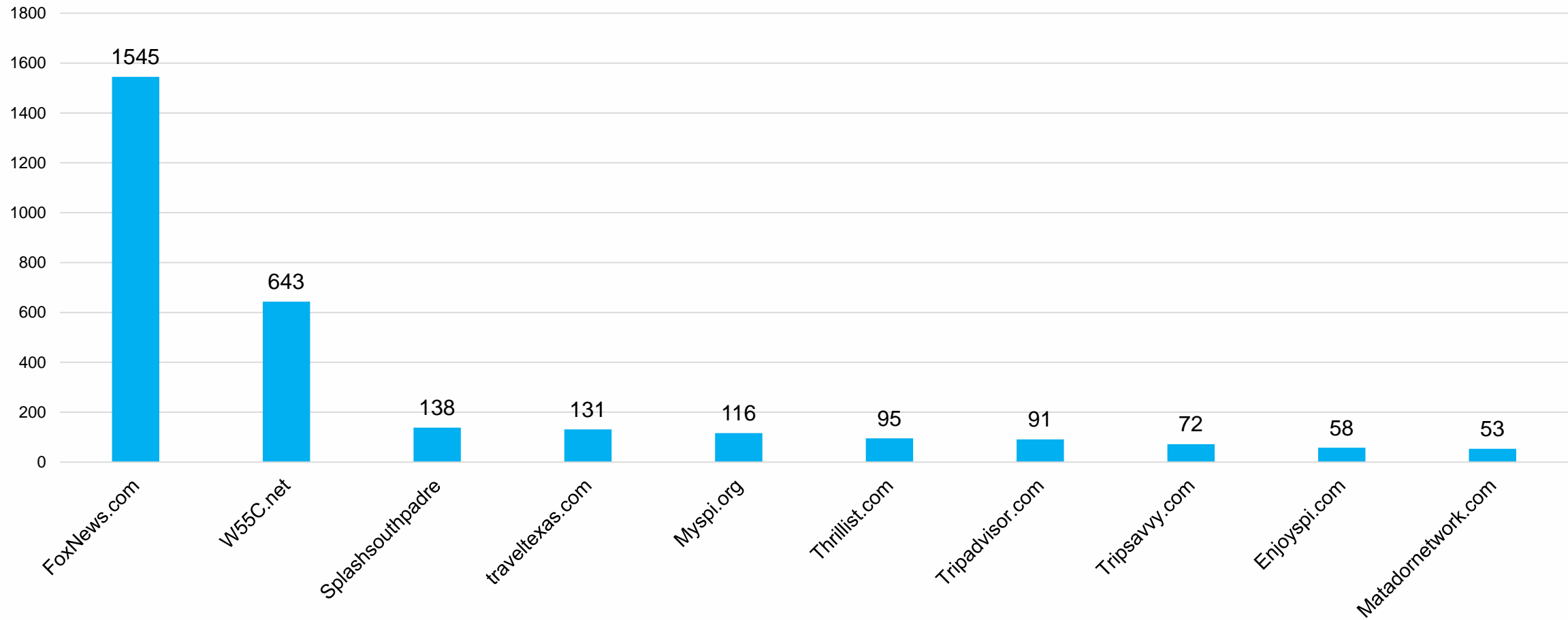
PR Engagement Media Mentions by Month



REFERRAL SOURCES



Referral sources to www.sopadre.com for the month of March 2019

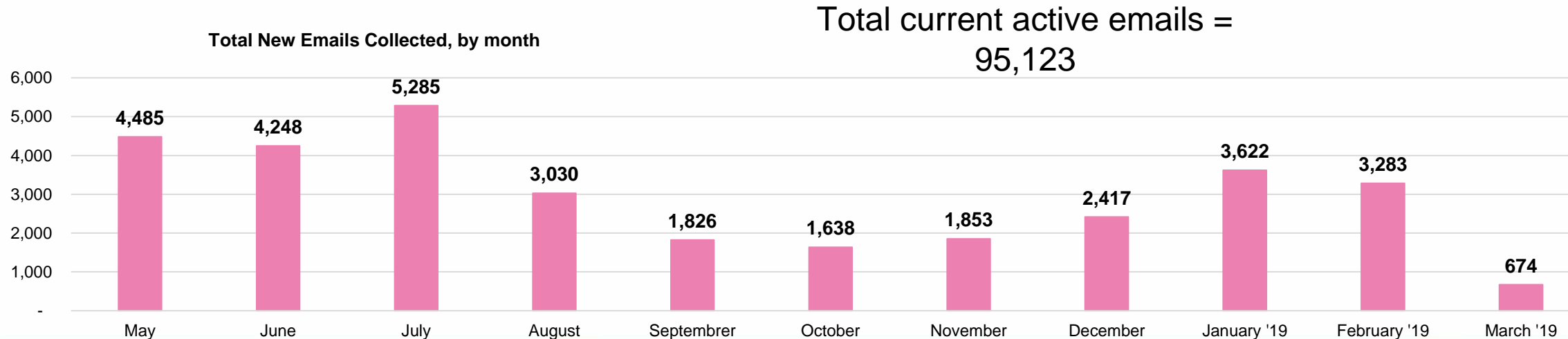
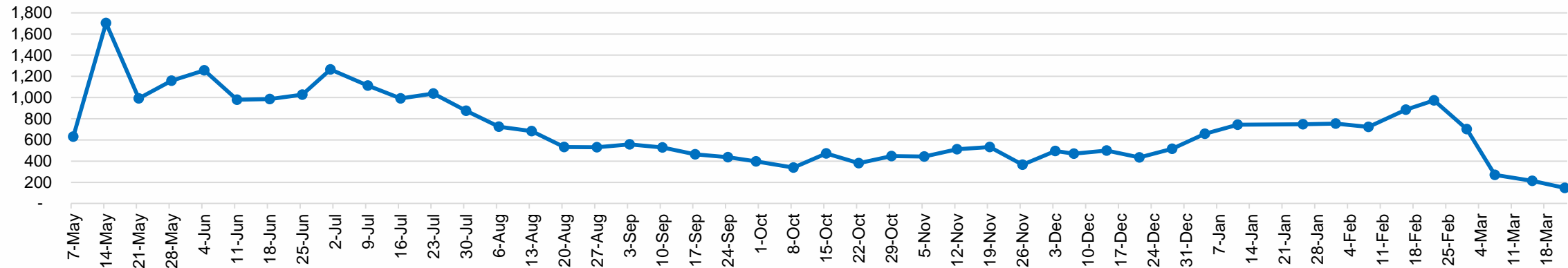


