

<p style="text-align: center;"><b>NOTICE OF CONVENTION AND VISITOR ADVISORY BOARD MEETING CITY OF SOUTH PADRE ISLAND</b></p>
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**WEDNESDAY, JANUARY 27, 2021**

9:00 AM CITY COUNCIL CHAMBERS, 2ND FLOOR  
4601 PADRE BLVD, SOUTH PADRE ISLAND, TX

1.Call to Order

2.Pledge of Allegiance

3.Public Comments and Announcements

*This is an opportunity for citizens to speak to Council relating to agenda or non-agenda items. Speakers are required to address Council at the podium and give their name before addressing their concerns. [Note: State law will not permit the City Council 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 City Council meeting]*

4.Approve Consent Agenda

4.1. Approve the meeting minutes for the December 9, 2020 meeting. ( Salazar)

4.2. Approve the excused absences for Board Members Arnie Crenin and Bryan Pinkerton for the December 9, 2020 regular meeting. (Salazar)

5.Regular Agenda

5.1. Discussion and action concerning the election of officers for the 2021 calendar year-Board Chair, Board Vice-Chairman. (Caum)

5.2. Presentation on Mindecology reporting services for FY 2021. (Drewitz)

5.3. Update on the SPI Birding and Nature Center expansion study. (Franke)

5.4. Discussion and action to approve the special events funding application for South Padre Island Beach Soccer Tournament in May 2021. (Amaya)

5.5. Discussion and action to approve the following in-house marketing buys. (Caum)

1.) Texas Outdoors Lifestyle TV Show- Cooking Segment for FY 2021.

2.) National Tropical Hurricane Conference in April 2021

3.) Texas Monthly Print Magazine Advertorial for March 2021

4.) Clear Channel Airports-Digital Dispay at the Chicago O' Hare International Airport for

Agenda: JANUARY 27, 2021

March 2021 at the American Airlines terminal.

- 5.6. Discussion and action to approve the following marketing buys with The Atkins Group. (Caum)
- \* Q2-Q3 Marketing Campaigns
  - \* Space X Webpage
  - \* Digital Media Plan
- 5.7. Update regarding the marketing buy for Rio Sports Live for February-July 2021. (Caum)
- 5.8. Presentation and discussion regarding the Director's Report. (Caum)
- 1.) Executive Summary- Travel outlook for the next 3 months
  - 2.) Visitors Center
  - 3.) ADR and Occupancy Reports
  - 4.) Special Events
  - 5.) Social Media
  - 6.) Website Overview/Research and Analytics
- 5.9. Discussion and action concerning new meeting date for February 2021. (Salazar)

## 6. Adjourn

### NOTE:

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

DATED

Assistant

\_\_\_\_\_  
Linette Hernandez, CVB Administrative

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 , AT/OR BEFORE 9:00 AM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

Assistant

\_\_\_\_\_  
Linette Hernandez, CVB Administrative

Agenda: JANUARY 27, 2021 - CONVENTION AND VISITOR ADVISORY BOARD MEETING Convention And Visitors Advisory Board

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:** January 27, 2021

**NAME & TITLE:** Linette Hernandez

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the meeting minutes for the December 9, 2020 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:**



<p style="text-align: center;"><b>MEETING MINUTES</b> <b>CONVENTION AND VISITOR ADVISORY BOARD MEETING</b> <b>CITY OF SOUTH PADRE ISLAND</b></p>
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**WEDNESDAY, DECEMBER 9, 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, December 9, 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 9:01 a.m. A quorum was present: Vice Chairman Tom Goodman, Board Members Bob Friedman, Pamela Romer and Chad Hart. Absent were board members Arnie Crenin, and Bryan Pinkerton.

City Officials: Council Member Ken Medders was present.

CVB Staff: CVB Director Ed Caum, Operations and Services Manager Lori Moore, Event Development and Packaging Manager Marisa Amaya, and Administrative Assistant Linette Hernandez were present.

**II. PLEDGE OF ALLEGIANCE**

Chairman Daniel Salazar Led the Pledge of Allegiance.

**III. PUBLIC COMMENTS AND ANNOUNCEMENTS**

Andie Hancock of Sandcastle Lessons spoke at the podium regarding the island's internet signal and speed stating that he experienced a delay while streaming the recent SpaceX launch. SEC Committee member Sean Till provided an update on the Merry Martini Mixer explaining the details of the event scheduled for December 12, 2020.

**IV. APPROVE CONSENT AGENDA**

- 4.1. Approve the meeting minutes for the September 23, 2020 workshop. Vice Chairman Tom Goodman made the motion to approve, seconded by Board Member Pamela Romer. Motion carried.
- 4.2. Approve the meeting minutes for the September 23, 2020 regular meeting. Vice Chairman Tom Goodman made the motion to approve, seconded by Board Member Chad Hart. Motion carried.

**V. REGULAR AGENDA**

- 5.1. Discussion and action to approve the following special events funding applications:

5.1 (a) SPI Triathlon in March 2021: Vice Chairman Tom Goodman made the motion to approve the funding request for \$10,000, seconded by Board Member Pamela Romer. Motion carried on a 4 to 1 vote, with Board Member Chad Hart casting a nay vote.

5.1 (b) JJ Zapata Fishing Tournament in September 2021: Vice Chairman Tom Goodman made the motion to approve the funding request for \$5,000, seconded by Board Member Bob Friedman. Motion carried unanimously.

5.1 (c) Ladies Kingfish Tournament (LKT) in August 2021: Board Member Chad Hart made the motion to approve the funding request for \$5,000, seconded by Board Member Pamela Romer. Motion carried unanimously.

5.1 (d) Fiesta Padre in April/May 2021: Andie Hancock of Sandcastle Lessons spoke at the podium and answered questions from the board pertaining to event details. Vice Chairman Tom Goodman made the motion to approve the funding request for \$25,000, seconded by Board Member Pamela Romer. Motion carried unanimously.

5.2. Discussion and action to approve the marketing buy for Rio Sports Live for FY 2020/2021. Vice Chairman Tom Goodman made the motion to approve the marketing buy for \$30,000, seconded by Board Member Chad Hart. Motion carried on a 3 to 2 vote, with Chairman Daniel Salazar and Board Member Bob Friedman casting a nay vote.

5.3. Discussion and action to approve the digital marketing and media buy for Classic 92.7 FM radio station for FY 2020/2021. Vice Chairman Tom Goodman made the motion to approve the entire marketing buy, which includes radio broadcasting and digital geo fencing for a monthly investment of \$2,990, seconded by Board Member Pamela Romer. Motion carried unanimously.

5.4. Discussion and action to approve the marketing buy for Yolo, TX for FY 2020/2021. Vice Chairman Tom Goodman made the motion to approve the marketing buy in the amount of \$49,500 for Option B, seconded by Board Member Chad Hart. Motion carried unanimously.

5.5. Discussion and action to approve the marketing buy for Adsposure bus wraps in Fort Worth, TX for FY 2020/2021. Vice Chairman Tom Goodman made the motion to approve the marketing buy in the amount of \$47,800, seconded by Board Member Pamela Romer. Motion carried unanimously.

5.6. Discussion and action to approve the marketing/media buy for the Elite Redfish Series for FY 2021. Vice Chairman Tom Goodman made the motion to approve the marketing buy in the amount of \$18,860, seconded by Board Member Pamela Romer. Motion carried on a 4 to 1 vote, with Chairman Daniel Salazar casting a nay vote.

- 5.7. Presentation and discussion regarding the Director's Report. CVB Director Ed Caum presented the Director's Report at the podium and discussed the following topics:
- 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. CVB Director Ed Caum updated the board on the following topics:
- \*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. The next CVAB meeting was scheduled for January 27,2020.

## **VI. ADJOURN**

There being no further business, Chairman Daniel Salazar adjourned the meeting at 10:53am.

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Linette Hernandez, CVB Administrative Assistant

Approved by:

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Daniel Salazar, CVABChairman

DRAFT

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

**MEETING DATE:** January 27, 2021

**NAME & TITLE:** Linette Hernandez

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the excused absences for Board Members Arnie Crenin and Bryan Pinkerton for the December 9, 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:**

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

**MEETING DATE:** January 27, 2021

**NAME & TITLE:** Linette Hernandez

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**ITEM**

Discussion and action concerning the election of officers for the 2021 calendar year-Board Chair, Board Vice-Chairman. (Caum)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

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**COMPREHENSIVE PLAN GOAL**

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**RECOMMENDATIONS/COMMENTS:**

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

**MEETING DATE:** January 27, 2021

**NAME & TITLE:** Ed Caum, CVB Director

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Presentation on Mindecology reporting services for FY 2021. (Drewitz)

**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:**

# Best Customer Profiling

MatchPoint™ By MindEcology





## End Result? 50+ REPORT THAT REMOVES THE GUESSWORK WITH MARKETING.



### Actionable Best Customer Profile Report with

- Real language
- Marketing & messaging recommendations
- Media habits
- Detailed demographics
- Psychographics
- Targeted geographies
- Key insights
  - Distance calculation
  - Revenue
  - Seasonality patterns

[mindecology.com](http://mindecology.com)

# KEY FINDING #1 - Your Top 3 Prospects

These household personas are the most likely to be a Customer

These target personas are developed directly from the YOUR customer database. All of this information and data is "mined" from the database.

An Index of 236 means this persona is 2.36 times more likely to be customer. These personas exist throughout the US.



## Super Suburbans

Families | Suburbs

**Demographic:** Primarily in their 30s, these adults are the typical "Soccer Moms & Dads" with upper-class income. These child-filled homes have younger kids, up to pre-teens, and are family-centric and working on career-building.

**Avg. HH Income:** \$109,148

**Index: 236**



## Accumulating Families

Families | All Areas Except Urban

**Demographic:** Akin to Super Suburbans, with less affluence. They hold middle to upper-class jobs. They are mostly between the ages of 35-54, with child-filled homes that have older children, pre-teens, or are on the verge of becoming empty-nesters.

**Avg. HH Income:** \$72,714

**Index: 178**

## Affluent Suburban Nesters

Mature | Suburbs

**Demographic:** Wealthy singles, widows, and couples over the age of 55 who are highly educated with active lifestyles and community involvement. They are located mostly in suburban neighborhoods with larger, older homes.

**Avg. HH Income:** \$140,533

**Index: 168**

All of this information is tied to data. It is NOT a guess. It's actionable and easy to understand.

# SUPER SUBURBANS

## FAMILY

**Description:** Super Suburban couples are mostly “young families” between the ages of 30-40. These families are typically the “Soccer Mom” family with upper-class income. These child-filled homes have younger children or pre-teens and growing wealth. The couples are college educated and hold executive and professional positions. They are largely found in suburban neighborhoods with nice homes. These consumers have plenty of disposable cash to finance active lifestyles rich in travel, cultural events, exercise equipment, and business media. These folks are also community activists who write politicians, volunteer for environmental groups, and vote regularly in elections. This group is a prime audience for print and social media.

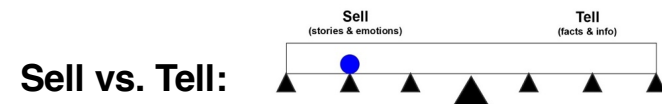
**Avg. HH Income:** \$109,148

**Lifestage:** Family

**Top Media Strategy:** Internet (147), Newspaper (103) and Magazine (102)

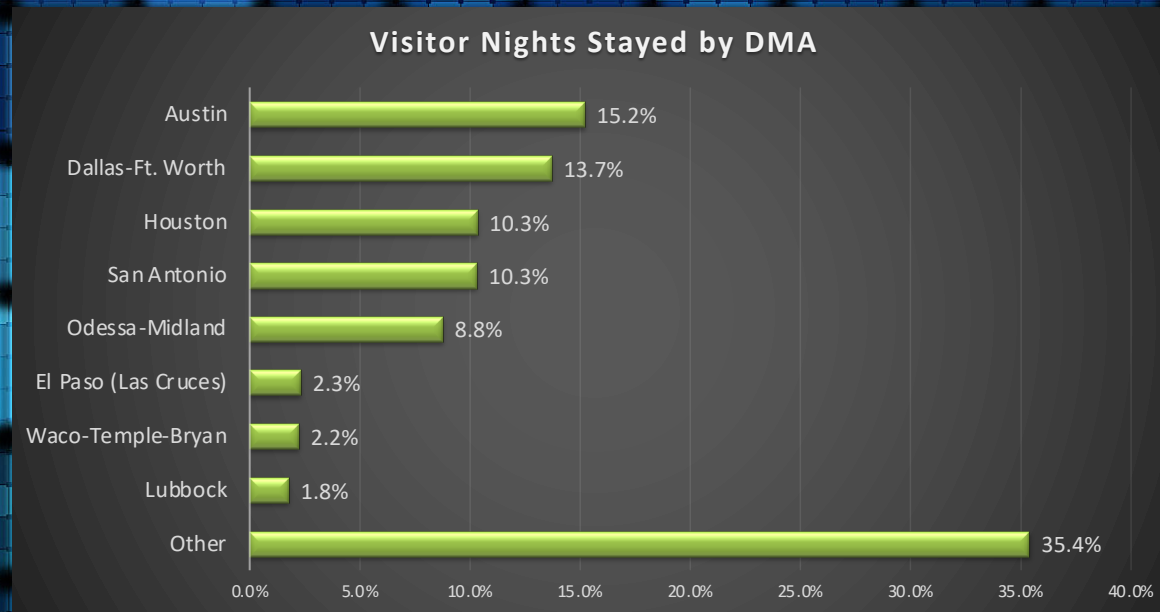
**Key Words:** Bring family closer together, weekend getaways, explore

**Likely to Be A Customer:** 2.36 times more likely to be a visitor



## KEY FINDING # 3

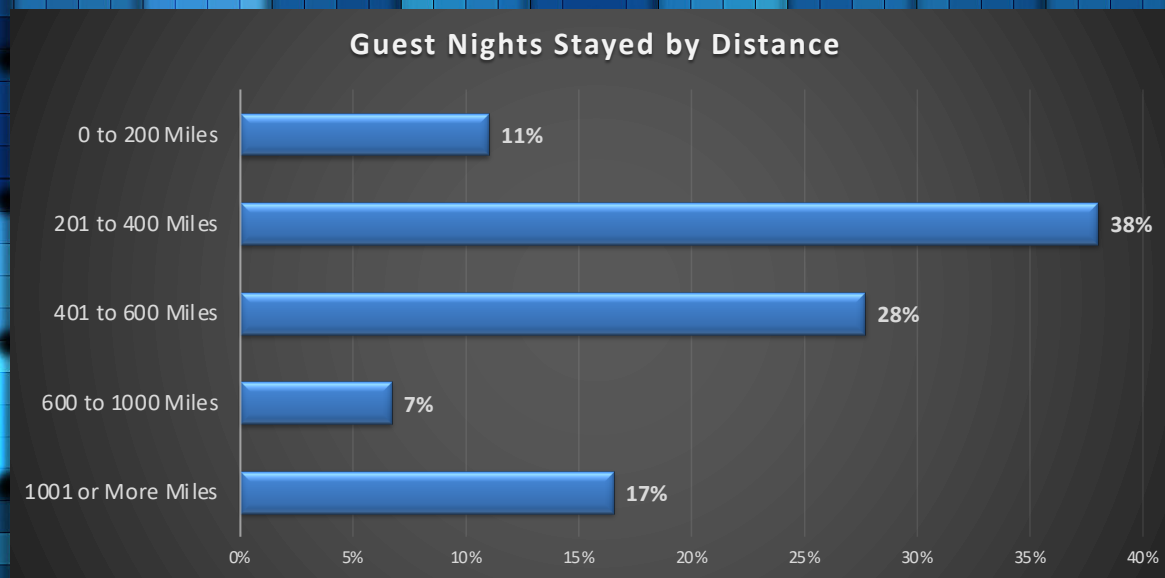
**39% of guest nights stayed are by visitors who live in Austin, Dallas/Ft. Worth, or Houston.**





## KEY FINDING # 4

**77% of guest nights stayed are by visitors who live within 600 miles of Your Location**





All of this information is tied to data. It is NOT a guess. It's actionable and easy to understand and comes in a 50 + page report.

## Meet The Super Suburbans

### Key Demographics

- **Life Stage:** Family
- **Average HH Income:** \$109,148
- **Media Trusted:** Internet, Newspaper, and Magazine

### Top Lifestyle Habits:

**Print:** Reads Consumer Reports, Wired Magazine, Cooking Light, Sports Illustrated, National Geographic Traveler, USA Today, People Magazine, Costco Connection, sees ads at movie theaters

**Radio:** Listens to Alternative music, CBS Country Music, Hot Adult Contemporary, iHeart Radio, Adult Hits, ESPN Radio, Spotify, Active Rock format, All Sports Radio

**Digital & Telecommunications:** Views video at airports and fitness centers, uses phone to play Fantasy Sports, visits LivingSocial, uses Yelp, watches live sports on tablet, makes travel reservations via online

**Sports & Leisure:** Attends Big 12 sporting events, Minor League Baseball, follows local professional and college teams on social media, plays tennis, watches PGA Tour, heavy app user

### Psychographics:

- I consider my work to be a career, not just a job
- Use social network to meet or network with professional contacts
- I am interested in watching video clips on my cell phone
- I'd be happy to use the internet for day to day banking transactions
- I think of my mobile phone as a source of entertainment
- Use social network to keep in touch with family/friends
- Use social network to find info about news/other current events
- Use social network to follow the activities of my friends/family
- Internet keeps me up-to-date with the latest styles and trends
- Use social network to reconnect with people from my past
- Internet keeps me informed/up to date
- Internet relaxes me
- I like to take risks when investing for chance of high return
- Use social network to find local information
- I would feel disconnected without the internet

*\*\*This data is intended to paint a more complete picture of this top persona. The items listed above are not necessarily meant as specific media buy recommendations.*

## MARKETING & MESSAGING RECOMMENDATIONS – YOUR TOP 3 PERSONAS

### Core Digital Tactics

Summary: Social media and online marketing make up the top media consumption for your top family personas – both Super Suburbans and Accumulating Families are very active online. Affluent Suburban Nesters are becoming more and more comfortable on computers and phones.

