

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

WEDNESDAY, DECEMBER 9, 2020

9:00 AM AT THE MUNICIPAL BUILDING
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BLVD, SOUTH PADRE ISLAND, TEXAS

1. Call to Order

2. Pledge of Allegiance

3. Public Comments and Announcements

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

4. Approve Consent Agenda

4.1. Approve the meeting minutes for the September 23, 2020 workshop. (Salazar)

4.2. Approve the meeting minutes for the September 23, 2020 regular meeting. (Salazar)

5. Regular Agenda

5.1. Discussion and action to approve the following special events funding applications:
(Amaya)

5.1 (a) SPI Triathlon in March 2021

5.1 (b) JJ Zapata Fishing Tournament in September 2021

5.1 (c) Ladies Kingfish Tournament (LKT) in August 2021

5.1 (d) Fiesta Padre in April/May 2021

5.2. Discussion and action to approve the marketing buy for Rio Sports Live for FY 2020/2021.
(Caum)

5.3. Discussion and action to approve the digital marketing and media buy for Classic 92.7 FM
radio station for FY 2020/2021. (Caum)

5.4. Discussion and action to approve the marketing buy for Yolo, TX for FY 2020/2021.
(Caum)

5.5. Discussion and action to approve the marketing buy for Adsposure bus wraps in Fort
Worth, TX for FY 2020/2021. (Caum)



- 5.6. Discussion and action to approve the marketing/media buy for the Elite Redfish Series for FY 2021. (Caum)
- 5.7. Presentation and discussion regarding the Director's Report. (Caum)
- 1.) Marketing in-house buys
 - 2.) Social Media Update
 - 3.) Visitors Center
 - 4.) Website update-Simpleview
 - 5.) Research and Analytics
- 5.8. Update on Convention and Group Sales. (Caum)
- *Groups and Meetings
 - *Cvent
 - *Connect Texas
 - *Southwest Showcase
 - *Worth International PreVue Visionary
 - *Meeting Planners International (MPI)
 - *Helmsbrisco
 - *UTRGV Basketball
- 5.9. Discussion and possible action concerning new meeting date for January 2021. (Salazar)

6. Adjourn

NOTE:

One or more members of the City of South Padre Island City Council and the Special Events Committee may attend this meeting; if so, this statement satisfies the requirements of the OPEN MEETINGS ACT.

DATED THIS DAY DECEMBER 3, 2020


 Linette Hernandez, CVB Administrative Assistant

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE ABOVE NOTICE OF MEETING OF 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 CITY HALL/MUNICIPAL BUILDING ON THURSDAY, DECEMBER 3, 2020, AT/OR BEFORE 5:00 PM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.


 Linette Hernandez, CVB Administrative Assistant

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, BELINDA TARVER AT (956)761-8103.



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

MEETING DATE: December 9, 2020

NAME & TITLE: Linette Hernandez

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve the meeting minutes for the September 23, 2020 workshop. (Salazar)

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

**MEETING MINUTES
CONVENTION AND VISITOR ADVISORY BOARD WORKSHOP
CITY OF SOUTH PADRE ISLAND**

WEDNESDAY, SEPTEMBER 23, 2020

I. CALL TO ORDER

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a workshop on Wednesday, September 23, 2020 at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Daniel Salazar called the meeting to order at 9:00 a.m. A full quorum was present: Vice Chairman Tom Goodman, Board Members Bob Friedman, Arnie Crenin, Pamela Romer, Chad Hart, and Bryan Pinkerton and Ex-Officio Jose Mulet.

City Officials: City Manager Randy Smith, Council Members Ken Medders were present.

CVB Staff: CVB Director Ed Caum, Office Manager/Accountant Lori Moore, Event Development and Packaging Manager Marisa Amaya, Sales and Events Assistant April Romero, Marketing and Communications Specialist Matthew Lee, and Administrative Assistant Linette Hernandez were present.

II. PLEDGE OF ALLEGIANCE

Chairman Daniel Salazar led the Pledge of Allegiance.

III. PUBLIC COMMENTS AND ANNOUNCEMENTS

Andy Hancock, the owner of Sandcastle Lessons, spoke at the podium and asked several rhetorical questions related to marketing and communication. He spoke about the budget for in house marketing as it pertains to having enough marketing specialists on staff and the proper equipment. He suggested there be more involvement between local businesses and South Padre Island's social media pages. He asked if South Padre Island will be launching a YouTube channel and whether there would be more marketing to draw visitors to the new Visitors Center at the multi-modal building.

IV. APPROVE CONSENT AGENDA

There were no items to approve.

V. REGULAR AGENDA

5.1. Discussion of future marketing efforts.

*SWOT Analysis

*Focus Forward/Next Step questions

CVB Director Ed Caum started the discussion by asking the board to participate by answering the following questions, “What is the best business or personal news in the last 90 days, and what are your expectations for the day?” Vice Chairman Tom Goodman stated that South Padre Island’s natural resources had been a strength during the COVID pandemic. The beach, destination location, and being able to social distance on South Padre Island were all positive factors. Board Member Pamela Romer agreed, stating that most of her hotel guests were visiting the island looking to get fresh air and were comfortable staying on the island knowing that the hotels were following health protocols by keeping their hotels safe and clean. She stated that the island did a great job of communicating with visitors to let them know that we were open. Board Member Bryan Pinkerton said that being able to social distance on the island was a positive factor for his business. Visitor inquiries have been steady even during the off-season. He would like to see more soft advertising to visitors, letting them know that we are here when they are ready. Board Member Bob Friedman stated that his business has been doing well and that he has had plenty of customers, the majority of them not being from the valley. He mentioned that he is looking forward to marketing to out-of-town visitors with the work from the beach campaign. Chairman Daniel Salzar stated that the majority of his guests for the month of June were from Dallas. Board Member Arnie Crenin gave kudos to the City Council, City Manager, and Mayor for not closing the city beaches. Board Member Chad Hart stated that he would like to see the island market to Houston and Dallas and that there is a window of opportunity to bring in visitors from further away now that more people are working and schooling from home. There was discussion regarding Spring Break and marketing more to families instead of college students. The group also discussed lowering room rates during Spring Break.

CVB Office Manager Lori Moore and Event Development and Packaging Manager provided a SWOT analysis handout for the board to complete. Lori Moore went over some of the strengths, weaknesses, opportunities and threats that had already been discussed and asked the CVB Board to provide more examples.

Strengths: South Padre Island’s natural resources, fresh air, being safe and clean, curbside pickup, being safe and open, hospitality mix and variety, easy to work on South Padre Island and no traffic. Valley International Airport (VIA) Director and Ex-officio Jose Mulet spoke at the podium and mentioned accessibility of incoming flights to the island as a strength.

Weaknesses: Difference of opinions, communication between different internal entities, distance to reach our destination, not currently being able to use the funding for marketing, lack of marketing for island partners (co-ops).

Opportunities: Being able to market to the professionals working from home with higher income, marketing to families during winter break, marketing to church groups. Andy

Hancock, the owner of Sandcastle Lessons, spoke at the podium and suggested having an open beach event.

Threats: COVID-19 during Spring Break, several colleges have cancelled Spring Break for 2021, the possibility of not having as many Winter Texans and Spring Break students visiting, and having less visitors from the valley during COVID-19 due to county restrictions. Other threats included similar destination competitors, such as Galveston, Corpus Christi, and Port Aransas who will be using similar marketing strategies and have the budget to do so. VIA Director and Ex-Officio Jose Mulet spoke at the podium and mentioned not having contracted transportation in place from VIA to the island as a threat.

Office Manager and Accountant Lori Moore shared a handout of the CVB S.W.O.T from FY 2017/2018 that was created for a DMAIC as an example for the board. Event Development & Packaging Manager Marisa Amaya presented at the podium and asked the board to answer several focus forward questions and documented the responses on a flip chart.

Fast Forward Questions discussed:

What are some of the things that went well marketing wise in the last quarter?

Responses: Social media went well, avoided backlash, organic engagement, soft-sell.

What made the last quarter go well?

Responses: Safety and ability to social distance outside on the beach, good weather, coastal distancing.

What is our objective over the next two quarters?

Responses: Back in the people's eye, regain voice, market to Winter Texans with a specific campaign for them, market to first time visitors.

What are the benefits in moving forward in these areas?

Responses: Increase in business.

Is there anything else we need to consider or do to move closer to our goals?

Responses: Household income, who do we market to? Drive Market vs. Fly Market. VIA Director Jose Mulet spoke at the podium with an update on the new Southwest Austin flights coming up in November 2020. The airlines are using larger aircrafts for more seating with less available flights.

- 5.2. Presentation of the South Padre Island marketing proposal for FY 2020-2021. CVB Director Ed Caum shared a PowerPoint presentation with the board and provided an update on various CVB topics. Topics discussed included tourism and the economic impact to the island, website visitor analytics, staffing, budget for marketing, CVB website changes, social media, internal and incremental media plans and the fall marketing campaigns.
- 5.3. Discussion on establishing goals for the first and second quarter in FY 2020-2021. CVB Director Ed Caum asked the board to provide a list of goals for the second quarter in FY 2020-2021 and to rank the goals from most important/prime objectives to least. After a brief discussion the board members created several goals. Event Development and Packaging Manager Marisa Amaya listed the goals that were provided by the board on a flip chart . Color coded labels, number 1-3 for level of importance, were provided to the board members so they could prioritize the goals by placing their labels on the flip chart near their goals of choice.

Goals for the CVAB established were ranked by importance in the following order below.

1. Distinguish In-House vs. Outsourced Marketing for the next six months.
2. Campaign Targeting-Find Specific KPIs for each campaign:
 - * Work from the Beach
 - * December Winter Break
 - * Road Trip
 - * RGV
 - * Winter Texan
 - * Mexico
3. Analytics
4. TAG-Better Dashboard

- 5.4 Discussion regarding marketing for South Padre Island for FY 2020-2021. There was insufficient time for this item to be discussed at the workshop. Meeting was adjourned in order for a regular CVA Board meeting to be held at 11:00am on Sept 23, 2020.
- 5.5. Discussion regarding CVA Board personal commitments and conclusion. There was insufficient time for this item to be discussed at the workshop. Meeting was adjourned in order for a regular CVA Board meeting to be held at 11:00am on Sept 23, 2020.

VI. ADJOURN

There being no further discussion, CVAB Chairman Daniel Salzar adjourned the meeting at 10:58am

Linette Hernandez, CVB Administrative Assistant

Meeting Minutes-: SEPTEMBER 23, 2020-CVAB Workshop

Approved by:

Daniel Salazar, CVAB Chairman

DRAFT

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

MEETING DATE: December 9, 2020

NAME & TITLE: Linette Hernandez

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve the meeting minutes for the September 23, 2020 regular meeting. (Salazar)

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

**MEETING MINUTES
CONVENTION AND VISITOR ADVISORY BOARD MEETING
CITY OF SOUTH PADRE ISLAND**

WEDNESDAY, SEPTEMBER 23, 2020

I. CALL TO ORDER

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a regular meeting on Wednesday, September 23, 2020 at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Daniel Salazar called the meeting to order at 11:00 a.m. A full quorum was present: Vice Chairman Tom Goodman, Board Members Bob Friedman, Arnie Crenin, Pamela Romer, Chad Hart, and Bryan Pinkerton and Ex-Officio Jose Mulet.

City Officials: Council Members Ken Medders was present.

CVB Staff: CVB Director Ed Caum, Office Manager/Accountant Lori Moore, Event Development and Packaging Manager Marisa Amaya, Sales and Events Assistant April Romero, Marketing and Communications Specialist Matthew Lee, and Administrative Assistant Linette Hernandez were present.

II. PLEDGE OF ALLEGIANCE

Chairman Daniel Salazar led the Pledge of Allegiance.

III. PUBLIC COMMENTS AND ANNOUNCEMENTS

CVB Director Ed Caum presented his Director's Report for the period of 8/15-9/15, 2020. He updated the board on organic social media, hotel occupancy, paid media, ADR, and research and analytics.

IV. APPROVE CONSENT AGENDA

- 4.1. Approve the meeting minutes for the August 26, 2020 regular meeting. Vice Chairman Tom Goodman made the motion to approve, seconded by Board Member Bob Friedman. Motion carried.
- 4.2. Approve the meeting minutes for the September 2, 2020 special meeting. Vice Chairman Tom Goodman made the motion to approve, seconded by Board Member Bob Friedman. Motion carried.
- 4.3. Approve the excused absences for Chairman Daniel Salazar and Board Members Bob Friedman and Arnie Crenin for the August 26, 2020 regular meeting. Board Member Bryan Pinkerton made the motion to approve, seconded by Board Member Chad Hart. Motion carried.

- 4.4. Approve the excused absences for Board Members Pamela Romer, Chad Hart, and Bryan Pinkerton for the September 2, 2020 special meeting. Board Member Arnie Crenin made the motion to approve, seconded by Board Member Bob Friedman. Motion carried.

V. REGULAR AGENDA

- 5.1. Discussion and recommendation to City Council to approve the Fall marketing campaigns for FY 2020-2021. There was discussion and clarification between the board on which campaigns would be completed by The Atkins Group for the fall marketing plan. The campaigns included Work from the Beach, School from the Beach, Road Trip, Nature Tourism, and Spring Break. The board discussed the option of being able to review the marketing campaigns in advance to allow time for suggestions and changes to be made before the campaigns are finalized. It was agreed that the board would be given the opportunity to have more input on the campaigns before giving final approval. CVB Director Ed Caum explained that the board would need to make a recommendation to the City Council to approve the estimated cost for each campaign. City Council Member Ken Medders spoke at the podium and asked the CVAB to confirm whether or not items recommended to City Council by the CVAB, have all been reviewed by the CVAB. Chairman Daniel Salazar assured Council Member Ken Medders that all items sent forward have been reviewed by the CVAB. After much discussion, Board Member Bryan Pinkerton made the motion to approve the total cost of \$830,237.00 for the fall marketing campaigns for FY 2020-2021, with the option for flexibility to make any changes to the campaign content or messaging, seconded by Board Member Chad Hart. Motion carried unanimously.

VI. ADJOURN

There being no further business, Chairman Daniel Salazar adjourned the meeting at 11:49am.

Linette Hernandez, CVB Administrative Assistant

Approved by:

Daniel Salazar, CVAB Chairman

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

MEETING DATE: December 9, 2020

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

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action to approve the following special events funding applications: (Amaya)

5.1 (a) SPI Triathlon in March 2021

5.1 (b) JJ Zapata Fishing Tournament in September 2021

5.1 (c) Ladies Kingfish Tournament (LKT) in August 2021

5.1 (d) Fiesta Padre in April/May 2021

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

02-593-8099

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

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

MEETING DATE: November 12, 2020

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

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action to approve the funding request for SPI Triathlon in March 2021. (Amaya)

ITEM BACKGROUND

2019-SPI Triathlon was approved for \$3,500

2018-SPI Triathlon was approved for \$3,500

2017-SPI Triathlon was approved for \$3,500

BUDGET/FINANCIAL SUMMARY

02-593-8099-Special Events Budget

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS: The Special Events Committee and CVB Staff recommends to approve \$10,000.

APPLICATION FOR INITIAL FUNDING

Today's Date: October 1, 2020

ORGANIZATION INFORMATION

Name of Organization: PowerWatt Coaching, LLC

Address: 258 Beach Blvd

City, State, Zip: Laguna Vista, Texas 78578

Contact Name: Karen M. Watt Contact Email: docwatt@powerwattcoaching.com

Contact Office Phone Number: 956-778-5997

Contact Cell Phone Number: 956-778-5997

Website Address for Event or Sponsoring Entity: www.powerwattcoaching.com

Non-Profit or For-Profit status: Tax Exempt Tax ID #: 821767576

Entity's Creation Date: 06-06-2017

Purpose of your organization:

PowerWatt Coaching LLC provides triathlon coaching, master's swimming instruction and events and clinics related to multisports such as triathlon, duathlon, aquathlon, and aquabike. More importantly, PowerWatt Coaching LLC strives to create a more healthy and fit community through education, events, and training.

EVENT INFORMATION

Name of Event: SPI Sprint Triathlon and NCAA Regional Race

Date(s) of Event: Saturday, March 27 (registration on March 26, 2021)

Primary Location of Event: Parrot Eyes Watersports and Restaurant

Amount Requested: \$10,000

Primary Purpose of Funded Activity/Facility:

The primary purpose of the funded activity is to hold a spectator friendly triathlon (swim, bike, run) for age group triathletes and NCAA collegiate competitors from across the state, nation, and from Northern Mexico. This will be a first annual competition for the collegiate teams.

The event also allows athletes to participate in a triathlon of an "open-water" nature, offered nowhere else in South Texas.

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

Hotel tax funds will be used directly in helping promote participation in the event. Monies will be expended to help improve marketing for the event to increase the number of participants, including the collegiate athletes, and spectators. Additional safety equipment and signage will also be purchased.

Percentage of Hotel Tax Support of Related Costs

35% 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 75 %

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

We ask for the city to help provide an EMS unit in case of an emergency as well as police officers to help with traffic control for the duration of the event. We will also need lifeguards as this is a requirement for the USA Triathlon event.

It is required that we have 1 lifeguard for every 35 swimmers in open water.

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: \$ 3,500.00
- 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 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: \$ 6,500.00

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

How many of the attendees are expected to be from more than 75 miles away? 175

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

The triathlon will help bring business to hotels and restaurants in the area from the athletes and their families spending time there throughout the weekend.

In 2019, of the 193 participants, 17% were from Mexico or from other states. Fifty-eight percent were from McAllen, Brownsville or Ednburg and

35% were from Texas cities outside of the Rio Grande Valley. We anticipate attracting more out-of-town participants in 2021 because colleges will send their teams.

- 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: \$ n/a

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: \$** n/a

What tourist attractions will be the subject of the signs?

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event? 8 Years

Expected Attendance: 250

How many people attending the Event will use South Padre Island lodging establishments? 100-150

How many nights do you anticipate the majority of the tourists will stay? 1.5

Will you reserve a room block for this Event at an area hotel(s)? Yes.

Where and how many rooms will be blocked?

We had a room block at Schlitterbahn Beach Resort in 2019. We plan to use this venue again and block 50 rooms.

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
September/2017	\$3,500	35
September/2018	\$3,500	35
September/2019	\$3,500	35

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 use survey data collected from athletes upon their arrival at our event packet-pickup as well as occupant data collected from the host hotel.

Please list other organization, government entities, and grants that have offered financial support to your project: collected from the host hotel.

Will the event charge admission? Yes. If so, what is the cost per person? \$90

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?

Because I am unaware of the net profit from previous years, I am anticipating a net profit of \$2,000. In 2019, we donated \$1,000 of proceeds to Sea Turtle, Inc. We plan to do the same in 2020, with either Sea Turtle, Inc. or other non-profit. Other proceeds will go back into the event for 2022.

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: \$ 1,000
- Radio: \$ 500
- TV: \$ 500
- Website, Social Media: \$ 1,200.00
- Other Paid Advertising: \$ 300

Anticipated Number of Press Releases to Media: 1

Anticipated Number Direct Emails to out-of-town recipients: 275

Other Promotions: Will e-mail all past participants.

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 post the hotel link on our online registration platform, on social media, and in our e-mails to participants.

Who is your target audience? Adult and collegiate triathletes ages 18-75.

What geographic region(s) are you marketing to?

We market to triathletes in Texas and Mexico, as well as in other states. The event will have a collegiate division so we will market to the NCAA teams across the nation.

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:

The United States of America Triathlon organization offers insurance for all athletes participating in our event. The carrier is

Insurance Office of America and the amount is \$10,000,000 each occurrence.

[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an additionally 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.

Submit to complete applications to:

Marisa Amaya
Event Development Manager
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 Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

South Padre Island Triathlon

January 21, 2019

Name of Event

Date Submitted

- Received and understood the separate **Special Events Policy**
- Received and understood the separate **HOT Funding Guidelines**
- Completed the **South Padre Island Hotel Tax Funding Application** form
- Enclosed a description of all planned activities or schedule of events (REQUIRED)**
- Enclosed a sponsor list (categorized by "confirmed" and "pending")
- Enclosed a vendor/exhibitor list (categorized by "confirmed" and "pending")
- Enclosed an event map
- Enclosed security/safety plans
- Enclosed a complete detailed budget (REQUIRED)**
- Enclosed an advertising/marketing and promotion plan (REQUIRED)**
- Enclosed copies of promotional materials (if available)
- Enclosed a summary of previous special event experience of organizer(s)
- Enclosed a history of event (if previously produced)
- Indicated the type(s) of assistance requested
- In Room night projections, with back-up, for the Funded Event (REQUIRED)**
- Indicated the amount of financial support (if requested)



Authorized Signature

10/5/2020

Date

Karen M. Watt

Print Name

SPI Sprint Triathlon Schedule of Activities

Spring 2021

PACKET PICKUP [\[EDIT\]](#)

Friday, March 26, 2021 : 5:00 PM - 7:00 PM; Parrot Eyes Restaurant, SPI

Saturday, March 27, 2021 : 6:00-6:30 AM; Parrot Eyes Restaurant, SPI
5801 Padre Blvd, South Padre Island, TX 78597

COURSE [\[EDIT\]](#)

Sprint Distance
750m Swim/ 20k Bike / 5k Run

RACE DAY SCHEDULE [\[EDIT\]](#)

06:15 AM - Transition Opens
07:00 AM - transition closes
07:00 AM – Athlete Meeting
07:15 AM - Wave starts by division
10:00 AM - Awards

ENTRY FEES [\[EDIT\]](#)

Early Bird Special (Until February 15)
\$75 - Sprint

February 16-March 15 pricing
\$90 - Sprint

March 16 – March 25 at noon
\$100 - Sprint

Cash Only Pricing on March 26 at late registration and packet pick up
\$115 - Sprint

There are NO refunds or transfers.

AWARD CATEGORIES [\[EDIT\]](#)

Sprint Individual

Overall Male/Female

Top 3 Male/Female in age groups:

1-19, 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-99

CONTACT INFO [\[EDIT\]](#)

Karen Watt, Docwatt@powerwattcoaching.com

Budget

South Padre Sprint Triathlon 2021

Tentative budget for our event.

Poster, Banners, Flyers:	\$1250
Magazine and Television:	\$1500
Social Media	\$250
Event Shirts with logos	\$2000
Venue Rental	\$1000
Food and Drinks:	\$1500
Awards	\$750
Medals	\$750
Goody Bags with fillers:	\$250
Water for water stations (donated)	
Volunteer shirts (donated)	
Transition area barricades	\$3000
Swim buoys	\$250
Lifeguards	
EMS	
Police/Fire	
Cups for water stations (donated)	
Spray paint for course marking (donated)	

Marketing Plan

**2021 South Padre Sprint Triathlon
Benefiting Sea Turtle Inc**

As in past years, we plan on creating posters, banners, and flyers we can place at local businesses to promote our event. We also use social media blasts (and ad boosts) on Facebook and Instagram to reach athletes all over Texas, Mexico and even beyond. Every year we purchase event shirts and Goody Bags to give to all participants which will not only have event information but also the South Padre Island logo. We provide food and beverages at our registration events along with the event itself. The event also gives out door prizes and trophies to winners and everyone receives a finisher medal. This past year we marketed the participant shirts, medals and awards with sponsor logos on them via social media.



To business owners and all community investors we are happy to announce the First Annual South Padre Sprint Triathlon on March 27, 2021. This event will also serve as an NCAA regional championship. A portion of the proceeds will benefit Sea Turtle Inc. on South Padre Island.

In saying that, we're excited to offer you 3 new sponsorship levels.

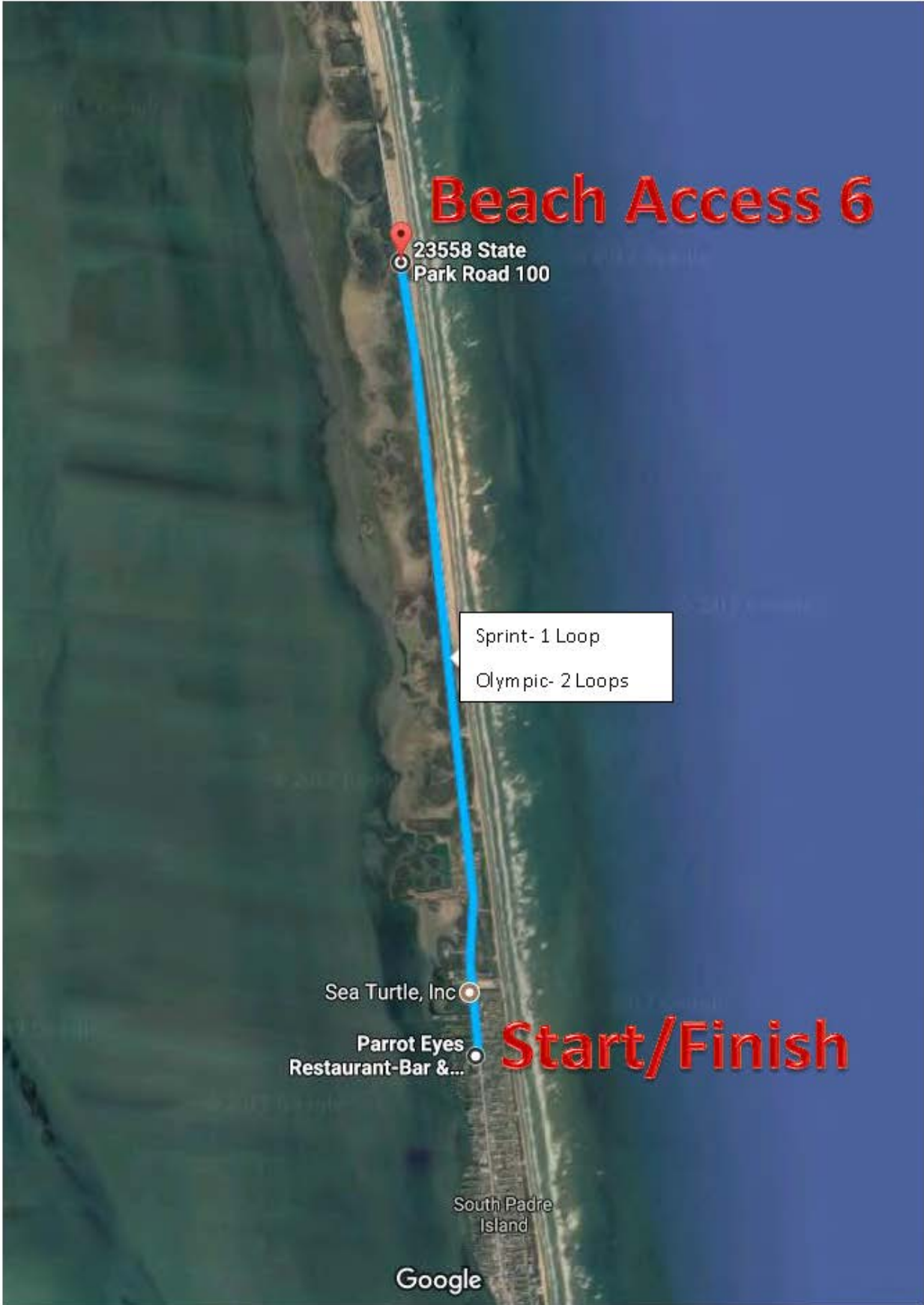
- Finish Line Sponsor- your company banner (provided by your company) will be displayed at finish line, and you will be one of only 5 sponsors allowed on this year's new SPI TRI Top. You will also receive prominent display on event shirt, materials allowed in swag bag.
\$2,500.00 (One Spot available only)
- Swim Course Sponsor- your company logo will go on all participant swim caps and you will be one of only 5 sponsors allowed on this year's new SPI TRI top. You will also receive prominent display on event shirt.
\$1,500.00 (One Spot available only)
- Bike Course Sponsor- same as above except swim cap is replaced with water bottle.
\$1,500.00 (One Spot available only)
- Run Course Sponsor- same as above except swim cap is replaced with towel.
\$1,500.00 (One Spot available only)
- T-Shirt Sponsor- you will receive prominent display on event shirt
\$500.00

Please sign and designate which sponsorship level you would like and please email or call me. Make checks payable to PowerWatt Coaching LLC.