ENGAGEMENT



AgileCRM: New Email Sign Up (Per Week)

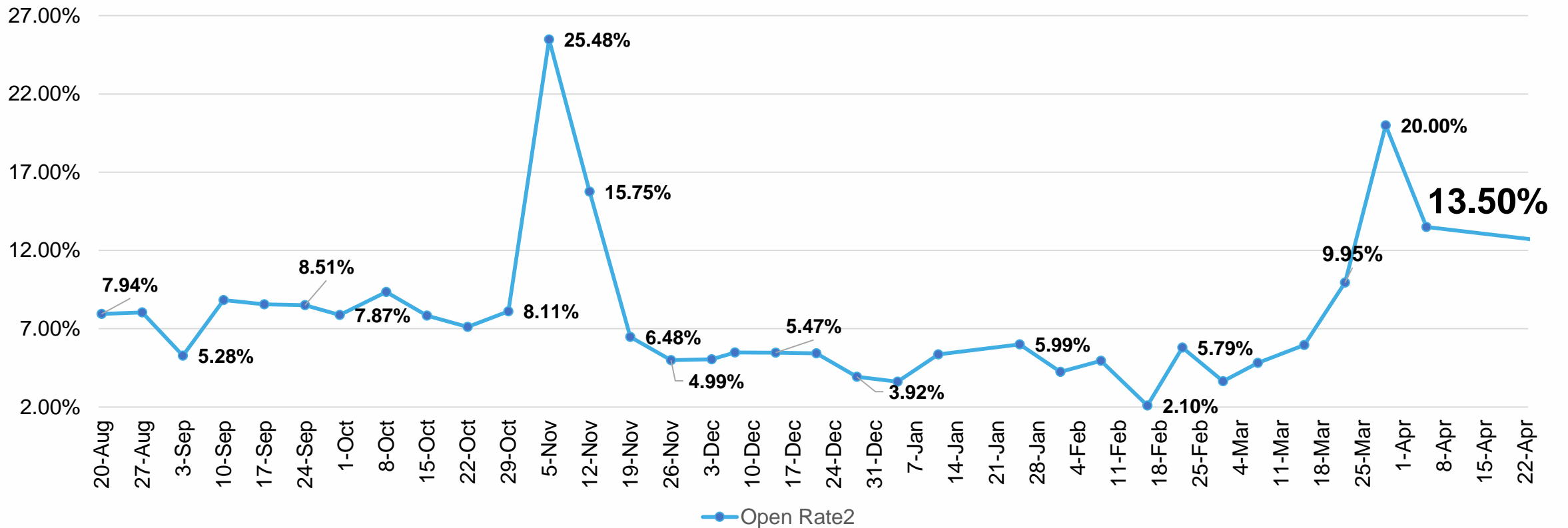
NEW EMAIL SIGN UP
Per Week



ENGAGEMENT

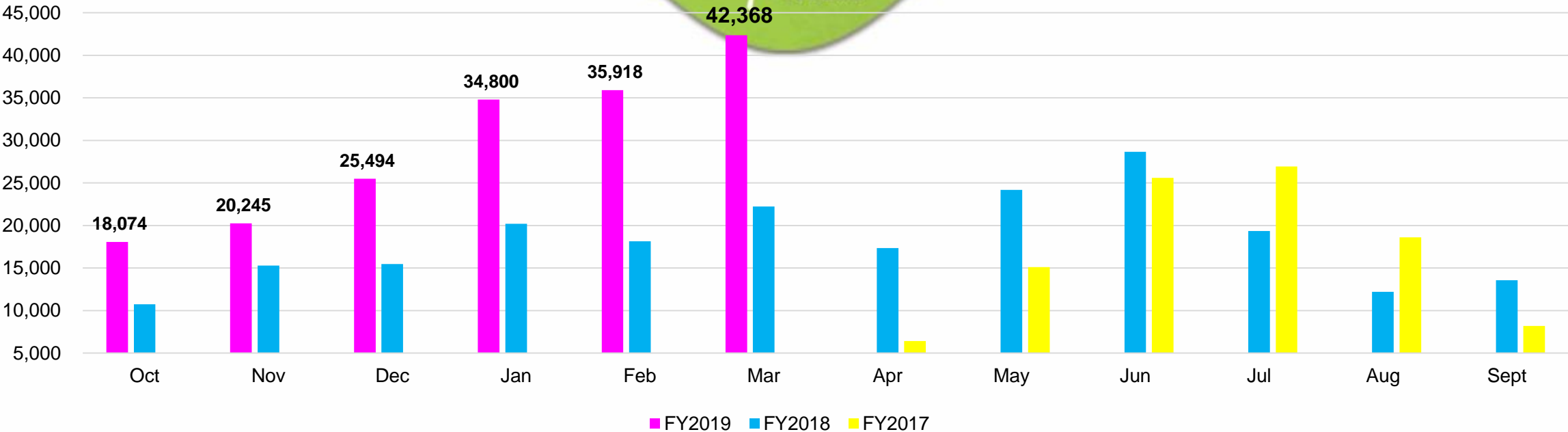


Open Rate of CRM Weekly Email Blasts

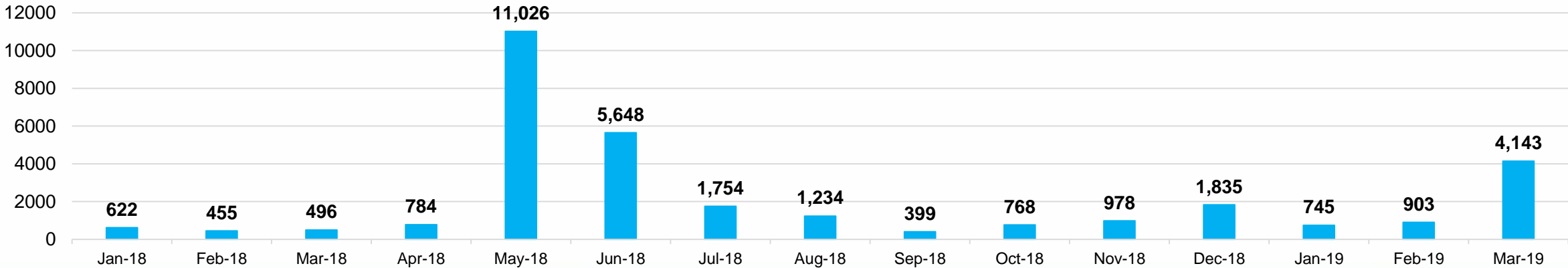


CONVERSION

Outbound Partner Links



Visitor Guides Requests (Fulfillment House)



Group Sales Notes



Austin Sales Rep

The job posting for the Austin Market Senior Sales Manager position is open and running on several different platforms. At this time we have received, and are reviewing, 5 very strong applicants.

RGV Efforts

During the first week of March, Elizabeth and Gene traveled to Edinburg to visit Region One ESC. They met with 13 meeting planners and educated them on the process of setting up courtesy blocks and how to negotiate LOIs for their room blocks. They spent quite a bit of time going over their returning groups for the 2019-2020 calendar year, and assisted them with navigating Convention Centre contracts.

Spring Break

The sales team assisted with serving meals and food prep/delivery during Texas Week to City employees and local law enforcement.