Consider the following:

**Search Engine Optimization:** A steady ranking search results is recommended.

**Search Engine Marketing:** A steady and page, and other important messages. Spec

1. Text Ads - primarily Google,
2. Display Ads via Behavioral &
3. Re-Targeting Display Ads – y

**Treat Digital + Social With An In** social as a seamless experience and e

**Video Marketing:** Both family pers social space. Keep the messaging equally informative and entertaining. Show family togetherness, family and kids having adventures and exploring.

**Marketing and Messaging Recommendations are Provided. All tied to data findings. These recommendations are the building blocks to an Actionable marketing plan.**

**We provide recommendations for personas combine AND persona by persona.**

**With several pages of recommendations.**

ment resulting in high-

ffic to website, benefits

They see digital and

cell phones and in the



## Personas Combined – Top ZIP Codes

City, State	ZIP	Geo TTL Count	% Comp	Top Persona Count	% Comp	% Pen	Index
COLLEYVILLE, TX	76034	8,809	0.1%	7,504	0.4%	85%	250
PLANO, TX	75094	6,512	0.1%	5,525	0.3%	85%	249
ARLINGTON, TX	76002	9,586	0.2%	7,932	0.4%	83%	243
GRAND PRAIRIE, TX	75054	4,378	0.1%	3,621	0.2%	83%	243
HOUSTON, TX	77094						243
SPRING, TX	77382						238
HOUSTON, TX	77059						236
KELLER, TX	76244						234
KELLER, TX	76248						233
FLOWER MOUND, TX	75028						233
FRISCO, TX	75033						231
KINGWOOD, TX	77345						230
MESQUITE, TX	75181	7,651	0.1%	5,957	0.3%	78%	229
ALLEN, TX	75013	14,122	0.2%	10,831	0.5%	77%	225
SUGAR LAND, TX	77479	27,737	0.4%	21,261	1.0%	77%	225
SACHSE, TX	75048	8,319	0.1%	6,307	0.3%	76%	223
MCKINNEY, TX	75072	17,238	0.3%	12,959	0.6%	75%	221
KATY, TX	77494	34,893	0.6%	25,747	1.2%	74%	217
PLANO, TX	75025	16,673	0.3%	12,297	0.6%	74%	217
ROWLETT, TX	75089	10,498	0.2%	7,741	0.4%	74%	216
HUMBLE, TX	77346	20,969	0.3%	15,462	0.7%	74%	216
ARLINGTON, TX	76001	10,335	0.2%	7,590	0.4%	73%	216
FLOWER MOUND, TX	75022	8,185	0.1%	6,009	0.3%	73%	216

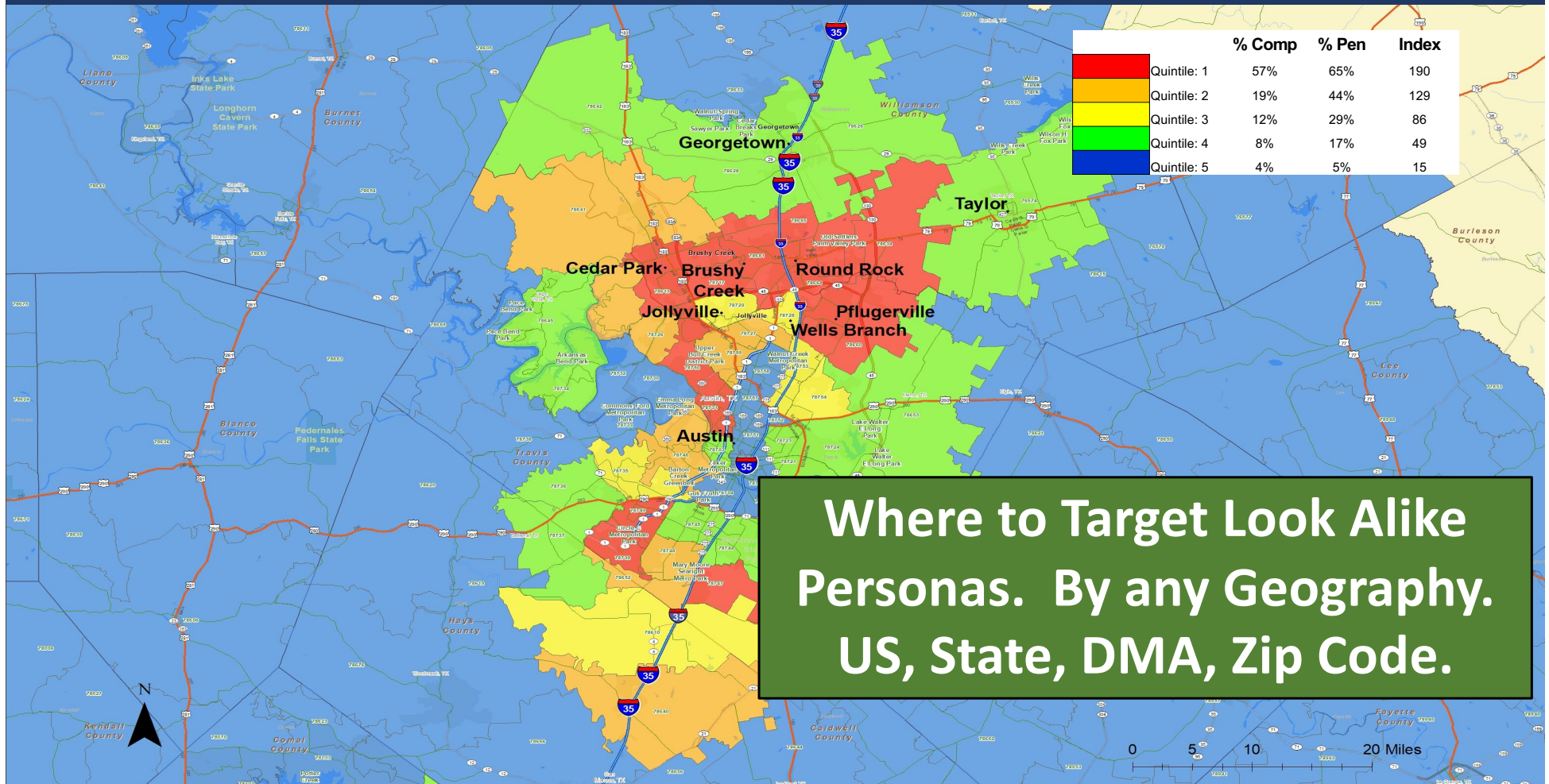
Where to Target Look Alike  
Personas. By any Geography.  
US, State, DMA, Zip Code.

**Green** = 85% of every household in ZIP 76034 match your personas

**Red** = Your Top 3 persona is 2.50 times more concentrated in this ZIP than the average ZIP within the trade area



# Austin – Heat Map





An aerial night photograph of a city skyline, likely Austin, Texas, featuring a large river (Lady Bird Lake) in the foreground, a multi-lane bridge (Burnet Road Bridge) crossing it, and a dense cluster of illuminated skyscrapers in the background under a twilight sky.

mindecology.com  
Austin / **Denver** / Earth  
@mindecology1

Darren Drewitz  
darren@mindecology.com  
512-284-2988 cell

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

**MEETING DATE:** January 27, 2021

**NAME & TITLE:** Linette Hernandez

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Update on the SPI Birding and Nature Center expansion study. (Franke)

**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:**

## Summary of Business Plan to Expand the South Padre Island Birding and Nature Center

The South Padre Island (SPI) Economic Development Corporation, SPI Convention and Visitors Bureau and SPI Birding and Nature Center (SPIBNC) have proposed a facility and operating expansion of the SPI Birding and Nature Center including two new major attractions—an aquarium and a butterfly house—plus a new restaurant and additional parking. These would:

- ◆ Enhance the visitor experience to attract more visitors from both the tourist and resident markets throughout the year and in all seasons.
- ◆ Increase repeat visitation from both the tourist and resident markets.
- ◆ Increase shoulder season visitation to South Padre Island and provide a “rainy day” or “heat of the day” activity.
- ◆ Provide on-site refreshments and dining to visitors and the general public.
- ◆ Increase length of stay on-site and increase the value provided to visitors that will translate to higher ticket prices.
- ◆ Provide needed additional parking.
- ◆ Provide positive economic benefits and tax revenues to South Padre Island and Cameron County as a whole.

### Aquarium

A freestanding aquarium would interpret the Laguna Madre Lagoon ecosystem, the near shore environment, and Gulf of Mexico offshore areas.

Features species include:

- ◆ Seatrout
- ◆ Snook
- ◆ Red Drum
- ◆ Barracuda
- ◆ Grouper
- ◆ Red Snapper
- ◆ Sandbar sharks
- ◆ Atlantic Stingray
- ◆ Jellyfish
- ◆ Seahorses
- ◆ Crustaceans
- ◆ Mollusks
- ◆ *And many others!*



***Gulf of Mexico Tank at the Sea Center Texas, Lake Jackson, TX***



## Aquarium Tanks

Aquarium tanks would include a large ocean tank, two mid-size tanks, jellyfish and sea horse tanks, two large “touch tanks” and a variety of smaller “jewel tanks.” The initial size of the aquarium is proposed to be 5,350 SF and would include public circulation spaces, aquarium tank footprint, back of house and life support systems, staff offices and storage.



*Touch Tank at the New England Aquarium, Boston, MA*

## Butterfly House

The Rio Grande Valley is a major butterfly habitat with over 300 identified species. The butterfly house would showcase the abundant local butterfly species and local flora. A butterfly house would be extremely



*Niagara Parks Butterfly Conservatory, Niagara Falls, Ontario*

popular – they are proven audience attractors throughout the U.S. and the world because of the appeal of the butterflies and the lush butterfly habitat plants and gardens. The initial size of the butterfly house is proposed at 1,750 SF and would include public circulation spaces, indoor butterfly habitat “gardens”, back of house areas and storage. This would be a secure and air-conditioned area that would maintain optimum conditions for its fauna and flora. The butterfly house could be an add-on ticketed experience.

## Restaurant and Amenities

SPIBNC has identified a need for food service on site to improve the visitor experience and length of stay. A restaurant with bar service would create new net revenue source. An experienced local restaurateur would operate the restaurant through a lease. The plan includes 750 SF of indoor dining room / bar, 360 SF of deck seating, and 500 SF kitchen. In addition, restrooms and an entry to the expansion would add 340 SF.

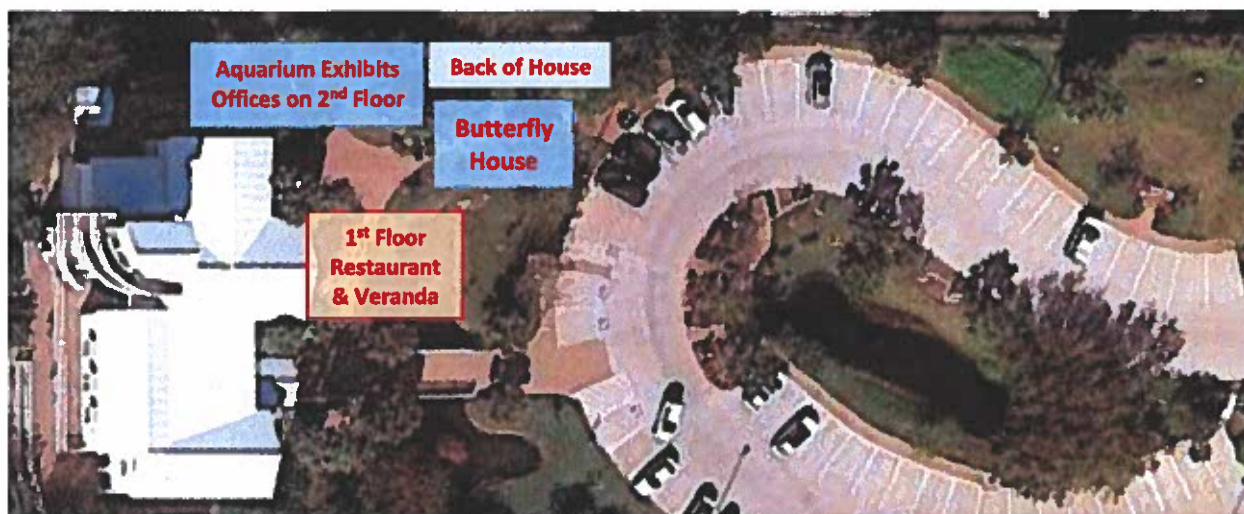
## Parking

The plan includes 100 new surface parking spaces to create the capacity to support the increased attendance due to the new onsite attractions and longer length of visits.

## Capital Project Budget

A preliminary project budget of \$6.0 million has been established, based on the proposed plan, types of space, and order-of-magnitude estimates of construction costs. These costs are illustrative and conceptual in nature and subject to future interpretive planning, architectural design and cost estimating. Regardless, this budget reflects the potential to develop highly impactful attractions to the SPIBNC campus.

### Preliminary Site Development and Expansion Plan South Padre Island Birding and Nature Center



Note: Size, shape and location of expansion elements as illustrated are for initial planning purposes only and are not to scale. Source: Google Earth and ConsultEcon, Inc.

## Attendance Potential

Based on the conceptual expansion plan for the expanded and improved SPIBNC, the preliminary attendance potential is estimated to range from 85,000 to 142,000, with a mid-range of 114,000 in a stable year of operation. The mid-range attendance is used as a planning factor to project revenues, expenses, and economic impacts.

## Earned Revenue Potential

The expanded SPIBNC has capacity to generate substantially higher earned revenues based on higher attendance, higher ticket prices, and new revenue sources such as butterfly house tickets and the restaurant. The earned revenue potential is estimated at \$1.85 million in current dollars in a stable year, an 133% increase over current earned revenue.

## Operating Expenses

Operating the expanded facility will require additional personnel and higher operating costs because the aquarium and butterfly house are more complicated operations than current operations. Marketing, event rentals, and other activities will expand. Annual operating expenses are estimated at \$1.7 million in current dollars in a future stable year.

## Operating Profile

The earned revenues are very close to the proposed operating budget and would likely cover annual operating expenses. Contributed revenue and other non-earned support will be very important for long-term sustainability as they will be an operating cushion and a source for future reinvestment in the visitor experience and for education and conservation activities.

## Potential Economic and Fiscal Impacts

SPIBNC's operations and the spending of its visitors associated with their visit generates direct economic benefits and creates "multiplier" economic activity as money is re-spent in the local and regional economies. Economic and fiscal impacts are in current dollars.

- ◆ **Cameron County Economic Impacts** – The net direct economic activity due to future SPIBNC operations and its visitors' spending generates estimated total annual direct, indirect, and induced impacts of \$13.7 million in expenditures, of which \$4.1 million is wages and salaries supporting 147 full-time and part-time jobs in Cameron County.
- ◆ **Tax Revenues** – The economic activity generated taxes of \$239,000 to South Padre Island, \$8,000 to Cameron County and \$347,000 to the State of Texas. This includes direct taxes and taxes due to the multiplier effects.

## Community and Economic Benefits

The community and economic development benefits of the expanded and improved SPIBNC, are expected to have the most profound and long-lasting impacts on the community.

- ◆ **Expansion of the Visitor Economy and Infrastructure** – The expanded SPIBNC will greatly enhance its current tourism benefits. It will bring additional tourists to the community and extend visitor stays. When combined with existing attractions and events on South Padre Island, a larger "critical mass" of visitor attractions is created to support the primary tourism drivers - beaches and outdoor recreation. SPIBNC as an indoor attraction will address seasonality and offer a "rainy day" and "heat of the day" activity. It will be an imageable feature for marketing and tourism promotion.
- ◆ **Contribute to General Economic Development** – The expanded SPIBNC will expand business opportunities, wages and jobs which will provide direct benefits to South Padre Island households through opportunities for economic advancement.
- ◆ **Expand Educational Opportunities** – SPIBNC provides education services for students in Cameron County and beyond. These educational benefits will lead to greater stewardship of the natural environment and advancement of science-based application in a real world, practical setting. For many local residents, the education opportunities at SPIBNC greatly enrich their lives and support the decision to live there year-round or as seasonal residents. The offerings with the expanded SPIBNC as proposed will be greatly expanded and thus enhance these benefits.
- ◆ **Quality of Life** – The expanded SPIBNC will further enhance South Padre Island as a great place to live, work and recreate, thus improving all aspects of the local economy and community.

A copy of complete Business Plan Report available upon request. SPI Economic Development Corporation.

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

**MEETING DATE:** January 27, 2021

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

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and action to approve the special events funding application for South Padre Island Beach Soccer Tournament in May 2021. (Amaya)

**ITEM BACKGROUND**

The Special Events Committee approved the funding request for \$14,000 on January 19, 2021.