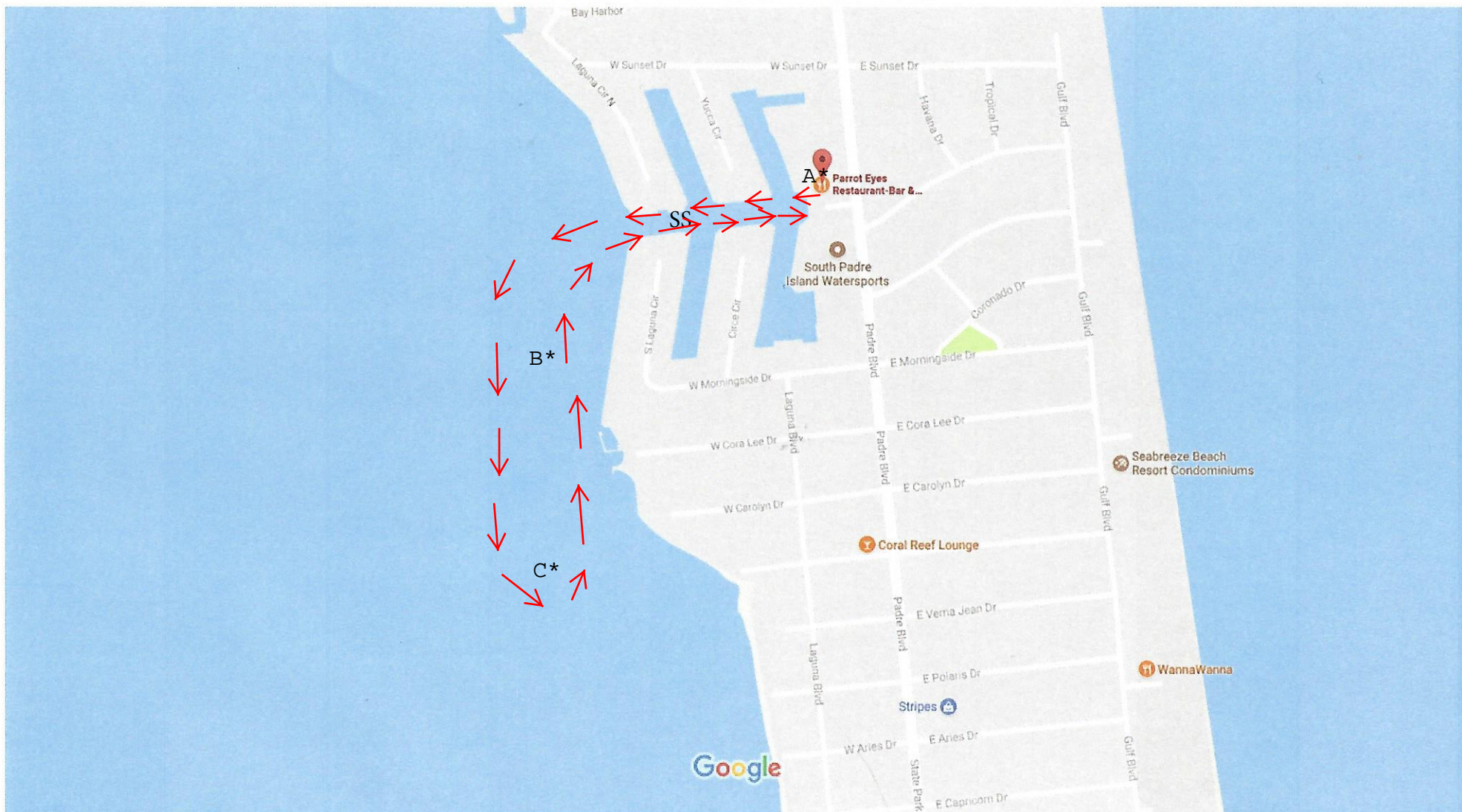
Sponsorship Level Desired _____

Signature _____

BIKE COURSE



Google Maps Parrot Eyes Restaurant-Bar & Water Sports
5801 Padre Blvd, South Padre Island, Tx 78597



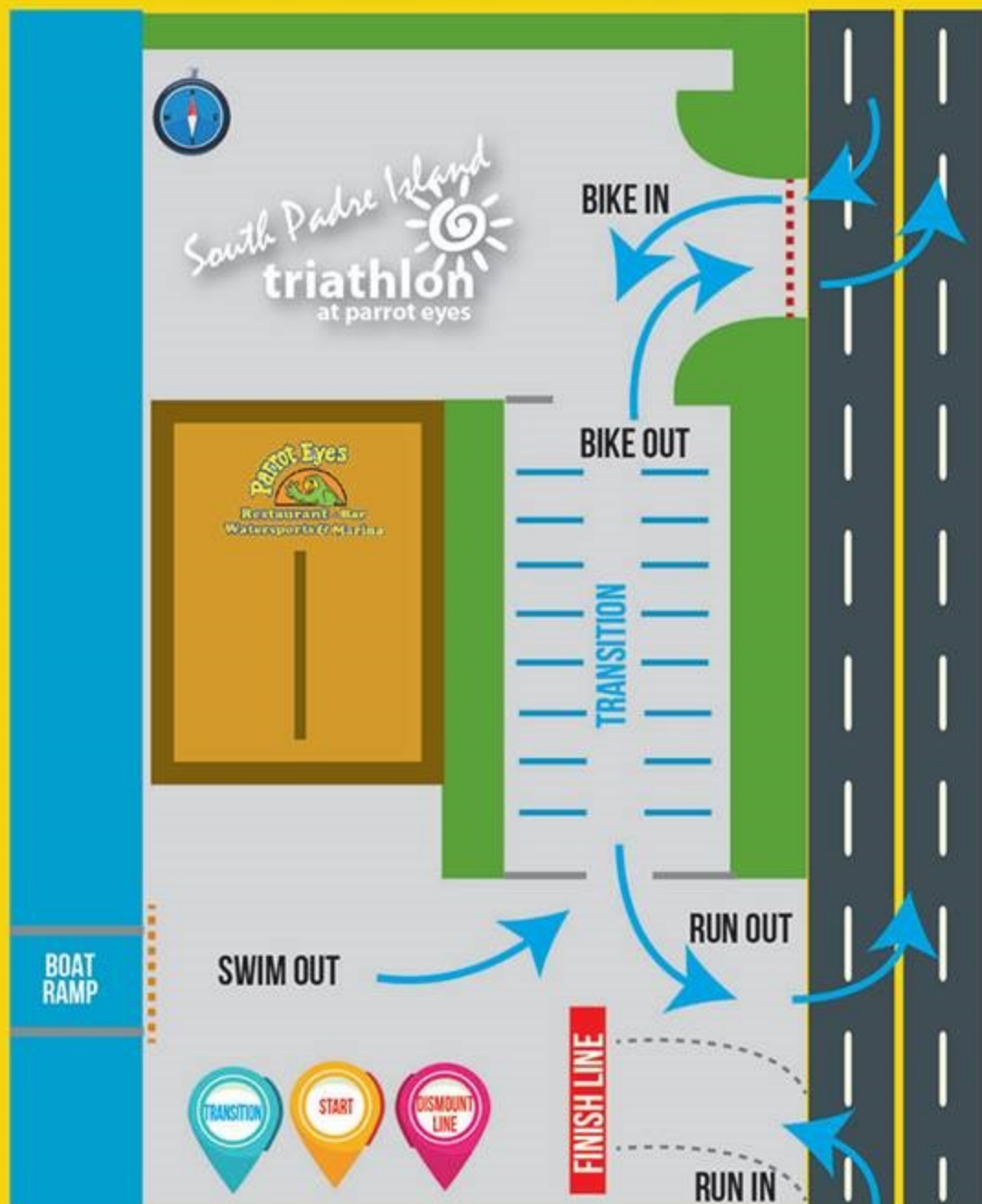
Swim Course

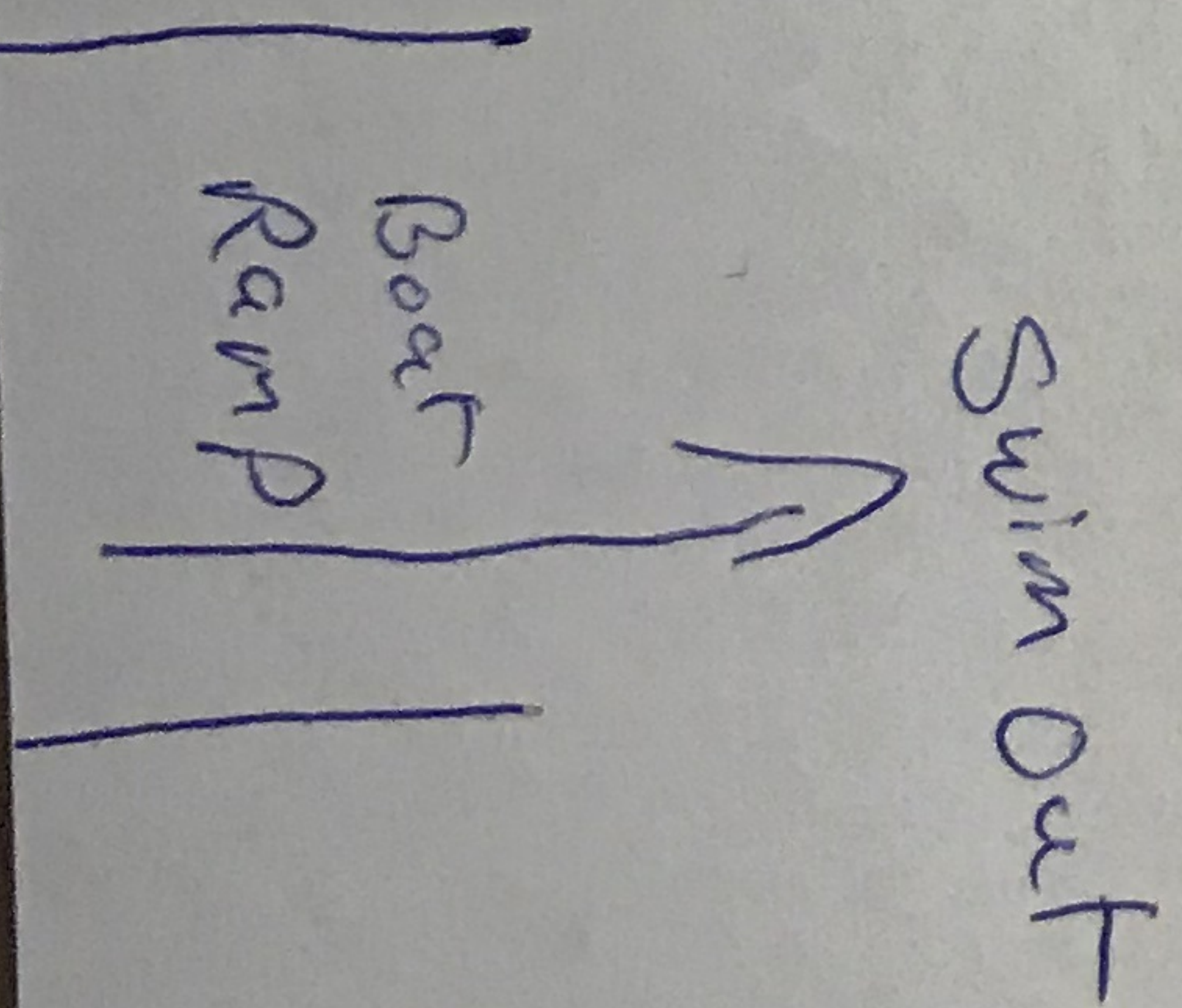
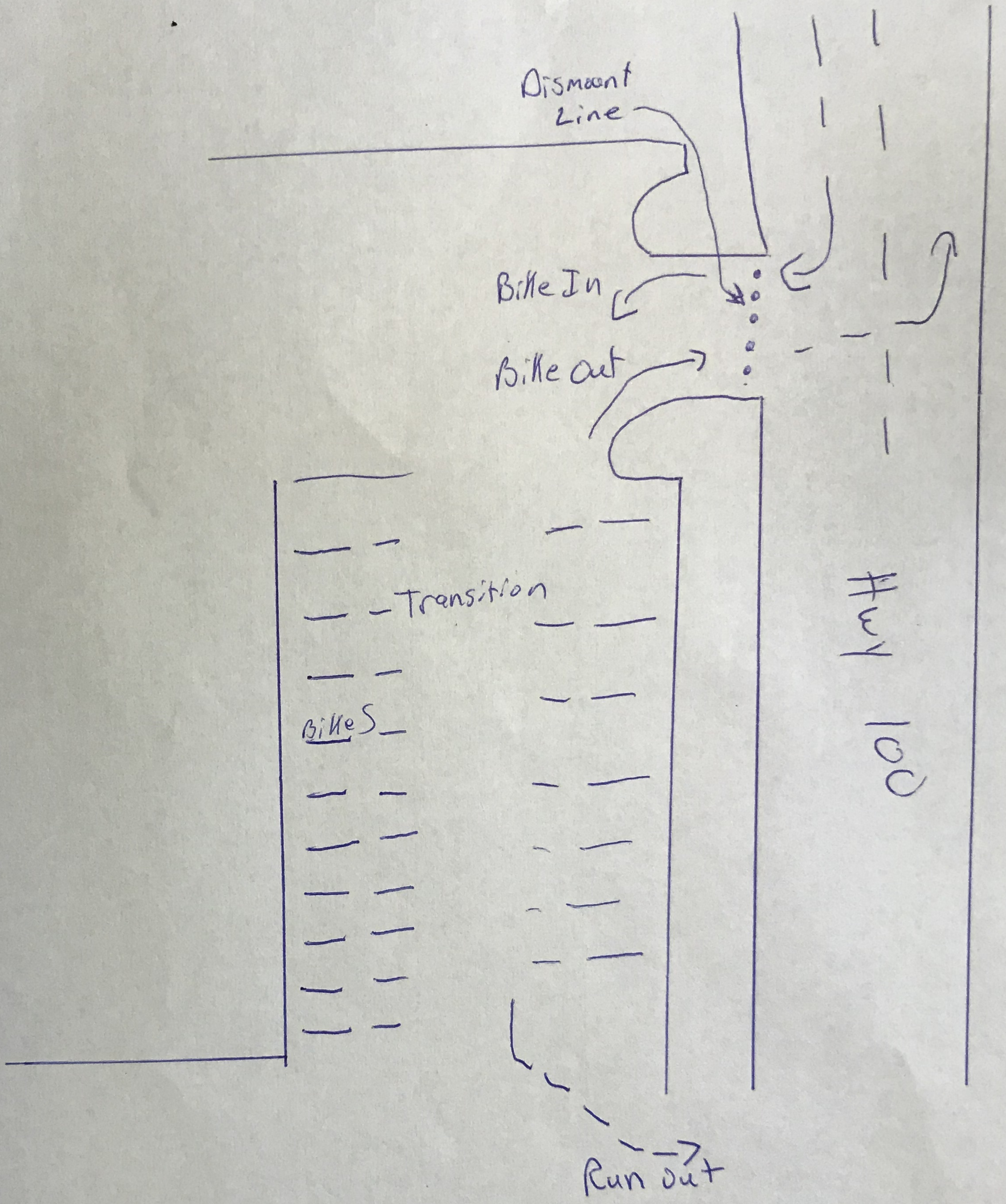
Map data ©2017 Google, INEGI United States 200 ft

- A. Start & Finish @ Parrot Eyes
- B. Sprint Turn Around
- C. Olympic Turn Around

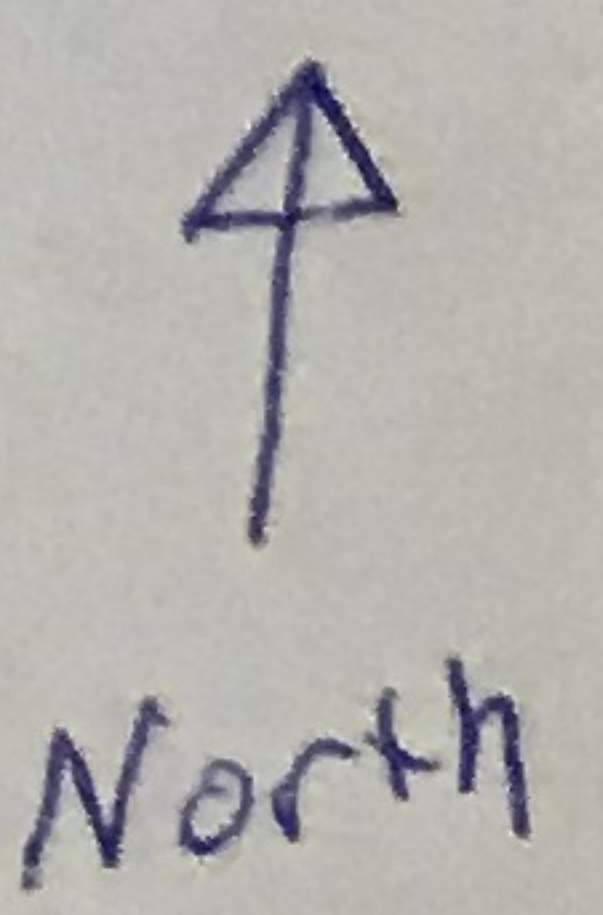
SPI TRI

TRANSITION AREA





Finish Line



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

MEETING DATE: November 12, 2020

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

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action to approve the funding request for the JJ Zapata Fishing Tournament in September 2021.
(Amaya)

ITEM BACKGROUND

2019- The JJ Zapata Fishing Tournament was approved for \$5,000

2018- The JJ Zapata Fishing Tournament was approved for \$5,000

2017- The JJ Zapata Fishing Tournament was approved for \$5,000

BUDGET/FINANCIAL SUMMARY

02-593-8099

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS: The Special Events Committee and CVB Staff recommends to approve \$5,000.

APPLICATION FOR INITIAL FUNDING

Today's Date: September 1, 2020

ORGANIZATION INFORMATION

Name of Organization: Jaime Jorge Zapata Foundation

Address: P.O. Box 423

City, State, Zip: Port Isabel, TX 78578

Contact Name: Betty Wells

Contact Email: fish@alpha5195.com

Contact Office Phone Number: 956.561.1052

Contact Cell Phone Number: 956.561.1052

Website Address for Event or Sponsoring Entity: www.alpha5195.com

Non-Profit or For-Profit status: Non-Profit

Tax ID #: 45-2018488

Entity's Creation Date: April 26, 2011

Purpose of your organization:

To develop and distribute resources to be used to further law enforcement and public justice careers, especially among underprivileged youth, through scholarships and other support.

EVENT INFORMATION

Name of Event: Jaime Jorge Zapata Fishing Tournament

Date(s) of Event: September 10-11, 2021

Primary Location of Event: Louie's Backyard, South Padre Island

Amount Requested: \$5,000

Primary Purpose of Funded Activity/Facility:

To host a one-day fishing tournament with proceeds to be utilized for scholarship awards.

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

Advertising & Marketing for the event & gold level sponsorship for the CVB.

Percentage of Hotel Tax Support of Related Costs

10 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:

No

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: \$ 0
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ 0
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.** Amount requested under this category: \$ 5,000
- 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: \$ 0
- 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: \$ 0
- 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: \$ 0

How many attendees are expected to come to the sporting related event? 400+

How many of the attendees are expected to be from more than 75 miles away? 50%

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

Create room nights and consumer activity during the slow season.

- 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: \$** N/A

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? 3

Expected Attendance: 400

How many people attending the Event will use South Padre Island lodging establishments? 50%

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

Will you reserve a room block for this Event at an area hotel(s)? Yes

Where and how many rooms will be blocked?

50 rooms. The CVB will assist in setting up a courtesy block for the anglers at participating sponsor 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
September 2017	\$5,000	20+
September 2018	\$5,000	30+
September 2019	\$5,000	65

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

Please see attached 2019 Sponsor List

Please list other organization, government entities, and grants that have offered financial support to your project: Please see attached 2019 Sponsor List

Will the event charge admission? yes If so, what is the cost per person? \$100/pp; \$400/team

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?

\$5-10,000 to be used for scholarships & planning next years event.

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: \$ 1,400- In kind
- Radio: \$ 1,500- In kind
- TV: \$ 5,000- In-kind
- Website, Social Media: \$ 5,000
- Other Paid Advertising: \$ 5,000

Anticipated Number of Press Releases to Media: 3

Anticipated Number Direct Emails to out-of-town recipients: 2

Other Promotions: Posters, brochures, full color programs, Facebook

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, Courtesy Rate

[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?

Emails, website links, networking with law enforcement agencies

Who is your target audience? Anglers of all ages

What geographic region(s) are you marketing to?

Houston, San Antonio, Laredo, Corpus Christi and the Rio Grande Valley

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 additionally 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.

Submit to complete applications to:

Marisa Amaya
Event Development Manager
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 Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

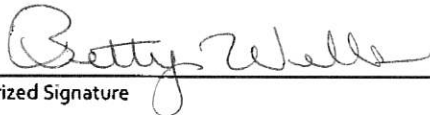
Jaime Jorge Zapata Fishing Tournament

9/1/2020

Name of Event

Date Submitted

- Received and understood the separate **Special Events Policy**
- Received and understood the separate **HOT Funding Guidelines**
- Completed the **South Padre Island Hotel Tax Funding Application** form
- Enclosed a description of all planned activities or schedule of events (REQUIRED)
- Enclosed a sponsor list (categorized by "confirmed" and "pending")
- Enclosed a vendor/exhibitor list (categorized by "confirmed" and "pending")
- Enclosed an event map
- Enclosed security/safety plans
- Enclosed a complete detailed budget (REQUIRED)
- Enclosed an advertising/marketing and promotion plan (REQUIRED)
- Enclosed copies of promotional materials (if available)
- Enclosed a summary of previous special event experience of organizer(s)
- Enclosed a history of event (if previously produced)
- Indicated the type(s) of assistance requested
- In Room night projections, with back-up, for the Funded Event (REQUIRED)
- Indicated the amount of financial support (if requested)



Authorized Signature

September 1, 2020

Date

Betty Wells

Print Name



3RD ANNUAL
ALPHA 5195
 FISHING TOURNAMENT
 ★★☆☆★
JAIMIE J. ZAPATA
 SEPT. 13TH - 14TH, 2019



P. O. Box 423
 Port Isabel, Tx 78578

SPONSORED IN PART BY:

GOLD SPONSORS

5 NEWS South Padre ISLAND

SILVER SPONSORS

IBC BANK **Hilton Garden Inn** **NOBLE**

La Casa Inn **EMBASSY SUITES BY HYATON** **LAQUINTA INN & SUITES** **HOME2**

BRONZE SPONSORS

Walmart **Urban Production Services** **Kathy Cunningham** **ASIM ZAMAR**

LOUIE'S **RAY THOMAS** **BENIGNO (TERRY) MARTINEZ**

YOU'RE INVITED:

Join us for the 3rd Annual Jaime J. Zapata Fishing Tournament, scheduled to be held Sept. 13-14 on South Padre Island.

The tournament is a tribute to fallen Special ICE Agent Jaime J. Zapata, who was killed in the line of duty while on special assignment to the Embassy in Mexico City in 2011. It celebrates the brotherhood that exists between those who protect and serve and the brotherhood of fishermen around the country. The tournament is sponsored by the Jaime Jorge Zapata Foundation, a 501 (c) (3) corporation. Proceeds from the tournament are used to award scholarships.

TOURNAMENT DETAILS

This one-day open bay fishing tournament is a boat/team tournament which strives to bring anglers and their friends together. It will be held at Louie's Backyard on South Padre Island with late registration on Friday, Sept. 13. Fishing starts at 6:30 am on Saturday with weigh in at Louie's followed by an evening awards dinner.

Boat/teams will be restricted to weighing in the single heaviest redfish, trout and flounder per boat. Teams will consist of a maximum of four anglers. Teams may hire guides, but the guides will not be eligible to fish. Custom awards by renowned artist Don Breeden will be presented Saturday night at the awards dinner.

For more information or to download the registration form, visit our website at www.alpha5195.com or contact Tournament Director Betty Wells at (956) 561-1052

P. O. Box 423 / Port Isabel, Tx 78578
(956) 561-1052 / FAX: (956) 943-4001

Email: fish@alpha5195.com
www.alpha5195.com



SCHEDULE OF EVENTS



REGISTRATION FEES

\$400 per Boat/Team* Maximum of four Anglers
\$100 Discount for Any Team with a Law Enforcement Member

Social Only: \$50 per person

*Registration and social fees include tournament Hat, T-shirt, Tournament Goodie Bags and Meals.

SCHEDULE OF EVENTS

Friday, Sept. 13, 5 pm,
Louie's Backyard, Upstairs

Late Registration, 5-8 pm
Mandatory Captains' Meeting, 7:00 pm
Optional Boat Pots, 5-9 pm
Complimentary hors d'oeuvres, Cash bar

Saturday, Sept. 14, Louie's Backyard

Fishing starts at 6:30 am
Weigh Dock Open, 1-3 pm
Awards Ceremony & Prime Rib & Seafood
Buffet Dinner, 6 pm at Louie's Backyard



Entry Form

The 3rd annual Jaime J. Zapata Fishing Tournament benefiting the Jaime Jorge Zapata Foundation will be held on September 13-14, 2019 at Louie's Backyard on South Padre Island.