New/Returning Business Site Visits

Texas Hostage Negotiators – 2019

Rio Sports Live – April 2020

Easter Beach Bash – April 2019

Texas Victims Services Association – May 2019

Texas Association of Convention and Visitor Bureaus–
August 2020

Combat Veterans Motorcycle Association – October
2020

UTRGV Office of Sustainability – October 2020

Texas Association of Chamber of Commerce
Executives – June 2020

Texas Crime Stoppers – October 2020

United States Lifeguard Association – August 2020

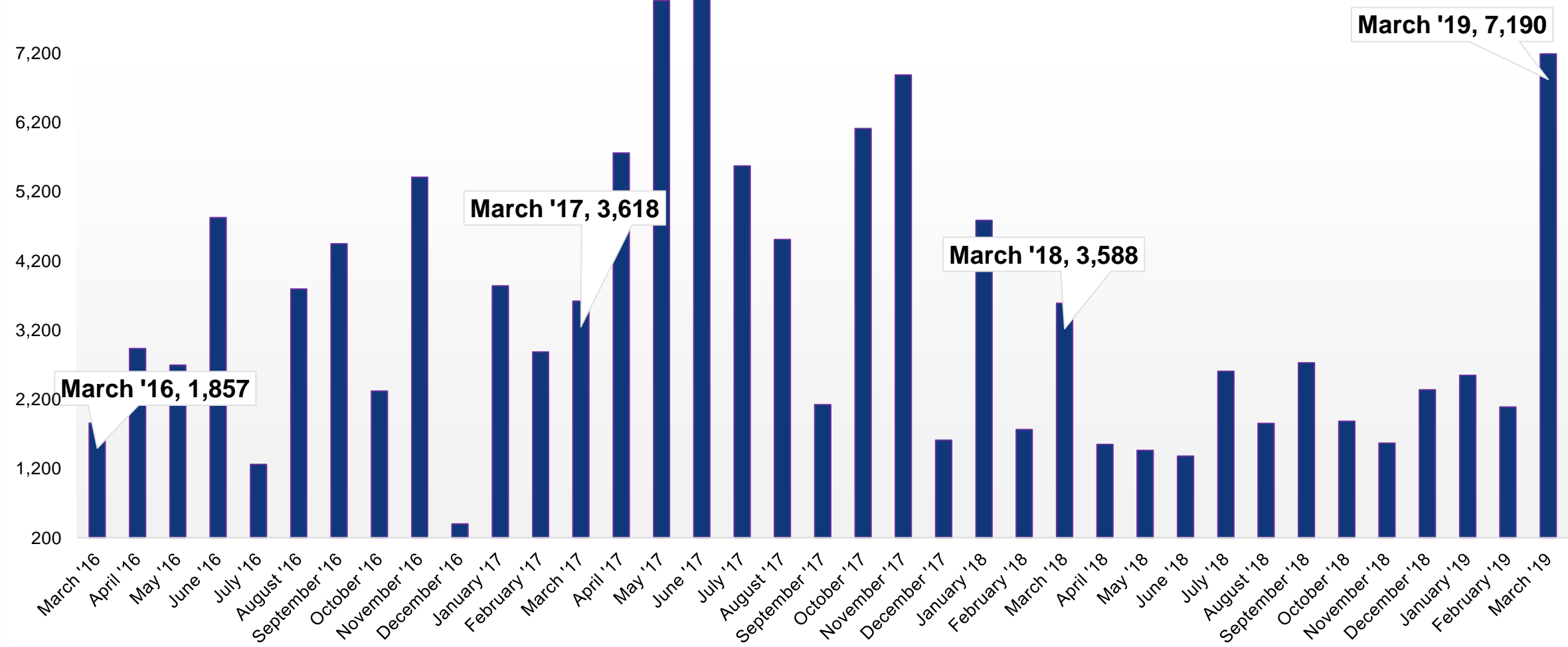


Convention and Group Sales

CONVERSION

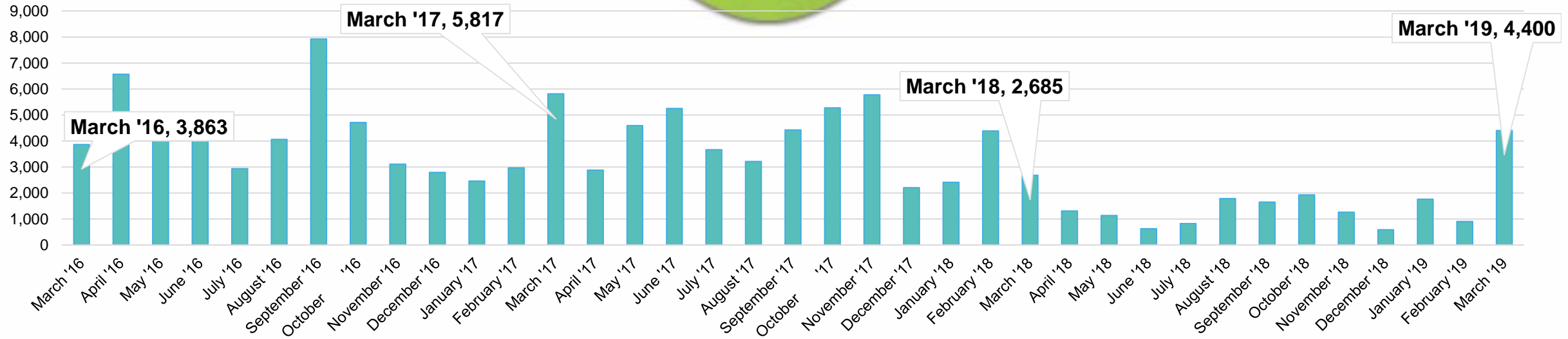


Group Leads Sent



CONVERSION

Group Business Booked



BOOKED BUSINESS

TOTAL

() Indicates Number of Room Nights Booked



Pacing Report for Booked Business

2019	2020
<u>38,953</u> definite room nights	<u>23,378</u> definite room nights
<u>62,231</u> total booked room nights through December 2020	



Special Events and Packaging

CONVERSION

2019 Special Events



January

Polar Bear Dip
Longest Causeway Run/Walk
WOWE

February

SPI Kitefest
W4W Chili Cook Off

March

Spring Break Car Jam

April

National Tropical Weather Conference
SPLASH
Sand Crab Run

May

Jailbreak
Pedal to Padre
Shallow Sport Fishing Tournament

June

Dargel Fishing Tournament
Longest Causeway Run/Walk
[Airshow!!](#)

July

August

Texas International Fishing Tournament (TIFT)
Iron Pigs Motorcycle Club Weekend
Ladies Kingfish Tournament (LKT)
API Fishing Tournament
Fishing For Hope

September

Shallow Stalker Fishing Tournament
JJ Zapata Fishing Tournament
SPI Triathlon

October

SandCastle Ball
SandCastle Days
SPLASH
Walk For Women Fishing Tournament
Zombie Charge
Elite Redfish Championship
SPI Fishing Days

November

Mariachi Run
Holiday Sandcastle Village

December

Lights Over Padre Holiday Weekend



Special Event Manager Notes

Special Events Policy

We are working with the Special Events Committee to update the Special Events Policy within the application. We are hoping to add event categories and set clear lines for a tiered funding process.

Upcoming Special Events

Several events are being reviewed today from the most recent Special Events Committee meeting.