**BUDGET/FINANCIAL SUMMARY**

02-593-8099

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**



# APPLICATION FOR INITIAL FUNDING

Today's Date: January 7, 2021

## ORGANIZATION INFORMATION

Name of Organization: Viaports International DBA Pro-Am Beach Soccer

Address: 3032 Fulton St. #2

City, State, Zip: San Francisco, CA, 94118

Contact Name: Timothy Tighe O'Sullivan Contact Email: info@proambeachsoccer.net

Contact Office Phone Number: 415-308-0603

Contact Cell Phone Number: \_\_\_\_\_

Website Address for Event or Sponsoring Entity: https://proambeachsoccer.net/

Non-Profit or For-Profit status: TBD Tax ID #: \_\_\_\_\_

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization:  
To host a beach sports tournament for youth and adults

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

## EVENT INFORMATION

Name of Event: South Padre Island Beach Soccer Tournament

Date(s) of Event: May 2021 and July 23-25, 2021

Primary Location of Event: South Padre Island Beach Venues

Amount Requested: \$14,000

Primary Purpose of Funded Activity/Facility:  
Pro-Am Beach Soccer has 15 years of experiences running beach soccer events for youth and adults.

Teams play 5v5 and in the normal soccer tournament format. The games are 3 periods of 12 minutes including playoffs and championship games in each age group.

How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures?)  
Long-term infrastructure, marketing, travel, and accommodations

### Percentage of Hotel Tax Support of Related Costs

45% 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:**

We would appreciate any cost reductions for city facility rentals and city services to support this event.

**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: \$ 2,000
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ \_\_\_\_\_
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ \_\_\_\_\_
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: \$ 12,000

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? 200

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

We will driving people from Austin, San Antonio, and other cities outside of  
South Padre Island which will stay in local hotels and eat in local restaurants.

- 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?  
N/A

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

What percentage of the ridership will be local citizens? N/A

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

What tourist attractions will be the subject of the signs?  
TBD

## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event? First time

Expected Attendance: 500-1500

How many people attending the Event will use South Padre Island lodging establishments? 80%

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

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

Where and how many rooms will be blocked?  
300-450

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
N/A	N/A	N/A

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

Room block usage information, registration information

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

Will the event charge admission? No If so, what is the cost per person?

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?

\$3,000 / To be re-invested in infrastructure and staff

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: \$ 1,000
- Other Paid Advertising: \$ 500

Anticipated Number of Press Releases to Media: 3

Anticipated Number Direct Emails to out-of-town recipients: 30

Other Promotions: 4x6 promo card creation

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 have link on website for hotel acquisition and direct emails to registered teams

---

Who is your target audience? Youth and Adult soccer community and other sports

---

What geographic region(s) are you marketing to?

Austin, Dallas, San Antonio, Houston, and Monterrey Mexico. Also, nationally...

---

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:

\$1,000,000 liability per incident

---

*[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](mailto:marisa@sopadre.com)



# South Padre Island Convention & Visitors Bureau Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

South Padre Island Beach Soccer Tournament

January 7, 2021

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

Timothy Tighe O'Sullivan

Print Name

January 7, 2021

Date



**JUNE  
20 – 21**

**SANTA CRUZ, CA**

**16th  
ANNUAL  
SANTA CRUZ OPEN**





## EVENT BUDGET

CATEGORY	Rate- per hour	PROJECTED SUBTOTAL	ACTUAL SUBTOTAL	COMMENTS
<b>Operating Costs</b>	<b>SUBTOTALS</b>	<b>\$ 12,075.00</b>		
Location Rental				
Event Staff		\$ 3,050.00		5 event staff (3 days @ \$150 stipened per day) + EMT
Equipment Rental		\$ 400.00		Radios, & generator
Additional Tables / Chairs				
AV		\$ 1,000.00		Live Streaming
Other		\$ 30.00		Mobile Hotspot
Staff Food		\$ 300.00		
Photography		\$ 300.00		2 days (\$150 per day)
Referee's		\$ 2,000.00		Estimated 40 teams
Gas		\$ 100.00		
Registration Software		\$ 495.00		If we change, but for this size with current \$150.00?
Portable Toilets		\$ 750.00		Based on SF Budget for 3 toilets, 3 days
Awards		\$ 1,500.00		
Insurance		\$ 500.00		High estimate
Trash (Dumpster) + Recycling		\$ 1,050.00		
Overnight Security		\$ 600.00		2 nights
<b>Capital Costs</b>	<b>SUBTOTALS</b>	<b>\$ 10,000.00</b>	<b>\$ -</b>	
Goals, Lines, Flags		\$ 10,000.00		16 Goals, 8 Lines, 160 flags
<b>Travel</b>	<b>SUBTOTALS</b>	<b>\$ 2,100.00</b>	<b>\$ -</b>	
Flight / Driving		\$ 900.00		
Lodging		\$ 750.00		
Per Diem		\$ 450.00		
<b>Public Relations</b>	<b>SUBTOTALS</b>	<b>\$ -</b>	<b>\$ -</b>	
Announcements				
Graphics				
Press Releases				
Other				
<b>City Services Costs</b>	<b>SUBTOTALS</b>	<b>\$ -</b>	<b>\$ -</b>	
PD Officers	\$35.00	\$ -		
Traffic Control officers	\$20.00	\$ -		
Fire Engine	\$400.00	\$ -		
Fire Personnel	\$20.00	\$ -		
Special Event permitting fee	\$300.00	\$ -		Usually waived w/HOT Funding approval
<b>Social Media</b>	<b>SUBTOTALS</b>	<b>\$ 1,000.00</b>	<b>\$ -</b>	
Twitter		\$ 250.00		
Facebook		\$ 250.00		
Pinterest				
Instagram		\$ 250.00		
Google+				
LinkedIn		\$ 250.00		
Snapchat				
<b>Marketing</b>	<b>SUBTOTALS</b>	<b>\$ 500.00</b>	<b>\$ -</b>	
Online				
Print		\$ 500.00		Flyers, event programs
Outdoor				
Radio				
Television				
Other				Step & Repeat backdrop, banners
<b>SUBTOTALS</b>		<b>\$ 25,675.00</b>		



## **Pro-Am Beach Soccer Supplementary Information for Checklist & Application**

### **Descriptions of Planned Activities:**

We plan on having two beach sports events in 2021. The emphasis will be on beach soccer, but we are leaving the door open to include other beach sports. It is our long term goal to create a beach sports festival if the interest is there.

These events will have 8 beach soccer fields maximum, which could host up to 100 teams in a two day tournament. Beyond that, we have to see what is possible for a roll out in regards to vendors, sponsors, and other activities, especially for the first date which is going to be coming up very quickly.

### **Sponsor List:**

None Confirmed, None Pending at the moment.

### **Vendor Exhibitor List:**

None Confirmed, TBD Pending upon approval.

### **Event Map:**

TBD based on the recommendation of South Padres Island CVB determination of preferred site on beach.

### **Security & Safety**

We will provide an Emergency Plan upon request used at all our events, but specific to S.P.I.. Our security will be an overnight guard, if necessary, to protect the equipment from walking off on both Friday and Saturday nights.

### **Promotional Materials**

None available until after the event is confirmed. Examples of other events were attached to this email.

### **Summary of Previous Events**

We have been doing beach soccer events for nearly 2 decades across the country and internationally. Please visit our website [www.proambeachsoccer.net/tournaments](http://www.proambeachsoccer.net/tournaments) for more details.

### **History of the Event : First time in S.P.I.**

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

**MEETING DATE:** January 27, 2021

**NAME & TITLE:** Ed Caum, CVB Director

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and action to approve the following in-house marketing buys. (Caum)

- 1.) Texas Outdoors Lifestyle TV Show- Cooking Segment for FY 2021.
- 2.) National Tropical Hurricane Conference in April 2021
- 3.) Texas Monthly Print Magazine Advertorial for March 2021
- 4.) Clear Channel Airports-Digital Display at the Chicago O' Hare International Airport for March 2021 at the American Airlines terminal.

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

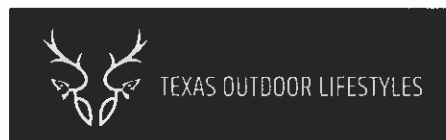
**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

TEXAS OUTDOOR LIFESTYLES TV Show  
Host Vicki Chrysler Hinojosa



PURCHASE AGREEMENT

THIS PURCHASE AGREEMENT is made and entered into this (Date) \_\_\_\_\_  
between Texas Outdoor Lifestyles here in after referred to as "Seller" and City Of South Padre Island referred to  
as "Purchaser"

The Seller hereby sells to the Purchaser and hereby he/she agrees to purchase from the Seller the following package  
(check below):

Airtime: Sundays at 10:30AM on NBC 23 KVEO

Corporate Package: \$400 per week  
2-30 second commercials  
On every shows In-Tro and Out-Tro  
Have your on the show 4 to 6 times a year  
Minimum 12-month contract required

✓ Cooking Segment Package: \$500 Per Segment  
Filming and Editing Included

Production Package: \$1000 per Commercial if not one already done  
Production on basic commercial

Tip of the Week Package: \$300 per Segment  
1-30 second commercial  
Brought to you by mention  
Company with Logo and contact information

Commercial Package: \$150 per Spot  
1-30 second commercial

One Exclusive TV Show Special \$2,500 one-time charge for Exclusive Episode Special

One Fishing trip

1-30 second commercials (must pay production cost unless you  
already have your commercial done)

Package	Notes	Price
Corporate	Min. 12-month contract. \$400 per week. Unlimited Social Media posting	\$
Exclusive TV Show Special	One exclusive special episode. Includes one fishing trip out of South Padre Island, TX.	\$2,500
Cooking Segment	Show us your special dishes.	\$500.00
Production	Commercial prep.	\$1000.00
Tip of the Week	Show us your Tip of the week.	\$300.00
Commercial	One Spot per show.	\$150.00
Package	<b>Total Due:</b>	<b>\$</b>

**Business or Professional Advertising:** By signing below the advertiser warrants that Texas Outdoor Lifestyles not be held liable for any and all damages arising from any advertising that does not meet Texas Outdoor Lifestyles specifications and standards. Advertisers will hold Texas Outdoor Lifestyles blameless for any and all damages arising from any advertising that does not meet the requirements of State or Federal laws prohibiting false, fraudulent, deceptive or misleading advertising or that otherwise fails to comply with any other standard applicable to advertising. **Refund Policy:** Advertiser has 3 business days after contract is signed to cancel and must be done in writing. Texas Outdoor Lifestyles will refund in 30 days of written notice from advertiser.

City Of South Padre Island  
Advertiser Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/State/ Zip

\_\_\_\_\_  
Phone/ Email

Texas Outdoor Lifestyles TV  
Seller

*Vicki Lynn Chrysler*

\_\_\_\_\_  
Signature

Vicki Lynn Chrysler  
Print Name

P.O. Box 4821  
Address

McAllen, TX 78502  
City/ State/ Zip

Texas Outdoor Lifestyles • P.O. BOX 4821 • McAllen, TX 78502 • Phone: 956-821-1939  
Vicki@TexasOutdoorLifestyles.com • www.TexasOutdoorLifestyles.com

Payment:	<input type="checkbox"/> Check or Money Order	<input type="checkbox"/> Credit Card	<input type="checkbox"/> Cash	Amount: \$ _____
Check Number: _____	Money Order Number: _____			
Credit Card Type:	<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard	<input type="checkbox"/> American Express	
Credit Card Number: _____	Exp. Date: ____/____		Sec. Code: _____	
Authorized By: _____				

## Texas Outdoor Lifestyles TV 2020 Social Media Insights

YouTube: Impressions 236,453 / 762 Subscribers

Instagram: 100K Plus Followers / Engagement 1% (keep in mind the Kardashians are at 2%)

Facebook Followers 28Kplus



TEXAS OUTDOOR LIFESTYLES

January 2020 – December 2020



ValleyCentral.com

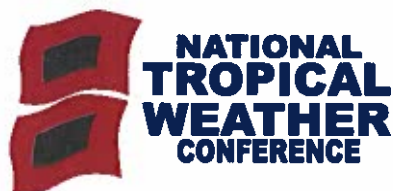
## 2020 Annual Impressions

KVEO23 NBC TV

86,825 Impressions

IKVEO (VALLEYCENTRAL.COM)

838,815 Impressions



## Status report: August-September 2020

NTWC HurricaneCenter Live continues to gain new viewers in the U.S. and globally. The program now reaches viewers in 61 countries including, Australian, Bahamas, Brazil, Canada, Egypt, Fiji, France, Mexico, Puerto Rico, Philippines, and the United Kingdom.

The past month the program has reached over 41,000 and engaged over 8,000 viewers. Our NHC panel and Hurricane Messaging Panel were two of our top programs in the past 30 days. Viewership has risen 39% since June 1st.

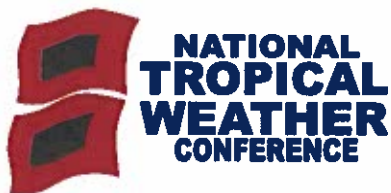
Our Special Reports with Bill Read reached nearly 15,000, directly engaged nearly 1000 and was viewed by 4,500.

We have also had great success with our podcast, HurricaneCenter, chalking up nearly 500 downloads in the past 90 days.

Your support for NTWC is prominently displayed and voiced on each program. Using a full screen billboard and logo insertion throughout the program. We would like to have you on the program as an opportunity to deliver your message to our viewers.



State	2010 Score	2015 Score
ALABAMA	38	34
ALASKA	39	35
ARIZONA	42	40
CALIFORNIA	43	41
COLORADO	44	42
CONNECTICUT	45	43
DELAWARE	46	44
FLORIDA	47	45
GEORGIA	48	46
HAWAII	49	47
ILLINOIS	50	48
INDIANA	51	49
IOWA	52	50
KANSAS	53	51
KENTUCKY	54	52
LOUISIANA	55	53
MAINE	56	54
MARYLAND	57	55
MASSACHUSETTS	58	56
MICHIGAN	59	57
MINNESOTA	60	58
MISSISSIPPI	61	59
MISSOURI	62	60
MONTANA	63	61
NEBRASKA	64	62
NEVADA	65	63
NEW HAMPSHIRE	66	64
NEW JERSEY	67	65
NEW YORK	68	66
NORTH CAROLINA	69	67
NORTH DAKOTA	70	68
OHIO	71	69
OKLAHOMA	72	70
OREGON	73	71
PENNSYLVANIA	74	72
RHODE ISLAND	75	73
SOUTH CAROLINA	76	74
SOUTH DAKOTA	77	75
TENNESSEE	78	76
TEXAS	79	77
UTAH	80	78
VIRGINIA	81	79
WASHINGTON	82	80
WEST VIRGINIA	83	81
WISCONSIN	84	82
WYOMING	85	83

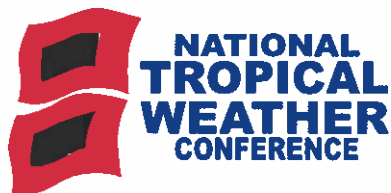


Our plans are to continue the weekly series into December with a short break for the holidays and returning in January.

We are planning an in-person conference next April 7 - 10, 2021 that will incorporate NTWC Live. While we are optimistic we will be able to do that, we also realize that we might not. So, we are also working on plans for a multi-day virtual conference that will have NTWC Live at its core.

We greatly appreciate your support for our efforts and look forward to speaking with you soon about NTWC 2021.



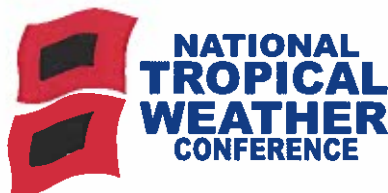


## Room Night Projections

The National Tropical Weather Conference is a highly specialized professional conference with a focused audience of broadcast meteorologists, research scientists, and others involved in hurricane preparation, response and recovery.

Our room night projections are developed in collaboration with our selected venue to ensure that all conference attendees will room at the venue. In the event of an overrun, our venue has plans to accommodate any conference attendee at a nearby hotel.

We anticipate 2021 room nights will be between 245 and 280.



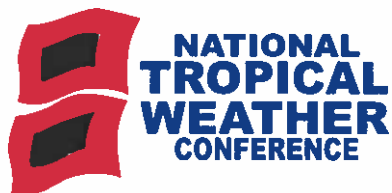
## Promotion and Marketing Plan

The National Tropical Weather Conference is a highly specialized professional conference. The core audience includes, broadcast meteorologists from network and local television stations, emergency managers from hurricane impact zones, meteorology students, and corporate emergency planners.

Our promotion and marketing includes direct e-mail, social media professional newsletters and publications. We directly contact over 500 broadcast meteorologists, emergency managers, and all universities that have meteorology programs. We will actively promote the conference via our NTWC LiveCast and HurricaneCenter Podcast.

Additionally, we send press releases to all broadcast, digital and print media in hurricane impact zones regarding Dr. Klotzbach's press conference on the upcoming Hurricane Seasonal Forecast. We also provide hurricane seasonal forecast graphics to national and local broadcast outlets.

Our promotional efforts begin in October and continue into the following April.