Entry Fees/Registration	Cost	QTY	Total
Boat/Team <i>*Maximum 4 Anglers</i>	\$400.00		
Boat/Team* <i>*Maximum 4 Anglers</i>	\$300.00 <small>With at least one law enforcement member (ID Required)</small>		
Social <small>* For Guides and Non-Anglers</small>	\$50.00		
Donation Only <small>* For those who cannot attend</small>		Grand Total--	

Team Name: _____

Method of Payment: _____

* Includes T-shirt, hat, goodie bag, & all meals.

Angler 1: _____ (T-shirt Size, circle one) SM MED LG XL 2XL
 Address: _____ City: _____ State: _____ Zip: _____
 Phone: _____ Email: _____
 Signature*: _____

Angler 2: _____ (T-shirt Size, circle one) SM MED LG XL 2XL
 Address: _____ City: _____ State: _____ Zip: _____
 Phone: _____ Email: _____
 Signature*: _____

Angler 3: _____ (T-shirt Size, circle one) SM MED LG XL 2XL
 Address: _____ City: _____ State: _____ Zip: _____
 Phone: _____ Email: _____
 Signature*: _____

Angler 4: _____ (T-shirt Size, circle one) SM MED LG XL 2XL
 Address: _____ City: _____ State: _____ Zip: _____
 Phone: _____ Email: _____
 Signature*: _____

Mail payment and registration form to:
Jaime J. Zapata Fishing Tournament
P.O. Box 423
Port Isabel, TX 78578

For any questions contact:
Betty Wells
Tournament Director at
956-561-1052 or email fish@alpha5195.com
Fax completed forms to 956-943-4001

*By signing, all participants acknowledge reading, understanding, and agreeing to abide by all tournament rules. All anglers must sign the entry form to be eligible to compete. Guides will not be eligible to fish. Jaime J. Zapata Fishing Tournament is a 501(c)3 non-profit organization and all donations are tax-deductible. Federal EIN#45-2018488

JAIME J. ZAPATA FISHING TOURNAMENT



ACKNOWLEDGEMENT, HOLD HARMLESS AGREEMENT AND GENERAL RELEASE OF ANGLER

As with any recreational activity, participation in the Jaime Jorge Zapata Foundation and the Jaime J. Zapata Fishing Tournament presents a certain degree of risk of personal injury. By electing to participate in the tournament, each participant agrees to assume such risk. In consideration of being permitted to participate in the tournament, and by so participating, each participant additionally agrees, individually and for such participant's heirs, executors, administrators, successors and assignees, that he/she shall hold harmless and indemnify fully, and does thereby release, acquit and forever discharge the Jaime Jorge Zapata Foundation and the Jaime J. Zapata Fishing Tournament committee, employees and sponsors from any and all claims, causes of action, demands, rights, damages and losses which may accrue on account of, or in any way arise from, his/her participation in said tournament, even if caused by the acts or omissions of others. By signing, I attest and agree that I have read all the rules and regulations, hold harmless and acknowledgement form. General release form must be signed by each member of each team. Anglers under the age of 18 must have a parent also sign and consent.

Team Name: _____

Angler 1 Printed Name: _____

Signature: _____ **Date:** _____

Angler 2 Printed Name: _____

Signature: _____ **Date:** _____

Angler 3 Printed Name: _____

Signature: _____ **Date:** _____

Angler 4 Printed Name: _____

Signature: _____ **Date:** _____

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

MEETING DATE: November 12, 2020

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

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action to approve the funding request for the Ladies Kingfish Tournament (LKT) in August 2021. (Amaya)

ITEM BACKGROUND

2020- LKT was approved for \$3,500

2019- LKT was approved for \$5,000

2018- LKT was approved for \$5,000

BUDGET/FINANCIAL SUMMARY

02-593-8099

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS: The Special Events Committee and CVB Staff recommends to approve \$5,000.

APPLICATION FOR INITIAL FUNDING

Today's Date: _____

ORGANIZATON INFORMATION

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____ Contact Email: _____

Contact Office PhoneNumber: _____

Contact Cell Phone Number: _____

Website Address for Event or Sponsoring Entity: _____

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

Entity's CreationDate: _____

Purpose of your organization:

EVENT INFORMATION

Name of Event: _____

Date(s) of Event: _____

Primary Location of Event: _____

Amount Requested: _____

Primary Purpose of Funded Activity/Facility:

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

Percentage of Hotel Tax Support of Related Costs

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

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

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

Which Category or Categories Apply to Funding Request & 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: \$ _____
- 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 are expected to be from more than 75 miles away? _____

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? _____

Expected Attendance: _____

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

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

Will you reserve a room block for this Event at an area hotel(s)? _____

Where and how many rooms will be blocked?

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.)?

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

Will the event charge admission? _____ If so, what is the cost per person? _____

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 Emails 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?

Who is your target audience? _____

What geographic region(s) are you marketing to?

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 additionally 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.

Submit to complete applications to:

Marisa Amaya
Event Development Manager
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 Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

SPI Chamber of Commerce Ladies Kingfish Tournament

10/6/2020

Name of Event

Date Submitted

- Received and understood the separate **Special Events Policy**
- Received and understood the separate **HOT Funding Guidelines**
- Completed the **South Padre Island Hotel Tax Funding Application form**
- Enclosed a **description of all planned activities or schedule of events (REQUIRED)**
- Enclosed a sponsor list (categorized by "confirmed" and "pending")
- Enclosed a vendor/exhibitor list (categorized by "confirmed" and "pending")
- Enclosed an event map
- Enclosed security/safety plans
- Enclosed a **complete detailed budget (REQUIRED)**
- Enclosed an **advertising/marketing and promotion plan (REQUIRED)**
- Enclosed copies of promotional materials (if available)
- Enclosed a summary of previous special event experience of organizer(s)
- Enclosed a history of event (if previously produced)
- Indicated the type(s) of assistance requested
- In Room night projections, with back-up, for the Funded Event (REQUIRED)**
- Indicated the amount of financial support (if requested)

Roxanne M. Ray
Authorized Signature

October 6, 2020

Date

Roxanne M. Ray
Print Name

2021 Ladies Kingfish Tournament – Activities Overview

Wednesday – at SPI Convention Centre

Move in our tournament related supplies, trophies, merchandise, raffle items, angler bags.
Deliver sponsor banners to CVB staff for hanging. Check final layout and arrangements.

Thursday – at SPI Convention Centre

Setup merchandise booth; trophy displays, stage decorations, raffle display, bring in boat/car
check vendor booth layout, review banner placements; setup easels/signage

Friday – at SPI Convention Centre

Final setup registration, bag pickup, onsite registration, raffle, merchandise, vendors arrive to
setup 9 to 3, bars setup, volunteers arrive 3:30 to 4:00.

Event opens at 4 p.m. and registration ends at 7:00 p.m. Guests may enjoy a drink from the bar
while completing their registration, shopping our merchandise and vendors booths, viewing
trophy displays, purchasing raffle tickets, entering angler challenge, visiting with friends, old and
new. Event is open to the public. The room is wrapped in sponsor banners, we usually have
some sort of music. We purposely do not serve food as we like to encourage people to eat at
local restaurants.

Saturday – at South Point Marina in Port Isabel

Registrants are out fishing in the Laguna Madre Bay and in the Gulf of Mexico. Weigh in is from
2:00 p.m. to 7:00 p.m. There is covered seating for spectators. Lots of photo ops during an
exciting weigh in! From 7:00 to 10:00 results are audited and final winners determined.

Sunday – at the SPI Convention Centre

Final day of festivities. Convention Hall opens at 10:00 a.m. to the public. Those with luncheon
tickets can enjoy a buffet lunch. There is a cash bar for refreshments. Guests may shop our
merchandise, vendor booths and purchase raffle tickets. Trophies are on display. Winners are
announced and awarded trophies, their photos are taken. Our announcer does all of the
expected and appropriate sponsor and donor announcements. Dignitaries and special guests are
recognized. Raffle drawings are completed and the Angler's Challenge winners announced.
Event ends by 1:00 p.m. Break down takes an additional one to two hours.

**South Padre Island Chamber of Commerce
 2021 Ladies Kingfish Tournament
 Actual/Budget**

	<u>Oct '20 - Sep 21</u>	<u>Budget</u>
Ordinary Income/Expense		
Income		
450000 · Ladies Kingfish Tournament -		
411050 · Reg. Fees	0.00	21,000.00
412050 · Sponsorship	3,600.00	30,000.00
413050 · Event promo items	0.00	2,500.00
429050 · Miscellaneous	0.00	4,000.00
Total 450000 · Ladies Kingfish Tournament -	<u>3,600.00</u>	<u>57,500.00</u>
Total Income	<u>3,600.00</u>	<u>57,500.00</u>
Gross Profit	3,600.00	57,500.00
Expense		
620000 · Ladies Kingfish Tournament		
500050 · Promotion	0.00	5,000.00
502050 · Awards/Prizes/Tropies	0.00	1,200.00
522050 · Food/Drink	0.00	4,300.00
562050 · Misc.	0.00	4,500.00
576050 · Printing	0.00	250.00
606050 · Supplies	0.00	200.00
618050 · T-Shirts/logo items	0.00	1,700.00
619050 · Event Bags	0.00	1,200.00
Total 620000 · Ladies Kingfish Tournament	<u>0.00</u>	<u>18,350.00</u>
Total Expense	<u>0.00</u>	<u>18,350.00</u>
Net Ordinary Income	<u>3,600.00</u>	<u>39,150.00</u>
Net Income	<u><u>3,600.00</u></u>	<u><u>39,150.00</u></u>

2021 Ladies Kingfish Tournament Media Plan

Lone Star Outdoors: - \$500 (online)

\$250 per month - ad on website homepage in June and July

Texas Saltwater Fishing Magazine - \$1,005 (print and online)

\$645 - ½ page full-color ad in July printed magazine

\$360 - large banner ad on website homepage in June (will upload upon receipt and will run thru tournament)

Saltwater Angler Magazine - \$1,400 (print and online)

\$250 per month - banner on website homepage in June and July

\$225 per issue - ¼ page ad in print and online magazine (4 issues)

Street Banner - \$220

Sponsor Pop-up Banner - \$200

Texas Sportsman Magazine – FREE (Print)

Full page ad in June/July magazine in exchange for filming previous tournament and comp angler/captain fees

Facebook Ads - \$1,675 (May 1 – August 6 | Targeted to Texas)

Marketing Budget -	\$5,000.00
Digital and Print Above -	\$2,905.00
Facebook Ads -	\$ 1,675.00
Banners -	\$ 420.00

Minimum of two social posts are made to the LKT and SPI Chamber social media pages and then shared with the following groups.

SOCIAL MEDIA – FISHING GROUPS JOINED (167,538+ total members)

361 Fishing – 42,000 members	Fishing Tournaments: South Padre Island, TX (SPI) – 76 members
Fishing Texas – 28,000 members	Texas Fishing Group – 8,300 members
RGV Fishing Fanatics – 3,100 members	SPI Fishing: The Jetties – 662 members
Texas Fishing – 1,600 members	Texas Flats Fishing – 2,200 members
210 Fishing – 41,000 members	South Texas Fish’Aholics – 37,000
South Texas Bay Fishing – 3,600	

SOCIAL MEDIA – OTHER GROUPS JOINED (63,255+ total members)

The Buzz: South Padre Island, TX – 308 members	WOW South Padre Island – 2,405 members
Classifieds: South Padre Island, TX – 899 member	Post It: South Padre Island – 248 members
South Padre Island Concierge – 42,363 members	Market Place: South Padre Island – 355 members
South Padre Island Concierge II – 9,625 members	South Texas-RGV-Calendar of Events – 4,170 members
Community Connection: SPI – 606 members	Events: SPI – 515 members
Brownsville Concierge – 881 members	Brownsville Concierge - 881

2021 Ladies Kingfish Tournament – Room night estimate

Based on our 2019 angler demographics 50% of our registrants were from outside 50 miles from South Padre Island.

Using an estimate of 200 anglers, and a conservative 45% from outside 50 miles, that would give us 90 individuals who might book hotel rooms. Assuming each angler comes with her husband or children, let's double the 90 to 180 persons, 2 per room, 90 room nights/one night. We would expect most to stay two night for 180 room nights.



610 Padre Blvd.
South Padre Island, TX
956.761.4412
info@spichamber.com
www.spichamber.com

July 13, 2020

Ed Caum, Executive Director
South Padre Island Convention and Visitors Bureau
Special Events Committee

Re: Ladies Kingfish Tournament 2020 – Post Event Report

Dear Ed, Special Events Committee and CVB Staff,

Thank you for your support of our 2020 Ladies Kingfish Tournament. While we worked hard to adapt and adjust, and feel we had pulled together a tournament that followed CDC guidelines and all government mandates to ensure the safety of our staff, volunteers, anglers, captains and crew, circumstances beyond our control required us to cancel our 39th annual tournament.

At the time of cancellation, all media placements had occurred, with the exception of a few Facebook ad boosts. We had a fabulous media plan in place, utilizing the financial support (\$3750) we received from the CVA for promotional activities. Included with this letter is our completed media plan and our Quickbooks documentation of expenditures. If you need additional information please let me know.

We look forward to our 2021 Ladies Kingfish Tournament. It will be our 40th Anniversary event! (NO we will not repeat 39!). Thank you again!!

Sincere regards,

A handwritten signature in dark ink that reads 'Roxanne M. Ray'.

Roxanne M. Ray
President/CEO

2020 Ladies Kingfish Tournament Media Plan

Lone Star Outdoors: - \$500 (online) – contract w/payment and artwork emailed 5/2/20
\$250 per month - ad on website homepage in June and July

Texas Saltwater Fishing Magazine - \$1,005 (print and online) – Emailed Contract 5/12/20 – Emailed Artwork 5/13/20
\$645 - ½ page full-color ad in July printed magazine
\$360 - large banner ad on website homepage in June (will upload upon receipt and will run thru tournament)

Saltwater Angler Magazine - \$1,400 (print and online) – Emailed Contract and Artwork 5/13/20
\$250 per month - banner on website homepage in June and July
\$225 per issue - ¼ page ad in print and online magazine June 12, June 26, July 10 and July 24

Street Banner - \$220 – Proofed and ordered from Adrian at Toucan on 5/12/20

Parade Ad - \$150 (print) – Emailed Artwork 6/1/20
1/8 page ad in July issue

Texas Sportsman Magazine – FREE (Print) – Emailed Artwork 6/2/20
Full page ad in June/July magazine in exchange for filming last year's tournament and comp angler/captain fees

Facebook Ads - \$450 in automated ads at \$7.00 per day for 65 days (thru end of July) – Directed to Texas only.

Marketing Budget -	\$3,750.00
Digital and Print Above -	\$3,275.00
Facebook Ads (Actual) -	\$ 297.14 (stopped ads when event cancelled)
Sponsor Pop-up Banner -	\$ 86.59
Remaining -	\$ 91.27

NOTE: Gulf Coast Martner Magazine – closed down January 1, 2020. Kelly Groce now with Saltwater Angler Magazine.

SOCIAL MEDIA – FISHING GROUPS JOINED (167,538 total members)

361 Fishing – 42,000 members	Fishing Tournaments: South Padre Island, TX (SPI) – 76 members
Fishing Texas – 28,000 members	Texas Fishing Group – 8,300 members
RGV Fishing Fanatics – 3,100 members	SPI Fishing: The Jetties – 662 members
Texas Fishing – 1,600 members	Texas Flats Fishing – 2,200 members
210 Fishing – 41,000 members	South Texas Fish'Aholics – 37,000
South Texas Bay Fishing – 3,600	

SOCIAL MEDIA – OTHER GROUPS JOINED (63,255 total members)

The Buzz: South Padre Island, TX – 308 members	WOW South Padre Island – 2,405 members
Classifieds: South Padre Island, TX – 899 member	Post It: South Padre Island – 248 members
South Padre Island Concierge – 42,363 members	Market Place: South Padre Island – 355 members
South Padre Island Concierge II – 9,625 members	South Texas-RGV-Calendar of Events – 4,170 members
Community Connection: SPI – 606 members	Events: SPI – 515 members
Brownsville Concierge – 881 members	Brownsville Concierge - 881

10:55 AM
08/11/20
Cash Basis

South Padre Island Chamber of Commerce
Transaction Detail By Account
October 2019 through September 2020

Type	Date	Num	Name	Memo	Paid Amo...	Balance
620000 · Ladies Kingfish Tournament						
500050 · Promotion						
Check	05/19/2020	14304	Toucan Graphics	Street Banner	220.00	220.00
Check	06/03/2020	14312	Lonestar Coastal ...	half page horizontal July 2...	645.00	865.00
Check	06/03/2020	14313	Lone Star Coasta...	Website ad 1300w x 160h ...	360.00	1,225.00
Check	06/08/2020	14316	Saltwater Angler ...	Saltwater Angler Mag Jun...	900.00	2,125.00
Check	06/08/2020	14316	Saltwater Angler ...	Saltwater Angler Online b...	500.00	2,625.00
Check	07/06/2020	14340	Port Isabel Press	LKT ad in Parade Magazine	150.00	2,775.00
Check	07/09/2020	14342	Card Services	FB ad boost LKT	102.54	2,877.54
Check	07/09/2020	14342	Card Services	Lone Star Outdoors LKT	250.00	3,127.54
Check	07/31/2020	14390	Dianna S. Harvill	Pop up banner for LKT lob...	86.59	3,214.13
Check	08/05/2020	14392	Card Services	Lone Star Outdoor	250.00	3,464.13
Check	08/05/2020	14392	Card Services	FB ad boost LKT	149.06	3,613.19
Total 500050 · Promotion					3,613.19	3,613.19
Total 620000 · Ladies Kingfish Tournament					3,613.19	3,613.19
TOTAL					3,613.19	3,613.19

*Outstanding / Payable
(see attached)*

<i>+ 24.31</i>	<i>+ 24.31</i>
<hr/>	<hr/>
<i>3637.50</i>	<i>3637.50</i>

Receipt for Dianna Stewart Harvill

Account ID: 109851889



Invoice/Payment Date
Aug 4, 2020, 12:00 AM

Payment Method
MasterCard*0005
Reference Number: KY2NNVJYU2

Transaction ID
3192091427574393-6154582

Product Type
Facebook

Paid

\$45.54 USD

Ad spend since Jul 19, 2020.

Campaigns

Ongoing Website Promotion https://www.spichamber.com/ladies-kingfish-tournament/	\$21.23
From Jul 19, 2020, 12:00 AM to Jul 22, 2020, 11:59 PM	
Ongoing Website Promotion https://www.spichamber.com/ladies-kingfish-to... 7,560 Impressions	\$21.23
[07/20/2020] Promoting https://www.spichamber.com/ladies-kingfish-tournament/	\$24.31
From Jul 19, 2020, 12:00 AM to Jul 22, 2020, 11:59 PM	
[07/20/2020] Promoting https://www.spichamber.com/ladies-kingfish-touma... 7,343 Impressions	\$24.31

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

MEETING DATE: November 12, 2020

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

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action to approve the funding request for Fiesta Padre in April/May 2021. (Amaya)

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

02-593-8099

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS: The Special Events Committee and CVB Staff recommends approving up to \$25,000.

APPLICATION FOR INITIAL FUNDING

Today's Date: _____

ORGANIZATON INFORMATION

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____ Contact Email: _____

Contact Office PhoneNumber: _____

Contact Cell Phone Number: _____

Website Address for Event or Sponsoring Entity: _____

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

Entity's CreationDate: _____

Purpose of your organization:

EVENT INFORMATION

Name of Event: _____

Date(s) of Event: _____

Primary Location of Event: _____

Amount Requested: _____

Primary Purpose of Funded Activity/Facility:

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

Percentage of Hotel Tax Support of Related Costs

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

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

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

Which Category or Categories Apply to Funding Request & 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: \$ _____
- 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 are expected to be from more than 75 miles away? _____

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? _____

Expected Attendance: _____

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

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

Will you reserve a room block for this Event at an area hotel(s)? _____

Where and how many rooms will be blocked?

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.)?

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

Will the event charge admission? _____ If so, what is the cost per person? _____

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: \$ _____ Discussion with CVB about boost potentials
- Radio: \$ _____ across Social Media channels.
- TV: \$ _____
- Website, Social Media: \$ _____
- Other Paid Advertising: \$ _____

Anticipated Number of Press Releases to Media: _____

Anticipated Number Direct Emails 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?

Who is your target audience? _____

What geographic region(s) are you marketing to?

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 additionally 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.

Submit to complete applications to:

Marisa Amaya
Event Development Manager
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 Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

Name of Event

Date Submitted

- Received and understood the separate **Special Events Policy**
- Received and understood the separate **HOT Funding Guidelines**
- Completed the **South Padre Island Hotel Tax Funding Application** form
- Enclosed a description of all planned activities or schedule of events (REQUIRED)**
- Enclosed a sponsor list (categorized by “confirmed” and “pending”)
- Enclosed a vendor/exhibitor list (categorized by “confirmed” and “pending”)
- Enclosed an event map
- Enclosed security/safety plans
- Enclosed a complete detailed budget (REQUIRED)**
- Enclosed an advertising/marketing and promotion plan (REQUIRED)**
- Enclosed copies of promotional materials (if available)
- Enclosed a summary of previous special event experience of organizer(s)
- Enclosed a history of event (if previously produced)
- Indicated the type(s) of assistance requested
- In Room night projections, with back-up, for the Funded Event (REQUIRED)**
- Indicated the amount of financial support (if requested)

Authorized Signature

Date

Print Name

Fiesta Padre 2021 – Family Sandcastle World Championship

Additional Information

Description

Fiesta Padre will be an “**OPEN BEACH**” based, “safe” family sandcastle Competition. This event will take place between Sea Vista and Isla Grand since these areas are the widest parts of our beach, and will easily and safely accommodate everyone. For 2021, we will focus on physically distanced spots and target families that would like to spend true family time together.

Event Overview

- Event will run about 2 months - April and May Running
 - 4 competition weekends - will be live online FB/ISTGM/YT and on CVB media
 - Weekday Free Lessons, special events, and media opportunities to involve other island participants/partners
- Free comprehensive Lessons including a Cheat sheet! There will be guidance run by pros and experienced builders.
- Online judging with top three announcement for each category
 - People’s choice VOTE title champions
 - Overall points champions

All participants will receive a medal to feel welcome and chosen. Hotels will provide prizes – family vacations and such! We will also schedule special hotel based events (Speed Carve) and evenings for participants only (PP). Let’s cement our reputation as the **Sandcastle Capital of the World!**

Marketing and Promotion Plan

There are approximately 900 rooms available on this part of the beach to promote. We plan to:

- Use Current media to promote directly to 20,000 sandcastle lesson online followers on Youtube, FB, IG and Pinterest
- Use existing 100K+ email list of people who want further information on South Padre Island – The eblast list could be used to inform people of new lodging opportunities and promotions for the event using existing hotel booking systems to produce accurate analytics – all bookings could then be accurately correlated with cooperating hotels and VRMs
- Use FB/Instagram event page sticker promotion to attract some of SPI 600K followers
- Use hotel information databases to ask customers if they wish to come back (warm)(e-blast list)
- Use existing Beach and sandcastle building followers (2K) if they wish to compete
- Use physical marketing for a planned run up and continued strategy over the month of competition
- Ask all properties via FB Concierge pages whether they wish to be involved – it’s their choice
- Coordinate Press Releases with City and CVB
- Hotels and condo rental agencies will be invited to participate – **MUST** engage correct analytical set up

Budget

Please see separate attached budget.

Matched In-kind funding

Will be provided by:

- SandcastleLessons.com: Free lessons, event staff, media production, beach info collection.
- Participating hotels – Hosting, food and Prize packages
- Participating restaurants – food deals and prizes

Room night Projections

Room nights will be measured through every attendee within the two month timeframe. If the attendee shows proof of a 3-night stay, they will be allowed to enter for FREE.

Previous Event History

First, this is NOT the same format, model or delivery as Sand Castle Days. This is a stand alone event that runs over the course of two months. In 2013, this started as a small local event. It proved very popular with visitors who came across it for the weekend, had fun, bought a t-shirt and went home. In 2015, we saw the first ever gated event move to the Pearl South Padre. This is where the largest ever beach sculpture in Texas was created “The Alamo”.

This provided opportunities for school groups, visitors and people staying at the non-event hotels. We know that 500+ room nights were in attendance and 78 room nights were generated by the hotel's limited event. The event was only limited by the 2nd largest inland storm in Texas history!

We have 25 years of promotion and marketing experience dealing with tourists and beach visitors. Beach based ideas and events include:

- North American Championships in Ft Myers Winner, and peoples choice, and Crew!
- Crew on Siesta Key beach event as well as participant (2yrs) in Sandbash
- Ft Myers beach event crew
- Sandcastle Days sandcastle lessons provider & People's choice winner
- Sandfest Port Aransas, Crew and participant,
- Crystal Beach, Texas: First ever Sandcastles for a day – lesson provider,
- Mid Wales – First ever month long Lessons on the beach – held in Welshpool small market town
- 18 yrs beach time experience on South Padre Island.

We know how Beach events work. We have run them every day working alongside Island Partners and hotels for the past 15 years including Spring break, promotional events, TV shows, bloggers, schools, colleges, corporate groups, churches, CVB travel writers, international visitors and, of course, many thousands of families. I meet visitors every day and hear directly what they think. People ask these questions:

- “What else is there to do here? – what would you do?”
- “Where is the best place to eat?” Usually Seafood is the request
- “Which is the best Bar to get a cocktail?”

When everyone shares information – things go a lot more smoothly

Event Synopsis

This will be a safe, family Open Beach amateur event – suiting current conditions and unknown future. Event entry will be directly linked to room night production. Properties committed to marketing the event so far include:

1. Isla Grand
2. Pearl South Padre
3. P.I. Rentals
4. SPI Rentals
5. Island Services
6. Holiday Inn
7. The Inn at South Padre

Long event publicity “Run Up” – Digital and Hard Copy

Marketing to include:

1. Lodging eblast: list information to be used by Participating Hotels and Condo Rental Companies to encourage easier vacation planning and fast start for event
2. Event page link for Facebook, Instagram, Tripadvisor and SoPadre.com. This will link directly to lodging partners who wish to participate
3. Targeting Families with more vacation opportunities & more disposable income using current Sandcastle customer databases directly
4. Links to Other Island Highlights – Turtle Art Trail, Sandcastle Village, Sandcastle Trail, Sea Turtle, Fishing, Birding Center
5. Foot traffic tracking via wristbands for discounts at participating Venues/Businesses only
6. City Support means easier sell to Sponsors – If we don’t invest, Why would they? But we have Sponsors – the very hotels who want to fill rooms, restaurants that want to bring people through their doors and local businesses who want to show South Padre island at its best.