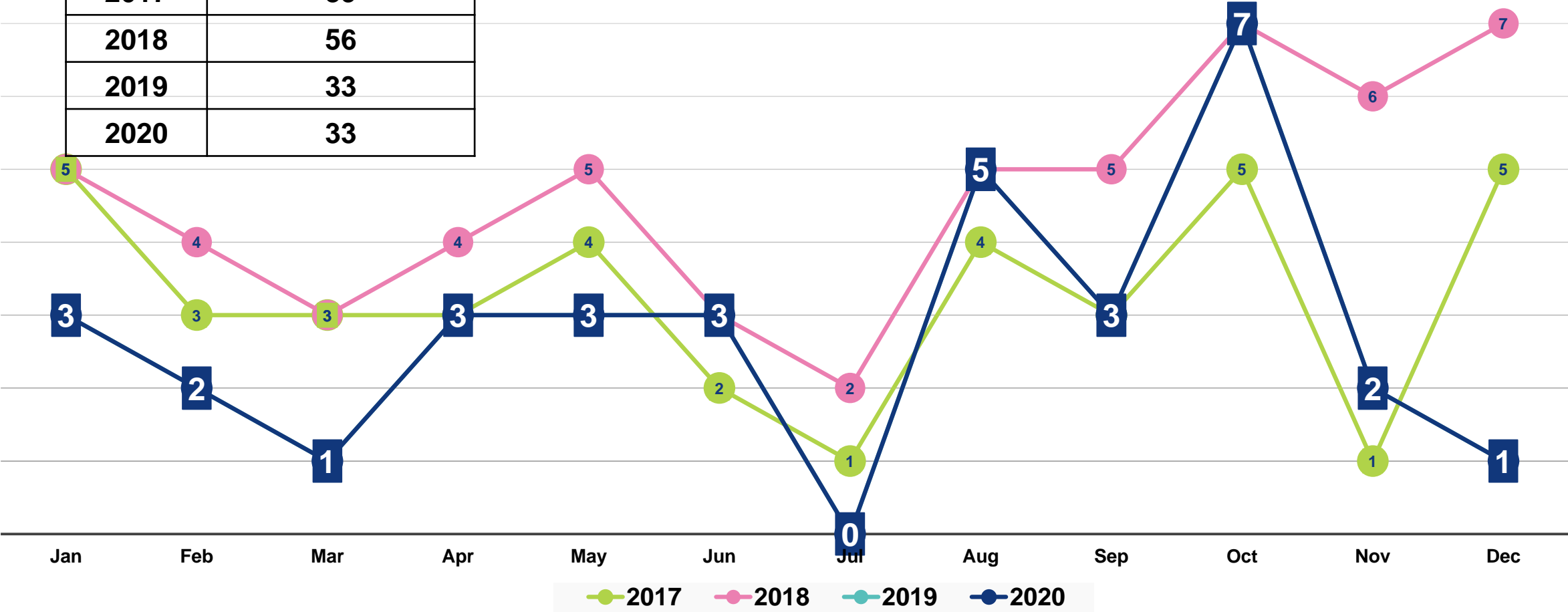
CONVERSION

Special Events



Year	Number of Events
2017	39
2018	56
2019	33
2020	33

Special Events per month from 2017 to 2020
(Sponsored Directly by SPICVB)





Marketing & Communications



What We Do

The marketing team and its agency-of-record (The Atkins Group) develop strategies to increase awareness and understanding of the South Padre Island destination brand and drive demand for overnight accommodations.

Using data-driven insights, the team shapes messaging and determines the most effective distribution channels for paid media, while complementing that with integrated proactive media relations efforts, content development strategies, niche promotions and social outreach to further amplify destination awareness and buzz.

Our efforts target meeting and event planners, influencers, convention attendees, domestic and overseas leisure travelers and travel trade professionals.



How We Do It

Paid Media

Leverages a variety of paid media channels, including convention trade publications and websites, search engine marketing, digital display and social media advertising.

- Social Media Advertising
- Digital Advertising
- Traditional Advertising
- Paid Partnerships

Owned Media

Communicates with its key audiences directly through publications, social media, our website, e-communications and more.

- Expert Content
- Brand Journalism
- Blog/ Podcasts/ Video
- Newsletters/ Email/ Website
- User-Generated Content



How We Do It

Earned Media

Through public relations efforts, we secure priceless exposure for South Padre Island as a top travel destination and as a premier place to hold a convention or event.

- Media Tours
- News Releases/ Media Kits
- Influencer Relations

Partnerships & Special Events

Supports the recruitment of special events that brings the hospitality and local communication together designed to attract leisure travelers to South Padre Island.

- PR & Publicity
- Social Media
- Incentives (i.e. packages, contests, etc...)



Activity Report

SoPadre Website

Relaunched 4/1. In addition to the enhanced visual appearance, the website highlights three areas of focus for users: Experiences, Places to Stay, and Trip Planning.

Website Phase 2

Staff is currently working on website phase two projects which includes Spanish site translation, additional landing pages, enhanced map features and ongoing content maintenance.

CRM Customer Journey

Staff is fine tuning the customer journey process for fulfilling visitor inquiries, meeting leads and niche audiences (i.e Winter Texans). Creative templates are in development and review.

Mexico Collateral

Staff is working on the final creative/collateral for an upcoming tradeshow in Mexico that highlights experiences with sample itineraries, maps and trip inspiration.



Activity Report

Public/ Media Relations

- Staff hosted two media/site tours during the month of April. Media assignments included family travel, outdoor adventures, meetings and groups and nature tourism.
- Staff is working on the final details for a Summer media tour and working with social media influencers with plans for Summer & Fall visits.
- Staff attended a PR Strategy & Planning Workshop with The Atkins Group on April 8. This was a productive meeting that included discussions regarding PR approach, emerging PR opportunities, social media and user generated content, pitching and more.
- Continued efforts between the CVB marketing team and City Public Information Officer (PIO).



Public Relations Analysis Report

Database

Find and connect with the right influencers for our audience.

Monitoring

Multichannel reach and impact of South Padre Island coverage across online, social, print and broadcast.

Distribution

Earned media visibility with Cision Distribution by PR Newswire.

Analytics

Attribute value and South Padre Island's earned media coverage through metrics and data.

CISION®





March 2019

569

Total Mentions

The total number of news stories for a specified time period.

2.2M

Total Reach (UVPM): 693.5M

A globally consistent baseline metric for measuring the reach of a media outlet.

\$718.9K

Total Publicity Value

A scoring system that creates an approximate value for a news article.