## Schedule 2020

The NTWC 2020 schedule is being developed at this time. We have commitments from the following:

Ken Graham, Director-National Hurricane Center  
Jamie Rhome, Storm Surge Lead - National Hurricane Center  
Dr. Philip Klotzbach, Research Scientist - Tropical Meteorology Project  
Dr. Neil Frank, former Director - National Hurricane Center  
Bill Read, former Director - National Hurricane Center  
Mark Sudduth - HurricaneTrack  
Dr. Brian K. Haus - University of Miami  
Dr. Hal Neeham - Marine Weather & Climate  
Josh Morgerman - "Hurricane Man" - hurricane chaser



#### SITE

Meeting Rooms	\$1,500.00
Site staff	\$4,500.00
Equipment Rental	\$1,100.00
Hotel Rooms	\$12,000.00
<b>Sub-total</b>	<b>\$19,100.00</b>

#### PROMOTION

MISC.	\$200.00
Conference Shirts	\$2,000.00
Lanyards	\$200.00
Conference Badges	\$550.00
<b>Totals</b>	<b>\$2,950.00</b>

#### MEDIA

Social Media Streaming	\$2,000.00
Photocopying/Printing	\$1,000.00
Satellite Truck	\$10,000.00
Live U	\$1,200.00
<b>Sub-total</b>	<b>\$14,200.00</b>

#### Miscellaneous

Conceirge	\$350.00
Transportation Airport Shuttle	\$1,200.00
Buses to Brownsville	\$1,300.00
Dine Around Taxis	\$521.00
Gratuity - Dine Around	\$700.00
Steve Smith	\$300.00
Jerry Latham	\$75.00
Awards	\$500.00
Rentals -	\$1,200.00
Production rental	\$1,200.00
<b>Sub-total</b>	<b>\$7,346.00</b>

## g Budget 2020

### FOOD AND BEVERAGE

Food	\$18,000.00
Wifes lunch	\$150.00
Hurricane Hunter lunch	\$150.00

**Sub-total** \$18,300.00

### PROGRAM AND SUPPORT

Entertainment Friday	\$1,200.00
Entertainment Wednesday	\$500.00
Speaker Flights	\$8,500.00
Misc - Gratuity	\$700.00

**Sub-total** \$10,900.00

**Total** \$72,796.00

South Padre Island Convention & Visitors Bureau

# **South Padre Island Tax Funding Application**

Hotel Occupancy Tax Use Guidelines Under Texas State Law



## APPLICATION FOR INITIAL FUNDING

Today's Date: 10/20/2021

### ORGANIZATION INFORMATION

Name of Organization: Storm Science Network Inc.

Address: 19118 Nature Oaks

City, State, Zip: San Antonio, Texas, 78258

Contact Name: Alex Garcia Contact Email: alex@wxguide.com

Contact Office Phone Number: 2105084454

Contact Cell Phone Number: 2105084454

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

Non-Profit or For-Profit status: ACTIVE Tax ID #: 20-5256421

Entity's Creation Date: 2001

#### Purpose of your organization:

Storm Science Network Inc. produces professional and public science conferences and expos that promote an understanding of science concepts, disaster safety, preparedness and resilience.

### EVENT INFORMATION

Name of Event: National Tropical Weather Conference

Date(s) of Event: April 7-10, 2021

Primary Location of Event: Marriott Courtyard, SPI

Amount Requested: \$20,000

#### Primary Purpose of Funded Activity/Facility:

to educate broadcast meteorologist/emergency managers and others who manage disaster safety programs so that they in turn can education the public, employees, and others

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

The hotel tax funds will be used to secure hotel space and services for the National Tropical Weather Conference

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**Percentage of Hotel Tax Support of Related Costs**

35 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:**

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**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?

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- 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?

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

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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?

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### QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event? Eight

Expected Attendance: 130

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

How many nights do you anticipate the majority of the tourists will stay? 3

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

Where and how many rooms will be blocked?

Marriott Courtyard - 75 rooms

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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
April 2019	\$20,000	244
April 2018	\$20,000	280
April 2017	\$15,000	241

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

Room block usage information

USAA, Plylox Hurricane Clips, Walmart and WSI

Please list other organization, government entities, and grants that have offered financial support to your project: USAA, Plylox Hurricane Clips, Walmart and WSI

Will the event charge admission? Registration Fee If so, what is the cost per person? \$250

Do you anticipate a net profit from the event? No

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: \$4,000
- Other Paid Advertising: \$

Anticipated Number of Press Releases to Media: 3

Anticipated Number Direct Emails to out-of-town recipients: 500

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?

All states and countries that are directly impacted by tropical systems.

[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?

Direct email, NTWC LiveCast, HurricaneCenter podcast

Who is your target audience? broadcast meteorologists and emergency managers

What geographic region(s) are you marketing to?

The United States (states that are impacted by tropical systems), countries that are impacted by tropical systems

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:

\$1,000,000 Acord

*[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](mailto:marisa@sopadre.com)

# South Padre Island Convention & Visitors Bureau

## Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

National Tropical Weather Conference

10/20/2021

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)

**Alex Garcia**

Digitally signed by Alex Garcia  
Date: 2020.10.20 20:02:14 -05'00'

10/20/2021

Authorized Signature

Date

Alex Garcia

Print Name



## South Padre Island CVB

### Sold To

South Padre Island CVB  
7355 Padre Boulevard  
South Padre Island, TX 78597

### Bill To

South Padre Island CVB  
7355 Padre Boulevard  
South Padre Island, TX 78597

**Proposal #:** 20598  
**Account Rep:** David Dunham

**Billing Email**  
ed@sopadre.com

Product	Rate	Discount	Taxable	Net
<b>Print Magazine Texas Monthly</b>				
Full Page Advertorial	\$14,755.00	\$755.00		\$14,000.00
Discount - Added Value:				\$-14,000.00
March 2021 - Spring Travel (Mar) - Full Page - 8.375 x 10.75 Inches	\$14,755.00	\$755.00		\$14,000.00
				<b>Sub Total: \$14,000.00</b>

Sub Total	\$14,000.00
Discount	\$0.00
Tax	\$0.00
<b>Total</b>	<b>\$14,000.00</b>

### NOTES/AMENDMENTS

AV one (1) Formatted Page Advertorial + Digital Extension

Current Print Specs: [Click Here](#)

### Terms and Conditions

The following are certain terms and conditions governing advertising published by TEXAS MONTHLY LLC ("Publisher") in the US print edition of TEXAS MONTHLY (the "Magazine"), as may be revised by Publisher from time to time. Submission of an insertion order for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions.

**AGENCY COMMISSION and PAYMENT** Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine and for all costs of collection of late payment. Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to Publisher-recognized agents. For all advertising not placed through a Publisher-recognized agent, payments at rate card rates must be received no later than the issue closing date. No agency commission is payable, and Publisher will not grant any discounts, on production charges or event charges. Any discounts received by advertiser on ad space charges may not be applied to production charges.

**BILLING** Invoices shall be sent, at Publisher's option, to the agency or the advertiser. Payment in U.S. dollars, including any applicable tax, due within 30 days of invoice at the location specified by Publisher in the invoice. Invoices are binding upon advertiser and/or advertising agency unless Publisher receives written notice within such 30-day period of any invoice dispute, with a detailed description of the basis for the dispute. Advertiser shall pay all taxes payable in connection with the printing of advertising materials and the sale of ad space.

**CLOSING DATE** 23rd of second month preceding issue date. When the normal Closing Date falls on a Saturday, Sunday, or nonbusiness day, issue closes the preceding business day.

**CREDIT** Payment is to be made prior to the Closing Date, unless credit is approved in writing by Publisher or President.

**PAST DUE** All accounts not paid in full within 30 days of date of invoice are subject to a late charge equal to the lesser of 1.5% per month or the maximum lawful rate, without prejudice to any other Publisher remedies.

**COLLECTION** In the event advertiser and/or advertising agency defaults in payment of invoices, such invoices may be turned over for collection by Publisher, and advertiser and/or advertising agency shall be solely liable for all associated legal and collection fees and sums incurred by Publisher as a result of same, including in connection with any suit or other judicial proceeding. Commissions are not payable in respect of any amounts recovered after an account has been turned over to collection.

**CANCELLATIONS** Publisher expressly reserves the right to reject or cancel any insertion order or advertisement for any reason at any time without liability, even if previously acknowledged or accepted. In the event of cancellation for default in the payment of amounts owed to Publisher, charges for all advertising published as of the cancellation date shall become immediately due and payable. No cancellations, changes or new insertion orders are permitted after the Closing Date. Orders for covers, bind-in-cards, and inserts may not be cancelled after the date 30 days prior to the Closing Date. Cancellation of orders for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date 60 days prior to the Closing Date. In the event Publisher accepts cancellation after any of the foregoing deadlines, such acceptance must be in writing, and such cancellation may be subject to additional charges at Publisher's discretion. The conditions of advertising in the Magazine are subject to change without notice. Publisher will announce ad rate changes at least 30 days prior to the Closing Date of the issue in which the new rates take effect. Orders for subsequent issues will be accepted at the then-prevailing rates. If by the materials date, Publisher has not received advertising material that it, in its sole discretion, deems acceptable for publication, Publisher may either repeat the advertiser's most recent advertisement that it has published or publish nothing, charging the advertiser and/or advertising agency for any space reserved for them.

**FULL-RUN CIRCULATION GUARANTEE** The Magazine is a member of the Alliance for Audited Media ("AAM"). The following rate base guarantee is based on the AAM's reported print circulation for the Magazine averaged over each six-month AAM period, during the calendar year, in which advertising is placed. With respect to full-run advertising only, Publisher guarantees print circulation to national advertisers by brand of advertised product or service. In the event the audited 6-month average print circulation does not meet the guaranteed rate base, Publisher shall grant rebates to the advertiser in the form of ad space credit, which must be used within 6 months following the issuance of audited AAM statements for the period of shortfall. Rebate credits will be calculated based on the difference between the stated rate base at time of publication and the AAM audited 6-month average.

**PRINT MATERIALS DEADLINE** Run-of-book advertising materials are due to the Production Department by the 25th of the second month preceding issue date. Special advertising section materials are due by the 15th of the second month preceding issue date. When the materials due date falls on a non-business day, materials are due the preceding business day. Texas Monthly is not responsible for reproduction quality for materials received after the print materials deadline.

**SPECIAL POSITION** Orders specifying positions (other than those known as designated positions) are considered requests, in all cases subject to availability and the right of Publisher to determine actual positions.

**INSERTS** Special rates apply for supplied inserts, insert cards, gatefolds, and special units. Prices and availability on request.

**CONTRACT YEAR** Advertising must be inserted within one year of first insertion to earn a frequency discount. An advertiser who does not complete a committed schedule will be subject to standard rates. Credits earned by increasing frequency during a contract year will be applied toward future billing for space. No cash refunds will be made. Orders accepted are subject to rate change with notice by Publisher prior to the Closing Date of the applicable issue. Orders containing incorrect rates or conditions will be inserted and charged at then-applicable standard rates. Such errors will be considered non-material and clerical only.

**AGENCY** All advertisements are published for the benefit of advertiser and advertising agency, and each of them is jointly and severally liable for all charges payable or otherwise reimbursable to Publisher.

**WAIVER** No waiver by Publisher under this agreement constitutes a waiver of any other rights or remedies available to Publisher at law or in equity. No waiver by Publisher, nor any amendment of any of the terms, provisions, or conditions of this agreement, is effective unless in writing and signed by an authorized representative of Publisher.

**INDEMNIFICATION IN CONSIDERATION OF PUBLISHER'S ACCEPTANCE OF ANY ADVERTISEMENTS FOR PUBLICATION, ADVERTISER AND ADVERTISING AGENCY SHALL, JOINTLY AND SEVERALLY, INDEMNIFY AND HOLD PUBLISHER OR PRESIDENT HARMLESS FROM AND AGAINST ANY LOSS OR EXPENSE INCLUDING WITHOUT LIMITATION REASONABLE ATTORNEYS' FEES, RESULTING FROM CLAIMS OR SUITS BASED UPON THE CONTENTS OR SUBJECT MATTER OF SUCH ADVERTISEMENTS, INCLUDING WITHOUT LIMITATION CLAIMS OR SUITS ALLEGING NEGLIGENCE, GROSS NEGLIGENCE, DECEPTIVE TRADE PRACTICES, LIBEL, VIOLATION OF RIGHT OF PRIVACY, PLAGIARISM, AND INTELLECTUAL PROPERTY INFRINGEMENT.**

**LIMITATION OF LIABILITY** PUBLISHER SHALL NOT BE LIABLE FOR ANY LOST PROFITS OR INDIRECT, INCIDENTAL, PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR SPECIAL DAMAGES. PUBLISHER'S LIABILITY FOR FAILURE TO

PUBLISH THE ADVERTISEMENT OR ANY ERROR IN THE ADVERTISEMENT SHALL BE LIMITED TO A "MAKE GOOD" IN THE NEXT AVAILABLE ISSUE, AS DETERMINED BY PUBLISHER.

GOVERNING LAW This agreement shall be governed by and construed in accordance with, the laws of the State of Texas.

JURISDICTION AND VENUE Any legal action or proceeding against a party with respect to this agreement shall be brought exclusively in the federal or state courts located in Harris County, Texas; and by delivery of advertising, advertiser and/or advertising agent irrevocably accept the jurisdiction of such courts. The advertising services offered in the rate card of which these terms and conditions are a part (this "Rate Card") are performable in the State of Texas.

MISCELLANEOUS 1. The Chief Revenue Officer or President of Texas Monthly LLC will accept requests to make changes at its discretion but is not responsible for any errors in any revisions made by Publisher, nor is Publisher responsible for errors in advertising materials supplied by the advertiser or its agent. Publisher reserves the right to make such modifications to the advertiser's submitted files as are necessary to bring them into compliance with the magazine's current specifications and is not responsible for any errors resulting from this modification.

2. All advertisements are accepted and published by Publisher upon the representation and warranty that advertiser and/or advertising agency are authorized to publish the entire contents and subject matter thereof. Advertiser additionally represents and warrants that it has the rights to (a) convert advertisements between digital formats and incorporate the advertisements into Publisher's digital products, which may be published on an online network and in so doing, to modify, alter, and edit the advertisements as Publisher deems appropriate; (b) reproduce the advertisements for publication and distribution in the forms, manners, and media listed in subparagraph (a) above; and (c) display publicly and distribute the advertisements as incorporated into the media listed in subparagraph (a). Advertiser and/or advertising agency represent and warrant that advertiser owns all rights in and to the advertisements submitted for publication, including without limitation, copyrights, and the advertisements do not violate any applicable state or federal laws or regulations and do not invade the privacy rights of any person. When advertisements containing the names, pictures, and/or testimonials of persons are submitted for publication, the order or request for the publication thereof shall be deemed a representation and warranty by the advertiser and/or advertising agency that they have obtained the written consent of any such person (or, if applicable, the consent of his administrator, executor, heirs, or assigns) for the use in the advertisement of the name, picture, and/or testimonial in each manner described in this section.

3. The term "advertising agency" as used herein refers to a recognized individual or group of individuals who make the media selection, handle the order, coordinate and process the space placed with Publisher under the terms of this Rate Card, furnish and prepay transportation and import charges on all printing materials submitted, furnish print materials to Publisher's mechanical specifications, and process prompt payment, in each case, by and on behalf of advertiser.

4. Publisher shall not be liable for failure to publish or distribute all or any part of any advertisement or issue because of labor disputes, accidents, fires, acts of God, or any other circumstances beyond Publisher's control.

5. All orders are subject to Publisher's acceptance. Publisher reserves the right to reject or cancel any advertising for any reason at any time, including, but not limited to, any advertisement that in the opinion of Publisher does not conform to the editorial or graphic standards of the publication.

6. All advertisements must be clearly and prominently identified by a trademark and/or the signature of the advertiser. The word "Advertisement" in 9-point type or larger shall be printed at the top of advertisements that in the opinion of Publisher might be confused with editorial pages.

7. This Rate Card and the terms of any written advertising agreement between Publisher and advertiser and/or advertising agency shall constitute the entire agreement between the parties with respect to the publication of advertisements and shall supersede any and all prior written or oral agreements or understandings between the parties. All terms and conditions stated under the heading Texas Monthly in the current issue of Consumer Magazine Rates and Data, published by Standard Rate and Data Service, Inc., are incorporated by reference into this Rate Card.

8. Publisher reserves the right to cancel the agreement at any time upon default by agency or advertiser in the payment of invoices. In the event of such cancellation, charges for all advertising shall become immediately due and payable by the agency. Furthermore, if there has been any default in the payment of a prior invoice or if, in the sole judgement of Publisher, agency's credit becomes impaired, Publisher shall have the right to require payment for further advertising under this agreement upon such terms as it may see fit.

9. Advertising agencies and advertisers seeking copyright protection must include their copyright notice in their advertisements.

10. No waiver or modification of any of the terms set forth in this Rate Card shall be binding on Publisher unless in writing signed by an officer of Publisher.