Value for Money – Initial hard costs covered year 1 so decreasing city support

Event hooks

1. Hotel and condo rental packages specific to the event designed to make this event a success
2. Free Sandcastle lessons for your whole stay - #1 thing to do on a Texas beach with your family! Trip Advisor
3. Prize packages worth winning – Hotel vacations, Mini stays, restaurant gift certificates, etc
4. Competitors being welcomed by participating local businesses with discounts – value for money to spend extra nights on the island!
5. An Excuse to come to Padre – how many of us have heard over the last couple of years “we’ve never been here before and thought we’d try it”...?

Fiesta Padre

2021 EVENT

Description		Budget Total:
OPERATIONAL		\$11,210.00
Gallon Buckets	2,5,10,20,55	
Shovels	Mini, Long handle	
Full Toolkits		
Water buckets	5 gallon	
Beach Carts		
Storage Beach Boxes		
City Permits		
Marketing and Advertising		\$13,790
Content Creation		
Banners	Hotel, Lobby, Beach	
Barrel Wraps		
Eblasts		
Social media marketing	Facebook, Instagram, Pinterest, Trip advisor, Google	
Total:		\$25,000.00

Fiesta Padre SWOT

ANALYSIS

S



Strengths

- Location
- Experience & Reputation
- Multi-Event weekends
- Sustainable
- Entire Island benefits
- SPI Database of existing clients & followers
- Hotel marketing power

W



Weaknesses

- Weather
- Ongoing database support
- Lack of City support staff
- Tradition
- Want

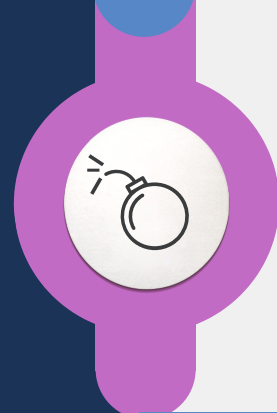
O



Opportunities

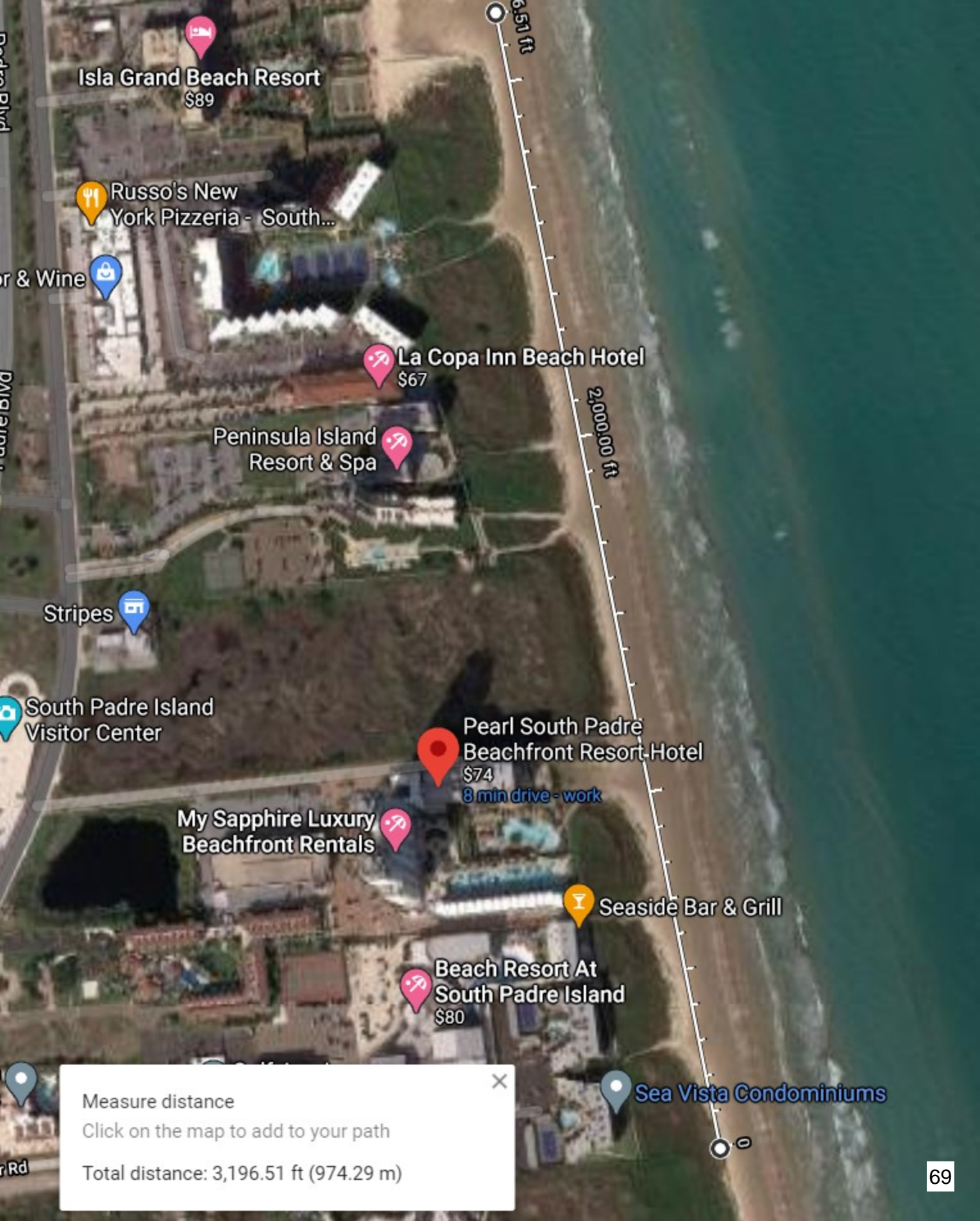
- Room nights
- New Family exposure
- Early hotel bookings
- Employment
- Opens up Sponsorship pool
- Change event model for better analytics
- Communication
- Need

T



Threats

- Other beachside locations
- Event timing
- Pandemic



Isla Grand Beach Resort
\$89

Russo's New
York Pizzeria - South...

La Copa Inn Beach Hotel
\$67

Peninsula Island
Resort & Spa

Stripes

South Padre Island
Visitor Center

Pearl South Padre
Beachfront Resort-Hotel
\$74
8 min drive - work

My Sapphire Luxury
Beachfront Rentals

Seaside Bar & Grill

Beach Resort At
South Padre Island
\$80

Sea Vista Condominiums

Measure distance ✕

Click on the map to add to your path

Total distance: 3,196.51 ft (974.29 m)

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

MEETING DATE: December 9, 2020

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action to approve the marketing buy for Rio Sports Live for FY 2020/2021. (Caum)

ITEM BACKGROUND

6 month contract for \$30,000 with the option to renew for an additional 6 months at the same rate.
Campaign dates to be updated for FY 2020/2021.

BUDGET/FINANCIAL SUMMARY

02-594-0531

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:



City of South Padre Island
 Attn: Ed Caum
 7355 Padre Blvd.
 South Padre Island TX, 78597
 Reference (Proposal SP202021JB110A)

2020-2021 South Padre Island

I appreciate the conversation today and am eager to have you guys back on board with us. Below is a rundown of what I propose for this next stage. I am including the final numbers from last year as well as projections on what we are committed to deliver for you. I am also offering the ability for you to come in on a six month contract with the option of renewing for the next six months at the same rate.

South Padre Island Impressions with 2 Commercials per game

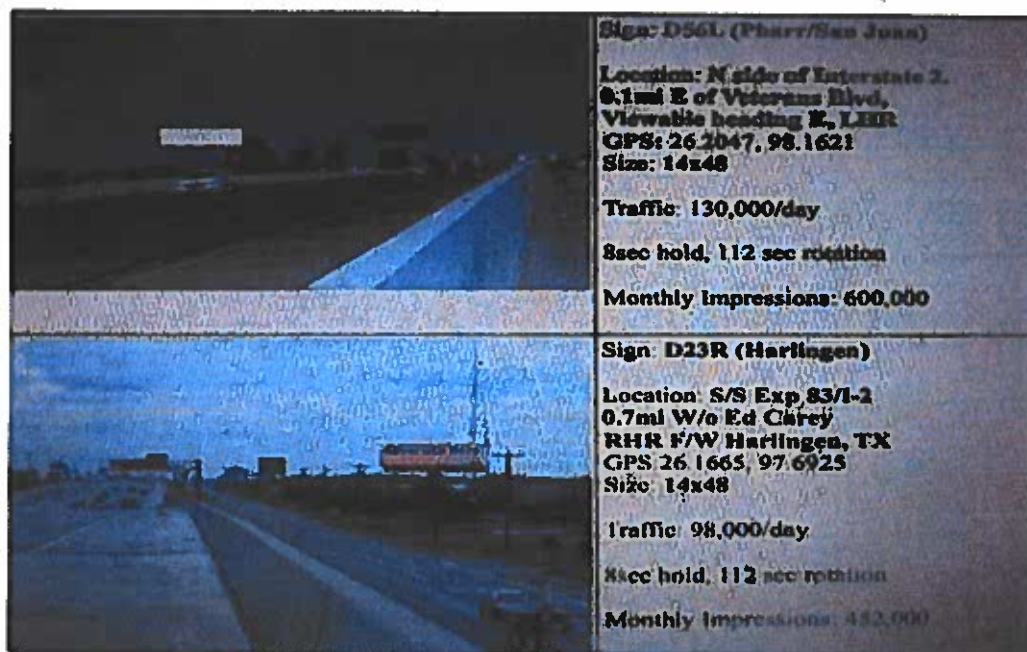
2019-2020			
	Projected	Actual	Live Games
August 2019	399,045	874,835	116
September 2019	521,078	943,197	85
October 2019	513,649	877,957	88
November 2019	539,053	1,354,355	89
December 2019	853,856	1,014,423	68
January 2020	560,906	958,205	55
February 2020	578,029	1,344,932	49
March 2020	508,767	1,464,124	49
April 2020	607,645	1,580,911	0
May 2020	826,985	1,592,358	0
June 2020	629,877	1,093,537	12
July 2020	644,832	1,201,592	12
Total	7,181,722	14,278,426	623

2020-2021			
	Projected	Actual	Live Games
August 2020	498,806	1,201,502	25
September 2020	651,348	1,578,327	104
October 2020	1,097,446	4,171,286	161 Through 10 /28
November 2020	1,692,944		
December 2020	1,268,029		
January 2021	1,185,256		
February 2021	1,681,165		
March 2021	1,830,155		
April 2021	1,951,139		
May 2021	1,990,448		
June 2021	1,366,921		
July 2021	1,501,990		
Total	16,725,646	6,951,115	290

We are now providing coverage of ALL sports, minimum of ALL home games for over 60 schools in the Coastal Bend and the RGV. From Refugio to Three Rivers, to Kenedy. Also coverage of ALL CCISD Schools, Kingsville, Santa Gertrudis, Falfurias, Freer, Premont, ALL Brownsville schools public and private, All Edinburg schools, All Mission schools and many more.

We are offering the following:

- Placement of a minimum of two commercials in all broadcasts on Rio Sports Live.
- An insert of a pre-roll or post roll ad in every highlight reel for every game.
- Continued placement of advertising on Pre-Game, Halftime and Post Game slates during broadcasts.
- Continued placement of banner advertising on our website.
- Digital Billboards for two locations as pictured below.



November 1, 2020 through April 30, 2021 \$30,000 with option to renew for May 1, 2021 through October 31, 2021 at same rate.

Ads can be changed and will be placed in regular rotations within five days of receipt.

All games will remain on Rio Sports Live Social Media for no less than 2 years. Any replay of games will include ads as played when live.

Upon request, ads can be suspended at any time and ran at a later time.

Joe R Bowling

Rio Sports Live LLC - 237 N Sam Houston_ San Benito TX 78586 - 956-291-2538

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

MEETING DATE: December 9, 2020

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action to approve the digital marketing and media buy for Classic 92.7 FM radio station for FY 2020/2021. (Caum)

ITEM BACKGROUND

Total monthly investment: \$2,990

Classic 92.7 FM monthly investment: \$1,990

Digital Geo Fencing monthly investment: \$1,000

BUDGET/FINANCIAL SUMMARY

02-594-0531

COMPREHENSIVE PLAN GOAL

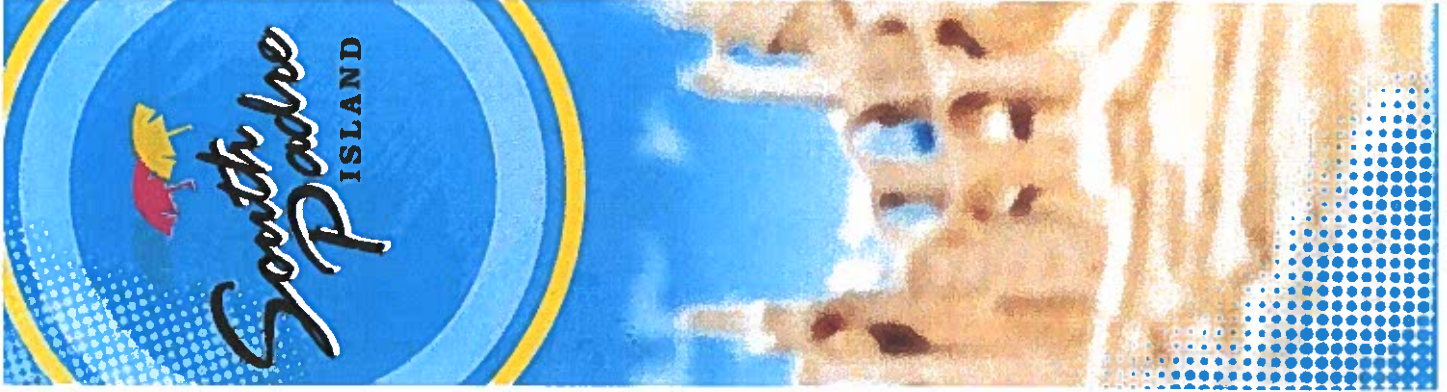
N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:



SPI CVB

Proposal Built for
Ed Caum

Proposal Objectives:

- Reach the local market to inform them of events happening at SPI
- Make SPI the desired destination for relaxation and entertainment
- Reach out to the 234,000 consumers in the Laredo market
- Brand the Island as family fun must go destination connecting them to events, concerts, restaurant and relaxation opportunities.
- Plant the SPI flag higher than anyone else's.



SPI CVB

Classic 92.7 Studio Naming Rights

“Broadcasting from the South Padre Island Studio it’s Classic 92.7 FM”

SPI will have the studio naming rights for Classic 92.7 FM allowing Island to plant their flag on a music media source.

SPI CVB will receive:

- SPI CVB can use a studio naming tag of their choosing
- A minimum of 24 studio name mentions per day (168 per week)
- 150 :30 second commercials per month to promote upcoming events or island activities
- 6 weekly Beach reports to air each week
- Option to have Classic 92.7 carry patriotic music for your annual 4th of July firework celebration





SPI CVB Digital Media Laredo

- **Digital Marketing to Pinpoint Target Potential Island Visitors.**

Utilize Display ads and Geo Fencing target Laredo residence via their cell phones, laptops and PC

- Geo Fence the City of Laredo to target people entering the city to work or shop.
- Display Ads in zip codes 78040, 78041, 78043, 78045 & 78046

Population per Zip Code:

78040	42,000
78041	44,000
78043	43,000
78045	55,000
78046	65,000

The attached proposal will provide specific demographics targeted along with two investment options.

- Frequency difference between the investment. (How many time the ad will be seen during the campaign by an individual.)
- Impressions overall views of the ads.

R-Communications can additionally provide radio in Laredo with the top 3 stations in the Market.



SPI CVB

Investment Summary

Classic 92.7 FM

- Studio Naming Rights (minimum of 672 name mentions)
- 150 :30 second commercials per month
- 6 weekly Beach reports to air each week (minimum of 24 per month)
- Option to broadcast patriot music on 4th of July

Monthly Investment: \$1,990

Digital Geo Fencing

- Geo Fence the City of Laredo to target people entering the city to work or shop.
- Display Ads in zip codes 78040, 78041, 78043, 78045 & 78046

Monthly Investment: \$1,000

Total Monthly Investment: \$2,990

Accepted By: _____ Date: _____

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

MEETING DATE: December 9, 2020

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action to approve the marketing buy for Yolo, TX for FY 2020/2021. (Caum)

ITEM BACKGROUND

\$49,500 net for annual TV show sponsorship

BUDGET/FINANCIAL SUMMARY

02-594-0531

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:



YOLO ONLY LIVES TEXAS

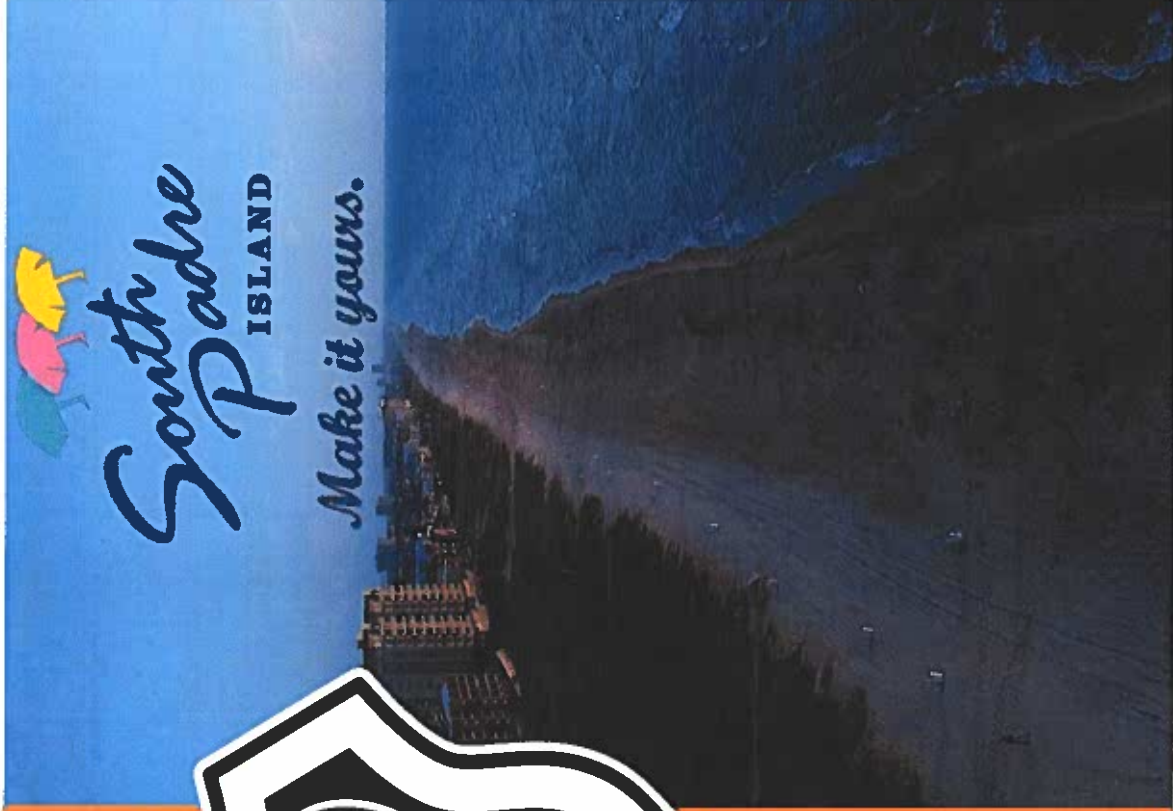


STATEWIDE
TV SHOW



*South
Padre*
ISLAND

Make it yours.



SHOW SPONSORSHIP OPPORTUNITY



Make it yours.

YOLO TX Show Sponsorship



OPTION A

We invite you to be part of a new partnership opportunity as a YOLO TX TV Show Sponsor. As a YOLO TX sponsor, you are more partner than advertiser. We will incorporate your brand into the show weekly thru sponsor identifications.

Show Sponsor receives:

TV COMMERCIALS:

- Sponsor will receive a min. of 40x, :30 sec TV spot airing on all YOLO TX TV partners (creative provided by client)
- Weeks determined by sponsor
 - Annually approx. 960+ TV commercials total) + you would be included in filler inventory when available as added value

TV FEATURES:

- 1x, Full Episode: Approx. 20-minutes YOLO TX feature** (date to be selected by sponsor) Can include up to 5 locations
- Social Media posting during filming and weekend before airing
 - Full Episode would air 24x times across the state on all YOLO Stations
 - TV Segments produced about your business will be sent to you via WeTransfer to for use on your website, social media site and YouTube
 - All YOLO TX features are shot on-location and package above include all production

8x, 4-minutes YOLO TX full length feature

 (date to be selected by sponsor)

- Social Media posting during filming and weekend before airing
 - (Annually approx. TV feature airs 192x times across the state)
- TV Segments produced about your business will be sent to you via WeTransfer to for use on your website, social media site and YouTube
- All YOLO TX features are shot on-location and package above include all production

DIGITAL:

- Company logo with link from the www.yolotx.com will remain on site for 52 weeks
- 2 sizes Banner ads placed on yolotx.com – 728x90 and 300x250 (creative provided by client and can be changed out frequently as needed) Rotating banner ads on site will remain on website for 52 weeks.

SOCIAL:

- Each time we film a segment: YOLO will post to social media during shoot as well as the week before airing to promote/tease the weekend segment
- Minimum of 10 social media postings related to 5x TV features
- Your TV segments will be posted to YOLO TX's Website, Facebook, Instagram, Twitter, YouTube Channel
- Opportunity to use the "As seen on YOLO TX" logo for your website and social media platforms

\$49,500 net for annual TV show sponsorship
(Equal billing each month \$4,125/mo.: YOLO will bill each month with net 30 term)



Make it yours.

YOLO TX Show Sponsorship



OPTION B

We invite you to be part of a new partnership opportunity as a YOLO TX TV Show Sponsor. As a YOLO TX sponsor, you are more partner than advertiser. We will incorporate your brand into the show weekly thru sponsor identifications.

Show Sponsor receives:

TV COMMERCIALS:

- Sponsor will receive a min. of 40x :30 sec TV spot airing on all YOLO TX TV partners (creative provided by client)
- Weeks determined by sponsor
 - Annually approx. 960+ TV commercials total) + you would be included in filler inventory when available as added value

TV FEATURES:

- **2x, Full Episode: Approx. 20-minutes YOLO TX feature** (date to be selected by sponsor) Can include up to 5 locations
 - Social Media posting during filming and weekend before airing
 - Full Episode would air 24x times across the state on all YOLO Stations
 - **(Annually approx. TV feature airs 48x times across the state)**
- TV Segments produced about your business will be sent to you via WeTransfer to for use on your website, social media site and YouTube
- All YOLO TX features are shot on-location and package above include all production

4x, 4-minutes YOLO TX full length feature

 (date to be selected by sponsor)

- Social Media posting during filming and weekend before airing
- **(Annually approx. TV feature airs 96x times across the state)**
- TV Segments produced about your business will be sent to you via WeTransfer to for use on your website, social media site and YouTube
- All YOLO TX features are shot on-location and package above include all production

DIGITAL:

- Company logo with link from the www.yolotx.com will remain on site for 52 weeks
- 2 sizes Banner ads placed on yolotx.com – 728x90 and 300x250 (creative provided by client and can be changed out frequently as needed) Rotating banner ads on site will remain on website for 52 weeks.

SOCIAL:

- Each time we film a segment: YOLO will post to social media during shoot as well as the week before airing to promote/tease the weekend segment
- Minimum of 10 social media postings related to 5x TV features
- Your TV segments will be posted to YOLO TX's
- Website, Facebook, Instagram, Twitter, YouTube Channel
- Opportunity to use the "As seen on YOLO TX" logo for your website and social media platforms

\$49,500 net for annual TV show sponsorship
(Equal billing each month \$4,125/mo.: YOLO will bill each month with net 30 term)

YOLO TEXAS Television Show Overview

We invite you to join us as we travel across the Lone Star State each week featuring the sights, sounds, events, fairs, festivals, unique cities and towns, restaurants, museums, attractions and seasonal happenings available throughout Texas any given time of the year.

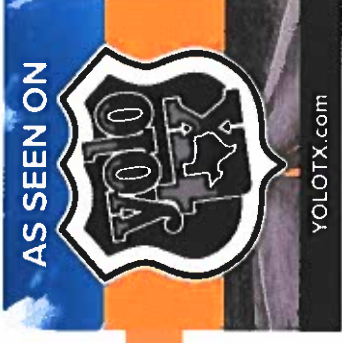
YOLO TX is a **30-minute travel and lifestyle television show** featuring everything Texas, hosted by our YOLO TX team: Aerin Carreno, Ariel Monte, Jay B Saucedo of “Texas Humor”, Tessa Andrade and Kyle Spishock.

This **52-weeks, year-round show will air Saturdays or Sundays** across the state of Texas with custom pre-produced segments on-location. You have the opportunity to be part of dynamic programming that is specifically designed to drive visitors to your destination, website and social media sites.

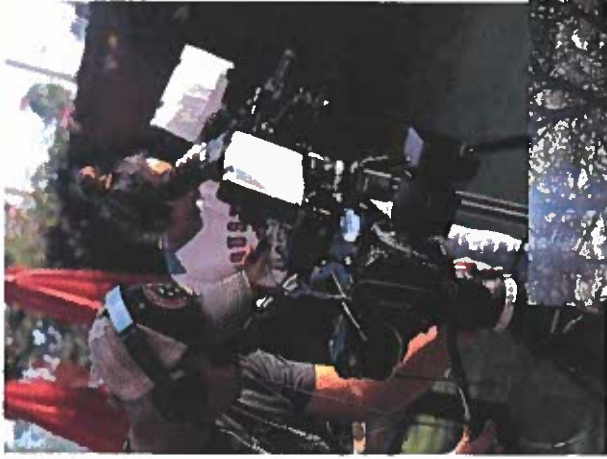
YOLO TX will feature 42 weeks of original content shows and 10 weeks of the “Best of YOLO TEXAS” or Repeats highlighting stories and features over the previous year with seasonal first-run stories integrated into the show.