Top Outlets

OUTLET	NUMBER OF CLIPS	REACH	PUBLICITY VALUE
The Brownsville	21	1,637,496	\$753.25
Valley Morning Star	21	1,415,400	\$325.54
The Monitor	20	463,020	\$33,375.04
The Brownsville	19	358,815	\$12,338.27
Port Isabel South	17	48,603	\$11.18
Monitor Online	15	2,761,320	\$1,270.21
KVEO-TV Online	13	112,008	\$25.76
KRGV-TV Online	11	2,989,569	\$687.60
KGBT-TV Online	10	3,266,690	\$751.34
US Official News	9	0	\$0.00
Valley Morning Star	8	88,832	\$7,352.61
CoastGuardNews.co	7	137,445	\$63.22
San Antonio Express-	5	8,336,765	\$6,711.10
Rio Grande Guardian	5	45,405	\$10.44
Her Campus	5	7,513,595	\$1,728.13
Source Online	4	5,359,160	\$4,314.12
The Nature	4	1,091,204	\$250.98



News & Accolades

- Listed on the “[13 Best Places to See Dolphins in the Wild](#)” by Readers Digest Online
- “[Snowbird Getaway: The Magic of South Padre Island](#)” by Canadian travel writer Beth Polluck (SPI hosted Dec. 2018)
- SPI Birding & Nature Center featured in 2018 “[5 Magnificent Nature Road Trips to Experience the Wilds of Texas](#)” article by Culture Map Austin.
- Sea Turtle, Inc featured in 2018 “[Best of Day Trips](#)” article in *Austin Chronicle*.
- Listed on the 2019 “[9 Destinations You Must Experience During the Off-Season](#)” by Expedia-AARP.
- Listed on the 2019 “[Most Desired Valentine’s Day Romantic Getaway](#)” by eTurboNews.com
- Listed on the 2019 “[The Top 5 Romantic Getaways in Texas for 2019](#)” by Skyscanner.com
- Listed on the 2019 “[The Best US Weekend Getaway Destinations With Royal Holiday](#)” on www.aworldoftravel.com
- Listed on the 2019 “[29 Islands You need to Visit in 2019](#)” by MSN.com

****not an exhaustive list**



Social Media

Utilize a mix of the following social posts

- Accolades & Articles
- Arts & Culture
- Blogs
- Events
- Food & Drink
- Nature Tourism
- Outdoor Adventure
- Public Service Announcements (PSAs)
- #PupsOfPadre
- SPI Lifestyle (Beach, Sunrise/Sunset, Family/Couples)



Facebook
@sopadre



Twitter
@visitsouthpadre



Pinterest
@VisitSouthPadreIsland









Instagram
@visitsouthpadreisland



Organic Social Analytics

March 1 - 31, 2019

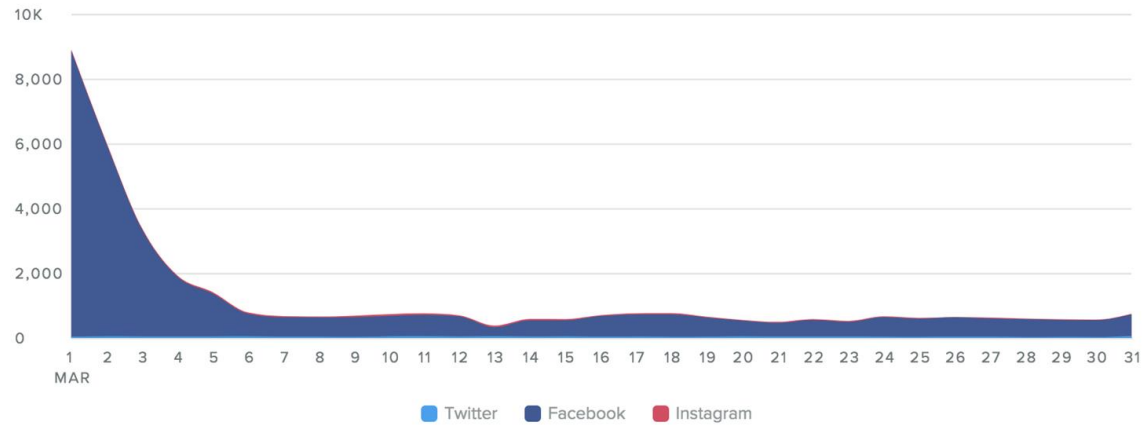
Group Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Visit South Padre  @visitsouthpadre	4,655	34.27%	44	73,283	1,665.5	1,725	39.2	96
 South Pa...ical Travel  Business Page	420,868	9.77%	37	11,812,335	319,252.3	21,789	588.9	41,367
 South Padre Island,...  @visitsouthpadre...	14,064	7.66%	22	126,784	5,762.9	5,544	252	—



Group Audience Growth

AUDIENCE GROWTH, BY DAY



Audience Growth Metrics	Totals	Total Followers % Change
Total Followers	439,587	↗ 9.9%
New Twitter Followers	1,188	↗ 34.3%
New Facebook Fans	35,964	↗ 9.8%
New Instagram Followers	1,001	↗ 7.7%
Total Followers Gained	38,153	↗ 9.9%