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\_\_\_\_\_  
**South Padre Island CVB Representative**

\_\_\_\_\_  
**VP of Sales & Marketing, *Texas Monthly***

# CHICAGO O'HARE INTERNATIONAL AIRPORT

Chicago, IL



1/21/2021

**GET SEEN. BE LOVED.**

 Clear Channel Airports

60





## CHICAGO SETS RECORD AND WELCOMED 58M VISITORS IN 2018

### POPULATION

**7.3M**

**DMA  
RANKING  
#3**

### JOB GROWTH

**1%  
INCREASE**



### HEADQUARTERS

**27  
FORTUNE  
1000 COMPANIES**



### TOURISM

**58M  
VISITORS  
WORLDWIDE IN 2018**



### AIR TRAVEL

**49%  
OF ADULTS IN THE  
DMA HAVE FLOWN  
IN THE LAST YEAR.**

Sources: Forbes, Fortune, Choose Chicago, Scarborough 2018, Nielsen 2019



## RANKED #16 BEST AIRPORT IN THE U.S. BY WALL STREET JOURNAL

### PASSENGERS & IMPRESSIONS

Annual Passengers:

**84,649,115**

IMPRESSIONS: 237,017,522

Monthly Passengers:

**7,054,093**

IMPRESSIONS: 19,751,460

### RANKING & TRAFFIC

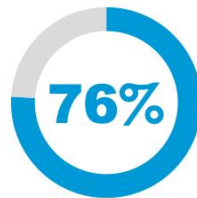
**3<sup>RD</sup>** BUSIEST

FOR PASSENGER TRAFFIC IN  
NORTH AMERICA

**2%**

GROWTH IN 2019

### DUAL AIRLINE HUB



PASSENGER TRAFFIC FROM  
AMERICAN AIRLINES  
& UNITED AIRLINES

### CONNECTING FLIGHTS

**50%**

OF PASSENGERS HAVE  
CONNECTING FLIGHTS

### MODERNIZATION PLAN

**\$8.7B**

CAPITAL INVESTMENT  
TO INCREASE GATE  
CAPACITY BY 25%

Sources: Airports Council International 2019, Chicago Department of Aviation



## Domestic Traffic Highlights



# THE #1 MOST CONNECTED AIRPORT IN NORTH AMERICA

## DOMESTIC TRAFFIC

ANNUAL PASSENGERS

**70,450,326**

**83%**

SHARE OF TRAFFIC

## DOMESTIC CARRIERS

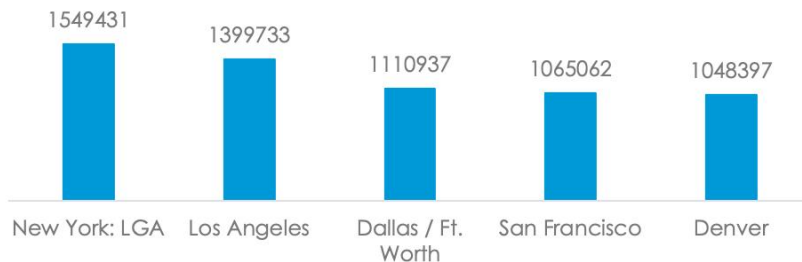
1. UNITED AIRLINES
2. AMERICAN AIRLINES
3. DELTA AIR LINES
4. SPIRIT AIRLINES
5. FRONTIER AIRLINES

**1,020**

DAILY NON-STOP DEPARTURES

## LEADING DOMESTIC DESTINATIONS

Based on number of passengers



Sources: Airports Council International 2019, Chicago Department of Aviation, OAG 2019

## International Traffic Highlights



# O'HARE IS RANKED #1 FOR TAKEOFFS & LANDINGS WORLDWIDE

## INTERNATIONAL TRAFFIC

ANNUAL PASSENGERS

**14,198,789**

**17%**

SHARE OF TRAFFIC

## INTERNATIONAL CARRIERS

**48**

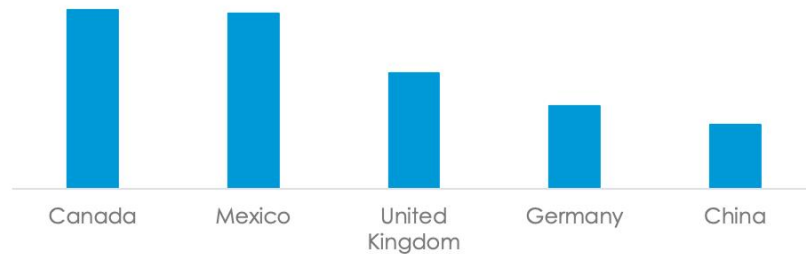
INTERNATIONAL CARRIERS

**120**

DAILY NONSTOP  
INTERNATIONAL DEPARTURES

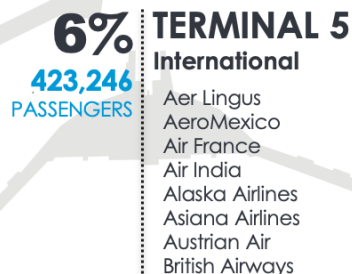
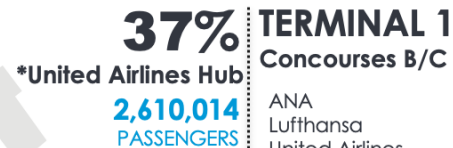
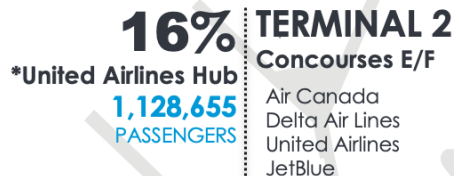
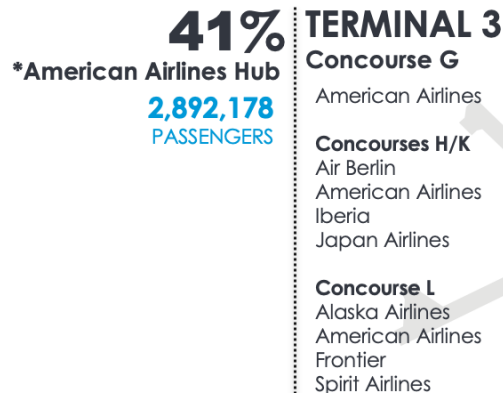
## LEADING INTERNATIONAL DESTINATIONS

Based on number of passengers



Sources: Airports Council International 2019, Chicago Department of Aviation, OAG 2019

# CHICAGO O'HARE: MONTHLY TRAFFIC BY TERMINAL



Cathay Pacific  
 Cayman Airways  
 China Eastern Airlines  
 COPA Airlines  
 Cross Swiss  
 Delta Air Lines  
 Emirates  
 Etihad Airways

EVA Air  
 Finnair  
 Hainan Airlines  
 Iceland Air  
 KLM  
 Korean Air  
 Qatar Airways  
 Royal Jordanian

Scandinavian Airlines  
 Sky Regional  
 Sunwing Airlines  
 TACA  
 Turkish Airlines  
 Volaris  
 West Jet  
 Wow Air

**Monthly Passenger Traffic: 7,054,093**

Sources: Airports Council International 2019, Chicago Department of Aviation

## AVAILABLE INVENTORY

---

# CHICAGO O'HARE: LIT TENSION FABRIC DISPLAY



## LOCATION DESCRIPTION:

Backlit LED Tension Fabric Display located in Terminal 3, Concourse G

Targets All American Airlines

**LOCATION CODE:** ORD3G-LTFD-3

**SIZE:** 124" W x 43" H

**NET 4 WEEK PERIOD MEDIA RATE:\***

\$5,080/period

**PRODUCTION, INSTALL & REMOVAL:**

\$380.75

\*Annual rate increases will apply to multi-year agreements; additional fees for production, install, & removal may apply; 1 period = 28 days; all rates quoted are based on non-cancellable contract terms



# CHICAGO O'HARE: LIT TENSION FABRIC DIORAMA



## LOCATION DESCRIPTION:

Located in the American Airlines Hub, this LED Backlit diorama is across from AA short and long haul gates

**LOCATION CODE:** ORD3H-MGD-5

**SIZE:** 62" W x 43" H

## NET 4 WEEK PERIOD MEDIA RATE:\*

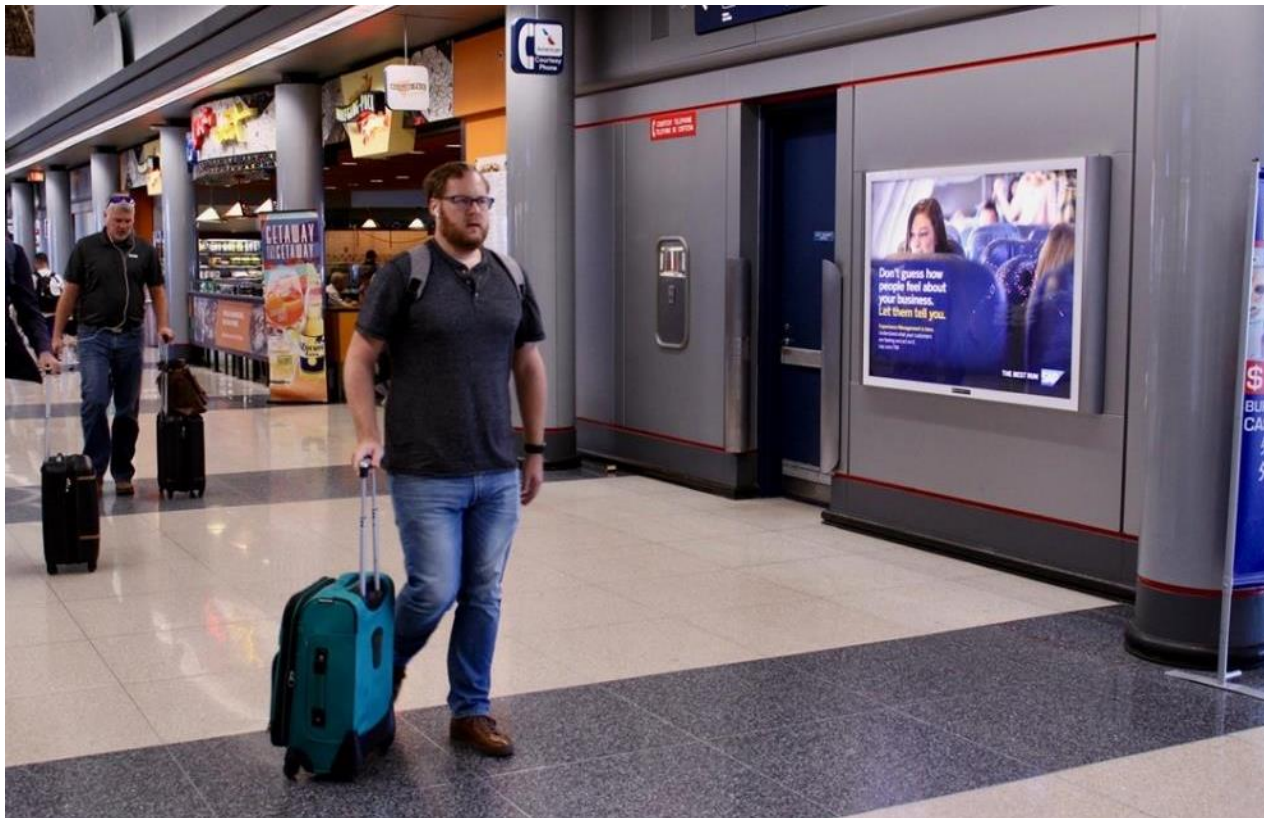
\$1,050/period

## PRODUCTION, INSTALL & REMOVAL:

\$215.38

\*Annual rate increases will apply to multi-year agreements; additional fees for production, install, & removal may apply; 1 period = 28 days; all rates quoted are based on non-cancellable contract terms

# CHICAGO O'HARE: LIT TENSION FABRIC DIORAMA



## LOCATION DESCRIPTION:

Located in the American Airlines Hub, this LED Backlit diorama is near AA short and long haul gates and next to a washroom

**LOCATION CODE:** ORD3K-MGD-2

**SIZE:** 62" W x 43" H

**NET 4 WEEK PERIOD MEDIA RATE:\***

\$1,050/period

**PRODUCTION, INSTALL & REMOVAL:**

\$215.38

\*Annual rate increases will apply to multi-year agreements; additional fees for production, install, & removal may apply; 1 period = 28 days; all rates quoted are based on non-cancellable contract terms



# CHICAGO O'HARE: LIT TENSION FABRIC DIORAMA



## LOCATION DESCRIPTION:

Located in the American Airlines Hub, this LED Backlit diorama is near a popular sunglass kiosk and the AA Club Room

**LOCATION CODE:** ORD3K-MGD-10

**SIZE:** 62" W x 43" H

**NET 4 WEEK PERIOD MEDIA RATE:\***  
\$1,050/period

**PRODUCTION, INSTALL & REMOVAL:**  
\$215.38

\*Annual rate increases will apply to multi-year agreements; additional fees for production, install, & removal may apply; 1 period = 28 days; all rates quoted are based on non-cancellable contract terms

# CHICAGO O'HARE: FREE CHARGE STATION - TENSION FABRIC DISPLAY



## LOCATION DESCRIPTION:

Medium Sized Eye-Level Tension Fabric Display in a long-haul American Airlines gatehold and near European gateholds

**LOCATION CODE:** ORD3K-FCTFD-2

**SIZE:** 170" W x 47.25" H

**NET 4 WEEK PERIOD MEDIA RATE:\***  
\$12,740/period

**PRODUCTION, INSTALL & REMOVAL:**  
\$596.13

\*Annual rate increases will apply to multi-year agreements; additional fees for production, install, & removal may apply; 1 period = 28 days; all rates quoted are based on non-cancellable contract terms

# CHICAGO O'HARE: FREE CHARGE STATION - TENSION FABRIC DISPLAY



## LOCATION DESCRIPTION:

Extremely popular Eye-Level Tension Fabric Display that serves a variety of gates

**LOCATION CODE:** ORD3L-FCTFD-1

**SIZE:** 114" W x 47.25" H

## NET 4 WEEK PERIOD MEDIA RATE:\*

\$8,990/period

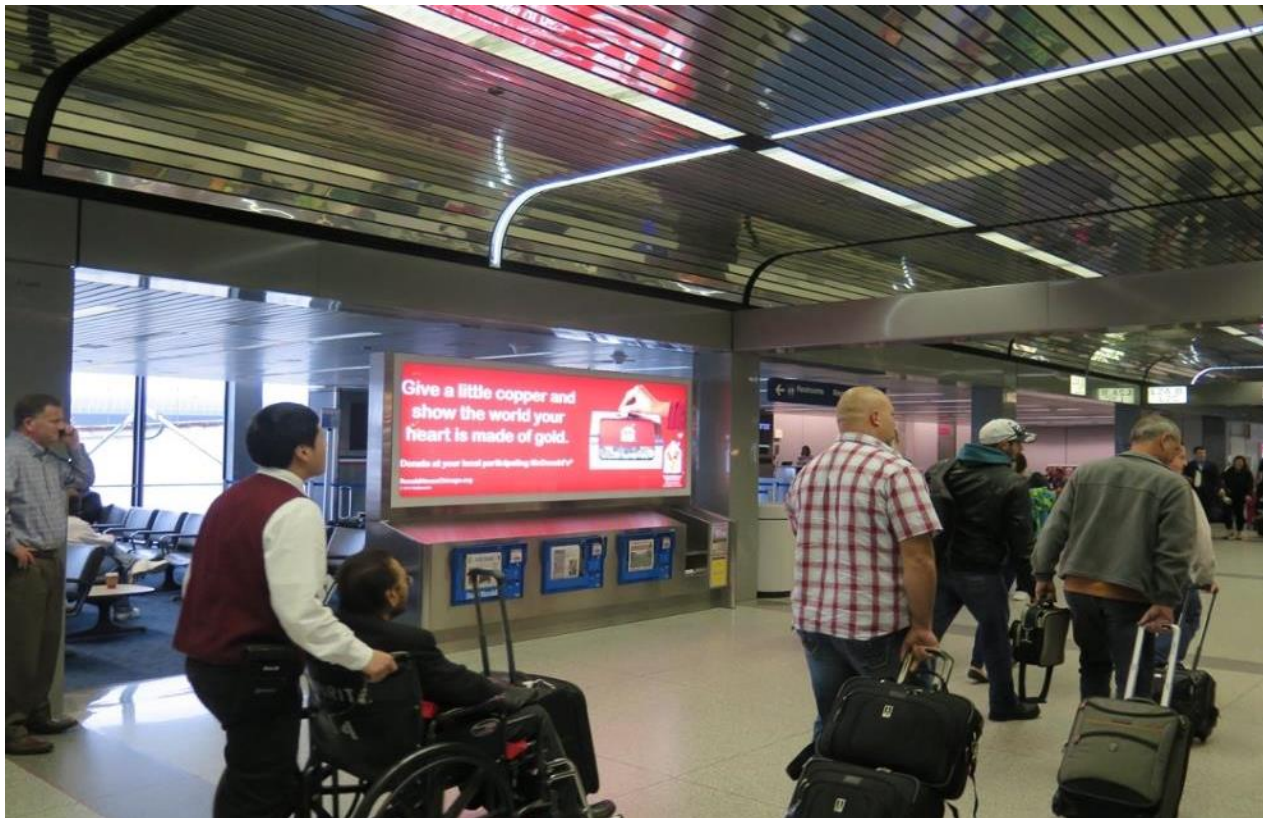
## PRODUCTION, INSTALL & REMOVAL:

\$430.75

\*Annual rate increases will apply to multi-year agreements; additional fees for production, install, & removal may apply; 1 period = 28 days; all rates quoted are based on non-cancellable contract terms



# CHICAGO O'HARE: LIT TENSION FABRIC DISPLAY



## LOCATION DESCRIPTION:

Eye Level LED Backlit Tension  
Fabric Display Terminal 3  
Concourse L

**LOCATION CODE:** ORD3L-LTFD-1

**SIZE:** 124" W x 43" H

## NET 4 WEEK PERIOD MEDIA RATE:\*

\$5,080/period

## PRODUCTION, INSTALL & REMOVAL:

\$380.75

\*Annual rate increases will apply to multi-year agreements; additional fees for production, install, & removal may apply; 1 period = 28 days; all rates quoted are based on non-cancellable contract terms

# CHICAGO O'HARE: LIT TENSION FABRIC SPECTACULAR



## LOCATION DESCRIPTION:

Located in AA's Hub Terminal, this LED backlit unit is in the heavily trafficked stem area and next to a popular sit-down Italian restaurant