Origin of YOLO [yoh-loh]: You Only Live Once

(expressing the view that one should make the most of the present moment without worrying about the future)



YOLO TX Program Overview-continued



Dynamic Programming:

YOLO TX will tell your story, with a dynamic feature shot-on-location that promotes your business objectives; whether its awareness or a new attraction, **YOLO TX** is the place to get your destination to many households.

Targeted Audience Demo and Interest Level:

The program will be produced to target adults 25-64 with a female 25-64 skew and an emphasis on leisure activities that Texans would enjoy.

Target Audience:

The program will have broad appeal to people that enjoy:

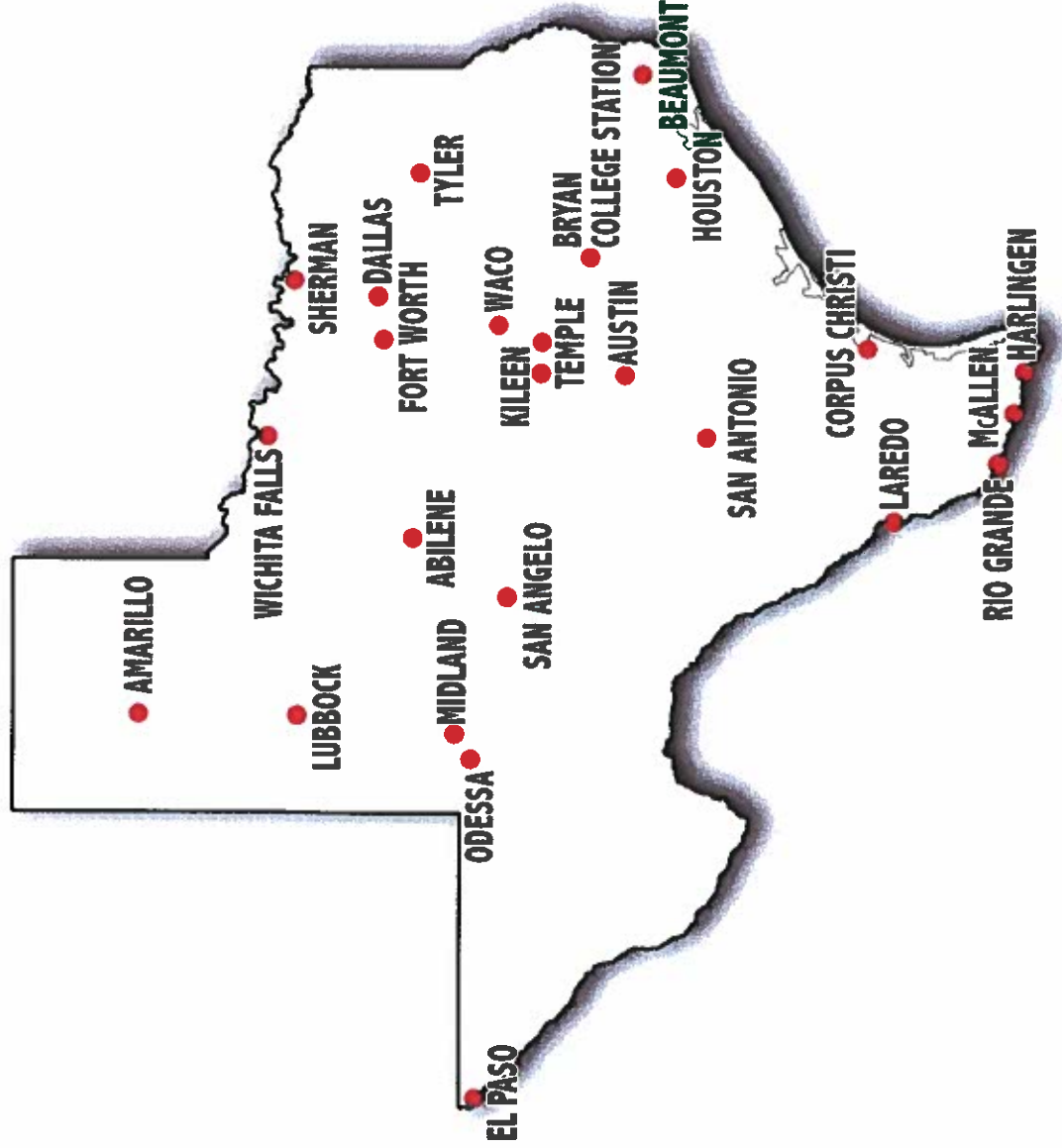
- Weekend getaways
- GNO Trip
- Taking day trips
- Experiencing unique places, festivals and events
- Learning about things they have never heard of or known about before
- Watching foodie videos (food enthusiast)



YOLO TX Statewide Reach



We're building a network of television affiliates across the Lone Star State and beyond. Your business will have the opportunity to receive every Texas market across the state when you partner with YOLO TX.



Affiliate TV Markets:

- Abilene -
- Sweetwater
- Amarillo
- Austin
- Beaumont
- Bryan-College Station
- Corpus Christi
- Dallas/Ft Worth
- El Paso
- Harlingen/Rio Grande Valley
- Houston
- Laredo
- Lubbock
- McAllen
- Midland-Odessa
- San Angelo
- San Antonio
- Sherman
- Tyler-Longview
- Waco-Temple-
- Bryan
- Wichita Falls

SECURED DMA
ANTICIPATE FULL CLEARANCE SOON
PENDING DMA

Markets as 2020

YOLO TX is now available in 98%+ of all Texas Households, including all four major metropolitan areas in Texas!

KTAS 12 abc
Abilene-Sweetwater
Sundays 5:00pm

NEWS 7
THE UNUSUAL SUSPECT
Amarillo
Saturdays 3:30pm and
Sundays 12noon

AUSTIN
THE CW
Austin
Saturdays 11:00pm

FOX 4
Beaumont
Saturdays 11:00pm

CW8
Aggreland
KBTX
Bryan-College Station
Sundays 5:00pm

FOX 38
CORPUS CHRISTI
Corpus Christi
Sundays 10:00pm (11pm during NFL)

CW33
KDAF-TV
DALLAS-FORT WORTH
Dallas/Fort Worth
Sundays 9:00am

KFOX14
EL PASO LAS CRUCES
El Paso
Saturdays 5:30pm

KGBT 4
Harlingen/Rio Grande Valley
Sundays 5:00 Pm

CW39
KHAATV HOUSTON
Houston
Sundays 8:30am

FOX 9
Midland/Odessa
Saturdays 5:30am

FOX 10
Wichita Falls
Saturdays 8:00am

FOX 9
Midland/Odessa
Sundays 11:30pm

NEWS 4
SAN ANTONIO
San Antonio
Saturdays 8:30pm

CW35
San Antonio
Saturdays 1:30pm

my 12
Sherman
Sundays 6:00am

FOX 12
Waco-Temple
Sundays 5:00pm

FOX 12
Waco-Temple
Sundays 5:00pm

abc 38
San Angelo
Sunday 1:30pm

my TV
Corpus Christi
Sundays 10:00pm

FOX 12 NEWS
Sherman
Sundays 6:00am

CW12
CERRILLO TEXAS
Waco-Temple
Sundays 5:00pm

FOX 12 NEWS
Sherman
Sundays 6:00am

FOX 12 NEWS
Sherman
Sundays 6:00am

CBS FOX abc my TV

THE Z
Tyler-Longview
Saturdays 11am-11:30am

FOX 51
Tyler-Longview
Saturdays 11:30-12:30am

ABILENE
THE CW8
Abilene-Sweetwater
Sundays 10:30am

KLBK
Lubbock
Saturdays 11:30pm



YOLOTX & TALENT ON SOCIAL MEDIA

SOCIAL SITE	YOLO TX	Talent Followers <i>(Combination of Aerin Carreno, JB Saucedo & Texas Humor, Kyle Spishock and Ariel Monte)</i>
 <p>Facebook</p>	20,453	906,822
 <p>Instagram</p>	7,579	459,968
 <p>Twitter</p>	789	878,125
 <p>YouTube</p>	2,542	438
TOTAL	31,363	2,245,353

Host of YOLO TX Statewide TV Show

Aerin "A.C." Carreno calls Texas home! Growing up in the Alamo City, A.C. jump-started her career working for the San Antonio Spurs. Aerin worked as a Multi-Media Journalist at Fox Sports Southwest's popular show "Spurs Insider" as well as "UTSA Football Insider". She also spent one season with the San Antonio Stars (WBNA) as an in-arena host.

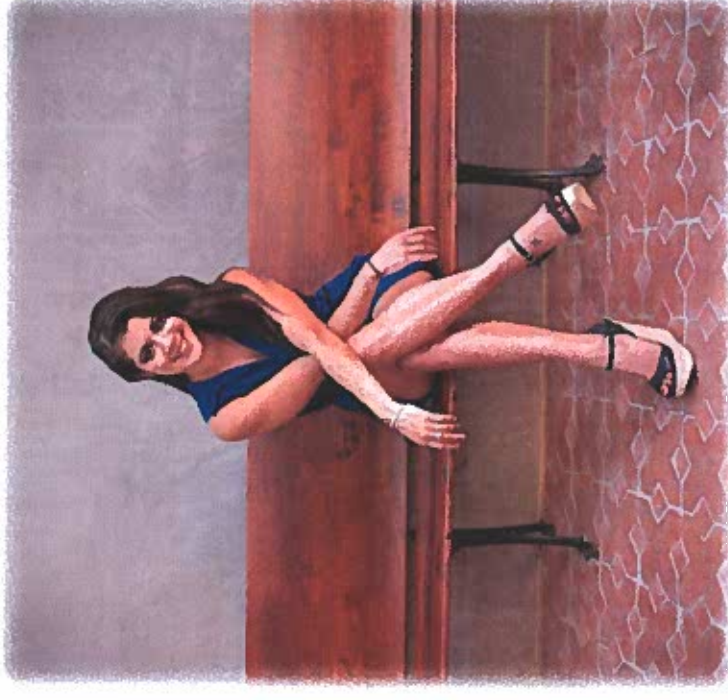
In 2015, Aerin joined Quarter Moon Production as an Associate Producer. Shortly after, she became a successful on-camera talent keeping the community up-to-date with all thing's news, weather, and pop-culture with statewide News Briefs and various projects at QMP. Additionally, she hosted entertainment shows, live sports programs and NCAA football telecasts.

When not traveling with YOLO TX, A.C. enjoys playing intramural sports, gathering with family and friends over a plate of barbecue, and exploring new hiking trails with her dog Tony Parker.

Facebook: <https://www.facebook.com/AerinNCarreno/>

Instagram: <https://www.instagram.com/aerincarrenotv>

Twitter: <https://twitter.com/AerinCarr11>



YOLO TX Co-Hosts



Ariel Monte

A former Miss San Antonio and Miss Corpus Christi, Ariel Monte is a year-round Christmas lover. She's been known to live her life like an episode of the show having travelled the world and is PADI open water scuba diver. A native of Corpus Christi, Ariel migrated to San Antonio and received her Master's degree at the University of Incarnate Word. As well as a YOLO TX Co-Host, she is the star of "Hollywood Hits" and a contributor of daily NewsBriefs. Ariel loves segments that involve extreme eating and especially enjoys coverage of events happening around the Lone Star State come the holiday season. Ariel now lives in Austin, where she dreams about the next time, she'll be able to eat a turkey leg. You can usually find her munching on some popcorn and trying not to cry at the latest Hallmark Christmas movies year-round.

Facebook: <https://www.facebook.com/arielmonte>
Instagram: <https://www.instagram.com/arielmonte>
Twitter: <https://twitter.com/arielmonte>



Jay B Saucedo

Jay B Saucedo is founder, Texas Humor. (Facebook Followers 910,325 | Instagram Followers 464,000 | Twitter 878,000) an online Texas retailer, and CEO of Saucedo Industries, an e-commerce logistics, and shipping company. After a decade in the advertising industry working as a photographer for clients like Texas Monthly, The New York Times, YETI, and BMW, he now spends his time traveling the state for YOLO TX and documenting all things Texas for Texas Humor.

Facebook: <https://www.facebook.com/texas humor/>
Instagram: <https://www.instagram.com/texas humor/>
Twitter: <https://twitter.com/texas humor/>



Tessa Andrade

Tessa is H-Town loud and proud. The Houstonian was born right in the heart of "Space City" and still calls the area home. A self-described "blast-in-a-glass", Tessa landed her first gig as an associate producer with the San Antonio Spurs, where she produced creative video content for web and broadcast. She found that working as both video editor and host meant that no two days on the job are alike, allowing more time to play around creatively. She now works for the Houston Texans. Tessa loves lazing in the summertime when she can float the river with friends and her dog Mya (don't worry she has a lifejacket – it's lime green.) She enjoys a cold beer in her hand under that big, Texas sky.

Facebook: <https://www.facebook.com/tessa.andrade>
Instagram: <https://www.instagram.com/tessaandrade/>
Twitter: <https://twitter.com/tessaandrade>

YOLO TX Co-Hosts



Kyle Spishock

Kyle Spishock was convinced that he would grow up and be a basketball player like his hero Kobe Bryant. Unfortunately, he never grew, and had to settle with the ambitious role of “content creator”. Starting his career as a writer, Kyle’s old man encouraged him to get a degree in something that would land him a real job. He settled on Marketing, and basically never used his education for anything. Kyle’s writing has been featured in over 100 publications, including SA Express-News, SB Nation, USA Today, and Yahoo Sports. He cut his teeth as a sports anchor and MMJ with Sports2Nite, before transitioning into his role as a full-time, traveling Texan. An avid pop culture fan, you can find Kyle’s desk covered with Star Wars collectibles — clutter that both impresses and irritates his fellow office mate. He also feels uncomfortable writing this in the third person, and feels very vain finishing up this bio, like he’s got a strange mental condition that permits this kind of behavior.

Facebook: <https://www.facebook.com/kyle.spishock>
Instagram: <https://www.instagram.com/kyle.spishock/>
Twitter: https://twitter.com/kyle_spishock



Jill Jelnick

A Southern California native, Jill Jelnick grew up outdoors and always on a court, field, or diamond. After receiving a Div. I softball scholarship, Jill traveled from the west coast to the east coast to play for East Carolina University. Once her collegiate career was over, she turned her focus to her other passion: sports broadcasting. Jill began as a producer/reporter at WNCT in Greenville, NC, before moving to Chattanooga, TN to become the Weekend Sports Anchor at WRCB for two years. Jill moved to Texas in 2018 to join the Sports2Nite team as a sports reporter covering the Spurs, Cowboys, Texans, Rockets, Astros, and Rangers. On top of covering sports, Jill joins the YOLO TX Team in Season 3 and has quickly fallen in love with the Lone Star State.

Facebook: <https://www.facebook.com/jilljelnick/>
Instagram: <https://www.instagram.com/jilljelnick17/>
Twitter: <https://twitter.com/jilljelnick>

Sponsor Content



YOLO TX offers the unprecedented opportunity for you to become a local, regional or national known destination with extensive exposure on all media platforms. YOLO TX producers will work with you to produce compelling editorial content for our entire media platform: TV show, newsletter, online exposure and social media channels. YOLO TX is a marketing-friendly show dedicated to delivering results for you and your products.



- **Guaranteed positive public relations**
- **Brand exposure and consumer awareness**
- **Your unique story**
- **Every feature is designed to engage consumers with your marketing message**
- **Talent/show endorsement of your company/destination "Influencer" segment**
- **You become a must-visit destination**

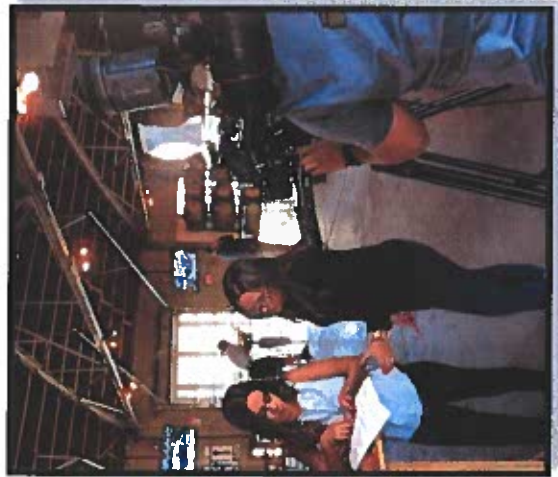
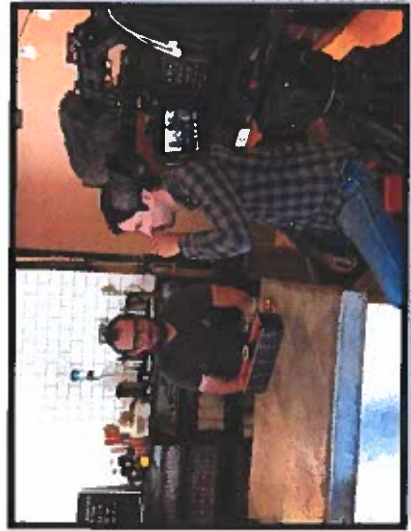
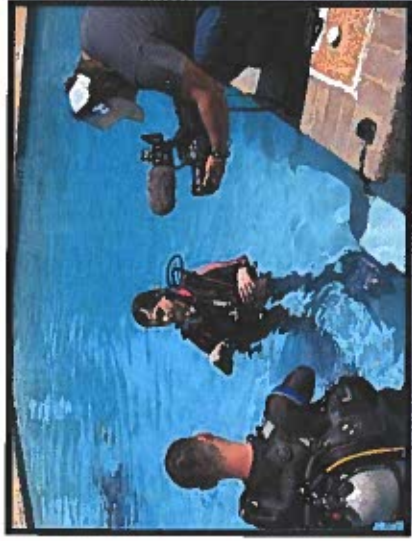




ALL YOLO TX FEATURES FILMED ON-LOCATION



**QUARTER MOON
PRODUCTIONS**





YOLO TX.COM

- ➔ Episodes
- ➔ Photos
- ➔ Videos, videos and more videos

YOLO TX ON TV

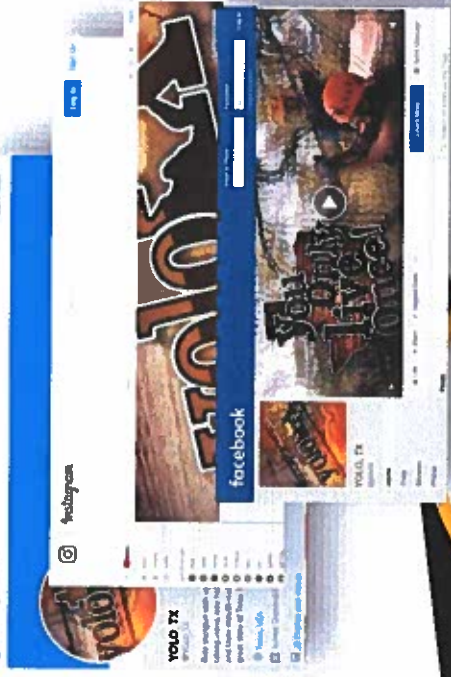
Broadcast Stations state-wide



Multiple Content Delivery Channels

SOCIAL MEDIA

- ➔ Facebook followers
- ➔ Instagram followers
- ➔ Twitter followers
- ➔ YouTube Subscribers



YOLO TX MOBILE

- ➔ Photos
- ➔ Videos
- ➔ Where to Watch
- ➔ Latest YOLO TX News



COMMUNITY

- ➔ On the Road
- ➔ Festivals
- ➔ Fairs
- ➔ Events

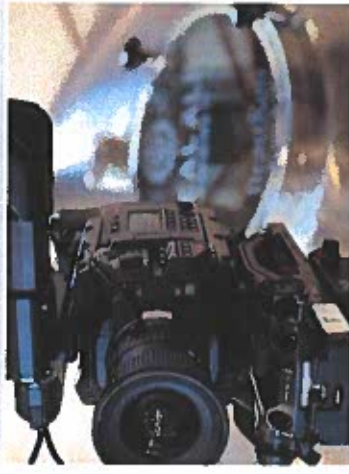


YOLO TX Feature/Sponsored Segment



TV Segment Details that Sponsor Receives:

- **On-location and includes all production**
- All segments in this package are posted to the **YOLO TX website**
- **2 Posting on all social media pages:**
 1. YOLO TX Pre and Post
 - **YOLO TX FACEBOOK**
 - **YOLO TX TWITTER**
 - **YOLO TX INSTAGRAM**
 - **YOLO TX YOUTUBE (post)**
- Use the "As seen on YOLO TX" logo for your website and social media platforms
- Video shot on **high quality camera with multi-angle filming**
- Sponsor will receive **completed segment** which you may use on your website and social media platforms



Next Steps:



- ✓ Finalize partnership agreement- Sign and send back
- ✓ Executive Producer will contact you and set pre-production meeting
- ✓ Time and date will be set for shoot
- ✓ Talent for segment confirmed
- ✓ Executive Producers will require speaking points two weeks prior to air or shoot date.
- ✓ Client will receive video file via email/drop box after segment has been edited and aired

Spreading the Word & Social Media Channels:

- ✓ Tell your friends, family and customers about YOLO TX:
- ✓ You, or your marketing person, will receive an email with link so you can spread the word on your social media channels.
- ✓ We will also send you a High Res YOLO logo for use
- ✓ Please feel free to share that link on your social media pages, as well.
- ✓ You can also post the link on your website



@yolotx



@yolotexas



@YOLO_TX



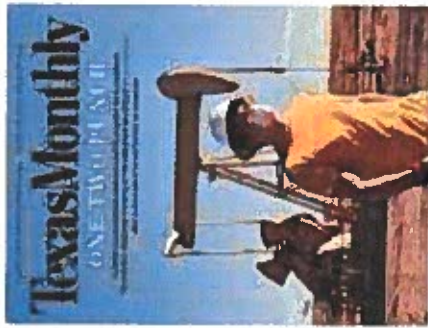
YOLO TX Travel & Lifestyle
Statewide TV Show

Client Distribution & Use:

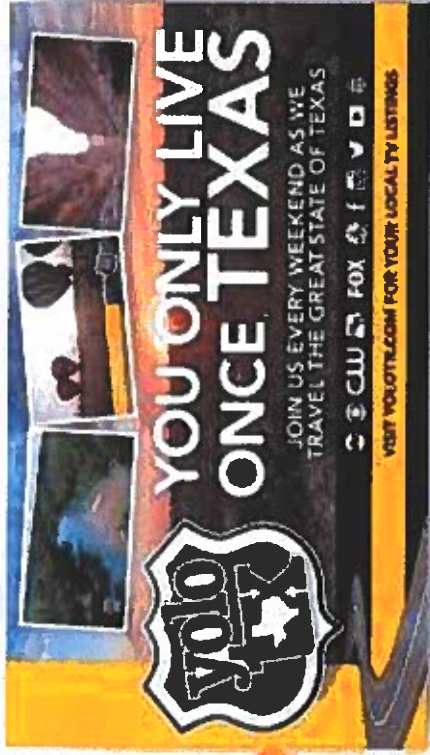
QMP will send the completed segment to you via WeTransfer for full download. Clients of show are welcome to use segments on company website, social media sites, trade shows and in-office monitors. QMP Media only request is that credit is given to YOLO TX for segment with hashtag #yoloTX and link www.yolotx.com



How does YOLO Texas Show market ourselves?



YOLO TX Advertisement from Texas Monthly Magazine
 May 2020, Sept 2020 and November 2020 Issues



1/2 page horizontal advertisement

Weekly Advertisement in San Antonio Express News newspaper and online



YOLO TX CONTACT



Erika Larson Grimm

VP, Partnership Marketing

QMP TV Network

210-771-0083 mobile/office

erika.grimm@3qmp.com

Show Website: www.yolotx.com



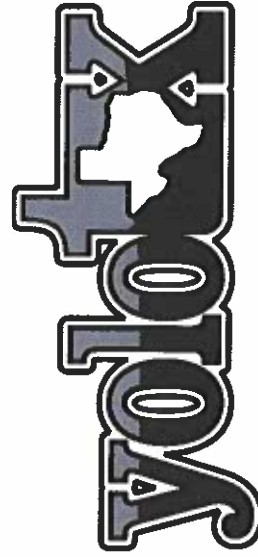
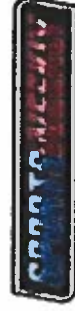
QUARTER MOON
PRODUCTIONS



SHOWS:



STATEWIDE
TV SHOW



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

MEETING DATE: December 9, 2020

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action to approve the marketing buy for Adspousre bus wraps in Fort Worth, TX for FY 2020/2021.
(Caum)

ITEM BACKGROUND

Campaign dates to be updated for FY 2020/2021.

\$47,800

\$36,800

2 Full Sides

2 Full Sides

7 King Kongs

5 King Kongs

20 Bus Benches

10 Bus Benches

10 Bus Tails

5 Bus Tails

BUDGET/FINANCIAL SUMMARY

02-594-0531

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:



The bus routes chosen will cover the entire city of Fort Worth, TX. By adding the bus benches we are reinforcing your bus advertising across the city, and the bus advertising will increase your unique impressions. This gives us a complete and excellent campaign strategy.

Campaign Dates November 2, 2020 – January 24, 2021

\$47,800

2 Full Sides

7 King Kongs

20 Bus Benches

10 Bus Tails

\$36,800

2 Full Sides

5 King Kongs

10 Bus Benches

5 Bus Tails

adsp^os^ure

The Transit Advertising People

Dallas / Fort Worth

Trinity Metro covers Fort Worth, which is the 5th largest DMA in the U.S., and is the 13th most populated city in the United States. The area in total is roughly 350 square miles and has an estimated population of 2.084 million residents.

Trinity Metro's services includes fixed routes and express bus services within Fort Worth City limits. They operate 46 independent fixed routes and maintain a fleet of more than 150 buses and 30 paratransit vans and have more than 450 benches available. Trinity Metro has a total fixed route ridership of 5.2 million and typically see a daily ridership of 18,000 to 21,000.