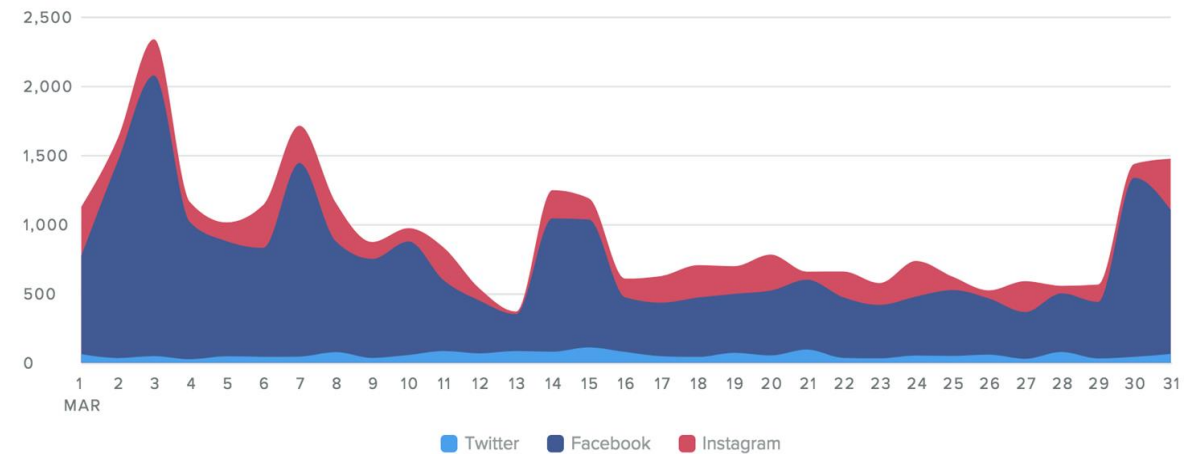
Total followers increased by

↗ 9.9%

since previous date range

Group Engagement

ENGAGEMENTS PER DAY



Engagement Metrics	Totals	% Change
Twitter Engagements	1,725	↗ 106.1%
Facebook Engagements	21,789	↗ 0.3%
Instagram Engagements	5,544	↗ 1.2%
Total Engagements	29,058	↗ 3.6%

The number of engagements increased by

↗ 3.6%

since previous date range



Impressions from March 2019 ▼ : the views your Pins get on Pinterest

Avg. daily impressions

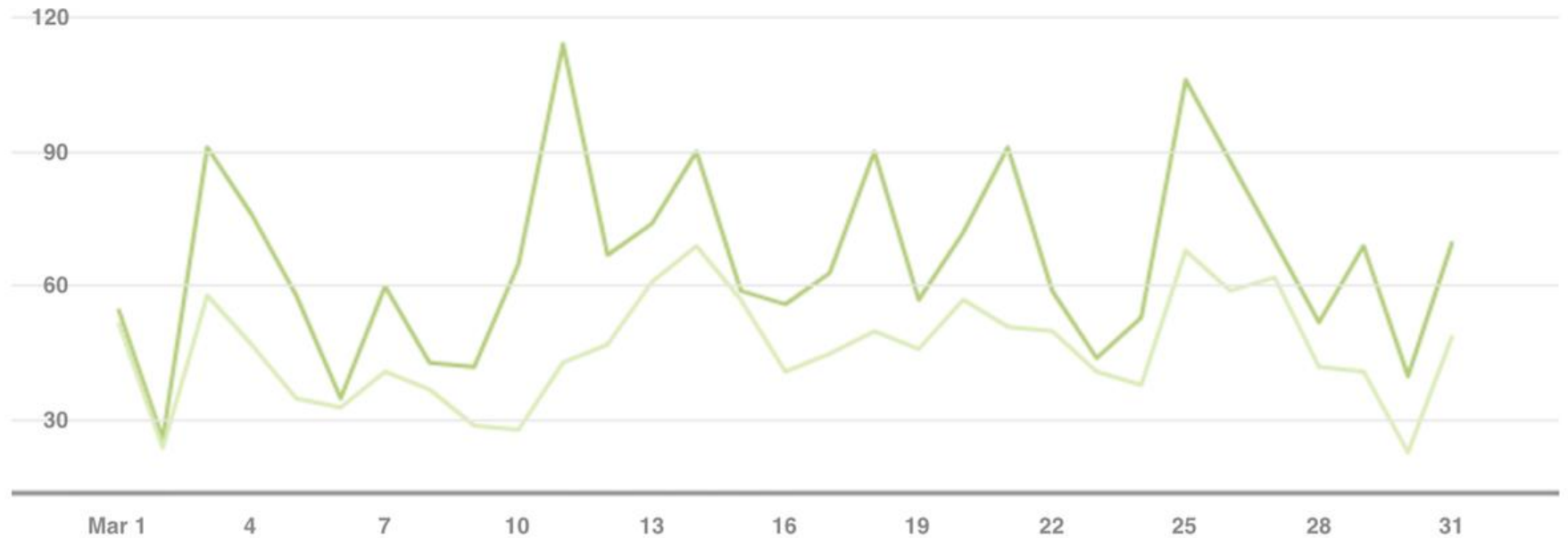
66

↑ 27.27%

Avg. daily viewers

46





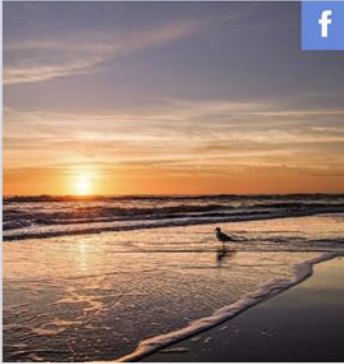
↓ 5.77%



Pinterest Analytics from backend of Pinterest (not supported in Sprout at the moment and minimal data available on Simply Measured)








Top Posts by Engagement: Facebook

TOP POSTS BY ENGAGEMENT				
				
SOUTH PADRE ISLAND TROPICAL TRAVEL 3/7/2019 12:58 PM Parasailing Have you seen South Padre Island from 600+ feet in the air? What are you waiting for?! 📸 @allenboatner	SOUTH PADRE ISLAND TROPICAL TRAVEL 2/13/2019 3:36 PM South Padre Island Tropical Travel Have Spring Break FOMO? You should. South Padre Island's Spring Break will sell out. Book Now.	SOUTH PADRE ISLAND TROPICAL TRAVEL 3/30/2019 6:09 PM South Padre Island Boat Rides to Enjoy with the Whole Family Discover what South Padre Island boat rides you and your family can	SOUTH PADRE ISLAND TROPICAL TRAVEL 3/2/2019 5:08 PM 9 Fun Things to Do on South Padre Island TravelingMom Great food, beautiful sunsets and expansive beaches make South Padre Island.	SOUTH PADRE ISLAND TROPICAL TRAVEL 3/3/2019 2:51 PM Timeline Photos Island greetings from South Padre Island!!! 📸 @sparkyscam https://www.facebook.com/sopadre/
5,167 Engagements	4,274 Engagements	2,556 Engagements	2,294 Engagements	2,281 Engagements