**LOCATION CODE:** ORD3LB-MGS-3

**SIZE:** 135" W x 83" H

**NET 4 WEEK PERIOD MEDIA RATE:\***

\$17,980/period

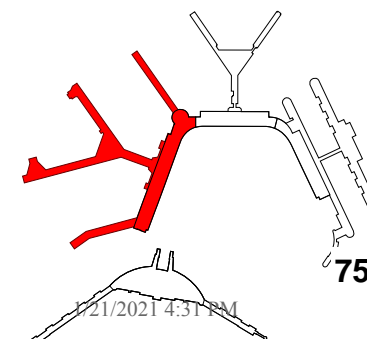
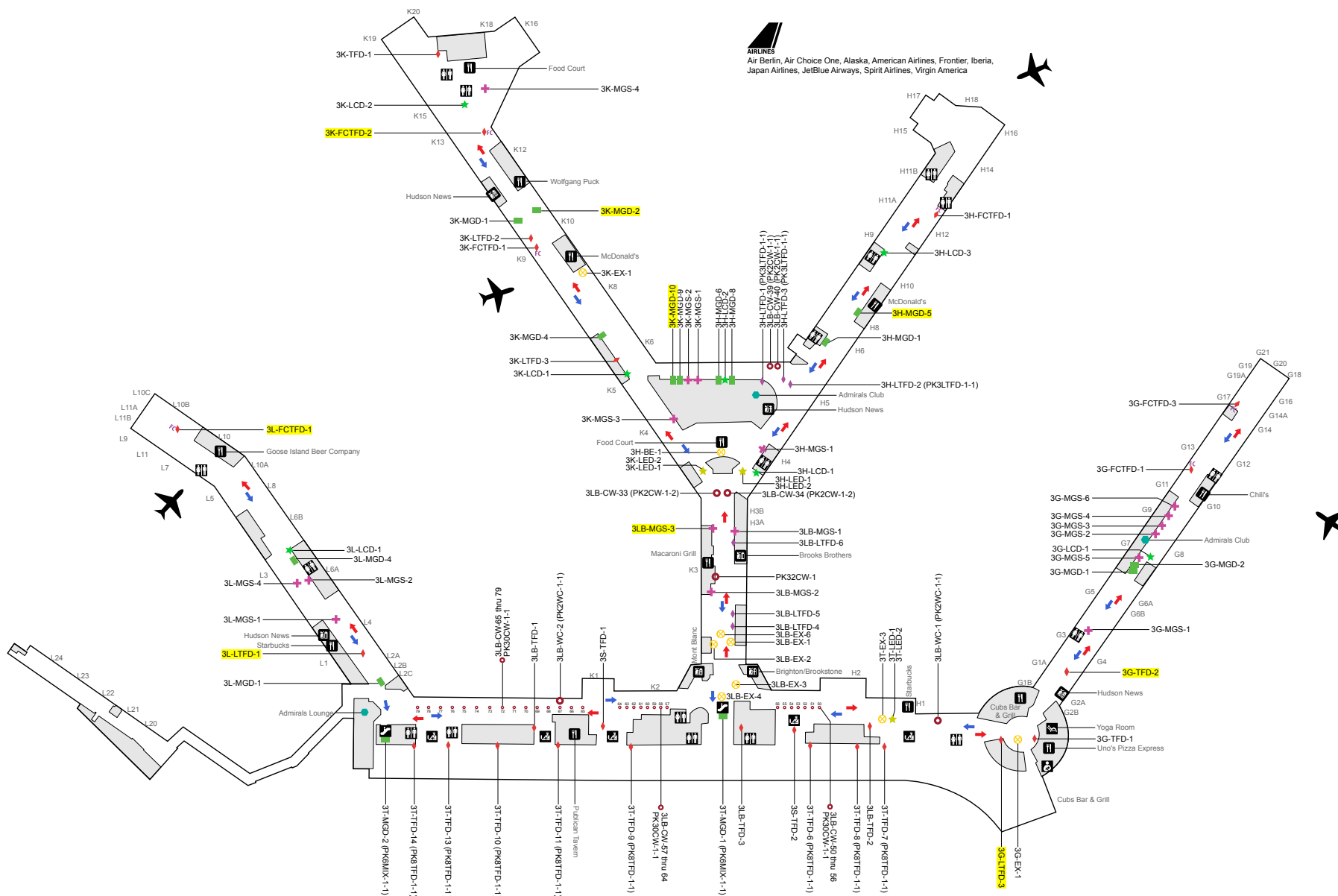
**PRODUCTION, INSTALL & REMOVAL:**

\$794.58

\*Annual rate increases will apply to multi-year agreements; additional fees for production, install, & removal may apply; 1 period = 28 days; all rates quoted are based on non-cancellable contract terms

# INVENTORY KEY

- Diorama
- ⊗ Exhibit
- FC Freecharge Station
- ★ Large Format Digital
- ◆ Lit Tension Fabric Display
- ★ Premier
- + Spectacular
- ◆ Tension Fabric Display
- ★ Video Wall
- Wrap
- ★ Zeus Digital



# Thank You.



Disclaimer: This proposal includes data and other information that the Proposer considers to be confidential and proprietary and the proposal shall not be disclosed to any third party individual, corporation, partnership or other group or entity, except for those that have an actual need to know such confidential information as it relates to this proposal.

All corporate marks, names, identities, and/or likeness utilized within these materials are for display purposes only. There exists no association between any third-party and In-Ter-Space Services, Inc. and/or Clear Channel Outdoor, LLC, unless explicitly stated. Any potential association, agency relationship, or copyright infringement created or perceived herein is neither intended nor implied, and hereby expressly disclaimed.



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

**MEETING DATE:** January 27, 2021

**NAME & TITLE:** Ed Caum, CVB Director

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and action to approve the following marketing buys with The Atkins Group. (Caum)

- \* Q2-Q3 Marketing Campaigns
- \* Space X Webpage
- \* Digital Media Plan

**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:**

January 19, 2021

## Estimate Description

Cost associated with the execution of **Q2 – Q3 Marketing Campaigns (January-June)**.

Working with the CVB The Atkins Group will develop creative campaigns for Q2 and Q3 as delineated below. TAG will also plan and place corresponding paid media campaigns, to be in market from February through June. All campaigns will utilize previously developed materials where possible with updated images and additional creative deliverables as needed. All campaigns will be managed from a holistic account stewardship perspective and will include tracking and analytics support as a component of overall spend.

### Details

#### Spring Break Paid Media

Targeting P35+ w/ HHI \$100K+; Texas and Midwest; January - April Time Frame

#### Road Trip/Summer Vacation Paid Media

Targeting P25-54 w/ HHI \$100K+ (SA, Austin, DFW); March - July Time Frame

#### Vacation Rental Summer Paid Media

Targeting P25-54 w/ HHI \$100K+ (Dallas, Houston); March - July Time Frame

Media Breakdown for this campaign is proposed as:

- 94% Digital (Search, social, display/video, streaming TV, digital OOH)
- 6% TV (Travelscope)

Primary creative deliverables will include a :15 and :30 Video, 2 FP/HP Print Ad Designs, 2 Digital Outdoor Bulletins, Standard Digital Banner Sizes, 4 Email Blasts (topics TBD), 2 content pieces of 500 words or less (topics TBD), 2 Social Media Retargeting Ads, 2 Carousel Social Ads, and 2 Single Image Social Ads.

Creative Budgets represent new creative development:

- 24 hours Creative Concept (05-001) @ \$175/hour
- 38 hours of Creative Art Direction (05-002) @ \$150/hour
- 30 hours of Creative Copywriting (05-003) @ \$150/hour
- 20 hours Creative Production (05-005) @ \$100/hour
- 28 hours Digital Digital Art Direction (06-004) @ \$175/hour
- 10 hours of Traffic Coordination (10-001) @ \$75/hour
- Video Editing Hard Costs (\$8,824)

Net Media Cost	\$ 415,625
Media Commission (12.5%)	\$ 59,375
Creative Labor Costs	\$ 30,874

January 19, 2021

**Air Lift Paid Media**

Targeting; Texas and Upper Midwest; Feb/March Time Frame  
Houston, Dallas, Denver, Chicago, Minneapolis

Media Breakdown for this campaign is proposed as:

- 100% Digital (Device ID, Digital OOH)

Primary creative deliverables will include Standard Digital Banner Sizes, Digital Outdoor, 1 Email Blast, 1 content pieces of 500 words or less, a Social Media Retargeting Ad, a Carousel Social Ad, and a Single Image Social Ad.

Creative Budgets represent new creative development:

- 7 hours Creative Concept (05-001) @ \$175/hour
- 17 hours of Creative Art Direction (05-002) @ \$150/hour
- 9.5 hours of Creative Copywriting (05-003) @ \$150/hour
- 9 hours Creative Production (05-005) @ \$100/hour
- 7 hours Digital Digital Art Direction (06-004) @ \$175/hour
- 3 hours of Traffic Coordination (10-001) @ \$75/hour

Net Media Cost	\$ 43,750
Media Commission (12.5%)	\$ 6,250
Creative Labor Costs	\$ 7,550

**Nature Tourism & Fishing Paid Media**

Targeting Birding/Fishing audience, 35+ HHI \$10K; (Texas); March - July - March Time Frame

Media Breakdown for this campaign is proposed as:

- 60% Digital (Social, Display)
- 40% Print

Primary creative deliverables will include a FP/HP Print Ad Designs, Standard Digital Banner Sizes, a Social Media Retargeting Ad, a Carousel Social Ad, and a Single Image Social Ad.

Creative Budgets represent minimal updates to existing creative:

- 12 hours of Creative Art Direction (05-002) @ \$150/hour
- 3 hours of Traffic Coordination (10-001) @ \$75/hour

Net Media Cost	\$ 65,625
Media Commission (12.5%)	\$ 9,375
Creative Labor Costs	\$ 2,025

January 19, 2021

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**Total Cost Estimate****\$ 640,449****Approved: \_\_\_\_\_ Date: \_\_\_\_\_**

*Please note this is only an estimate. Actual costs may vary +/- 10% based on total hours used and actual hard costs. Tasks and requests outside of the terms of this estimate will require a new estimate be sent out for approval. This estimate includes only the items listed above, and does not include deliverables that exceed the estimated amount. Rates based on approved [professional services contract](#).*

## South Padre Island | Estimate V1



January 12, 2021

## Estimate Description

Cost associated with updates to the **Space X Webpage**.

The Atkins Group, in partnership with the South Padre Island CVB, will develop and execute content and marketing outreach to highlight the Space X facility in Boca Chica.

Content components will include: a 3-day itinerary for space tourists to be posted in blog section, outreach to Space X PR Team to acquire available press materials, design an evergreen email blast to send out to email list when new launch is announced, update and expand web page copy, develop social content, selective outreach to space media and influencers.

### Details

<b>Itinerary Development and Posting</b> • 3 hours Public Relations Management (11-002) @ \$150/hour	\$ 450
<b>Outreach to Space X PR Team &amp; Space Media</b> • 6 hours Public Relations Management (11-002) @ \$150/hour	\$ 900
<b>Email Blast Development</b> • 1 hour Creative Concept (05-001) @ \$175/hour • 1.5 hour Creative Copywriting (05-003) @ \$150/hour • 7 hours Digital Digital Art Direction (06-004) @ \$175/hour	\$ 1,625
<b>Update and Expand Website Copy</b> • 3 hours Creative Copywriting (05-003) @ \$150/hour • 2 hours Digital Development (06-003) @ \$175/hour	\$ 800
<b>Develop Social Media Content</b> • 4 hours Social Media Coordination (08-001) @ \$125/hour	\$ 500
<b>Total Cost Estimate</b>	<b>\$ 4,275</b>

Approved: \_\_\_\_\_ Date: \_\_\_\_\_

Please note this is only an estimate. Actual costs may vary +/- 10% based on total hours used and actual hard costs. Tasks and requests outside of the terms of this estimate will require a new estimate be sent out for approval. This estimate includes only the items listed above, and does not include deliverables that exceed the estimated amount. Rates based on approved [professional services contract](#).

## South Padre Island | Estimate

the atkins group

January 6, 2021

**Estimate Description**

Cost associated with the planning and placement of a **Digital Media Plan**.

The Atkins Group will negotiate, place, and traffic materials for a digital media plan to begin in January, 2021. The overall breakdown of the plan will be as follows:

**Placements (NET costs)**

Search Engine Marketing (SEM) Keyword targeting	\$	10,937.50
Facebook & Instagram Behavioral Targeting - Image Ads	\$	6,125.00
Facebook & Instagram Behavioral Targeting - Video Ads	\$	6,125.00
Facebook & Instagram Retargeting	\$	6,125.00
Device ID Retargeting - People who have traveled in the past 3-6 months	\$	4,375.00
Cross Platform Display Behavioral Targeting	\$	3,062.50
Cross Platform Video Behavioral Targeting	\$	3,062.50
Cross Platform Native Contextual Targeting	\$	3,500.00

**Audience**

Target people who are in-market to travel to South Padre Island. We will be GEO Targeting all of Texas with people aged 35 - 55, male and female. Focusing on main markets such as Austin, San Antonio, Dallas, Houston.

**Details**

Total Net Paid Media Costs \$ 43,312.50

Media Commission \$ 6,187.50

Including Planning, Negotiation, and Placement

**Total Cost Estimate \$ 49,500**

Approved: \_\_\_\_\_ Date: \_\_\_\_\_

*Please note this is only an estimate. Actual costs may vary +/- 10% based on total hours used and actual hard costs. Tasks and requests outside of the terms of this estimate will require a new estimate be sent out for approval. This estimate includes only the items listed above, and does not include deliverables that exceed the estimated amount.*

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

**MEETING DATE:** January 27, 2021

**NAME & TITLE:** Ed Caum, CVB Director

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Update regarding the marketing buy for Rio Sports Live for February-July 2021. (Caum)

**ITEM BACKGROUND**

The CVAB approved the marketing buy for Rio Sports Live for FY 2020/2021 on 12/9/2020, in the amount of \$30,000.

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**





## 2020-2021 SPI and RSL

It is with great pleasure that I send this proposal as we look forward to promoting South Padre Island through our coverage of athletes throughout the region. I have modified the proposal in order to show the numbers generated up to date.

### Sheer numbers

This chart shows actual data for an advertiser running four ads in every game we broadcast. We are scheduled to carry more live contests each month and the archived games continue to produce views on our platforms,

### Impressions for corporate Advertiser

	2017	2018	2019	2020	Total
January	0	105,833	789,756	1,309,275	2,204,864
February	0	153,577	966,892	1,821,257	2,941,726
March	0	145,102	683,658	1,999,456	2,828,216
April	0	146,918	976,570	2,176,648	3,300,136
May	0	341,791	1,248,783	1,903,255	3,493,829
June	0	303,411	856,211	1,485,881	2,645,503
July	0	334,257	747,211	1,201,502	2,282,970
August	0	396,094	1,259,498	1,578,327	3,233,919
September	0	912,108	1,621,804	3,315,364	5,849,276
October	0	899,994	1,406,781	4,118,670	6,425,445
November	7,296	1,674,987	2,106,476	4,977,038	8,765,797
December	54,547	1,657,135	1,687,993	4,813,901	8,213,576
Totals	63,860	7,073,225	14,353,652	30,702,594	52,185,257

### Billboard placement

	<p><b>Sign: D56L (Pharr/San Juan)</b>  <b>Location: N side of Interstate 2,  0.1mi E of Veterans Blvd,  Viewable heading E, LHR</b>  <b>GPS: 26.2047, 98.1621</b>  <b>Size: 14x48</b></p> <p>Traffic: 130,000/day  8sec hold, 112 sec rotation  Monthly Impressions: 600,000</p>
	<p><b>Sign: D23R (Harlingen)</b>  <b>Location: S/S Exp 83/I-2  0.7mi W/o Ed Carey  RHR E/W Harlingen, TX</b>  <b>GPS: 26.1665, 97.6925</b>  <b>Size: 14x48</b></p> <p>Traffic: 98,000/day  8sec hold, 112 sec rotation  Monthly Impressions: 452,000</p>



### **Coverage Area and Demographics**

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 Victoria 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.

#### **Facebook Viewers**

Age 13-17	Less than 2 % total. 33% Male, .67% Female
Age 18-24	15% Total. 53% Male, 47% Female.
Age 25-34	24% Total. 58% Male, 42% Female.
Age 35-44	30% Total. 51% Male, 49% Female.
Age 45-54	19% Total. 61% Male, 39% Female.
Age 55-64	6% Total. 64% Male, 36% Female.
Age 65+	2% Total. 71% Male, 29% Female.

92% Viewers from the United State. 83% in the state of Texas.

#### **YouTube Viewers**

Age 13-17	5.4 % total. 66% Male, 34% Female
Age 18-24	14.1% Total. 77% Male, 23% Female.
Age 25-34	21.8% Total. 71% Male, 29% Female.
Age 35-44	23.2% Total. 73% Male, 27% Female.
Age 45-54	21.6% Total. 81% Male, 19% Female.
Age 55-64	12.4% Total. 82% Male, 18% Female.
Age 65+	1.5% Total. 79% Male, 21% Female.

93% Viewers from the United States. 70.7% in the state of Texas.

#### **Other platforms (Web Site, Twitter, ROKU)**

Age 13-17	13 % total. 53% Male, .42% Female
Age 18-24	26% Total. 55% Male, 45% Female.
Age 25-34	24% Total. 58% Male, 42% Female.
Age 35-44	22% Total. 54% Male, 46% Female.
Age 45-54	14% Total. 57% Male, 43% Female.
Age 55-64	5% Total. 49% Male, 51% Female.
Age 65+	Less than 2% Total. 64% Male, 36% Female.

93% Viewers from the United State. 81% in the state of Texas.



We are offering the following:

- Placement of a minimum of four commercials in all broadcasts on Rio Sports Live. Placed on all social media and website.
- An insert of a 10 second 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.

This has a value of over \$6,500 per month for the video advertising (Current Pricing) and added value for billboards.

### **Pricing, Discounts and Duration**

February 1, 2021 through July 31, 2021 \$30,000 with option to renew for August 1, 2021 through January 31, 2022 at same rate. (\*\*\*) Discounts applied for pre-pay).

### **Added Notes**

- Ads can be changed and will be placed in regular rotations within five days of receipt.
- Upon request by client ads can be suspended and ran at a later date.
- 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.
- Billboard messages can be changed with a five days notice.
- Full Analytics provided by the 8<sup>th</sup> of the month beginning March 8, 2020.