18,000–21,000

DAILY
RIDERSHIP

40+
BUS ROUTES

2,000+
BUS STOPS

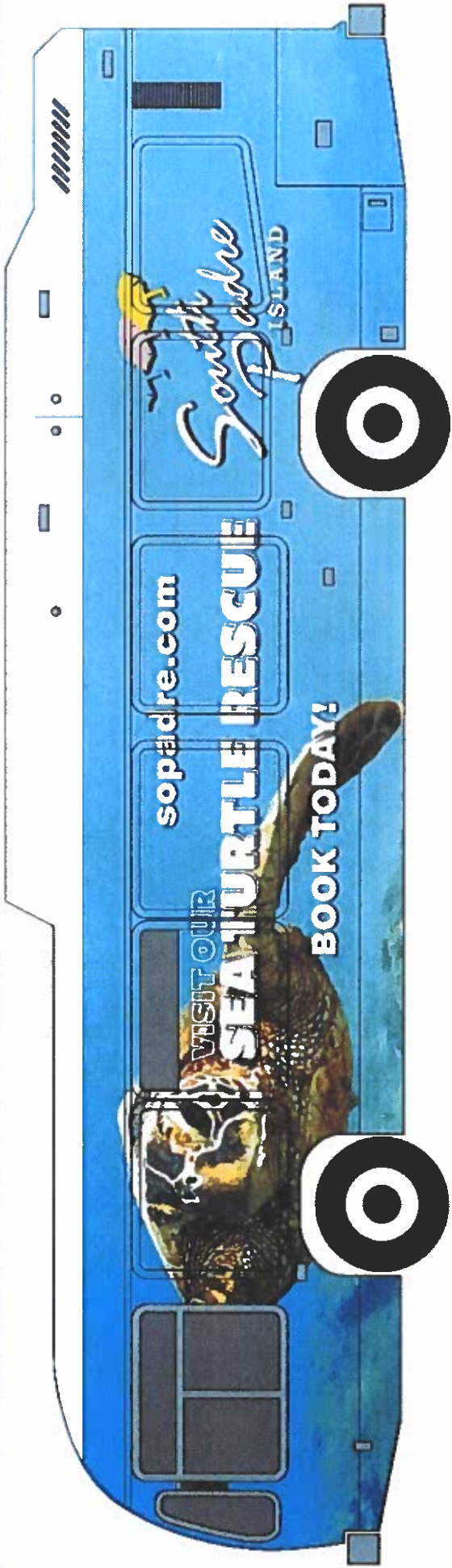
5+
BUS HUBS





FULL SIDE SPEC

AD EXAMPLES

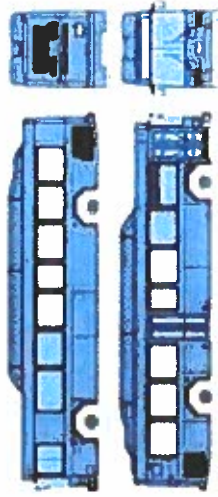


FULL SIDE SPEC

AD EXAMPLES

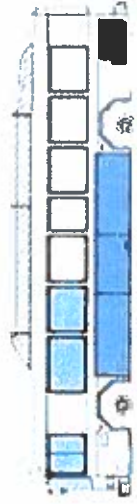


Full Wrap



Kong - 223" X 36"

Driver only



Queen - 88" X 30"

Passenger only unless manager approved



Full Side

Driver only

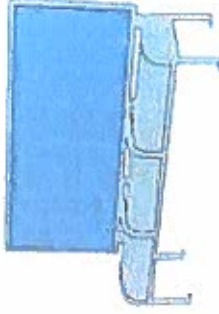


Mini King Kong - 118" X 96"

Passenger only



Bench - 83.5" X 29.5"



King Kong - 240" X 96"

Driver only



King - 144" X 30"



Interior Card

29" X 11"



Access Kong - 165" X 20"



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

MEETING DATE: December 9, 2020

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action to approve the marketing/media buy for the Elite Redfish Series for FY 2021 . (Caum)

ITEM BACKGROUND

Premier Sponsorship for South Padre Island CVB in 2021: \$18,860.

BUDGET/FINANCIAL SUMMARY

02-594-0531

COMPREHENSIVE PLAN GOAL

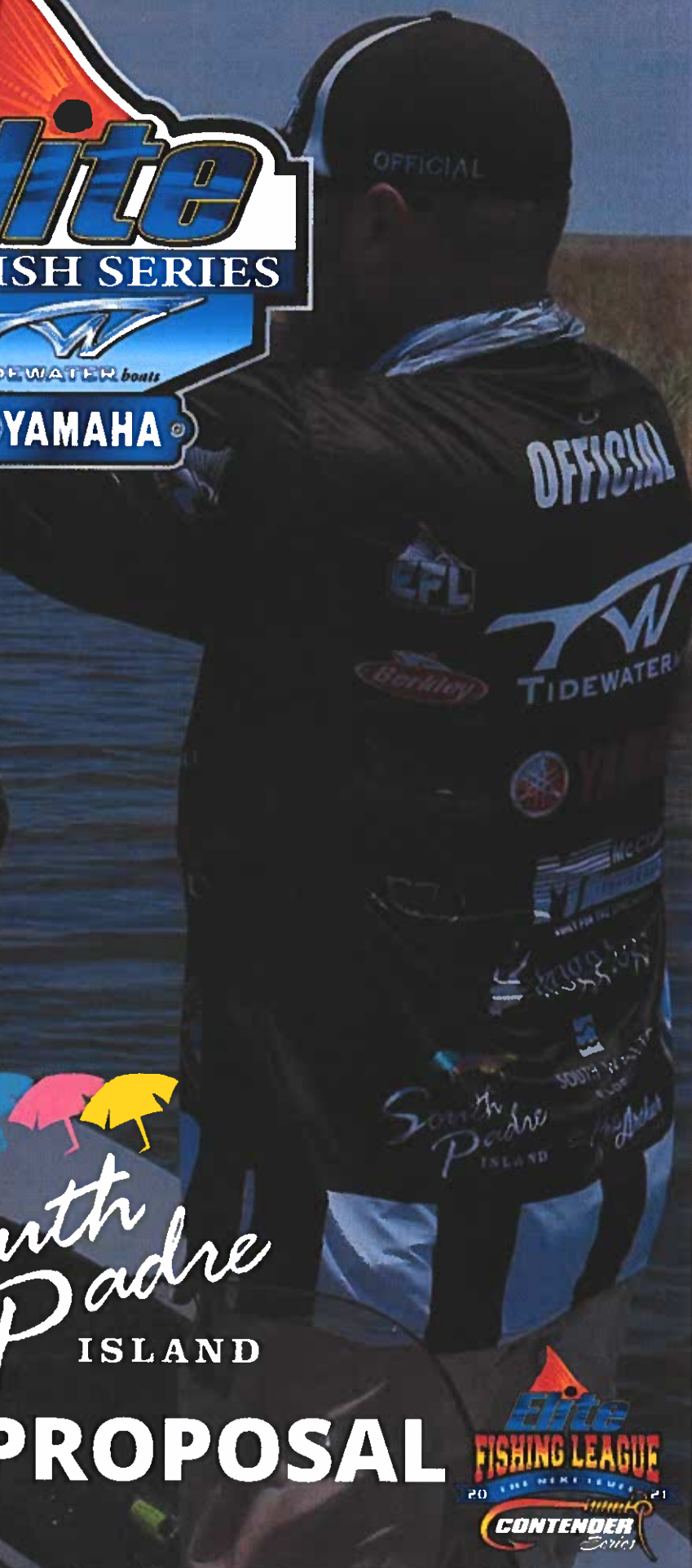
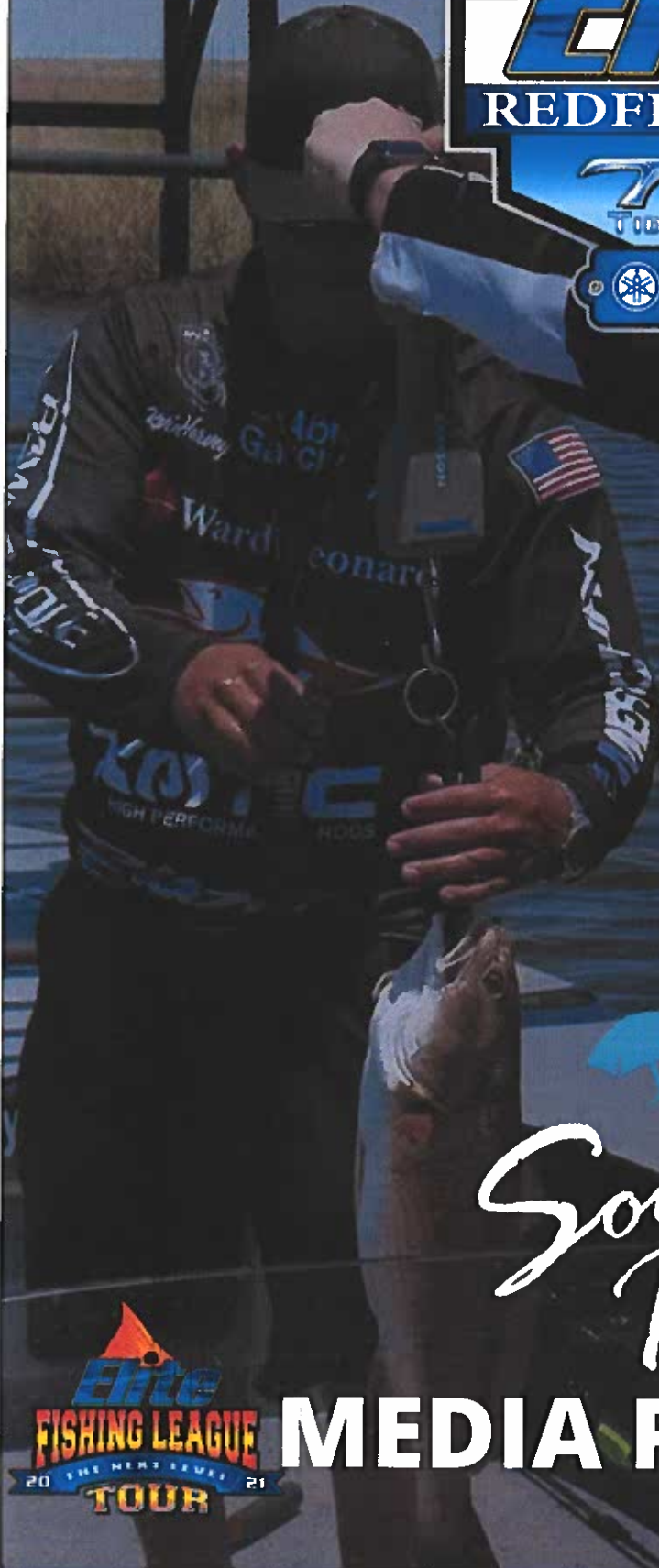
N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:



South
Padre
ISLAND

MEDIA PROPOSAL



Marisa Amaya
South Padre Island CVB

11/27/2020

Marisa, thank you for this opportunity to prepare a proposal to return to South Padre Island with a event and television coverage of the tour in 2021.

Returning as a premier event sponsor of the Elite Redfish Series and Elite Fishing League tour has benefits for both "heads in the beds" live events held in your community and integration of SPI logos, brand and commercials aired on our televised show.

The inaugural season on the **Elite Fishing League TV Tour** was a big success and is currently airing on Discovery Channel each Sunday morning at 7:00 AM EDT. After the airing of each episode nationally they are uploaded to our online sites in full 4K HD and can be viewed [here](#).

The popularity of the catch, weigh, release conservation focused tour has developed a need for increasing its field size (which is already full for 2021) and the development of a "feeder" type series under it. The **EFL Contender Series** will allow 40 anglers to compete on a level just below the EFL Tour and earn their way to the very exclusive "next level".

Rounding out the formats for our 2021 schedule will be the **Elite Redfish Series** team events for those anglers wishing to partner up to compete. We would be proud to have SPI return as a premier sponsor of each of the tours for the deliverables shown below.

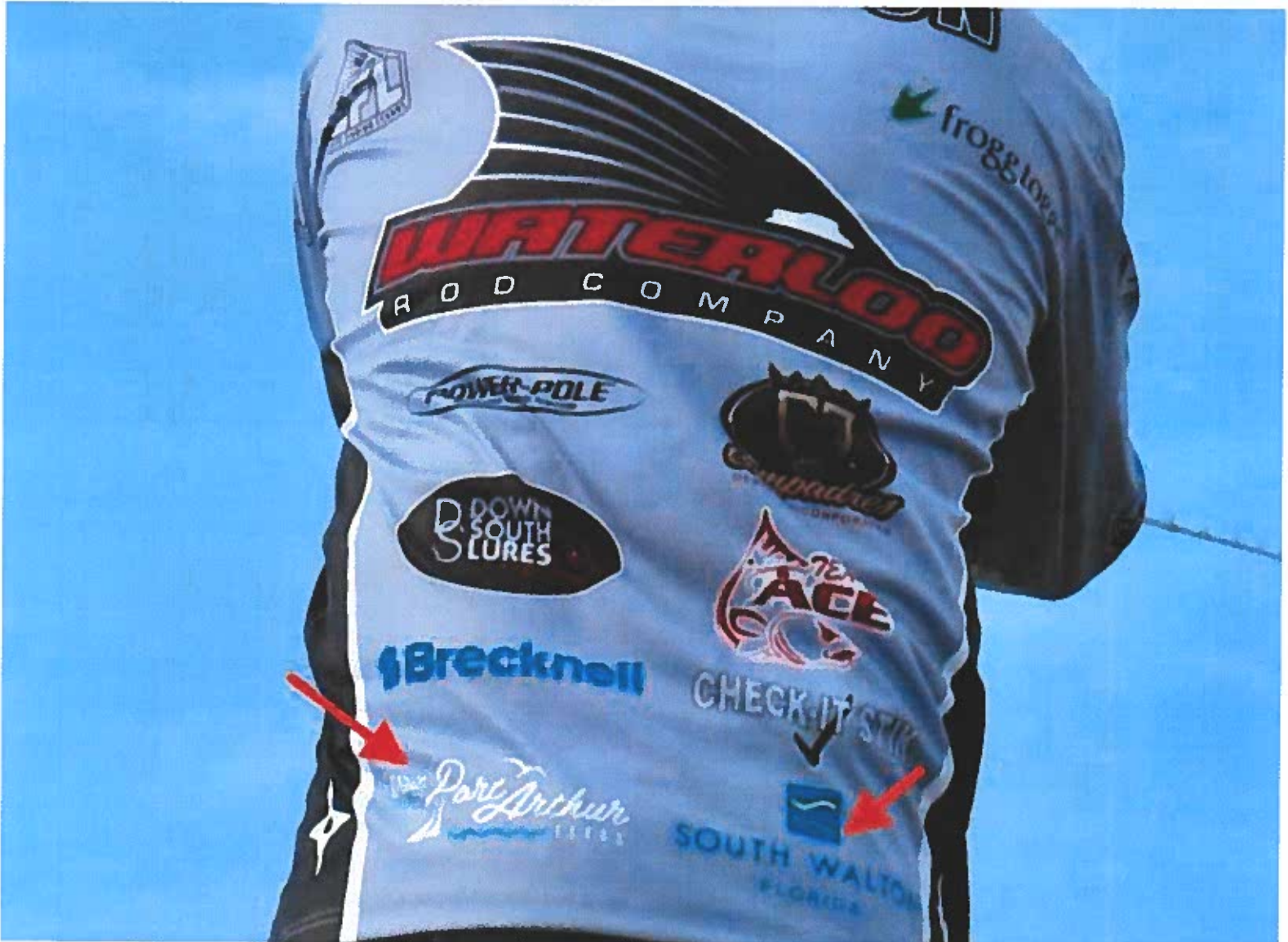
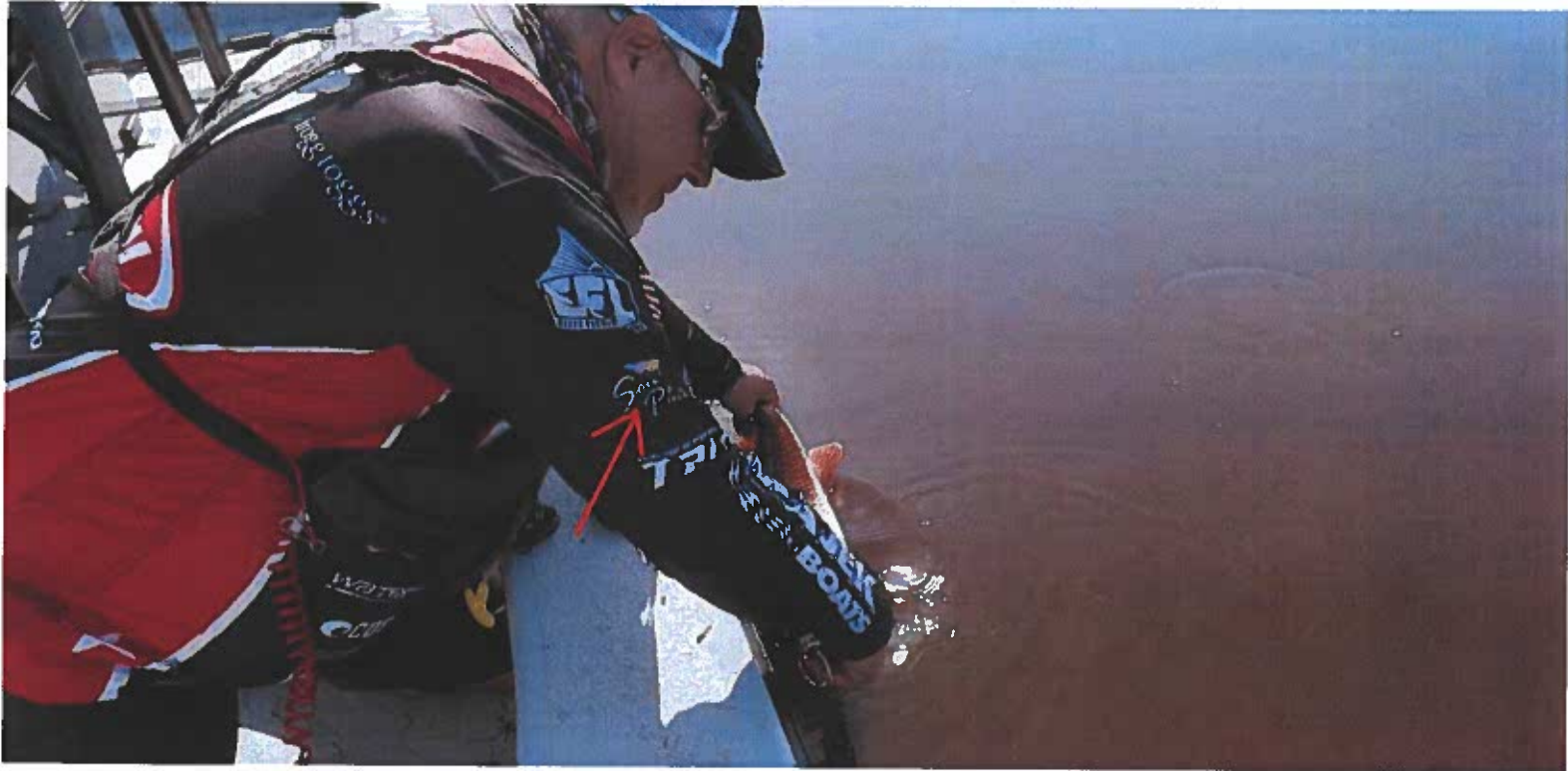
All tour deliverables from 2020 will remain the same, 26 weeks of television coverage, 13 original EFL Tour episodes will air again on Discovery Channel followed by 13 re-airs on other local - regional networks.

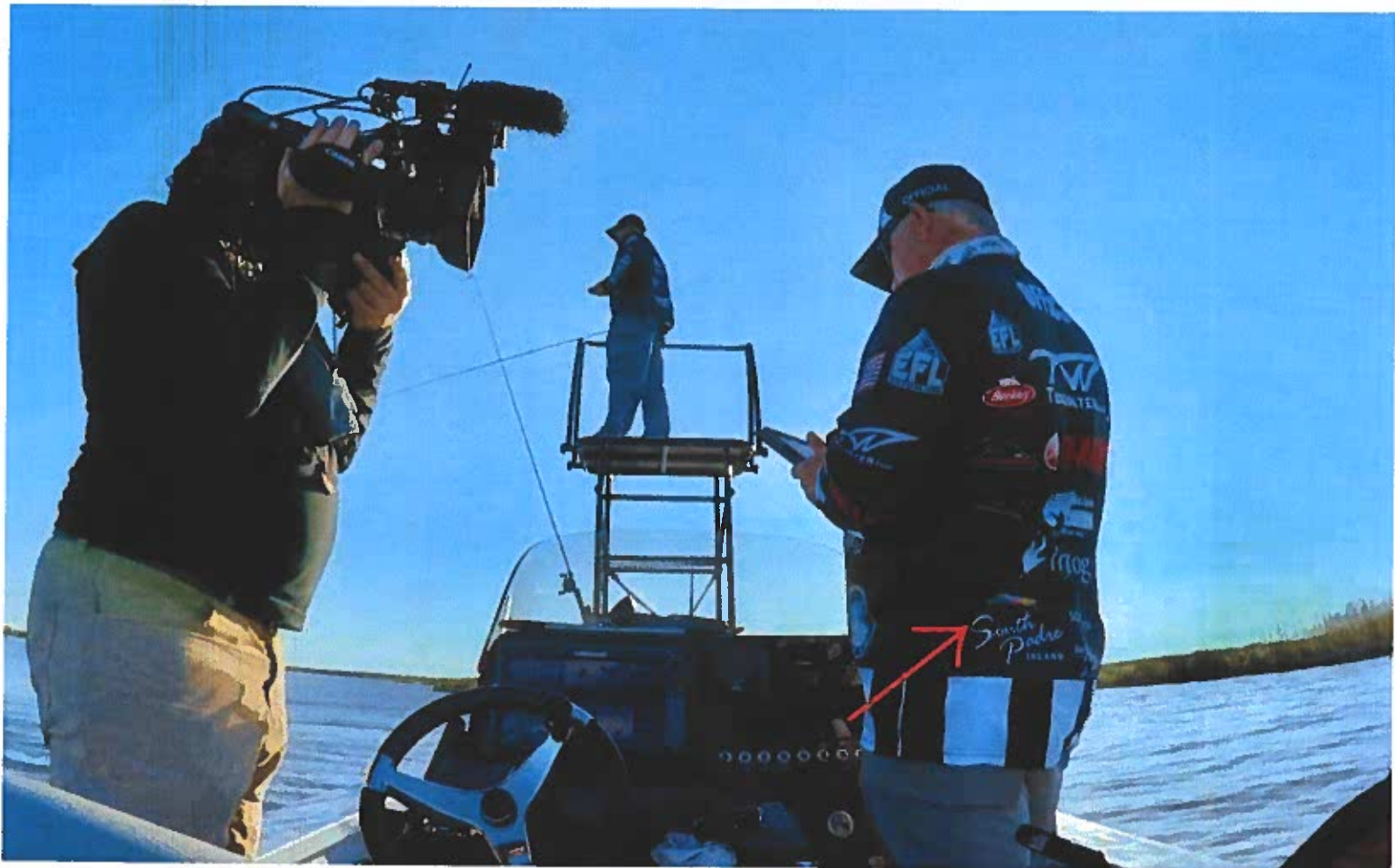


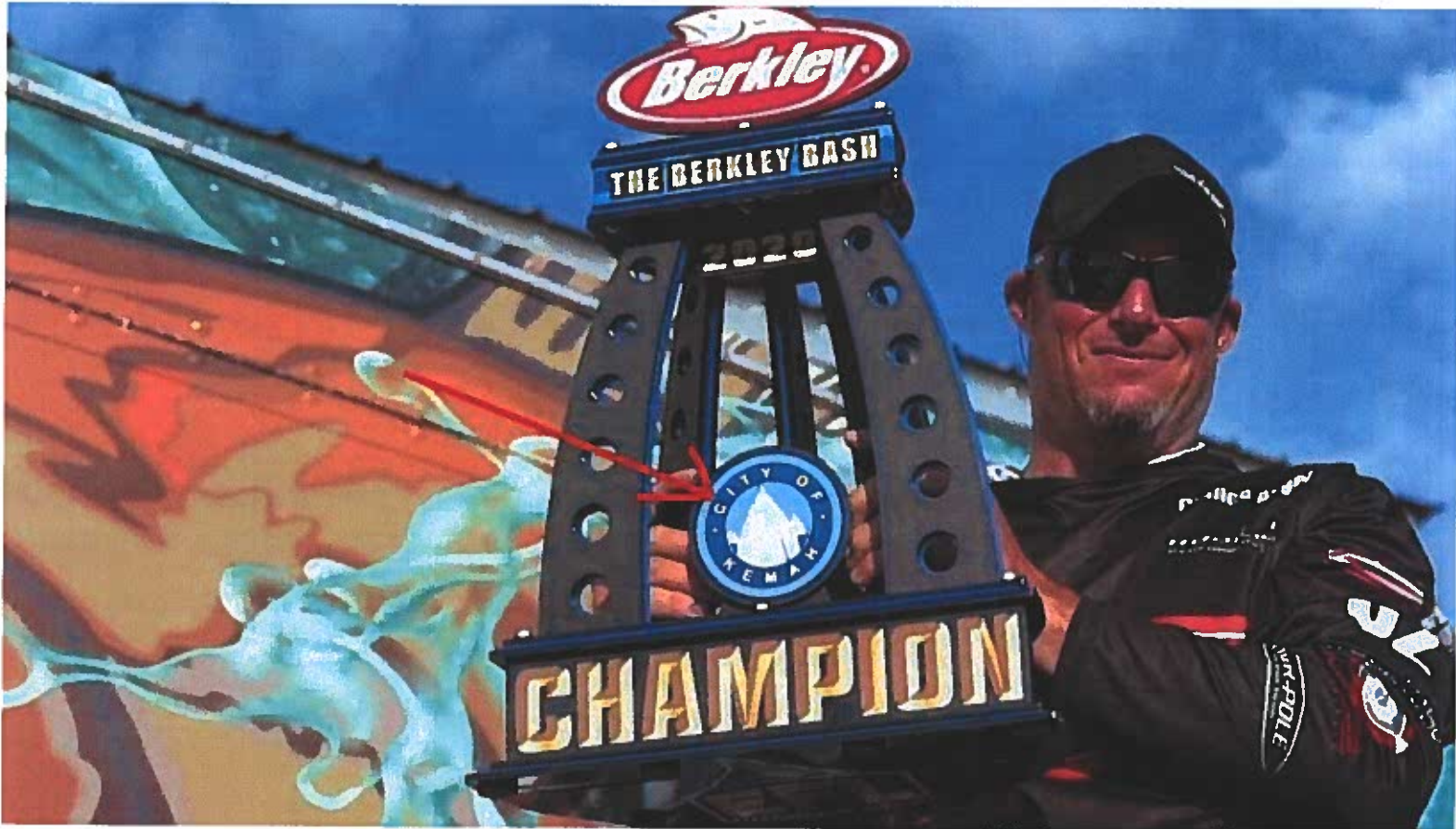
We recently added Amazon Prime Video to our broadcast and video media channels. Currently 2019 Tidewater Team Tour Episodes are uploaded and can be viewed by searching The Elite Redfish Series on Amazon Prime Video.