Top Posts by Engagement: Instagram

TOP POSTS BY ENGAGEMENT				
				
SOUTH PADRE ISLAND, TEXAS 3/31/2019 2:20 PM Have you stopped by the Visitors Center to see the largest sandcastle in the USA? 👤@ainianunchuck	SOUTH PADRE ISLAND, TEXAS 3/1/2019 12:07 PM Looking for the perfect spot to propose to that special someone? There are so many beautiful places to choose from on	SOUTH PADRE ISLAND, TEXAS 3/3/2019 1:01 PM Island greetings from #southpadreisland!!! 👤@sparkyscam	SOUTH PADRE ISLAND, TEXAS 3/5/2019 3:29 PM This Little Blue Heron is one of more than 300 species of birds that call #SouthPadreIsland home for part or most of the year!	SOUTH PADRE ISLAND, TEXAS 3/24/2019 1:56 PM Avast ye land lubbers and heave ho to the Black Dragon for pirate-y fun for the whole family!!! https://bit.ly/2HrJ1Wo
491 Engagement	464 Engagement	399 Engagement	330 Engagement	280 Engagement



Top Posts by Engagement: Twitter

TOP POSTS BY ENGAGEMENT



VISIT SOUTH PADRE
3/7/2019 12:54 PM

Have you seen #SouthPadreIsland from 600+ feet in the air? What are you waiting for?! #parasailing #southpadreIslandtx #southpadre #sopadre #spi #texasbestbeach

141

Engagements

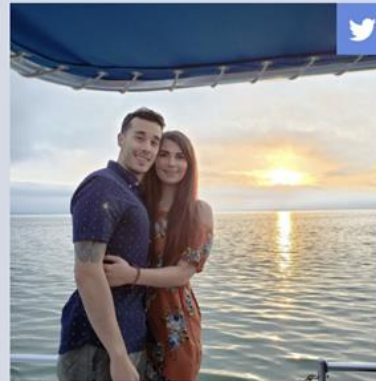


VISIT SOUTH PADRE
3/13/2019 1:50 PM

Trying to get that sand off like... #pupsofpadre #southpadreIsland #texasbestbeach #dogsoftwitter #corgi #beachdog #saltlife #southpadre #sopadre #spi 📷

106

Engagements

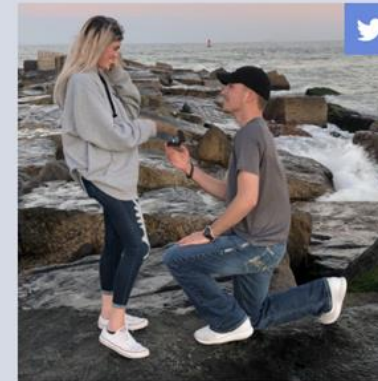


VISIT SOUTH PADRE
3/19/2019 1:06 PM

Looking for a romantic evening out? Take that special someone on a sunset dinner cruise! #SouthPadreIsland #TexasBestBeach #sunset

99

Engagements



VISIT SOUTH PADRE
3/1/2019 10:53 AM

Looking for the perfect spot to propose to that special someone? There are so many beautiful places to choose from on #SouthPadreIsland, including "the

83

Engagements



VISIT SOUTH PADRE
3/14/2019 2:18 PM

Fancy some fish??? @BlackbeardsSPI #southpadreIsland #sopadre #southpadre #spi #foodie #texasbestbeach

79

Engagements

CVB Director Notes

Mexico Tradeshow Strategy

Lili will be attending the ARLAG tradeshow with Travel Texas (Asociados Representantes de Lineas Aereas de Guadalajara). This show attracts tour operators, travel agents, airlines, media representatives and consumers from Guadalajara and Western Mexico May 14-17, 2019. TAG continues to market, year round, to Mexico through digital, TV, radio and print.

Summer Family Marketing

Customized international and inter/intra-state marketing efforts are well underway to support a strong Summer 2019 campaign effort.

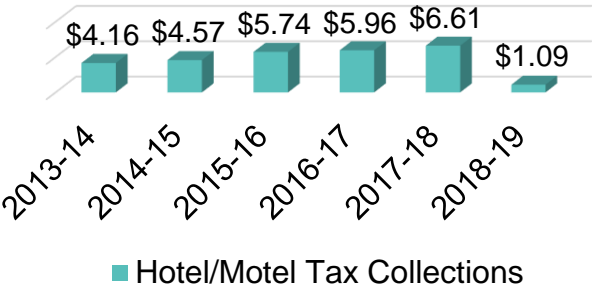
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Hotel/Motel Tax Collections (\$MM)



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

MEETING DATE: April 24, 2019

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and possible action to approve a budget enhancement in the amount of \$150,000 from CVB excess reserves for the 2019 summer push.

ITEM BACKGROUND

The CVB Marketing Subcommittee recommended this additional revenue to supplement the scheduled media plan for the Summer 2019. Upon approval of the enhancement revenues the Marketing Subcommittee will work with TAG to develop the media plan, as quickly as possible.

BUDGET/FINANCIAL SUMMARY

Increase line item 02-594-0531 by \$150,000.

The current level of CVB excess reserves is approximately \$2.1 million.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: X

Approved by Legal: YES: _____ NO: X

Comments:

RECOMMENDATIONS/COMMENTS

Approve budget amendment from excess reserves in the amount of \$150,000 and recommend to City Council for approval.