Rio Sports Live Representative

Joe R Bowling Jr Jan. 5 2020

Joe R Bowling Jr

South Padre Island

\_\_\_\_\_ Date \_\_\_\_\_

Signed \_\_\_\_\_

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:** January 27, 2021

**NAME & TITLE:** Ed Caum, CVB Director

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

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

**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:**

- 1.) Executive Summary- Travel outlook for the next 3 months
- 2.) Visitors Center
- 3.) ADR and Occupancy Reports
- 4.) Special Events
- 5.) Social Media
- 6.) Website Overview/Research and Analytics



An aerial photograph of a landscaped area featuring several tall palm trees and a brick wall. On the wall is a sign with three colorful umbrellas (yellow, pink, and blue) and the text "South Padre ISLAND, TEXAS". The background shows a highway with cars, modern buildings, and a sunset sky with orange and yellow clouds.

# CVB Regular Meeting

## Director's Report

January 2021





## Travel Outlook for the next 3 months:

- The average number of reported trips in this period is 1.1, up from 1.0 last week.
- There has been a modest increase in expectations for travel to cities and beaches, as well as state and regional recreational areas and mountain destinations.
- The average American expects to spend \$1,541 on these leisure trips. Millennials plan to spend more on average compared to older travelers.
- Fewer travelers now say they will visit less crowded places, take fewer trips than they normally would like, visit outdoor-oriented destinations and avoid air travel.
- Americans currently plan to take an average of 2.8 leisure trips this year.
- The greatest volume of leisure trips is likely to take place between May and August of 2021.



## Executive Summary



- Right now, scenic beauty, outdoor activities in warm weather, beach destinations, National Parks and road trips are the top travel experiences Americans are looking for.
- Younger travelers (both Millennials and Gen X) show more interest in big city experiences and traveling to foreign countries compared to Boomers.
- More Americans increasingly say that they will avoid travel until vaccines are widely available.
- While Americans continue to feel that the vaccine is safe, this metric is down somewhat from last week.
- Compared to last week, fewer Americans are optimistic about life returning to normal and being able to travel safely in the next six months.

## Executive Summary

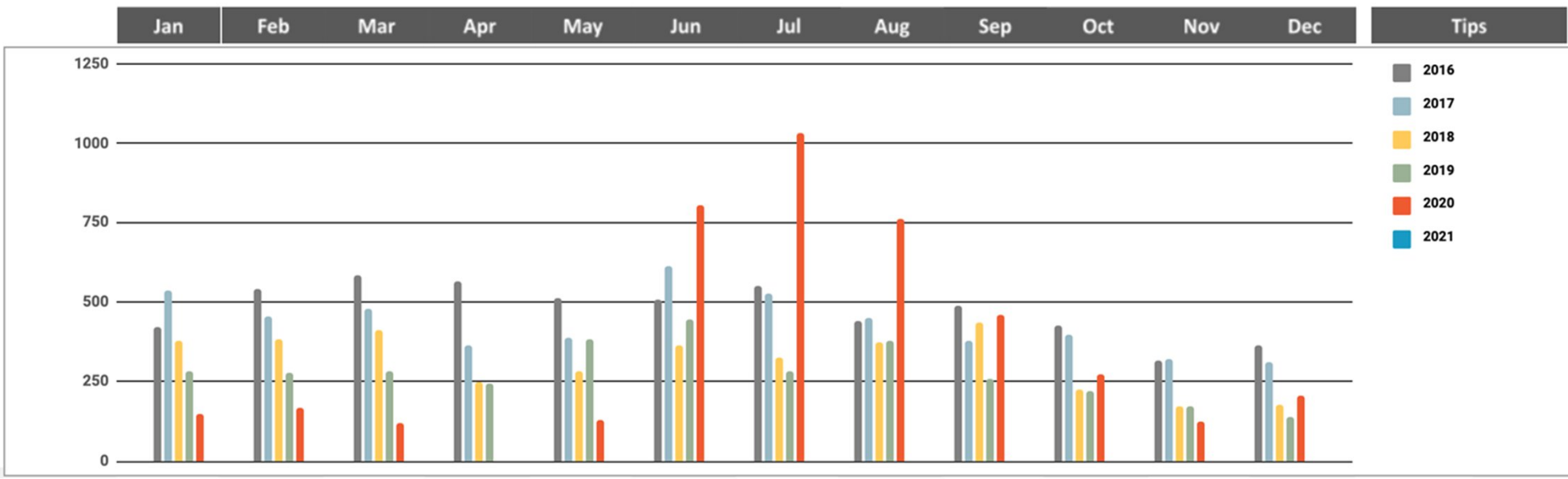


- Millennials are the likeliest generation to say that they have started planning future trips in anticipation of the COVID-19 vaccine being widely available, while Baby Boomers are the likeliest to expect they will be vaccinated by June.
- The majority of American travelers miss festivals and live events.
- Over half of Americans who attend festivals and live events expect that they will feel comfortable traveling to attend them by September of this year, with Millennials expressing the highest propensity to feel comfortable traveling by then.
- Concerts and music-related events are the types of events travelers most want to attend in 2021.
- American travelers would feel more comfortable attending events if a negative COVID-19 test result and proof of vaccination were required.

# Visitor Center Monthly Reports



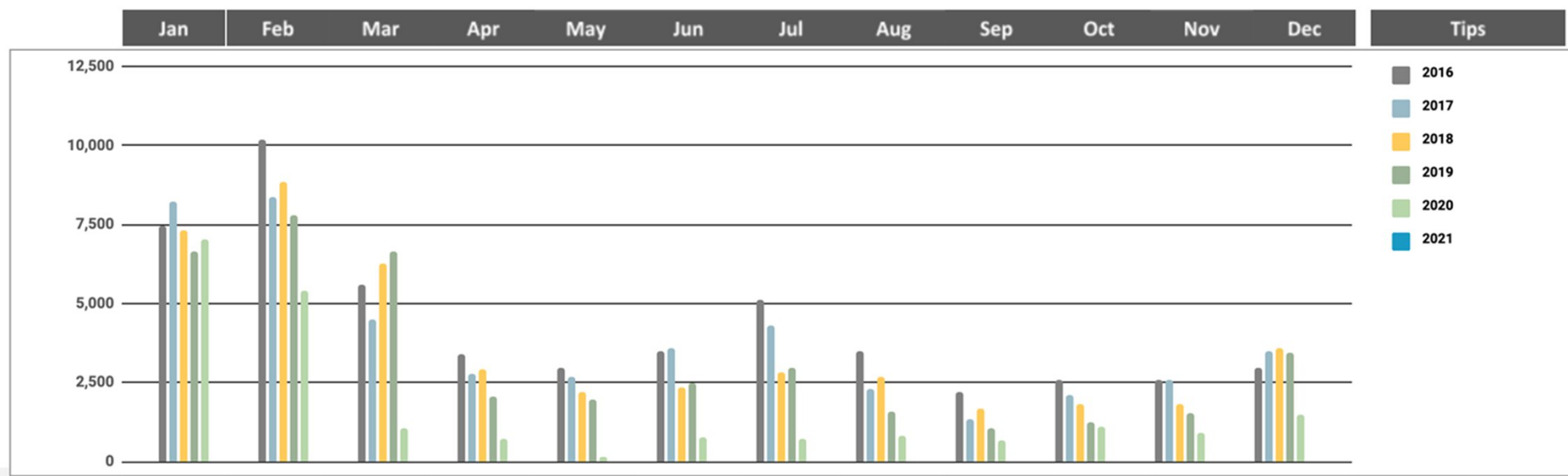
## Monthly Calls Report 5 Year History



# Visitor Center Monthly Reports



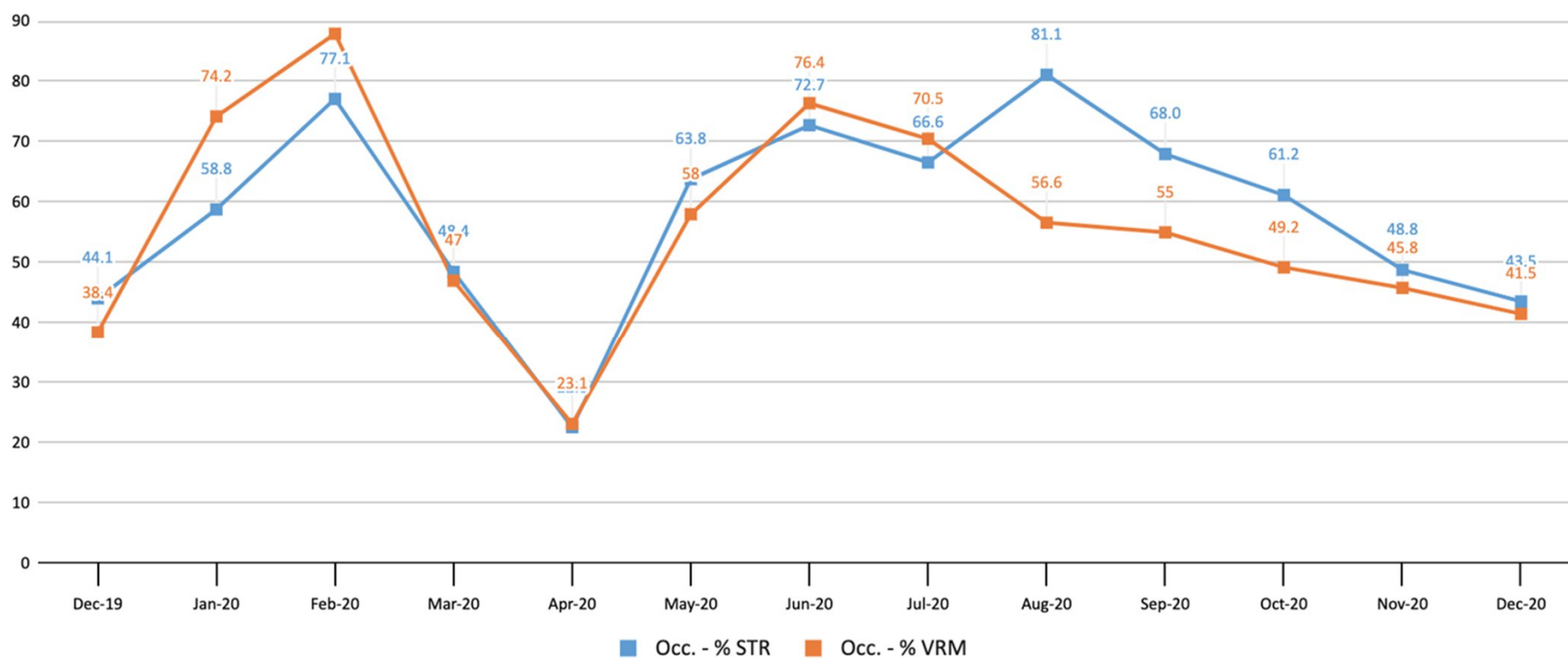
## Monthly Walk-in Report 5 Year History



# Occupancy% - VRMs vs. Hotel



(STR vs. KeyData)



Source: STR Report & Key Data

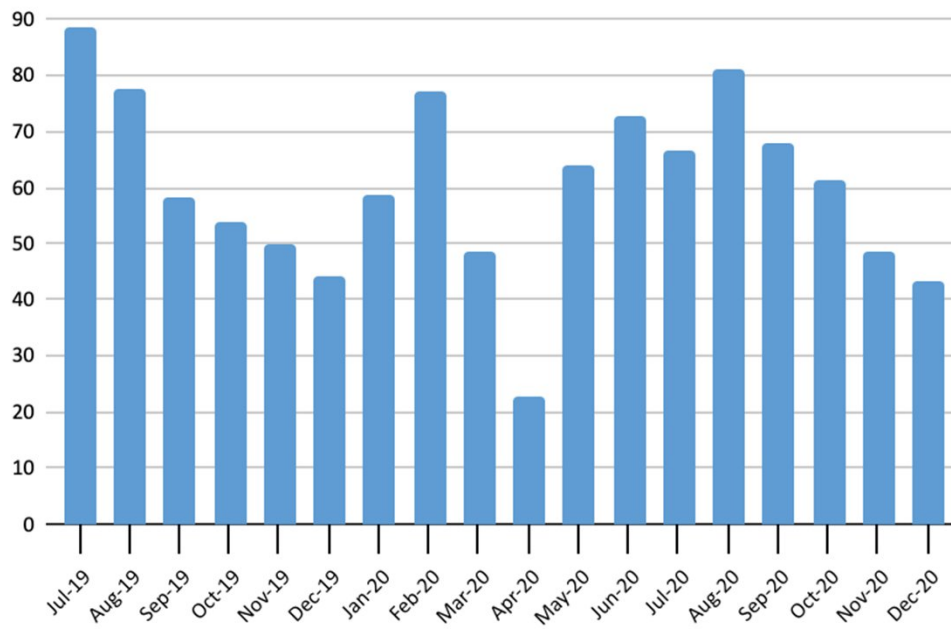
# Occupancy %- VRMs vs. Hotel



(STR vs. KeyData)

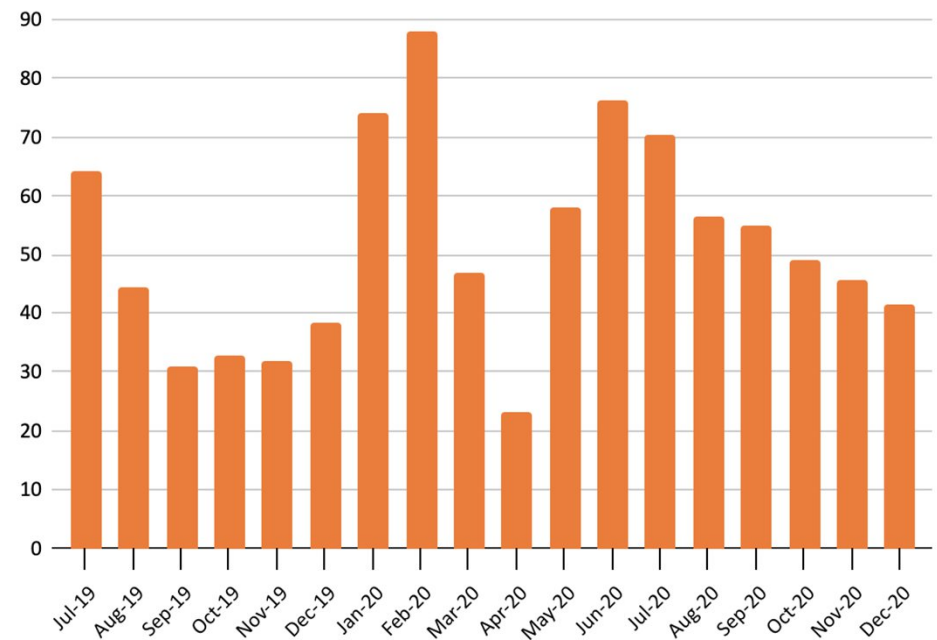
Hotel Occupancy % (STR)

STR



VRM Occupancy % (KeyData)

VRM

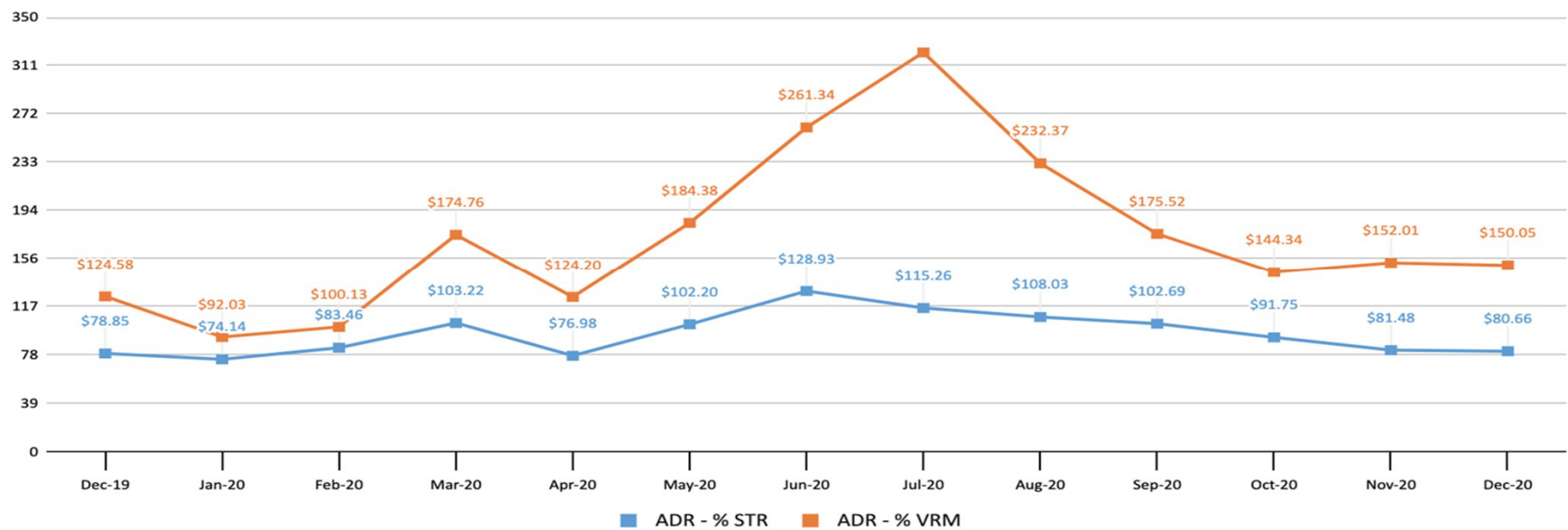




# ADR - VRMs vs. Hotel



(STR vs. KeyData)