Once all EFL episodes from 2020 have aired on Discovery Channel they will be on the same Elite Amazon Prime Video Channel. [VIEW HERE](#) and sign into your Amazon account.

Thank you again for this opportunity to partner in 2021 and please do not hesitate to contact me directly should you have any questions or comments pertaining to this proposal.









**TEAM TOURNAMENT
PREMIER SPONSORSHIP**

- 1 - INCLUDED IN AD FEE

[SEE MORE TOUR INFO HERE](#)



**CONTENDER 1 MAN
PREMIER SPONSORSHIP**

- 1 - INCLUDED IN AD FEE

[SEE MORE TOUR INFO HERE](#)



**ELITE FISHING LEAGUE
PREMIER SPONSORSHIP**

- 1 - INCLUDED IN AD FEE

[EPISODE PREVIEWS HERE](#) - [MORE INFORMATION HERE](#)

EFL Televised Media Inclusion on Discovery

Elite Pro Fishing Event (stage) **PREMIER** sponsorship. Graphics, bumpers, mentions, re-joins throughout 13 original and unique - new episodes. Event co-branded logo integrated throughout each event (stage) episode.

- One (1) feature per episode **South Padre Island** in show graphic including audio and video re-joins to show. - 13 total.
- One (1) billboard inclusion per episode, 13 total.
- One (1) credit roll inclusion per episode 13 total.
- One (1) :30 - :60 community feature inclusion per each *winning ways* episode 6 total.
- Logo inclusion on league official's jerseys and on non-conflicting pro anglers jerseys.
- Sponsorship recognition throughout all media communication materials, post, live streams and any online postings featuring **South Padre Island** as **PREMIER** sponsor of the EFL Tour, EFL Contender Series and the Elite Redfish Series Team Tour.
- EFL Televised Tour's referee jerseys to include **South Padre Island** official logos and branding.

EFL Televised Media Inclusion-Regional Networks

- Same **PREMIER** sponsorship exposure as shown in EFL Media on Discovery Channel.
- In show content of equipment used by pro anglers and brand as available.
- One (1) :30 commercial spot per airing in Q1 of 2022 - 13 total.
- One (1) billboard per episode airing - 13 total.
- One (1) credit roll per episode - 13 total.

Elite Redfish Series Deliverables


- **PREMIER** sponsorship of Elite Redfish Series live team fishing tournaments in 2021 with all co-branding to include **South Padre Island** logos and integration as sponsor.
- Activation available at each event on the Elite Redfish Series team tournament series in 2021 your team to set up promotional tents and items at each event.
- Tour will stow and set up branded tents, flags and other promotional items as provided.

Network availability, times and exact commercial plays may be adjusted but will deliver similar times and networks.

PREMIER SPONSORSHIP for South Padre Island CVB: 2021

Headturners3, LLC. the governing corporation of the Elite Redfish Series, the Elite Fishing League and the Elite Fishing League Contender Series will provide all deliverables as shown in this proposal in exchange for:

\$18,860.00

Signature: 
(Headturners3, LLC rep)

Date: 11/27/2020



Signature: _____ Date: _____
(South Padre Island rep)

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

MEETING DATE: December 9, 2020

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Presentation and discussion regarding the Director's Report. (Caum)

- 1.) Marketing in-house buys
- 2.) Social Media Update
- 3.) Visitors Center
- 4.) Website update-Simpleview
- 5.) Research and Analytics

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:



CVB Regular Meeting

Director's Report

December 2020


South Padre
ISLAND, TEXAS

Executive Summary

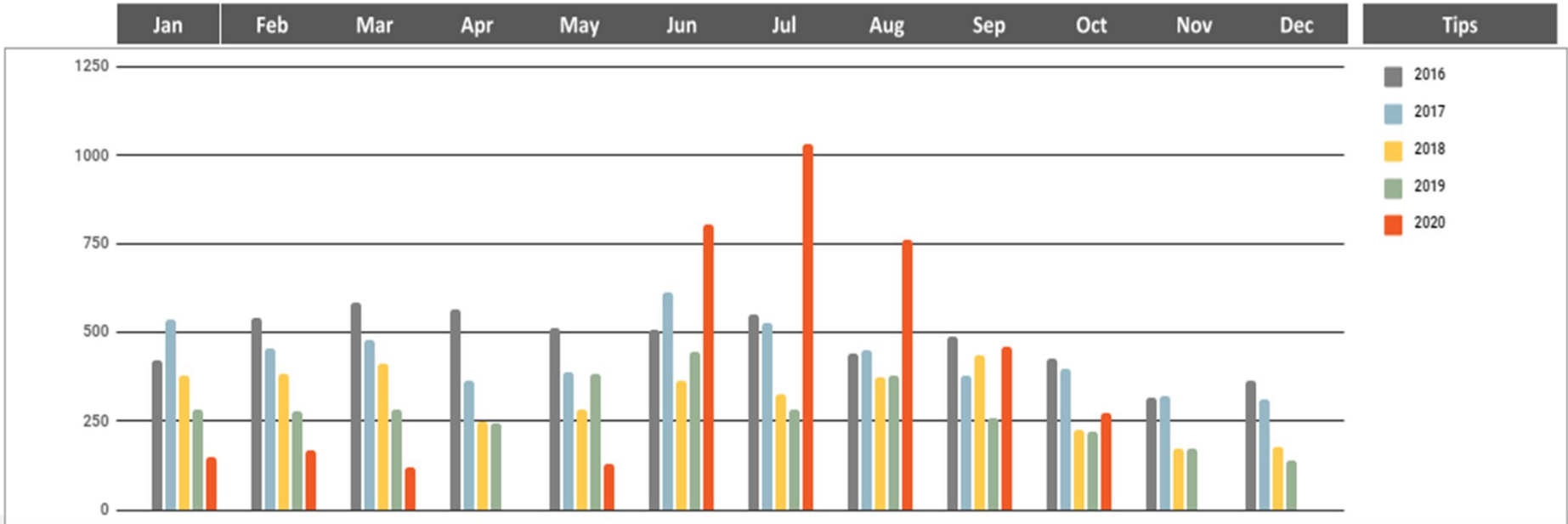


- Phone calls continue to be the top method for contacting the Visitors Center.
- September was an excellent month for hotels. We exceeded last year's occupancy +12%, ADR +5%, RevPar +18%.
- Occupancy for VRMs is above 2019 levels by 8%, ADR continues to be strong compared to year over year numbers and RevPar is up 2% according to Key Data.
- Organic social media continues to be our #1 tool for engagement; numbers are down a bit, but this time of year that's normal.
- Website and social have moved in-house w/ TAG's assistance. We are transitioning the website onto SimpleView's CRM. That migration will be completed in Jan 2021.

Visitor Center Monthly Reports



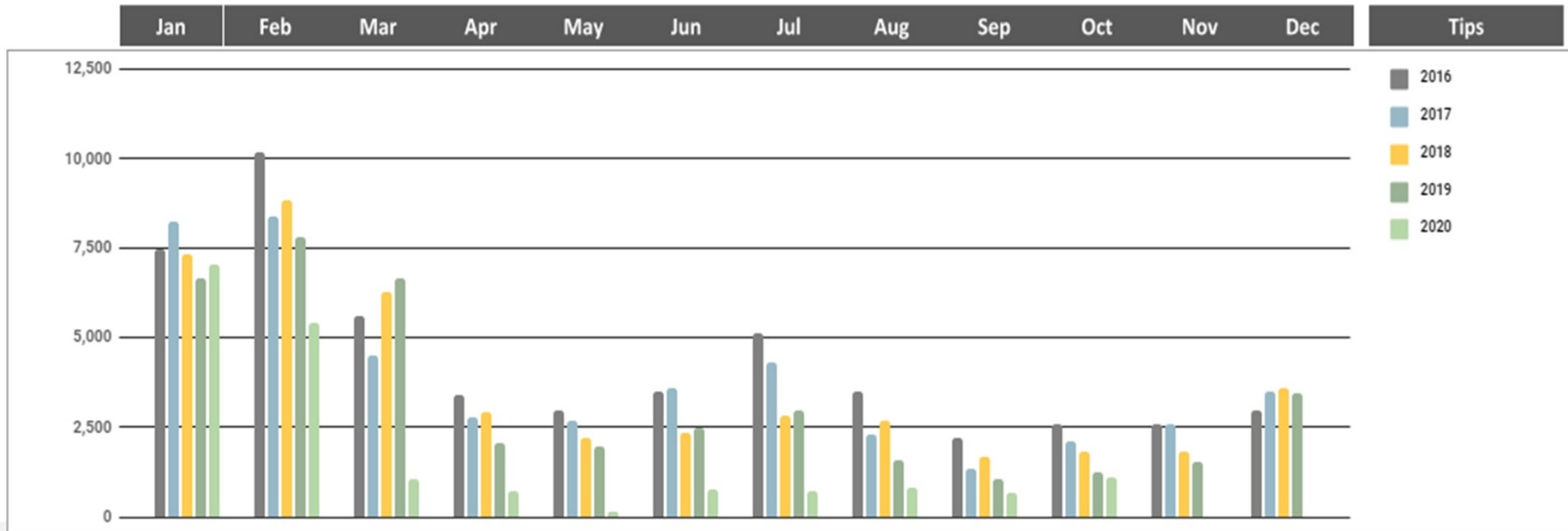
Monthly Calls Report 5 Year History



Visitor Center Monthly Reports



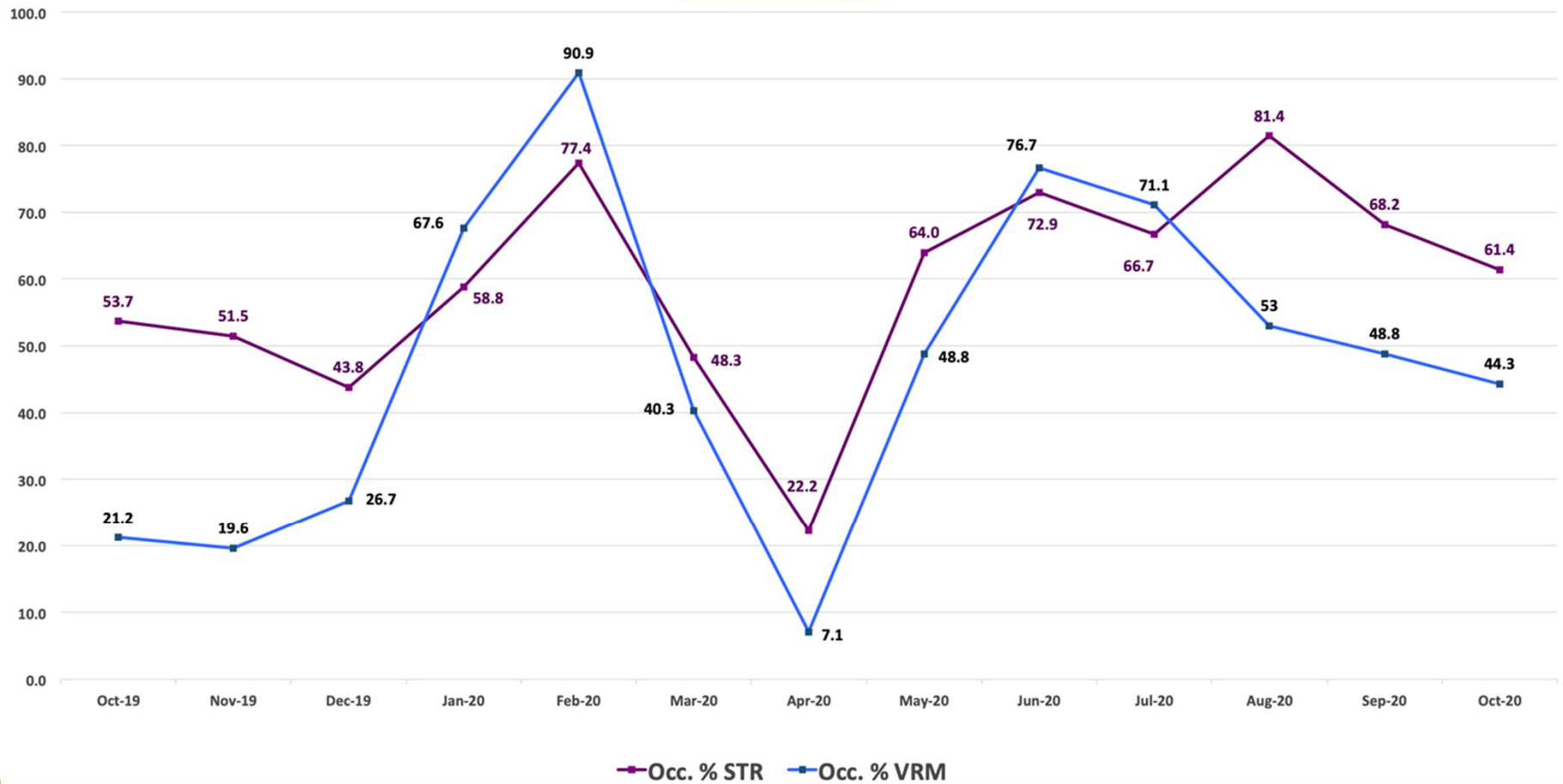
Monthly Walk-in Report 5 Year History



Occupancy% - VRMs vs. Hotel



(STR vs. KeyData)



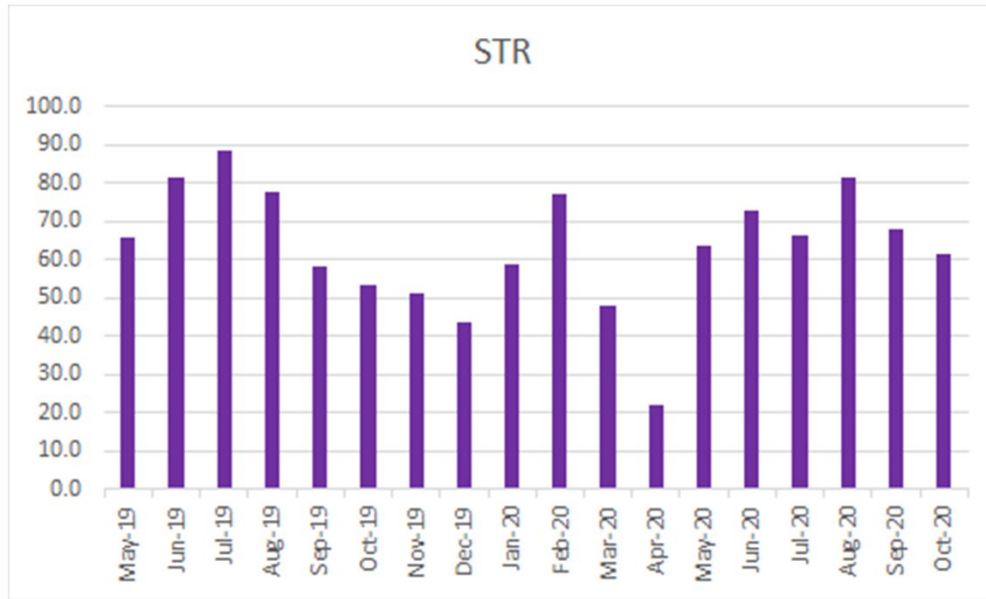
Source: STR Report & Key Data

Occupancy %- VRMs vs. Hotel

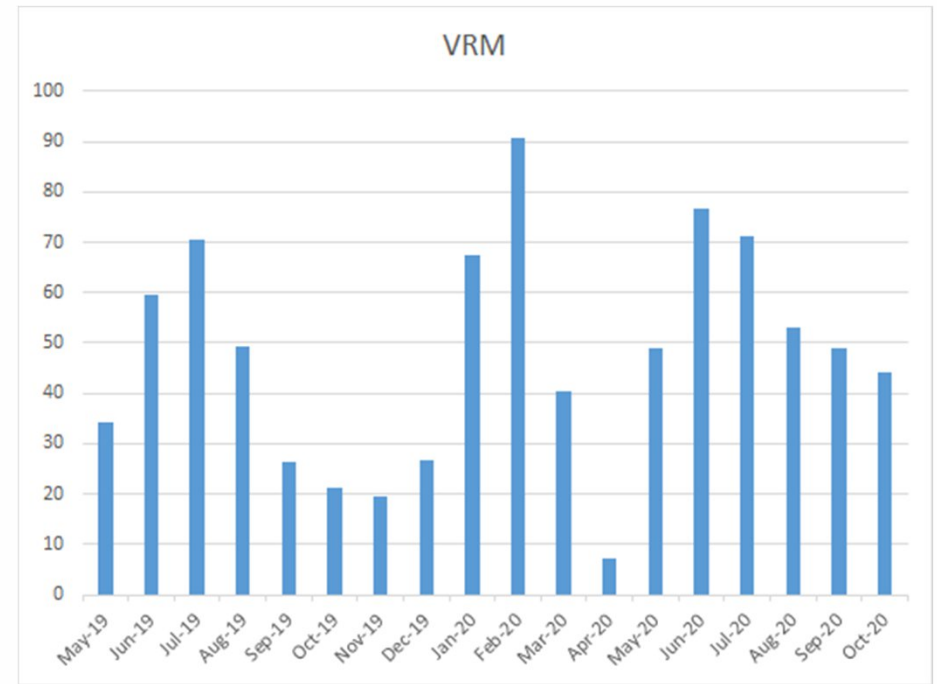


(STR vs. KeyData)

Hotel Occupancy % (STR)



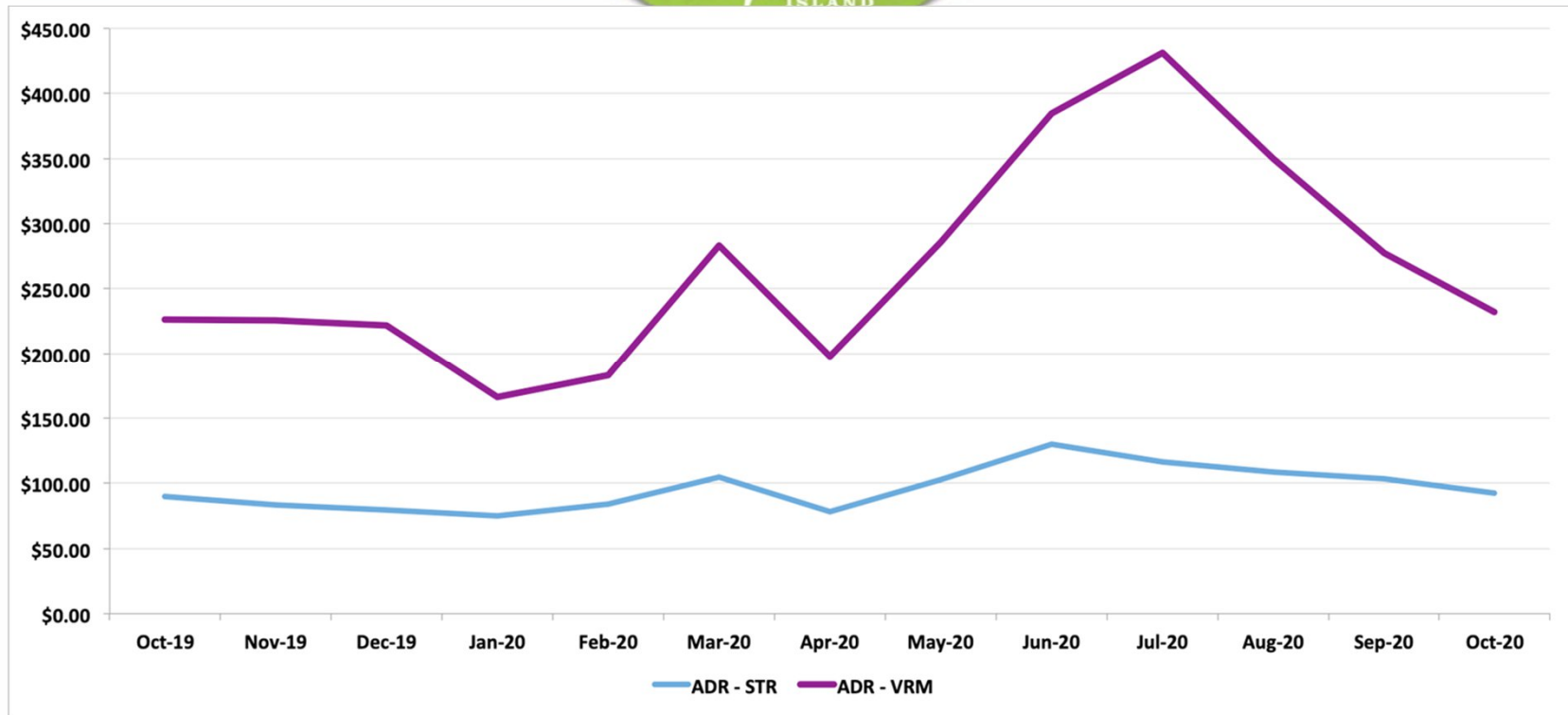
VRM Occupancy % (KeyData)



ADR - VRMs vs. Hotel



(STR vs. KeyData)



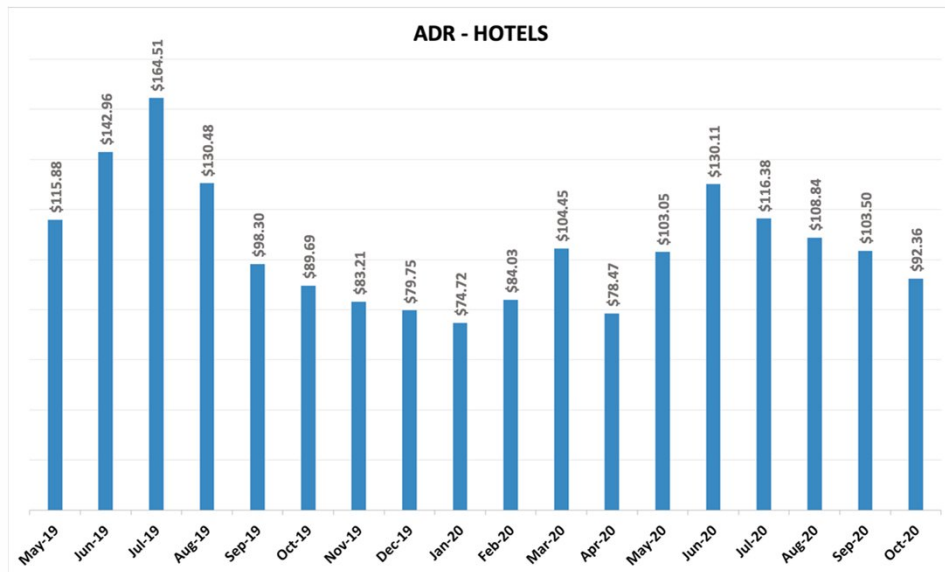
	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20
ADR - STR	\$89.69	\$83.21	\$79.75	\$74.72	\$84.03	\$104.45	\$78.47	\$103.05	\$130.11	\$116.38	\$108.84	\$103.50	\$92.36
ADR - VRM	\$136.52	\$142.43	\$141.95	\$91.40	\$98.88	\$178.76	\$119.65	\$183.03	\$254.47	\$314.72	\$240.88	\$174.20	\$139.90

ADR - VRMs vs. Hotel

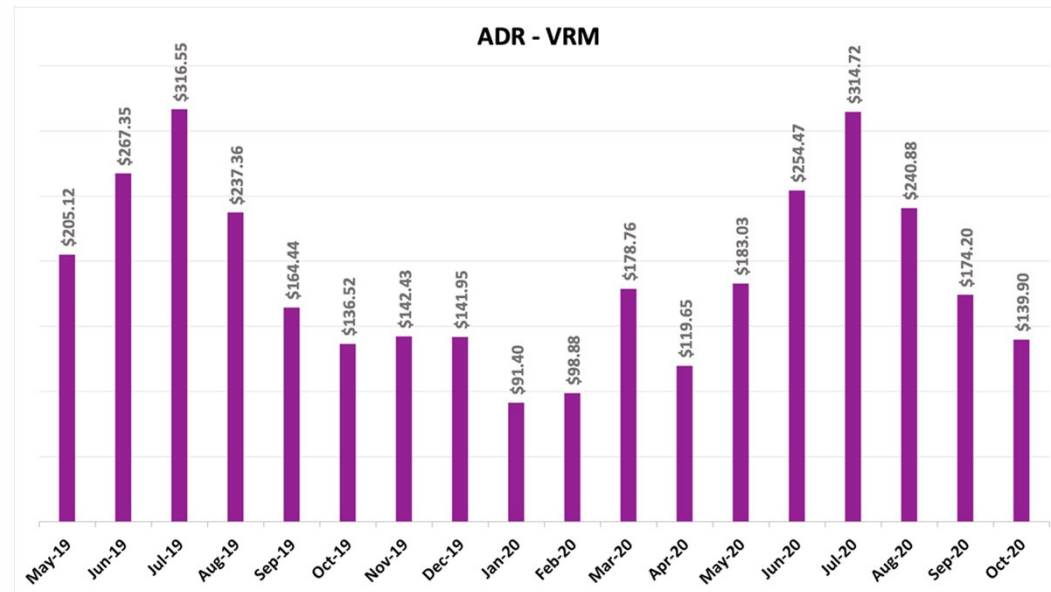


(STR vs. KeyData)

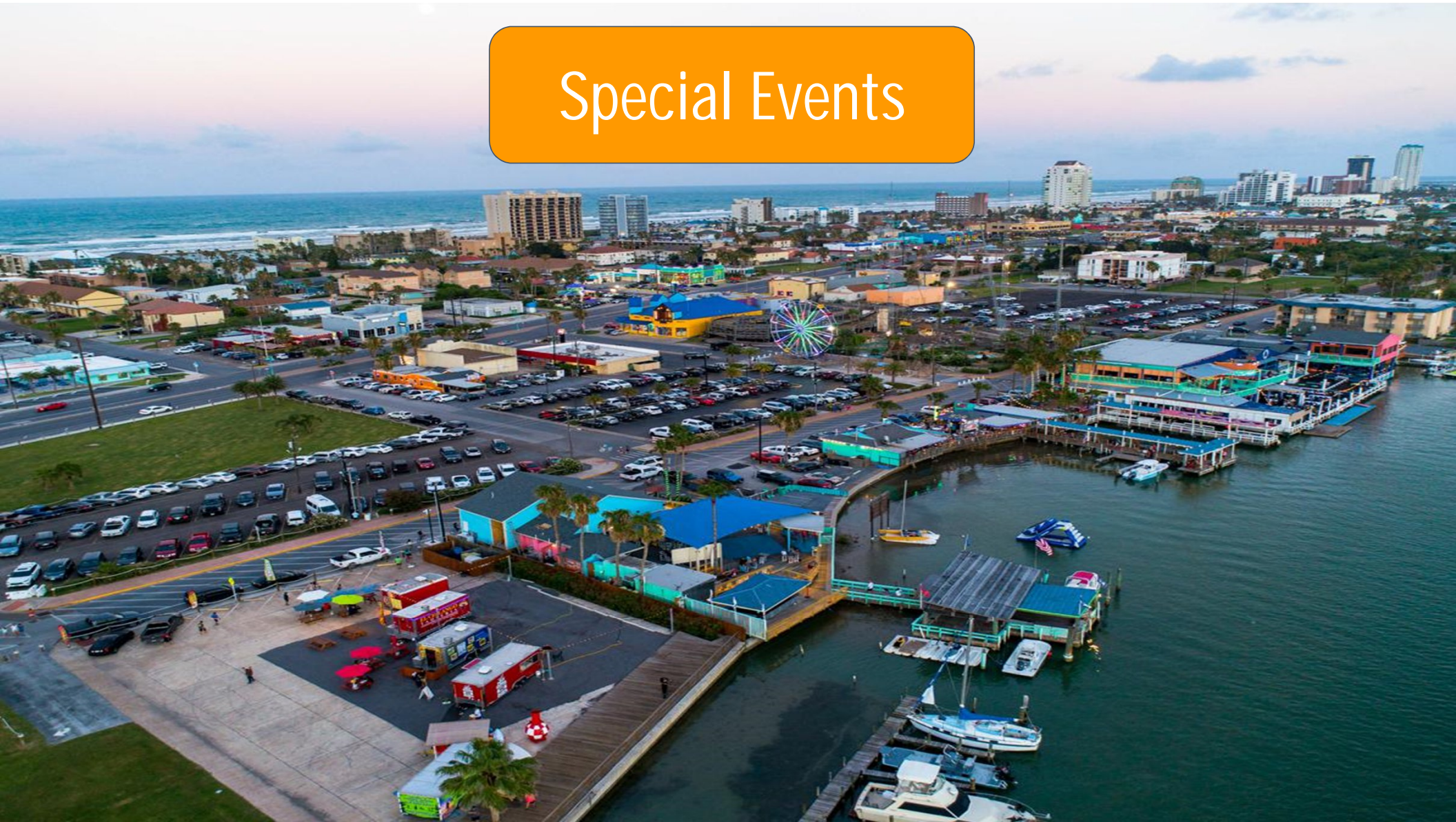
Hotel ADR (STR)



VRM ADR (KeyData)



Special Events



2021 Events Scheduled



January

Polar Bear Dip

February

W4W Chili Cook Off

March

Spring Break Car Jam

SPI Triathlon - NCAA Regional Race

Fiesta Padre

April

Fiesta Padre

National Tropical Weather Conference

AJGA

SPLASH

Ride for Rotary

Sand Crab Run

May

Jailbreak

Pedal to Padre

Shallow Sport Fishing Tournament

June

ProWater Cross

Longest Causeway Run/Walk

Knights of Columbus Fishing Tournament

Texas Police Games

July

Texas International Fishing Tournament (TIFT)

August

Ladies Kingfish Tournament (LKT)

USLA National Championship

API Fishing Tournament

September

Shallow Stalker Fishing Tournament

JJ Zapata Fishing Tournament

SPI Triathlon

SPI 13.1 Beach Run

October

Spartan

SandCastle Ball

SandCastle Days

Walk For Women Fishing Tournament

November

Muzicians Run

Food Truck Festival

December

Holiday Sandcastle Village

Holiday Light Show

Lighted Boat Parade

Special Event Manager Notes

Upcoming Events

We are currently working with Ms. Debbie Huffman for the Lighted Boat Parade this weekend.