	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20
ADR - STR	\$78.85	\$74.14	\$83.46	\$103.22	\$76.98	\$102.20	\$128.93	\$115.26	\$108.03	\$102.69	\$91.75	\$81.48	\$80.66
ADR - VRM	\$124.58	\$92.03	\$100.13	\$174.76	\$124.20	\$184.38	\$261.34	\$321.75	\$232.37	\$175.52	\$144.34	\$152.01	\$150.05

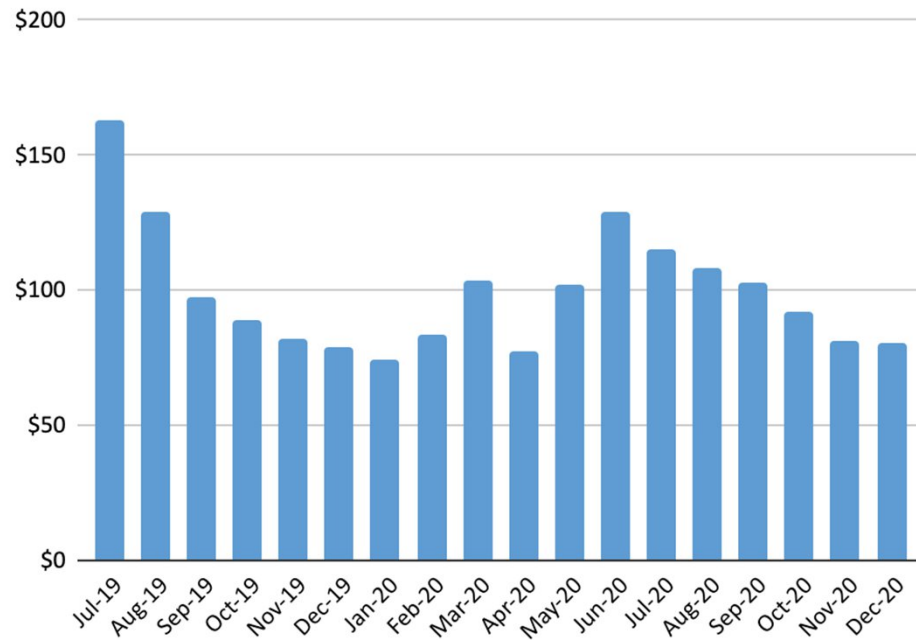
# ADR - VRMs vs. Hotel



(STR vs. KeyData)

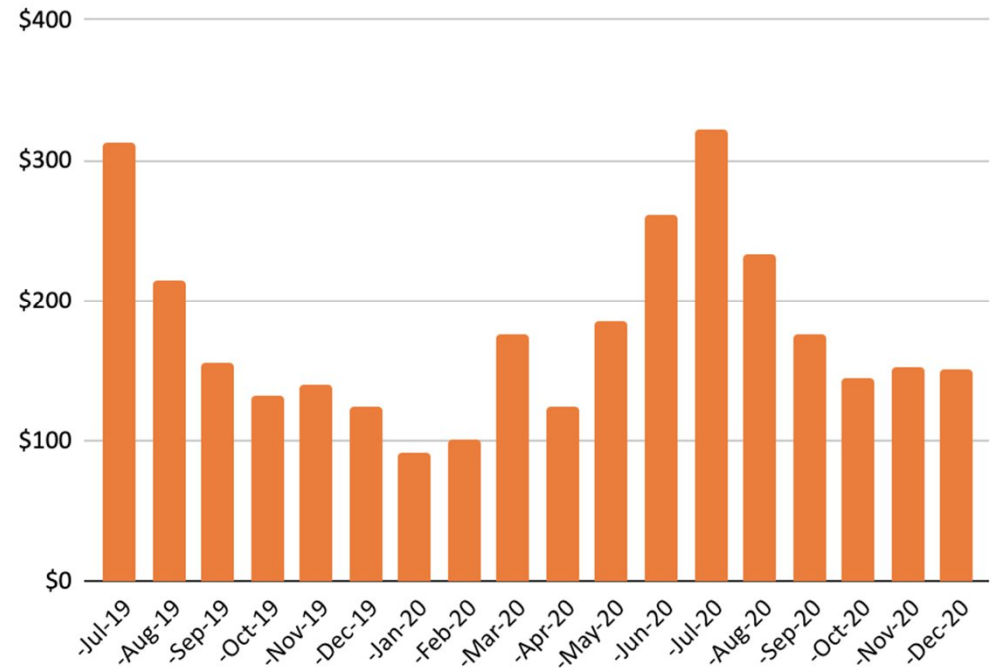
Hotel ADR (STR)

STR



VRM ADR (KeyData)

Key Data







# ORGANIC SOCIAL MEDIA OVERVIEW

# Facebook Top Posts




 **South Padre Island Tropical Travel**  
Mon 1/4/2021 1:45 pm PST


We had to get out on the water today. It was just too beautiful to stay inside. Take a paddle with us as we test out one of Bayside Water Rentals kayaks on the lower Laguna madre. 🌊☀️#SoPadre




<b>Total Engagements</b>	<b>4,367</b>
Reactions	991
Comments	174
Shares	67
Post Link Clicks	4
Other Post Clicks	3,131

 **South Padre Island Tropical Travel**  
Thu 12/31/2020 9:39 am PST


🥁 drum roll please 🥁 Our #1 fan favorite post for 2020 was the iconic South Padre Island sign as the sun was rising behind it. 🌅🏖️#SoPadre



<b>Total Engagements</b>	<b>3,926</b>
Reactions	2,508
Comments	115
Shares	223
Post Link Clicks	-
Other Post Clicks	1,080

 **South Padre Island Tropical Travel**  
Thu 12/17/2020 4:06 pm PST

Our incredible Holiday Light Show will put some holiday cheer in your ear! 🎧🎄 We have made the show more impressive this year by adding a large light tree 🌲 and upped our holiday playlist.

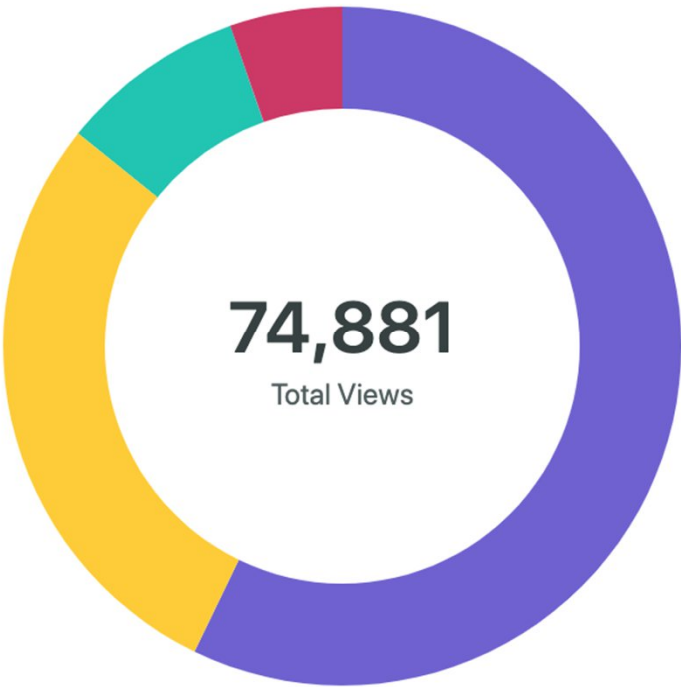


<b>Total Engagements</b>	<b>3,743</b>
Reactions	739
Comments	163
Shares	53
Post Link Clicks	1
Other Post Clicks	2,787

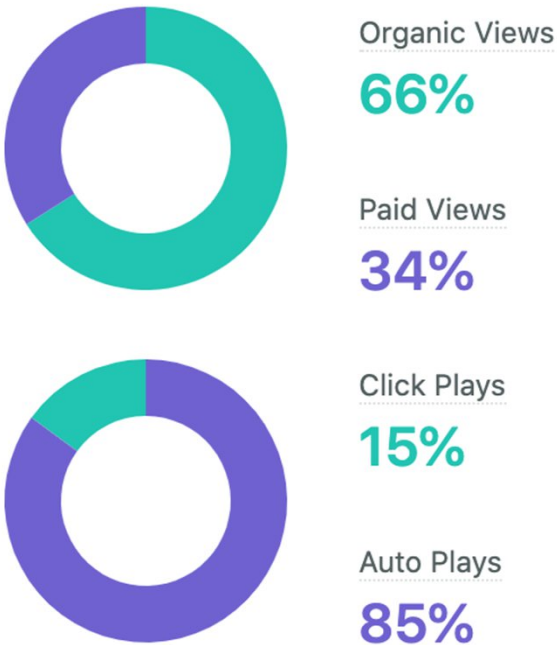
# Facebook Video Performance



View Metrics



Viewing Breakdown

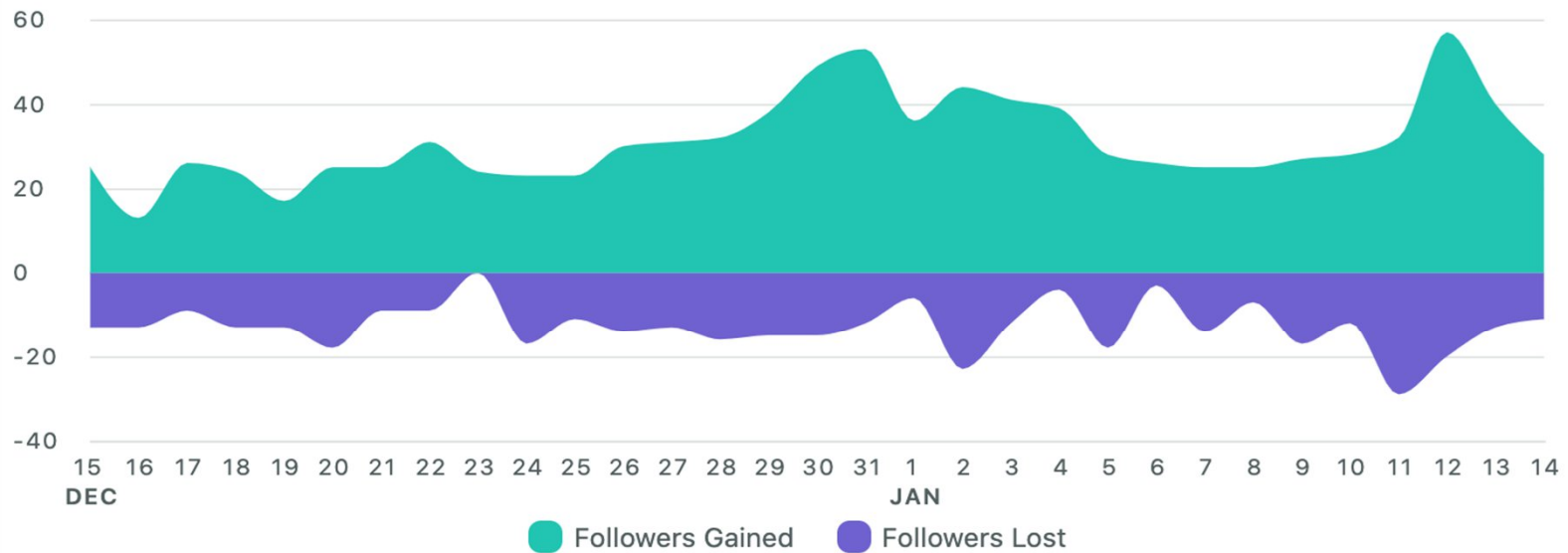




# Instagram Audience Growth



Net Follower Growth Breakdown, by Day



Audience Metrics	Totals	% Change
<b>Followers</b>	<b>35,604</b>	<b>↗ 1.62%</b>



# Instagram Hashtag Performance



## Most Used Hashtags

#southpadreisland	22
#spitx	22
#padreparadise	21
#southpadre	21
#spi	21
#SoPadre	19
#islandtime	16
#texasbestbeach	14
#igtexas	11
#padreisland	9

## Top Hashtags by Lifetime Engagements

#southpadreisland	18,752
#spitx	18,752
#southpadre	18,192
#spi	18,192
#padreparadise	17,880
#SoPadre	15,610
#islandtime	11,911
#texasbestbeach	11,186
#igtexas	8,601
#padreisland	6,559

# Instagram Top Posts



 **visitsouthpadreisl...**  
Wed 12/30/2020 9:05 am ...

🥁 drum roll please 🥁 Our #1 fan favorite post for 2020 was the iconic South Padre Island sign



**Total Engagements** 2,581

Likes 2,462

Comments 55

Saves 64



 **visitsouthpadreisl...**  
Tue 12/29/2020 10:16 am ...

Our #2 Fan Favorite Post was the day we went shelling 🐚 with @tritoon\_charters. It was a



**Total Engagements** 1,384

Likes 1,335

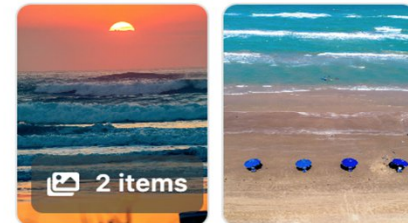
Comments 32

Saves 17



 **visitsouthpadreisl...**  
Mon 12/28/2020 12:10 pm ...

We're counting down our top 4 fan favorite posts of 2020! Check out if your favorite posts



**Total Engagements** 1,283

Likes 1,226

Comments 23

Saves 34



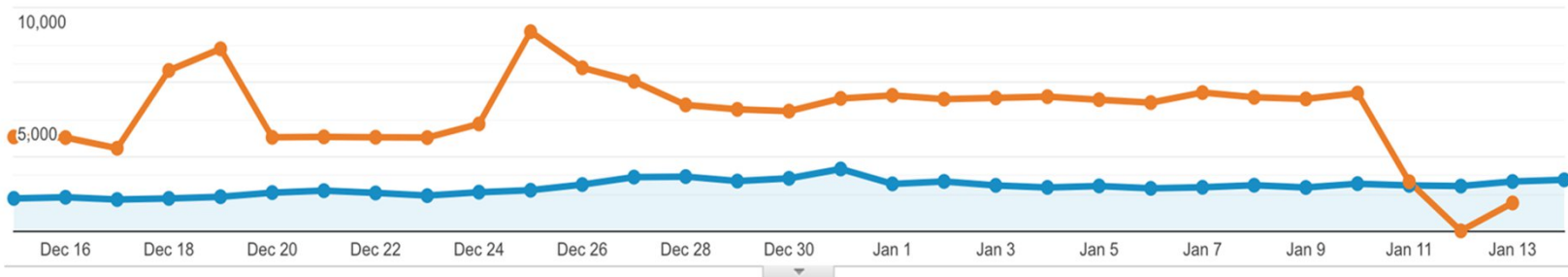
# WEBSITE OVERVIEW

# Website Analytics



Dec 15, 2020 - Jan 14, 2021: ● Users

Dec 16, 2019 - Jan 14, 2020: ● Users



Website YOY suffered a loss of 63.60% by users, but Pages/Session and Avg. Session Duration have increased.

Primary Dimension: Default Channel Grouping Source / Medium Source Medium Other

Plot Rows

Secondary dimension

Sort Type: Default

advanced

Default Channel Grouping	Acquisition			Behavior			Conversions <div>eCommerce</div>	
	Users <div></div> <div></div>	New Users <div></div>	Sessions <div></div>	Bounce Rate <div></div>	Pages / Session <div></div>	Avg. Session Duration <div></div>	Ecommerce Conversion Rate <div></div>	Transactions <div></div>
	63.60% <div></div> <div>51,008 vs 140,148</div>	63.32% <div></div> <div>49,082 vs 133,808</div>	60.39% <div></div> <div>69,806 vs 176,236</div>	50.22% <div></div> <div>30.60% vs 61.48%</div>	32.43% <div></div> <div>2.38 vs 1.80</div>	83.12% <div></div> <div>00:02:08 vs 00:01:10</div>	100.00% <div></div> <div>0.00% vs &lt;0.01%</div>	100.00% <div></div> <div>0 vs 3</div>



# Website Analytics



City	Session
<b>San Antonio</b>	
Dec 14, 2020 - Jan 15, 2021	5,758 (8.25%)
Dec 14, 2019 - Dec 15, 2020	5,307 (3.01%)
% Change	8.50%
<b>Houston</b>	
Dec 14, 2020 - Jan 15, 2021	4,996 (7.16%)
Dec 14, 2019 - Dec 15, 2020	7,772 (4.38%)
% Change	-35.30%
<b>South Padre Island</b>	
Dec 14, 2020 - Jan 15, 2021	5,026 (7.02%)
Dec 14, 2019 - Dec 15, 2020	4,644 (2.64%)
% Change	8.23%
<b>Austin</b>	
Dec 14, 2020 - Jan 15, 2021	4,128 (5.91%)
Dec 14, 2019 - Dec 15, 2020	12,727 (7.22%)
% Change	-67.57%
<b>Dallas</b>	
Dec 14, 2020 - Jan 15, 2021	2,760 (3.95%)
Dec 14, 2019 - Dec 15, 2020	8,211 (4.66%)
% Change	-66.39%



During this time frame we have seen growth from San Antonio and South Padre Island.

The top leaders during this time frame were:

- SAN ANTONIO (STILL EXPERIENCING THE LARGEST % GROWTH)
  - HOUSTON
  - SOUTH PADRE ISLAND
- 
- Despite losing 35% of the web traffic in that area, Houston remains in the number 2 spot.



Thank You



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

**MEETING DATE:** January 27, 2021

**NAME & TITLE:** Linette Hernandez

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and action concerning new meeting date for February 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:**