Holiday Sandcastle Village had over 5,000 visits in its first week of opening.

Working with the Group Sales department to help coordinate UTRGV NCAA Basketball tournament in December.

Sea Turtle Art Trail Visitors

- From Texas, Iowa, New York, Kansas, California, Florida, Indiana and Minnesota
- Top Texas Cities: San Antonio, Houston, Austin, Dallas, Plano



ORGANIC SOCIAL MEDIA OVERVIEW

Facebook Top Posts



South Padre Island Tropical Travel
Thu 11/26/2020 1:07 pm PST

It's beginning to look a lot like Christmas... 🎵🎄 The Holiday Sandcastle Village & Light Show is NOW OPEN in the Entertainment District! #SoPadre

Total Engagements	9,916
Reactions	3,236
Comments	599
Shares	486
Post Link Clicks	11
Other Post Clicks	5,584

South Padre Island Tropical Travel
Mon 11/23/2020 2:24 pm PST

Today is opening day for the Holiday Sandcastle Village. 🎄 We're interviewing one of the artists, Abe Waterman! Stop by and you can see one our sand artists sculpting live! 🏖️ #sopadre

Total Engagements	9,298
Reactions	2,082
Comments	456
Shares	329
Post Link Clicks	32
Other Post Clicks	6,399

South Padre Island Tropical Travel
Tue 11/17/2020 4:14 pm PST

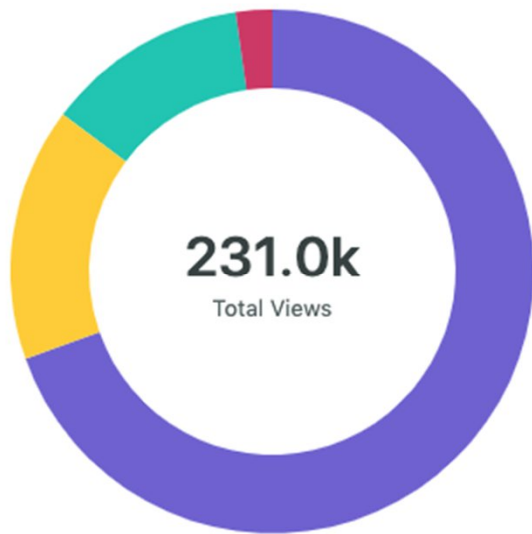
Here's a special preview of the light show at the Holiday Sandcastle Village with our new 30' tall Christmas tree! 🎄 #SoPadre

Total Engagements	9,055
Reactions	1,868
Comments	419
Shares	253
Post Link Clicks	13
Other Post Clicks	6,502

Facebook Video Performance



View Metrics



Organic Full
28,934

Organic Partial
160.7k

Paid Full
5,176

Paid Partial
36,177

Viewing Breakdown



Organic Views
82%

Paid Views
18%



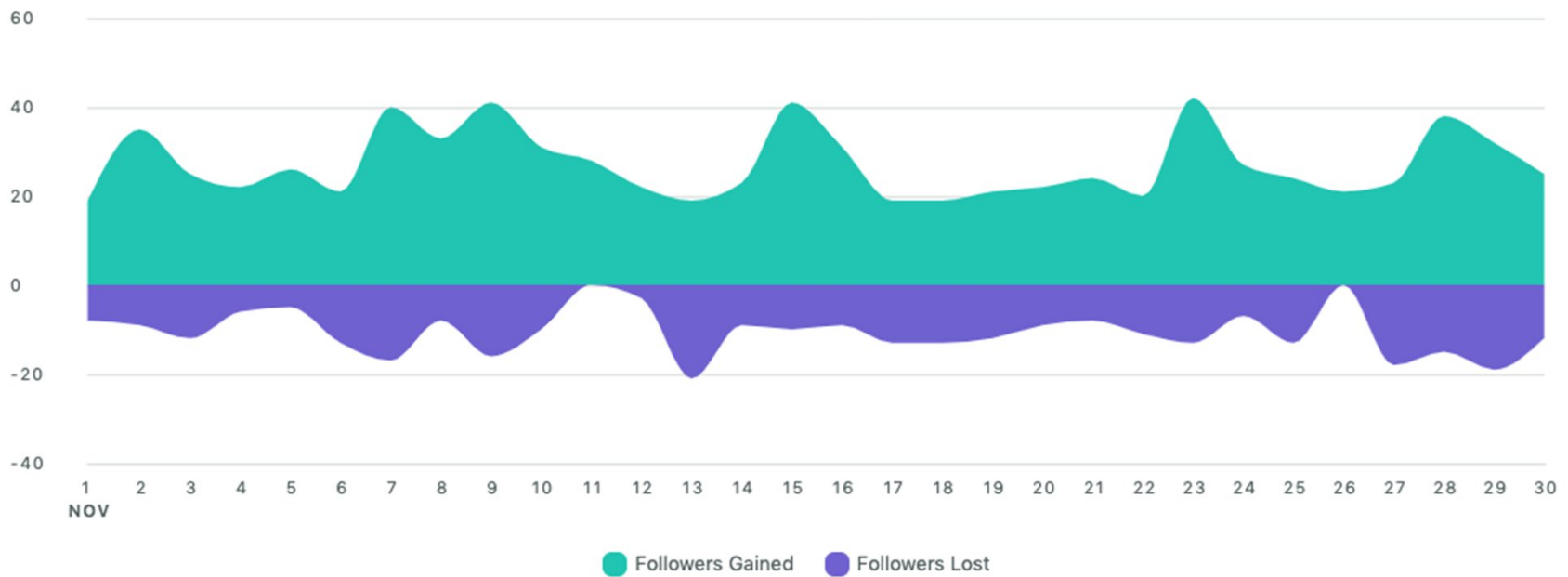
Click Plays
4%

Auto Plays
96%

Instagram Audience Growth



Net Follower Growth Breakdown, by Day



Audience Metrics	Totals	% Change
Followers	34,827	↗ 1.44%

Instagram Hashtag Performance



Most Used Hashtags

#southpadreisland	23
#spitx	23
#SoPadre	22
#padreparadise	22
#southpadre	21
#spi	21
#islandtime	18
#igtexas	15
#texasbestbeach	13
#sopadre	11

Top Hashtags by Lifetime Engagements

#southpadreisland	13,519
#spitx	13,519
#padreparadise	13,314
#southpadre	12,537
#spi	12,537
#SoPadre	12,421
#islandtime	10,849
#igtexas	8,936
#texasbestbeach	8,301
#sopadre	5,899

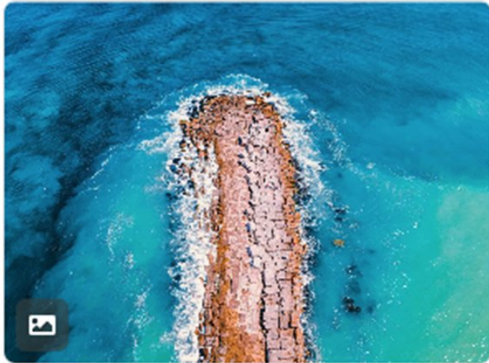
Instagram Top Posts



visitsouthpadreisland

Sat 11/21/2020 12:17 pm PST

Have you visited the jetties on South Padre Island? 🌊 Whether you surf, fish, or just want a beautiful view, the jetties are worth a trip to



Total Engagements	941
Likes	891
Comments	16
Saves	34



visitsouthpadreisland

Fri 11/27/2020 9:10 am PST

Outdoor seating, bay view, and delicious food, need we say more? 😋 Be sure to check out @mahinicspi on your next visit to



Total Engagements	899
Likes	863
Comments	17
Saves	19



visitsouthpadreisland

Thu 11/5/2020 10:46 am PST

Enjoy the ride and the view on @gravityparkspi's ferris wheel! 🎡 Join us on our Facebook as we go live at sunset. #SoPadre

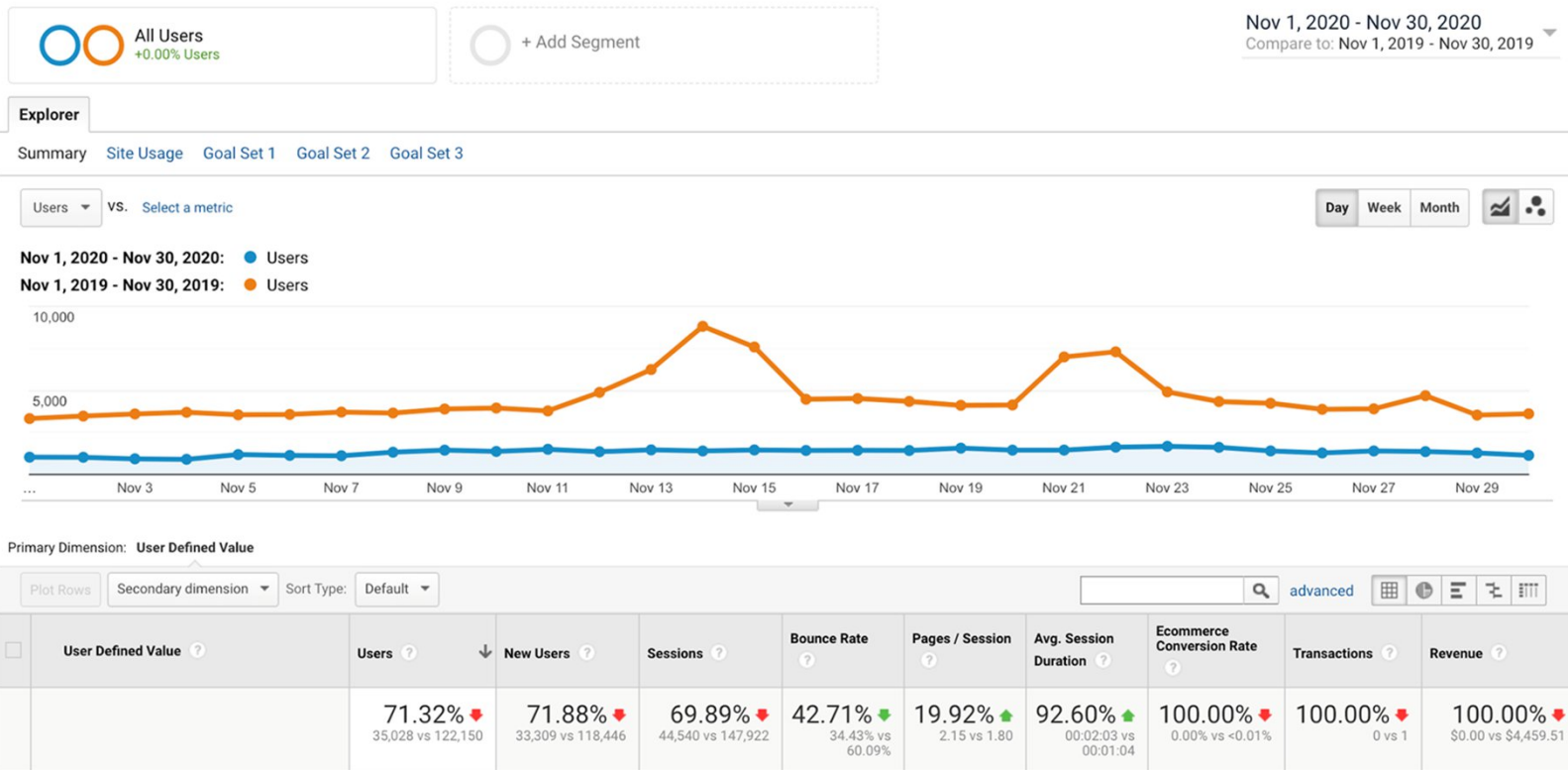


Total Engagements	898
Likes	868
Comments	15
Saves	15



WEBSITE OVERVIEW

Website Analytics



Website YOY suffered a loss of 71.32% by users, but Pages/Session and Avg. Session Duration have increased.

Website Analytics



City	Session
San Antonio	
Nov 1, 2020 - Nov 30, 2020	4,109 (9.23%)
Nov 1, 2019 - Nov 30, 2019	4,692 (3.17%)
% Change	-12.43%
Houston	
Nov 1, 2020 - Nov 30, 2020	3,705 (8.32%)
Nov 1, 2019 - Nov 30, 2019	5,266 (3.56%)
% Change	-29.64%
Austin	
Nov 1, 2020 - Nov 30, 2020	2,596 (5.83%)
Nov 1, 2019 - Nov 30, 2019	9,850 (6.66%)
% Change	-73.64%
South Padre Island	
Nov 1, 2020 - Nov 30, 2020	2,199 (4.94%)
Nov 1, 2019 - Nov 30, 2019	3,563 (2.41%)
% Change	-38.28%
Dallas	
Nov 1, 2020 - Nov 30, 2020	2,093 (4.70%)
Nov 1, 2019 - Nov 30, 2019	6,394 (4.32%)
% Change	-67.27%



During this time frame we have seen a loss of traffic from all of our top markets.

The top leaders during this time frame were:

- SAN ANTONIO (STILL EXPERIENCING THE LARGEST % GROWTH)
 - HOUSTON
 - AUSTIN
- Despite losing almost 30% of the web traffic in that area, Houston jumped to the number 2 spot.



Thank You



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

MEETING DATE: December 9, 2020

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Update on Convention and Group Sales. (Caum)

*Groups and Meetings

*Cvent

*Connect Texas

*Southwest Showcase

*Worth International PreVue Visionary

*Meeting Planners International (MPI)

*Helmsbrisco

*UTRGV Basketball

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

5.6 Update on Convention & Group Sales

Groups & Meetings

Phased Recovery Plan

- I. **Pause: Postpone no Cancellations: Communicate, Reschedule, Rebook**
 - a. All 2020 events have been rescheduled to 2021
 - b. 2nd Quarter of FY, 1st Quarter of 2021, 1 events has rescheduled 2022
 - c. 5 New Events to Island due to new trend of smaller regional meetings
 - d. Sporting Events: UTRGV Womens Classic; hoping to do 3 year contract, RGV Volleyfest, Rio Sports All Star Basketball + 7 Cheerleading Events
- II. **Reopening: Guidelines & Training: Implement, Prepare, Engage**
- III. **Execute: Sales Efforts: Maximize Presence, 24 Hour Response, Go Hybrid-Go Virtual**
 - A.) **Meeting Planner Portals**
 - CVent: Destination Guide Redesign + Microsite**
Increased our listing level, provided links to each and every Island Partner thru the portal site with visible photos.
 - Helmsbriscoe: Increased our level to Valued** which includes our listing on their landing page, partner level recognition, several featured articles on Partner Buzz E-Letter, Reports on comp. sets.
 - WeddingPro (The Knot & Wedding Wire): Increased membership level and developed site to include all Island Partners. Revamped wedding guide and portal storefront.**
 - B.) **Meeting Planner Marketing**
 - Connect: Meeting Planner Guide + Conference F2F, or Virtual, opportunities to meet on a 1-2-1 meetings with meeting planner**
 - Worth International DBA=Prevue Meetings+Incentive Platform: Digital Marketing and Meeting Planner EBlast, F2F Appointment geared event with networking opportunities.**
 - C.) **Tradeshows**
 - Southwest Showcase: January event has been rescheduled to May 2021. Educational Sessions and Expo with guaranteed attendance of 100+ meeting planners.**
 - MPI (Meeting Professionals International): 3 Live Events in our Texas Main Hubs; Houston, Dallas and Austin. Also include digital marketing + print ad.**
 - TSAE (Texas Society of Association Executives): 4 Staple Yearly Events; TSAE Open, TSAE Women's Summit, TSAE New Ideas, TSAE Celebration Luncheon. All events offer either speed dating or appointment with Meeting Planners from the Austin Area. Lead Generating events that also help maintain and rebook rotating Association Conferences.**
 - Northstar (Destination Texas): 3 day December hosted buyer event. Lead generating show, appointment geared. Meeting Professionals will be pre-qualified and matched for potential business opportunities.**

SO SUCCESSFUL.

SO PADRE

FISHING. SURFING. GOLF.
BEACH. SUN. SAND.
DINNER. DRINKS. DANCING.

That's what we call a
well-rounded meeting agenda.

So Successful. So Padre.

The South Padre Island Convention & Visitors Bureau (SPICVB), a division of the City of South Padre Island, is the official destination marketing organization for the Island globally, and the primary sales and marketing organization for the South Padre Island Convention Centre.

SOUTH PADRE ISLAND CONVENTION & VISITORS BUREAU
7355 Padre Blvd. South Padre Island, TX 78597
(956) 761-3000 | www.sopadre.com

GENE RIOS | GROUP BUSINESS DEVELOPMENT DIRECTOR
(956) 761-8390 | gene@sopadre.com


South
Padre
ISLAND



@visitsouthpadre

South Padre Island

Convention & Visitors Bureau



Top 3 Reasons to Meet on South Padre Island

- 1 Texas' only tropical island
- 2 A meet, sleep, play meetings approach
- 3 Fresh, locally caught seafood

So Ready. So Padre.

South Padre Island is more than just a motto; it's a way of life. On South Padre Island, meeting attendees find the perfect balance between work and play. With 34 miles of pristine shoreline, unique dining, indoor and outdoor activities, innovative venues and excellent hotel options, planning your meeting or conference will feel more like an island getaway. The South Padre Island Convention Centre was designed to be aesthetically pleasing and functional, to impress attendees while serving the needs of the event planner. The South Padre Island Convention & Visitors Bureau is excited to get back to the business of serving clients and is ready to provide you with a safe environment to successfully host your meetings, conferences or trade shows. With a commitment to guest safety, you can rest easy knowing your next meeting will be handled responsibly by our experienced team.



Elizabeth Martinez
Sales Manager

DESTINATION DETAILS

Guest Rooms: **5,424**

Total Square Footage of Meeting Space: **121,000**

Hotels: **5** full-service, **24** select service

Airport to Destination: Brownsville, **30** minutes;
Harlingen, **45** minutes; McAllen, **1.5** hours

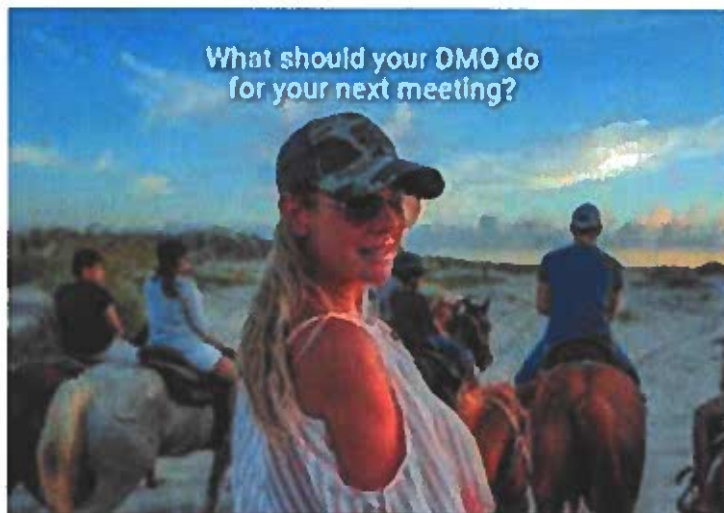
CONTACT

Elizabeth Martinez, Sales Manager
(956) 761-8395 • elizabeth@sopadre.com
www.sopadre.com



SOUTH PADRE ISLAND, TEXAS – WHAT SHOULD YOUR DMO DO FOR YOUR NEXT MEETING?

Your next meeting should be nothing short of a magical experience, especially in **South Padre**. Every meeting has to be better and more successful than the last, and that's not a job you can do alone. What role should your destination play in making your next meeting amazing? How can the destination give you the tools you need to accomplish your herculean task? Success is not just about attendance anymore. You have to worry about satisfaction, networking, team building, and many other things. How can you be sure you get the most out of your partnership with the local convention and visitors bureau (CVB)?



There's no question that location drives attendance to your meetings - people more willingly choose to go to a meeting because it is being held in a place they actually want to go. But your destination's CVB can do more than just identify local caterers, help engage lodging partners, and solve transportation problems. From safety to making your attendees feel welcome in a new city, these local experts can deliver game-changing guidance and assistance when it comes to meeting and exceeding your event satisfaction ratings and whatever other metrics you need to achieve to deem your meeting a rousing success.

To read the full article, click [here](#).

DESTINATION
CONTACT



Ed Caum
ed@sopadre.com
1.956.761.8388

Breakout

M+I news, tools and trends

September 3, 2020



[MAGAZINE](#) / [DESTINATIONS](#) / [EXPERIENCES](#) / [RESOURCES](#) / [WEBINARS](#) / [SUBSCRIBE](#)

Experience our Fall colors.
This is So Padre. [CONTACT US](#)

South Padre ISLAND



Airlines Drop Change Fees

First United Airlines announced it was eliminating domestic change fees then Delta Air Lines and American Airlines followed suit

[Read More](#)



Hotel Industry in Crisis

Consumer travel remains at an all-time low, 40 percent of hotel employees remain unemployed and almost two-thirds of hotels remain at or below 50 percent occupancy

[Read More](#)



10 New Hotel Openings

While COVID-19 is front of mind for planners, there's a roster of new hotel openings that have been happening during the pandemic or are soon to come

[Read More](#)





The South Padre Island Convention & Visitors Bureau is excited to get back to the business of serving clients, and is ready to provide a safe environment to successfully host meetings, conferences, or trade shows. With a commitment to guest safety, events and meetings will be handled responsibly by our experienced team.

The South Padre Island Convention Centre developed evolving reopening guidelines in accordance with local, state and federal mandates. The guidelines were created with guests, employees, and community safety in mind. The four-step reopening program includes the following: incremental occupancy, safety, health protocols, and prevention support.

The Convention Centre is implementing an incremental occupancy opening based on the recommended occupancy percentage by the state, with adjustments for physical distancing. Centre staff coordinates with each meeting planner to properly access their needs and ensure the safety of their attendees. Extensive safety measures have been implemented to include physical distancing, hand sanitizer stations, specific ingress and egress points, and signage displaying health protocols. Proper entry “no touch” temperature screenings are conducted as guests, vendors, and employees enter the facility. Once entered and screened, each person will receive a wristband indicating they have passed the screening. Centre staff has undergone training specified for the current health status that covered cleaning frequencies, sanitation, PPE procedures, and guest screenings.

The South Padre Island team has the duty to care about the safety of our guests. Although things may be a little different, South Padre Island is and will always be a great destination to meet.

About South Padre Island

South Padre Island is a tropical oasis located off the southern tip of Texas. This barrier island offers the unsurpassed beauty of the Laguna Madre Bay and the Gulf of Mexico and is the ideal year-round destination for visitors seeking a getaway from the daily grind.

www.sopadre.com

www.facebook.com/sopadre

www.instagram.com/visitsouthpadreisland

www.linkedin.com/company/south-padre-island-convention-and-visitors-bureau

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

MEETING DATE: December 9, 2020

NAME & TITLE: Linette Hernandez

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action concerning new meeting date for January 2021. (Salazar)

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS: