

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

**WEDNESDAY, MARCH 24, 2021
9:00 AM AT THE MUNICIPAL BUILDING
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 the board relating to agenda or non-agenda items. Speakers are required to address the Board at the podium and give their name before addressing their concerns. [Note: State law will not permit the Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to City Staff or may be placed on the agenda of a future Convention and Visitors Advisory Board meetings]

4.Approve Consent Agenda

- 4.1. Approve the meeting minutes for the February 24, 2021 regular meeting. (Till)
- 4.2. Approve the meeting minutes for the March 10, 2021 special meeting. (Till)
- 4.3. Approve the excused absence for Bryan Pinkerton for the March 10, 2021 special meeting. (Till)

5.Regular Agenda

- 5.1. Discussion regarding the following required training courses to be completed by board members. (Caum)
 - *Open Meetings Act Training
 - *Public Information Act Training
 - *TML Newly Elected City Officials' Virtual Workshop
- 5.2. Discussion regarding McAllen, Harlingen, and Brownsville airport transportation to and from South Padre Island. (Till)
- 5.3. Discussion and possible action to include fireworks funding to beach side fireworks displays. (Caum)
- 5.4. Discussion and action to approve the funding request for CAF Airshow in October 2021. (Amaya)



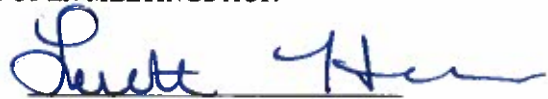
- 5.5. Discussion regarding the CVB Strategic Plan for FY 2021/2022. (Goodman)
- 5.6. Discussion and possible action regarding upcoming paid advertising campaigns. (Caum, Rodriguez)
- 5.7. Discussion and possible action to approve a budget amendment in the amount of \$40,000 from excess reserves for 50% of the conceptual exhibit design for an aquarium and butterfly pavilion at the Birding and Nature Center. (Lapeyre)
- 5.8. Presentation and discussion regarding the Director's Report. (Caum)
- 1.) Executive Summary-Travel Outlook
 - 2.) Visitors Center Monthly Reports
 - 3.) ADR and Occupancy Reports
 - 4.) Social Media
 - 5.) Cision Report
 - 6.) Website Overview
 - 7.) Convention and Group Sales
 - 8.) Special Events
 - 9.) Marketing Campaigns
- 5.9. Discussion and action concerning the new meeting date for April 2021. (Till)

6. Adjourn

NOTE:

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

DATED THIS DAY, FRIDAY, MARCH 19, 2021.


Linette Hernandez, CVB Management Assistant

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE ABOVE NOTICE OF MEETING OF THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT CITY HALL/MUNICIPAL BUILDING ON FRIDAY, MARCH 19, 2021, AT/OR BEFORE 5:00 PM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.


Linette Hernandez, CVB Management Assistant

THIS FACILITY IS WHEELCHAIR ACCESSIBLE, AND ACCESSIBLE PARKING SPACES ARE AVAILABLE. REQUESTS FOR ACCOMMODATIONS OR INTERPRETIVE SERVICES MUST BE MADE 48 HOURS PRIOR TO THIS MEETING. PLEASE CONTACT PUBLICS WORKS DIRECTOR, CARLOS SANCHEZ AT (956)761-8103.



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

MEETING DATE: March 24, 2021

NAME & TITLE: Linette Hernandez

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve the meeting minutes for the February 24, 2021 regular meeting. (Till)

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;">MEETING MINUTES CONVENTION AND VISITOR ADVISORY BOARD MEETING CITY OF SOUTH PADRE ISLAND</p>
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WEDNESDAY, FEBRUARY 24, 2021

I. CALL TO ORDER

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a regular meeting on Wednesday, February 24, 2021 at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Sean Till called the meeting to order at 2:00pm. A full quorum was present: Vice Chairman Tom Goodman, Board Members Daniel Salazar, Chad Hart, Arnie Crenin, Bryan Pinkerton, Bob Friedman and Ex-Officio Jose Mulet.

City Officials: City Manager Randy Smith and Council Member Ken Medders, Kerry Schwarz, and Joe Ricco were present.

CVB Staff: CVB Director Ed Caum, Operations and Services Manager Lori Moore, Senior Marketing & Communications Manager Teresa Rodriguez, Administrative Assistant Linette Hernandez, and Marketing and Communications Specialist April Romero were present.

II. PLEDGE OF ALLEGIANCE

III PUBLIC COMMENTS AND ANNOUNCEMENTS: CVB Director Ed Caum spoke at the podium and shared information on South Padre Island's Hotel Occupancy Tax collections for November-January of 2021. CVAB Chairman Sean Till made a comment that Board Member Arnie Crenin will be resigning from the CVAB after over 10 years of public service.

IV. APPROVE CONSENT AGENDA

- 4.1. Approve the meeting minutes for the January 27, 2021 regular meeting. Vice-Chairman Tom Goodman made the motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously.
- 4.2. Approve the excused absence for Board Member Bob Friedman for the January 27, 2021 regular meeting. Vice-Chairman Tom Goodman made the motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously.

V. REGULAR AGENDA

- 5.1. Presentation and discussion regarding the Director's Report. CVB Director Ed Caum shared a PowerPoint presentation and discussed the following items at the podium:
 - 1.) Executive Summary-Travel outlook for the next 3 months
 - 2.) Visitors Center
 - 3.) ADR and Occupancy Reports
 - 4.) Social Media
 - 5.) Website Overview/Research and Analytics
- 5.2. Discussion and action to approve the following in-house marketing buys.
 - 1.) Texas Outdoors Lifestyle TV Show-Cooking Segment for FY 2021. Board Member Daniel Salazar made the motion to approve 26 cooking segments for \$13,000 including a featured hotel/restaurant, seconded by Board Member Bob Friedman. Motion carried unanimously.
 - 2.) Clear Channel Airports-Digital Display at the Chicago O' Hare International Airport for March 2021 at the American Airlines terminal. CVB Staff recommended not take no action on this item. Vice-Chairman Tom Goodman made the motion to not approve, seconded by Board Member Chad Hart. Motion carried unanimously.
- 5.3. Discussion and action to approve the The Atkins Group media plan for FY 2021. Board Member Daniel Salazar made the motion to approve, seconded by Board Member Chad Hart. Motion carried unanimously. The board requested strategic plan meetings.
- 5.4. Discussion and possible recommendation to City Council to approve the 2021 Marketing RFP. Chairman Sean Till made the motion to take no action on this item, seconded by Vice-Chairman Tom Goodman. Motion carried unanimously.
- 5.5. Discussion and possible recommendation to City Council to approve the extension of The Atkins Group contract for 6 months from April 1, 2021 - September 30, 2021. Board Member Daniel Salazar made the motion to approve, seconded by Board Member Tom Goodman. Motion carried on a 6 to 1 vote, with Chairman Sean Till casting a nay vote.
- 5.6. Discussion and action concerning new meeting date for March 2021. A regular meeting was scheduled for March 24, 2021.

VI. ADJOURN

There being no further business, Chairman Sean Till adjourned the meeting at 2:49pm.

Linette L. Hernandez, CVB Management Assistant

Sean Till, CVA Chairman

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

MEETING DATE: March 24, 2021

NAME & TITLE: Linette Hernandez

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve the meeting minutes for the March 10, 2021 special meeting. (Till)

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;">MEETING MINUTES CONVENTION AND VISITOR ADVISORY BOARD SPECIAL MEETING CITY OF SOUTH PADRE ISLAND</p>
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WEDNESDAY, MARCH 10, 2021

I. CALL TO ORDER

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a regular meeting on Wednesday, March 10, 2021 at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Sean Till called the meeting to order at 10:01 am. A quorum was present: Vice Chairman Tom Goodman, Board Members Daniel Salazar, Chad Hart, Arnie Creinin, and Bob Friedman. Board member Bryan Pinkerton was absent.

City Officials: There were no city officials present at the meeting.

CVB Staff: CVB Director Ed Caum, Operations and Services Manager Lori Moore, Senior Marketing & Communications Manager Teresa Rodriguez, Management Assistant Linette Hernandez.

II. PLEDGE OF ALLEGIANCE: The pledge of allegiance was led by Chairman Sean Till.

III. PUBLIC COMMENTS: There were no public comments or announcements.

IV. REGULAR AGENDA

- 4.1. Discussion and possible action to approve the Northern Mexico Marketing Plan for FY 2021. CVB Director Ed Caum spoke at the podium and informed the board that the total cost for the media plan is \$48,690, and the expected reach is for 3 million people in the Northern Mexico area. Senior Marketing Manager Teresa Rodriguez spoke at the podium and provided more details regarding the individual marketing campaigns. After a brief discussion, Vice Chairman Tom Goodman made the motion to approve, seconded by Board Member Arnie Creinin. Motion carried unanimously.

V. ADJOURN

There being no further business, Chairman Sean Till adjourned the meeting at 10:08am.

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

MEETING DATE: March 24, 2021

NAME & TITLE: Linette Hernandez

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve the excused absence for Bryan Pinkerton for the March 10, 2021 special meeting. (Till)

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: March 24, 2021

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion regarding the following required training courses to be completed by board members. (Caum)

*Open Meetings Act Training

*Public Information Act Training

*TML Newly Elected City Officials' Virtual Workshop

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:

Open Meetings Act Training

Learn about important legislative changes to the Open Meetings Act made during the past session.

Members of a governmental body subject to the Open Meetings Act (OMA) are required to participate in education training sessions pursuant to section 551.005 of the Texas Government Code. The training requirement applies to all elected or appointed officials who participate in meetings subject to the OMA. However, it does not apply to public officials who do not conduct business in meetings subject to the OMA. For example, law enforcement officials, auditors, or county clerks are not required to complete training under the OMA.

The law requires that members subject to the OMA complete training within 90 days of taking the oath of office or otherwise assuming the responsibilities of office. The training must include information regarding the:

1. General background of the legal requirements for open meetings;
2. Applicability of the Open Meetings Act to governmental bodies;
3. Procedures and requirements regarding quorums, notice, and recordkeeping under the OMA;
4. Procedures and requirements for holding an open meeting and for holding a closed meeting under the OMA; and
5. Penalties and other consequences for failure to comply with the OMA.

The Office of the Attorney General's training video includes information on each of these elements and satisfies the requirements imposed by section 551.005 of the OMA. A public official may obtain a course completion certificate by following the directions at the end of the training video. The certificate must be maintained by the member's governmental body and made available for public inspection upon request.

After completing the training course, you may [print your certificate](#).

Public Information Act Training

Texas Government Code section 552.012 requires elected or appointed public officials to complete an open records training course. The training requirement applies to:

1. a member of a multimember governmental body;
2. the governing officer of a governmental body that is headed by a single officer rather than by a multimember governing body; or
3. the officer for public information of a governmental body, without regard to whether the officer is elected or appointed to a specific term.

The law requires that the specified public officials complete the training course within 90 days of taking the oath of office or otherwise assuming the responsibilities of office. A public official may assign a public information coordinator to satisfy the training requirement for the public official if the coordinator is primarily responsible for administering the responsibilities of the public official or governmental body under the Public Information Act. The designated coordinator is required to complete the training course within 90 days of the date the coordinator assumes the duties as coordinator.

The training course of not less than one and not more than two hours must include information regarding:

1. the general background of the legal requirements for open records and public information;
2. the applicability of the Public Information Act to governmental bodies;
3. procedures and requirements regarding complying with a request for information under the Public Information Act;
4. the role of the attorney general under the Public Information Act; and
5. penalties and other consequences for failure to comply with the Public Information Act.

The Office of the Attorney General's training video consists of information on each of these elements and satisfies the requirements imposed by Government Code section 552.012. A public official or public information coordinator may obtain a course completion certificate by following the directions in the video upon completion of the training. The certificate must be maintained by the official's or coordinator's governmental body and made available for public inspection upon request.

After completing the training course, you may [print your certificate here](#).



TML Newly Elected City Officials' Workshop

Virtual

You've got questions... we've got answers.

Thank you for your purchase of the TML Newly Elected City Officials' Virtual Workshop. You can download workshop handouts and a CEU form [here](#).

Your registration fee is for a single individual and cannot be shared.

This training has four sections. The access code for each session is **NEO2020#**

- [*Governing Ethically: Understanding Your Influence*](#)
Session length: 67:12
Dan Johnson, City Manager, City of Richardson
- [*Interacting Constructively with the Media*](#)
Session length: 50:58
Tom Bryson, Director of Communications, City of Farmers Branch
- [*Parliamentary Procedure: Being Aware of the Key Rules*](#)
Session length: 50:33
Mary Kayser, TRMC, MMC, City Secretary, City of Fort Worth
- [*Understanding Your Financial Oversight Responsibilities*](#)
Session length: 80:27
Martie Simpson, CPA, Executive Director, Government Finance Officers Association of Texas

Please click on the link or copy and paste it into your internet browser to view the recording.

Workshop Duration: 249 Minutes

This workshop qualifies for a total of 5.4 TML CEUs. Due to the requirements set by the State Board of Accountancy, these recordings do not qualify as CEU for CPAs.

[Open Government](#) required training: Remember to watch the Open Meetings Act and Public Information Act videos available on the attorney general's website. Print your certificates for each and file them with your city secretary.

[Newly Elected Resources](#): Please visit this page for additional resources specifically for you.

Certification for Elected Officials: Learn more about the Texas Municipal League Institute (TMLI) that recognizes elected officials who commit to continuing their professional development.

Questions? Contact TML at ondemand@tml.org or tmli@tml.org.

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

MEETING DATE: March 24, 2021

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion regarding McAllen, Harlingen, and Brownsville airport transportation to and from South Padre Island. (Till)

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: March 24, 2021

NAME & TITLE: Linette Hernandez

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action to include fireworks funding to beach side fireworks displays. (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:



Ed Caum <ed@sopadre.com>

Fireworks

1 message

claytonamo@aol.com <claytonamo@aol.com>

Sat, Mar 6, 2021 at 3:37 PM

To: Ed Caum <ed@sopadre.com>, Randy Smith <rsmith@myspi.org>

Cc: Barry Patel <barryspi@gmail.com>, Sean Webpage <SEAN@islandgeek.com>, Chad Hart <inertiachad@gmail.com>, Clayton Brashear <claytonamo@aol.com>

March 6, 2021

Clayton Brashear
Barry Patel
6800 Padre Blvd
South Padre Island, Texas 78597

Ed Caum Executive Director
City of South Padre Island Convention & Visitors Bureau

Ed, we request the beach firework show be included in the recently released RFP for the upcoming City sponsored fireworks shows which are being funded by hotel/motel tax money.

We are formally requesting the RFP be revised to reflect 35% of all money spent from CVB funds for fireworks be spent on the beach fireworks shows. Over the past five years, beach fireworks have proven to be a success at entertaining and enhancing the experience of the beachside hotel/motel tourists. Over 1,000 hotel rooms, condos, and Air B&B units are in the area so a portion of the CVB fireworks funds should be spent on the beach side.

Unlike the bay fireworks display, the beach fireworks display has proven to create a direct benefit to hotels in the area. Private funds have proven the concept is viable and has proven a direct "heads in beds" correlation.

It is time to include the beachside firework display in City sponsored funding. The concept is already advertised by many as "beach to bay fireworks display". The CVB and the City recognize the positive economic impact fireworks have over the beach and the bay on both sales tax and HOT tax during the tourist season.

We appreciate your attention in the matter and please let us know if this is a CVB issue or if it needs a City Council agenda Item ?

Sincerely,

Clayton Brashear and Barry Patel

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

MEETING DATE: March 24, 2021

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

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action to approve the funding request for CAF Airshow in October 2021. (Amaya)

ITEM BACKGROUND

The Special Events Committee approved \$45,000 in funding for this event on March 16, 2021. \$32,000 to be used towards marketing and the remaining \$13,000 for other expenses.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:



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

February 1, 2021

South Padre Island CVB
South Padre Island Convention Centre
7355 Padre Boulevard
South Padre Island, Texas 78597

Atten: Special Events Committee

To whom it may concern:

As most of you know the Commemorative Air Force – Rio Grande Valley Wing (CAF-RGV Wing) moved from its long-time home in Brownsville three and a half years ago. While there, the Wing produced airshows for twenty-seven years, featuring some of the finest airshow performers in the country.

Now, we are located at the Port Isabel-Cameron County Airport and have one airshow under our belt at our new home. The show was in June of 2019 and, due to weather and cost issues, was not financially successful. So, in an effort to cut costs and increase the odds for better weather, we have changed the date of the show to the first weekend in October. Hopefully, by cross marketing with Sand Castle Days, we can significantly increase tourist and participant room nights for the weekend.

One new twist we are proposing is doing a late afternoon/night show over the Bay on Friday with show center being the green space in the entertainment district. The show will last a little over an hour and feature 4-5 aerobatic performers, including the Aeroshell Aerobatic Team, as well as night performer, Nathan Hammond. Since this part of **AIRSHOW!** is at South Padre Island, we asking for \$40,000 to fund the twilight show. Needless to say, it will be open to the public at no cost. Finally, we are also requesting the same \$10,000 media buy the CVB provided in 2019. Thanks for any and all consideration.


David Hughston, Chairman
CAF **AIRSHOW!** 2021





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: January 21, 2021

ORGANIZATION INFORMATION

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

Address: P. O. Box 8190

City, State, Zip: Brownsville, Texas 78526

Contact Name: David Hughston Contact Email: david@hiains.net

Contact Office PhoneNumber: 956-542-4387

Contact Cell Phone Number: 956-454-4439

Website Address for Event or Sponsoring Entity: rgvcaf.org

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

Entity's Creation Date: July 1964

Purpose of your organization:
Please see mission statement attached

EVENT INFORMATION

Name of Event: CAF AIRSHOW! 2021

Date(s) of Event: October 1,2,3, 2021

Primary Location of Event: Port Isabel - Cameron County Airport

Amount Requested: \$50,000

Primary Purpose of Funded Activity/Facility:
See addendum attached

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

Funds will be used for CAF AIRSHOW! production expenses

Percentage of Hotel Tax Support of Related Costs

25 Percentage of Total Event Costs Covered by Hotel Occupancy Tax

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

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

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

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

N/A

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

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ _____
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ _____
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ 50,000
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ _____
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ _____
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: \$ _____

How many attendees are expected to come to the sporting related event? N/A

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

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

N/A

- 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:** \$ _____

What tourist attractions will be the subject of the signs?

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event? 29 years

Expected Attendance: 6,000

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

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

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

Where and how many rooms will be blocked?

We will be reserving a block of rooms at one or more venues for participants/performers. We anticipate paying for approximately 120 room nights. Will work with CVB to establish courtesy rates.

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
June/2019	\$10,000 - Media buy	40

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

Surveys and room block usage info.

Please list other organization, government entities, and grants that have offered financial support to your project: None

Will the event charge admission? Yes If so, what is the cost per person? \$12-adv. \$15 - gate

Do you anticipate a net profit from the event? Yes

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

We anticipate a net profit of \$25K - \$30K. All proceeds will be used for the care, maintenance, development and promotion of the CAF-RGV Wing Transportation Museum and the artifacts/aircraft in its care.

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

- Newspaper: \$ 3,000
- Radio: \$ 3,000
- TV: \$ 12,500
- Website, Social Media: \$ 3,500
- Other Paid Advertising: \$ 10,000

Anticipated Number of Press Releases to Media: 10

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

Other Promotions: Billboards, street banners, CAF AIRSHOW! roadside banners

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?

Daily posts on Facebook, Instagram, Twitter four weeks leading up to show.

TV and Radio interviews beginning four weeks prior to show.

Who is your target audience? Veterans, Families (kids 12 and under free general admission) History and aviation buffs, etc.

What geographic region(s) are you marketing to?

South Texas, Corpus Christi, San Antonio, Houston and Dallas

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

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

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

\$10,000,000. US Specialty Insurance Company

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

Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply?

☒ Yes ☐ No

Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

Submit to complete applications to:

Marisa Amaya
Event Development Manager
C/O City of South Padre Island Convention and Visitors Bureau
7355 Padre Blvd.
South Padre Island, TX 78597
Phone: (956) 761-3834
Email: marisa@sopadre.com

South Padre Island Convention & Visitors Bureau

Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

CAF AIRSHOW! 2021

February 1, 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

David Hughston, Airshow Chairman

Print Name

February 1, 2021

Date

Addendum 1

Primary Purpose of Funded Activity/Facility

CAF *AIRSHOW!* is annual event produced by the CAF-RGV Wing for the purpose of demonstrating to the general public, young and old alike, the critical role aviation has played, and continues to play in our nations' defense and technological advancement. *AIRSHOW!* also showcases the many and varied career opportunities available in aviation, all in a safe, family friendly, fair like atmosphere. The airshow will also be a major fundraiser for operational support of the RGV Transportation Museum.

Commemorative Air Force – Rio Grande Valley Wing

Our Mission

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

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

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

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

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





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

CAF *AIRSHOW!* 2021
Port Isabel-Cameron County Airport (KPIL)

Description of all planned
Activities and Scheduled Events

- 9-30-21 Aircraft/Performers arrivals KPIL
- 10-1-21 CAF Night ***AIRSHOW! OVER THE BAY*** – SPI Entertainment District
Flying – 5:45 PM – 7:30 – Open to the Public
- 10-2/3-21 CAF ***AIRSHOW!*** 2021 KPIL
- 10:00 Gates open
- 1:00 Flying begins
- 4:00 Flying ends



RIO GRANDE VALLEY WING

BUDGET OVERVIEW: CAF AIRSHOW 2021 - FY20 P&L

January - December 2020

	TOTAL
Income	
44200 44200 AIRSHOW REVENUE	
Advance Ticket Sales	25,000.00
Concessions	25,000.00
Donations - Sponsors	95,000.00
Exhibit Booth	2,500.00
Flight Line Club	5,000.00
Gate Sales	50,000.00
Other Misc. Revenue	2,000.00
Parking	5,000.00
PX Sales	1,500.00
Total 44200 44200 AIRSHOW REVENUE	211,000.00
Total Income	\$211,000.00
GROSS PROFIT	\$211,000.00
Expenses	
62160 62160 AIR FIESTA EXPENSES	
Advertising/Promotional	32,000.00
Chalet	10,000.00
Convention Registration	2,000.00
Dues & Subscriptions	500.00
Equipment Rental	10,000.00
Exhibit Booth	1,000.00
Flight Line Refreshments	2,000.00
Fuel & Oil	15,000.00
Housing	10,000.00
License and Permits	500.00
Outside Performers	
Fees	50,000.00
Total Outside Performers	50,000.00
Printing	1,000.00
PX Supplies	500.00
Pyrotechnics	10,000.00
Ramp & Cleanup	500.00
Repairs & Maintenance	1,000.00
Revenue Sharing Expense	20,000.00
Soft Drink Concession	15,009.00
Supplies & Equipment	1,500.00
Travel	500.00
Utilities	500.00
Vehicle Expense	2,500.00
WWII Performers	
Fees	12,500.00
Total WWII Performers	12,500.00

RIO GRANDE VALLEY WING

BUDGET OVERVIEW: CAF AIRSHOW 2021 - FY20 P&L

January - December 2020

	TOTAL
Total 62160 62160 AIR FIESTA EXPENSES	198,509.00
Total Expenses	\$198,509.00
NET OPERATING INCOME	\$12,491.00
NET INCOME	\$12,491.00

Incident Action Plan (IAP) for CAF AIRSHOW

Incident management objectives are minimizing the severity and impact on people and property resulting from an emergency. Emergency response resources include Los Fresnos, Texas Fire Department equipment, ambulance and personnel, CAF Marshalls and law enforcement officers. Emergency vehicles will be positioned in areas with rapid response characteristics such as immediate taxiway and runway access. Emergency responders will be briefed by pilots regarding aircraft characteristics that could hamper emergency egress from the aircraft.

Specifically, fire trucks will be stationed behind the pyro field with easy access to runway 13-31. Ambulance will be positioned at intersection D with access to runway 13-31, runway 8, taxiway A and spectator area. Based on the characteristics of the airfield, a one minute response time is anticipated.

Emergency Response Plan (ERP) for CAF AIRSHOW!

In the interest of protecting people and property in the event of an emergency, the Commemorative Air Force-Rio Grande Valley Wing (CAF-RGV) has prepared the following ERP. Safety for performers, airshow personnel and spectators is paramount. It is the goal of this ERP to minimize the severity and impact of an emergency on all airshow participants. This ERP will be disseminated to all interested parties.

During the airshow itself, the Airboss (David Anderson) will control the field and direct emergency vehicles and personnel. Others with decision making authority include the Airshow Chairman (David Hughston) and Airshow Operations Officer (Chris Hughston).

Los Fresnos, Texas Fire Department will provide crash, fire, rescue services (CFR) including fire control, paramedics and ambulance. Chief CAF Marshaller (Marty Huvar) also is equipped with emergency response equipment.

Attached to this ERP is contact information for area hospitals, fire and police departments, and airshow chairman and operations officers.

In the event of an emergency that affects performers, essential personnel or spectators, staff of the CAF-RGV will immediately respond as follows:

1. Airboss will alert (CFR) to mobilize, giving the location and nature of the emergency.
2. Airshow announcer will encourage spectators to remain calm and behind the barrier.
3. Airshow personnel, including marshallers, operations officer, safety officer and law enforcement, will do the following:
 - a. Monitor the crowd barrier to prevent unauthorized crossing by spectators.
 - b. Escort emergency vehicle(s) to the closest point of egress.
 - c. Assist emergency personnel when and where required.



CAF AIRSHOW Contact Information:

Valley Regional Medical Center – Brownsville, Texas	956-350-7000
Valley Baptist Medical Center - Harlingen, Texas	956-389-5000
Los Fresnos Fire Department/EMS – Los Fresnos, Texas	956-233-5858
Los Fresnos Police Department – Los Fresnos, Texas	956-233-5768
Laguna Vista Police Department – Laguna Vista, Texas	956-943-8855
Airshow Chairman – David Hughston	956-454-5539
Airshow Operations – Chris Hughston	956-454-4443



Department of the Treasury
Internal Revenue Service
P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0248164828
Sep. 25, 2015 LTR 4167C 0
74-1484491 000000 00
00024664
BODC: TE

COMMEMORATIVE AIR FORCE
% FLOYD HOUDYSHELL
PO BOX 764769
DALLAS TX 75376



002456

Employer Identification Number: 74-1484491
Group Exemption Number:
Person to Contact: Tonya Morris
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Sep. 16, 2015, request for information about your tax-exempt status.

Our records indicate that you were issued a determination letter in April 2009, and that you are currently exempt under section 501(c)(3) of the Internal Revenue Code.

Based on the information supplied, we recognized the subordinates named on the list you submitted as exempt from Federal income tax under section 501(c)(3) of the Code.

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106 and 2522 of the Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Doris P. Kenwright

Doris Kenwright, Operation Mgr.
Accounts Management Operations 1

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

MEETING DATE: March 24, 2021

NAME & TITLE: Linette Hernandez

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion regarding the CVB Strategic Plan for FY 2021/2022. (Goodman)

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:



Strategic Plan for 2021-2022

GOALS

Goal Visit South Padre Island Branding

- * Mission, Vision & Values Statements
- * South Padre Island Positioning
- * Provide Timely, Responsive and Accurate Public Information to the Media and Targeted Stakeholders
- * Stay Engaged on Legislative Affairs
- * Implement the Certified Tourism Advocate / Advisor (CTA) Program
- * Implement The SPI Tourism Awards
- * Provide Targeted Education on What CVB Does and Why it is Important

Grow the Individual Travel Segment

- * Promote South Padre Island as a Beach Destination
- * Increase Travel from Dallas, Austin, San Antonio & Houston
- * Increase Travel from Northern Mexico and the Rio Grande Valley
- * Increase the Quality of Visitor Center Encounters
- * Increase Overnight Stays Due to Events, Festivals, Music, and Other Attractions
- * Promote Outdoor Activity and Nature Travel

Grow the Group Travel Segment

- * Improve the quality of the convention center experience
- * Increase Convention Sales and Promote Other Group Travel
- * Develop Film Making and Film Event Opportunities
- * Grow Outdoor Sports Activities

Goal Invest in Ongoing Staff and Board Development

- * Actively Invest in Staff Development
- * Provide Relevant Board Development

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

MEETING DATE: March 24, 2021

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action regarding upcoming paid advertising campaigns. (Caum, Rodriguez)

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:



Starting: March 19, 2021

On Univision: Three High Profile Games (3) Games:

Saturday we have Unam & San Luis and then we Cruz Azul & Atlas. On Sunday we have Toluca & Puebla.

1:30 second ad in each game, total of 3 ads

On Unimas One (1) High Profile game:

Mexico & USA on March 24th.

1:30 second ad

Total: \$ 1200

4:30 second ads, one per game.




South Padre
 ISLAND
Hazlo tuyo.

Algunos lugares para irte de Shopping en *La Isla*



**SISTERS
 INTERIORS**

2901 Padre Blvd, South Padre
 Island, TX 78597
 (956) 761-2896
www.sistersinteriors.com

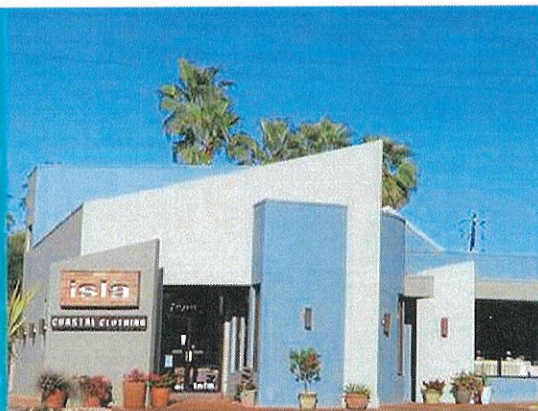


700 Padre Blvd.
 South Padre Island, Texas 78597
 (956) 761-9600
www.reneesofsouthpadre.com



isla
 SOUTH • PADRE • ISLAND

2805 Padre Blvd
 South Padre Island, Texas 78597
 956-761-4090



 **island native**
 Surf House

700 Padre Blvd, Ste A
 South Padre Island, Texas 78597
 956-772-7100



Family/Summer



Summer Time is
Family Time

MAKE IT YOURS

South Padre
ISLAND

Family Reunions
Shine Here.

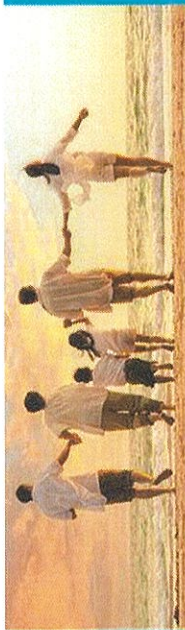
South Padre
ISLAND

MAKE IT YOURS

Family/Summer - Mexico



Las reuniones
familiares
lucen más aquí.



QUE PADRE

PLANEA TU REUNION FAMILIAR
EN SOPADRE.COM



Las reuniones
familiares
lucen más aquí.



PLANEA TU REUNIÓN FAMILIAR EN SOPADRE.COM

Tus aventuras familiares te esperan de manera segura en
tu propia isla tropical. La Isla del Padre. Un lugar lleno de
sol y de momentos divertidos e interminables.

Hazlos tuyos en sopadre.com



Family/Summer



SUMMER TIME IS
Family Time.

PLAN YOUR SUMMER AT SOPADRE.COM

Safe family adventure awaits on your own tropical island.
South Padre Island. A place alive with fun, sun and
endless good times. Make it yours at sopadre.com

SUMMERTIME IS
Family Time.

PLAN YOUR SUMMER AT SOPADRE.COM

Safe family adventure awaits on your own
tropical island. South Padre Island. A place
alive with fun, sun and endless good times.
Make it yours at sopadre.com

Fishing & Birding



Your island is calling you. And so are the fish. So grab your gear and head on down for some well-deserved island time. Start fishing at sopadre.com/fishing

© 2011 South Padre Island. All rights reserved. Photo: Michael J. Smith

WE'RE THE REASON BIRDS FLY SOUTH.

Photos: Center for Conservation, South Padre Island, Birding Center, Laguna Madre

Visit the South Padre Island Birding, Nature Center & Alligator Sanctuary. Enjoy the birds, flora, fauna, and the Laguna Madre Bay with an emphasis on conservation and environmental awareness. Find out more info at SoPadre.com/Birding.

SO EPIC. SO PADRE.
MAKE IT YOURS

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

MEETING DATE: March 24, 2021

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action to approve a budget amendment in the amount of \$40,000 from excess reserves for 50% of the conceptual exhibit design for an aquarium and butterfly pavilion at the Birding and Nature Center. (Lapeyre)

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:



Proposal for Concept Design Services v2
South Padre Island Birding Center
Attn: Darla Lapeyre

28 July 2020

Our Approach

We develop our living collection exhibit projects with three stakeholder groups in mind: The flora and fauna that make up the living collection; the staff who care for that collection; and the visitors who have come to experience the collection. Our success over years of working with living collection-based exhibits has been our ability to not only address each of these stakeholder groups, but to in fact to create design solutions that exceed the needs of each.

Striving for Authenticity - As with all of our work with living collections, our goal is to present authentic and accurate representations of nature and to provide visitors with a greater opportunity to be inspired by that nature. Over the years, our work has been focused on providing our clients with exhibit experiences that allow their guests to connect with nature in new and meaningful ways with the aim of generating more empathy with nature and a sense of stewardship for the living world.

Designing for Living Collections - We design our exhibits from the inside out. That is to say that the shape, size, character and accessibility of any given exhibit must be conceived with the needs and welfare of the living collection while recognizing the importance of how staff will care for and maintain the exhibit. Aquatic exhibits incorporate a complex combination of technical and aesthetic challenges that must be properly identified, designed for and coordinated into one unified solution. Our decades of experience in designing aquatic exhibits affords us this expertise. Similarly, the design of a butterfly house requires a delicate balance between the climatic needs of the butterflies, the tropical plants and the comfort of the visitors. Sunlight, air temperature and velocity, planters, planter drainage, and animal containment all come into consideration during the planning and design process.

Creating Powerful Experiences for Visitors - We are all storytellers at heart. We look to share our experiences with others and in doing so we become commentators of our recent experiences. We see our role as being the “architects” of the stories we want visitors to consider. To achieve this we must attract, engage and ultimately create a dialog between visitors and the living collection. By creating experiences that are both memorable and relatable, we provide visitors with opportunities to create their own story and in doing so we have empowered the visitor to make the experience their very own. Once that ownership has been established in our visitor’s mind, we have succeeded in shifting public opinion and attitudes towards positive actions.

Consideration of Operation Impacts - The exhibition of living collections requires that we not only understand but consider how each exhibit impacts the SPIBC in terms of overall functionality, human resources, and operational costs. Staff access, daily care and feeding, containment, maintenance and cleaning, HVAC controls, access to or protection from direct sunlight, back of the house support, animal holding and quarantine, chrysalis grow-out rooms, and aquatic life support systems are essential in our work.

Conceptual Design Process

We have been working on projects around the world for decades and are very accustomed to long-distance relationships with our clients. While the COVID-19 pandemic has thrown a curve to our normal process of travelling and being on site with you, we are and have been working remotely with little-to-no-impact to our work or working relationships. While we always strive to understand the local context for our projects by being on site, we have effectively shifted our methodology such that we spend more time in virtual workshops that have more than made up for the lack of true facetime.

For your project, we would anticipate conducting a series of virtual workshops focused on better understanding your vision and expectations, budget, schedule, and staffing. We would look to establish a series of bi-weekly workshops and/or meetings that will allow us to conduct an open exchange of ideas while also providing an opportunity for Roto to share design concepts as they evolve. For your project, we anticipate that the Conceptual Design phase of work will require 10 to 12 weeks.

Our goal will be to establish the overall character of the guest experience, identify all key exhibit elements for the aquarium and butterfly pavilion, establish the sizes and water volumes of all aquarium exhibits, establish the size and climatic requirements for the butterfly pavilion, and to coordinate all of the exhibit elements with the project architects. With this information established, Roto will provide a narrative description of all anticipated exhibit elements, plan-view diagrams, elevations, and selective sectional views through key exhibits. Roto will also generate three renderings. Two renderings will feature aquarium exhibits (subject matter to be determined) as well as one rendering of the butterfly pavilion. A concept level cost estimate of all exhibit elements will be provided. All documents will be bound into a single report along with digital files from which you can make enlargements of the renderings for presentation and fund-raising purposes.

Conceptual Design Deliverables

The following is a more detailed list of our proposed Conceptual Design phase deliverables. Please note not all deliverables are included at each optional cost level; see fee schedule below. All scope is considered to be part of our baseline of scope with the exception of item #6 marked with an asterisk (*).

1. Roto will coordinate and facilitate virtual workshops and bi-weekly online teleconferences, as well as other general project management functions, to ensure that all participants contribute in the manner and sequences required for an efficient and effective process.
2. Roto will develop conceptual level floor plans and typical sectional views showing all new aquarium exhibits as well as the butterfly pavilion.
3. Roto will develop a visitor experience narrative that will capture the essence of how visitors will encounter the new exhibits.
4. Roto will make a compilation of visitor experience narrative, exhibit plans, sketches and two renderings (1 aquarium exhibit and 1 butterfly pavilion) in a Concept Report, illustrated with quality photography and custom design elements, to serve as a record of accomplishment and a "leave behind" for private communications with future stakeholders and funders.
5. Roto will develop a Concept Budget – research and produce a cost breakdown that will demonstrate that the collective concepts remain "on-budget," and to serve as a guide and target for future phases of design.
6. *Roto can provide additional renderings depicting additional areas of new exhibition focus or substantial change (these can take many forms, from perspective renderings to elevations views of remodeled facade/signage).

Fees

Roto Conceptual Design services are fully customizable, and it is perfectly normal for components of the work to be not only shaped by need, but by budget levels. Below, we are showcasing two sample fee levels, based on estimated labor. Roto recommends selecting a budget level, and once contracted we can further refine the planning components and deliverables to match that level.

		A		B
General workshops, meetings, & coordination	\$	6,000	\$	6,800
Conceptual design of exhibits		14,500		14,500
Visitor experience narrative and supporting visuals		3,250		3,250
Primary renderings (1 of the aquarium & 1 of butterflies)		9,500		9,500
Concept Design Report		1,800		1,800
Concept level order of magnitude budget		2,900		2,900
*Optional: additional rendering		-		4,750
Total	\$	37,950	\$	43,500

Based on an overall target budget of \$6M, Roto assumes that the exhibit budget would be anywhere from \$2M to \$3M with the balance of the money being directed towards architecture, structures, HVAC, life support systems, electrical, lighting, etc. Based on this assumption of construction cost allocations, Roto has provided sample fee ranges (low – high) for the design of all exhibits, inclusive of tanks, habitats, terrariums, live plants, containment netting, as well as the interpretive graphics and other educational exhibits that might be part of the project. All allocations are preliminary and subject to change based on the initial concept development. An outline of standard aquarium exhibit design/bid/build phases and deliverables can be found attached as an addendum at the end of this proposal.

	Low	High
Concept Design	\$ 37,950	\$ 43,500
Schematic Design	49,350	67,177
Design Development	60,750	83,873
Construction Documents	98,700	130,420
Bid Phase & Construction Administration	82,250	109,830
Exhibit Design Total	329,000	434,800

Proposed Schedule

This work proceeds across 10 consecutive weeks in three loosely-defined “stages” that help keep the above deliverables on track. Two weeks devoted to initial “assessment” give way to the primary 5-week creative development period. The final 3 weeks must be preserved for developing the final visuals. Dates for all meetings and workshops should be scheduled in advance to help coordinate the schedules of all core participants. Teleconferences should be pre-scheduled for the same weekday and time each week, to create a “standing” window in the calendars of all core participants (appointments in blank weeks below will be used for informal coordination between planning principals and executive team.) Sample schedule shown below is preliminary and can be adjusted accordingly.

Weeks	Work Phase	Primary Activity	Meetings
1	Information Gathering	Research and exploration of themes	kick-off workshop (virtual)
2			
3	Creative Development & Design	Conceptual design options developed	online teleconference
4		Visitor experience defined	
5		Visual references established	creative workshop #2 (virtual)
6			
7	Documentation		online teleconference
8		Confirm all previous work and agreed upon directions	
9		Completion of plans, visualizations and reference materials	online teleconference
10		Compilation of all materials into Concept Report format	presentation

Contact

Dana Russell, Marketing Director

drussell@roto.com

Steve Lenox, Principal

slenox@roto.com

Julie Hartunian, Design Director

jhartunian@roto.com

STANDARD AQUARIUM EXHIBIT DESIGN-BID-BUILD SCOPE OUTLINE
PROVIDED BY ROTO

SCHEMATIC DESIGN PHASE

Typical Duration: 8-12 Weeks

1. Project Management:

- Review and confirm project schedule, scope, work plan and responsibilities of Exhibit Designer, Architect, and Client.
- Review and confirm project and exhibit budgets.
- Review and confirm, with the Architect and Owner, the review/approval process for duration of the design phases of this project.

2. Interpretive Content Development

- Participate in workshops with Client for purposes of understanding the Client's intent for educational goals and objectives and interpretative features and primary focuses of the project.
- Develop an outline of interpretive content and key messages

3. Interpretive Exhibit Development

- Work with the Client to identify interpretive and interactive exhibit elements within the project including graphics, video, interactive computers, ambient audio, special effects projections, etc.
- Identify preliminary locations for all interpretive elements

4. Living Collection Exhibits

- Conduct research on all animals and habitats to be included in the project.
- Develop narrative description of all live animal exhibits.
- Identify all live animal exhibit requirements inclusive of species lists, bio criteria, exhibit shapes and volumes, preferred viewing opportunities, and key back-of-house (BoH) access and adjacencies.
- Design and detail all architectural scale concrete tanks as their associated viewing windows, habitats, and staff access platforms.
- Design and detail all non-architectural scale exhibit tanks (i.e. FRP and/or acrylic formations) and their associated viewing windows, habitat inserts, tank bases, BoH access platforms, and other features that might be required for each exhibit.
- Design non-aquatic exhibits (terrariums, butterfly houses, etc.) and their associated viewing opportunities, habitats, horticultural features, BoH access and holding, and other features that might be required for each exhibit.
- As a supplement to all habitat drawings, develop preliminary photographic reference materials showing exhibit-by-exhibit, the habitat character, shape, form, texture, color, and other details for use by the habitat contractor during construction.
- Identify all aquarium tank sizes, water volumes, habitat formations, species lists, bio criteria, etc. sufficient for designing the life support systems for each exhibit.

5. Coordination with Architectural Team

- Work with the Architect in the development of public circulation within public areas, and in particular the circulation within exhibit galleries, particularly as it relates to the sequence of exhibits, and the presentation of exhibit elements.
- Work with the Architect to refine the program of areas and confirm exhibit areas inclusive of public circulation, exhibit footprints, immediate back-of-the-house (BoH) areas.

- Work with the Architect on the layout of all BoH areas inclusive of service access to FRP exhibit tanks, and/or those tanks not accessible from architectural mezzanines that are otherwise part of the Architect's scope of design.
- Work with the Architect to define the shape, size and character of all concrete tanks (if applicable) and their related viewing panels sufficient for the Architect and Structural Engineer to work from during this and later phases of work.
- Work with the Architect to develop all the character and featured materials within the public exhibit galleries.
- Work with the Architect and their Lighting Designer in the development of lighting requirements, aesthetics, and controls for lighting of all exhibits and public areas within the exhibit galleries.
- Work with the Architect and their Engineers to identify all exhibit elements that require infrastructure support related to structural, mechanical, electrical, plumbing, and life support systems, and provide diagrammatic plan documentation showing all locations for such elements.

6. Cost Estimation

- Based on the design work of this phase, develop a preliminary line item cost estimate for the exhibit elements being designed by Roto.

7. Deliverable Documents

- Text Documents
 - Exhibit program outline and live animal matrix
 - Visitor experience and live animal exhibit narrative storyline
- Drawings
 - Plans, elevations, and sections for all elements that are part of the exhibit scope of work.
 - Plans, elevations and typical sections for all concrete tanks, acrylic viewing panels, and built-in-place habitats.
 - Plans, elevations and typical sections for all RFP tanks, acrylic viewing panels, habitat inserts, and their related BoH service access platforms.
 - Plans, elevations and typical sections for all non-aquatic exhibits, viewing panels, habitat features, live horticultural features and their related BoH service platforms and holding areas.

8. Meetings:

- Attend two design team meetings at the project site for the duration of two days per meeting and attended by two staff (8 person days total).

DESIGN DEVELOPMENT PHASE

Typical Duration: 12-16 Weeks

1. Project Management:

- Review and confirm project schedule, scope, work plan and responsibilities of Exhibit Designer, Architect, and Client.
- Review and confirm with the Architect and Owner, the review/approval process for duration of the design phases of this project.
- Review and confirm all budgets and cost estimates. Adjust project scope as necessary to conform to budget guidelines and to assure compliance with overall project requirements for quality and purpose.

2. Interpretive Content Development

- Continue to participate in workshops with Client and Architects for purposes of understanding and coordinating the Client's intent for educational messaging.
- Continue to develop and refine the outline of interpretive content and key messages and methods of presentation.

3. Interpretive Exhibit Development

- Continue to develop interpretive and interactive exhibit elements within the project including graphics, video, interactive computers, ambient audio, special effects projections, etc.
- Continue to study the approaches and locations for interpretive elements being developed.

4. Living Collection Exhibits

- Continue to conduct research on all animals and habitats to be included in the project.
- Continue to develop narrative description of all live animal exhibits,
- Continue to work with Client and their staff for purposes of further developing the exhibit program, and confirm on a per exhibit basis, all live animal exhibit requirements inclusive of species lists, bio criteria, tank shapes and volumes, preferred viewing opportunities, and key back-of-house (BoH) access and adjacencies.
- Continue to develop photographic reference materials showing exhibit-by-exhibit, the habitat character, shape, form, texture, color, and other details for use by the habitat contractor during construction.
- Continue to develop the design all architectural scale concrete tanks and their associated viewing windows, habitats, and staff access. Note that the documentation and further detailing of this work will transfer to the Architect at the 50% point of this phase of work, though Roto will remain involved with the design throughout this phase.
- Continue to design and detail all non-architectural scale exhibit tanks (i.e. FRP and/or acrylic formations) and their associated viewing windows, habitat inserts, tank bases, BoH access platforms, and other features that might be required for each exhibit.
- Continue to work with the Architect and the LSS Consultant in order to confirm all relevant tank sizes, water volumes, habitat formations, species lists, bio criteria, etc. sufficient for the LSS Consultant to develop and design the life support systems for each exhibit.
- Produce draft specifications for all live animal exhibit elements including FRP tanks and their viewing windows, replicated habitats, tank bases, and other features related to live animal exhibits.

5. Coordination with Architectural Team

- Continue to work with the Architect to refine and finalize public circulation within public areas.
- Continue to work with the Architect to refine and finalize the program of areas and confirm exhibit areas inclusive of public circulation, exhibit footprints, immediate back-of-the-house (BoH) areas.
- Continue to work with the Architect on the layout of all BoH areas inclusive of service access to FRP exhibit tanks, and/or those tanks not accessible from architectural mezzanines that are otherwise part of the Architect's scope of design.
- Continue to work with the Architect to finalize the shape, size and character of all concrete tanks and their related viewing panels.
- Continue to work with the Architect to develop all the character and featured materials within the public exhibit galleries.
- Continue to work with the Architect and their Lighting Designer in the development of the exhibit lighting system and controls of all exhibits and public areas within the exhibit galleries.

- Continue to work with the Architect and their Engineers to identify all exhibit elements that require infrastructure support related to structural, mechanical, electrical, plumbing, and life support systems, and provide diagrammatic plan documentation showing all locations for such elements.
- Continue to coordinate all exhibit elements with the work of the Architect and their various consultants in order to assure an integrated and coordinated plan for all work.

6. Cost Estimation

- Continue to develop more detailed line item cost estimates for the exhibit elements being designed by Roto.

7. Deliverable Documents

- Text Documents
 - Exhibit program outline and live animal matrix
 - Visitor experience and live animal exhibit narrative storyline
 - Draft specifications
 - o General requirements
 - o Replicated habitats
 - o FRP tanks
 - o FRP tank viewing windows
 - o Non-aquatic animal enclosures
 - o Horticultural Features
 - o Life support systems
 - o Graphics and interpretive exhibit elements
 - o Media Hardware
 - o Media Software
- Drawings
 - Plans, elevations, and sections for all elements that are part of the exhibit scope of work.
 - Plans, elevations and typical sections for all concrete tanks, acrylic viewing panels, and built-in-place habitats.
 - Plans, elevations and typical sections for all RFP tanks, acrylic viewing panels, habitat inserts, and their related BoH service access platforms.
 - Plans, elevations and typical sections for all non-aquatic exhibits, viewing panels, habitat features, live horticultural features and their related BoH service platforms and holding areas.

8. Meetings

- Attend two design team meetings at the project site for the duration of two days per meeting and attended by two staff (8 person days total).

CONSTRUCTION DOCUMENT PHASE**Typical Duration: 16-24 Weeks****1. Project Management**

- Review and confirm project schedule, scope, work plan and responsibilities of Exhibit Designer, Architect, and Client.
- Review and confirm with the Architect and Owner the review/approval process for duration of the design phases of this project.
- Review and confirm all budgets and cost estimates before commencement of this phase of work and adjust project scope as necessary to conform to budget guidelines and to assure compliance with overall project requirements for quality and purpose.

2. Interpretive Content Development

- Finalize all interpretive content and confirm methods of presentation of the content.
- Develop draft text for the interpretive elements

3. Interpretive Exhibit Development

- Finalize the design of interpretive and interactive exhibit elements within the project including graphics, video, interactive computers, ambient audio, special effects projections, etc.
- Produce draft layouts for all typical interpretive graphics
- Produce final specifications for all interpretive elements inclusive of graphics, media hardware and software, interactive exhibits,

4. Living Collection Exhibits

- Finalize all research on all habitats that are intended to part of the project. Finalize the design of all habitats.
- Finalize photographic reference materials showing exhibit-by-exhibit, the habitat character, shape, form, texture, color, and other details to be produced by the habitat contractor during construction.
- Finalize all non-architectural scale exhibit tanks (i.e. FRP and/or acrylic formations) and their associated viewing windows, habitat inserts, tank bases, BoH access platforms, netting containment, and other features that might be required for each exhibit.
- Produce final specifications for all live animal exhibit elements including FRP tanks and their viewing windows, replicated habitats, tank bases, and other features related to live animal exhibits.
- Review as necessary, work by the Architect regarding the design and configuration of all architectural scale concrete tanks and their associated viewing windows.
- Produce final specifications for all live animal exhibit elements including FRP tanks (inclusive of tanks, viewing windows, habitat inserts, tank bases, and access platforms), habitats, live horticultural features, and other features related to live animal exhibits.

5. Coordination with Architectural Team

- Continue to work with the Architect on the final layout of all BoH areas inclusive of service access to FRP exhibit tanks, and/or those tanks not accessible from architectural mezzanines that are otherwise part of the Architect's scope of design.
- Continue to work with the Architect to develop and finalize all the character and featured materials within the public exhibit galleries.
- Continue to work with the Architect and their Lighting Designer in the final design of the exhibit lighting system and controls of all exhibits and public areas within the exhibit galleries.

- Continue to work with the Architect and their Engineers to identify and finalize all details associated with exhibit elements that require infrastructure support inclusive of structural, mechanical, electrical, plumbing, and life support systems, and provide diagrammatic plan documentation showing all locations for such elements.
- Continue to review and coordinate with the Architect as necessary regarding the character and final finishes and materials within the public exhibit galleries.
- Continue to coordinate all exhibit elements with the work of the Architect and their various consultants in order to assure an integrated and coordinated plan for all work.

6. Deliverable Documents

- Text Documents
 - Exhibit program outline and live animal matrix
 - Visitor experience and live animal exhibit narrative storyline
 - Final specifications
 - General requirements
 - Replicated habitats
 - FRP tanks
 - FRP tank viewing windows
 - Non-aquatic animal enclosures
 - Horticultural Features
 - Life support systems
 - Graphics and interpretive exhibit elements
 - Media Hardware
 - Media Software
- Drawings
 - Plans, elevations, and sections for all elements that are part of the exhibit scope of work.
 - Plans, elevations and typical sections for all concrete tanks, acrylic viewing panels, and built-in-place habitats.
 - Plans, elevations and typical sections for all RFP tanks, acrylic viewing panels, habitat inserts, and their related BoH service access platforms.
 - Plans, elevations and typical sections for all non-aquatic exhibits, viewing panels, habitat features, live horticultural features and their related BoH service platforms and holding areas.

7. Meetings

- Attend three design team meetings at the project site for the duration of two days per meeting and attended by two staff (12 person days total).

TENDER & CONTRACT NEGOTIATION PHASE

Typical Duration: 8-16 Weeks

1. Pre-tender

- Provide necessary instructions and information to CM or GC with regards to contract scope defined by design documents
- Recommend pre-qualified Fabricators appropriate to execute the exhibit scope of work
- Prepare exhibit-specific guidelines for prospective bidders
- Participate in pre-bid conference (to be led by others)

2. Proposal Review

- Issue design addenda as required during the tender phase
- Provide written responses to requests for information (RFIs) during the tender phase

- Review proposals from Fabricators with regard to completeness, accuracy, price and overall quality of submitted proposals
- Participate in interviews (to be led by others) of nominated Fabricators

3. Meetings

- No attendance at meetings during the Tender Phase.

CONSTRUCTION ADMINISTRATION PHASE

Typical Duration: 52-104 Weeks

1. Administration and Inspection Services:

- Represent the Architect and Owner during the Construction Phase of the project with regard to the review and administration of the work being produced by contracted Exhibit Fabricators
- Review all shop drawings, samples and product submittals as made by the Exhibit Fabricators.
- Visit the contractor's shop(s) during fabrication to review the progress and quality of the work and to determine if the work is proceeding in accordance with the Contract Documents. Advise the Architect and Owner when, in Roto's opinion, the work does not conform to industry standards and the details set forth by the contract documents. Roto shall, at all times, have access to the work wherever it is in preparation or in progress. Roto shall produce inspection reports and/or meeting notes based upon all shop/site visits.
- When directed, render interpretations of the requirements of the Contract Documents and the performance there under by the Exhibit Fabricator. When directed to do so, Roto will render written opinions on all claims, disputes, and other matters in question between the Client, and the Exhibit Fabricator.
- Recommend the rejection of exhibit work that does not conform to the Contract Documents and/or recommend to the Architect and Owner special inspection or testing of the work in accordance with the provisions of the Contract Documents.

2. Documentation:

- Provide written responses to formal RFI's, document and sample submittals, product data submittals, and other elements that require review and approvals by the Exhibit Designer.

3. Inspection Trips:

- Attend 6 inspection review meetings at Project Site for an average of two days per inspection and attended by one person (16 person days total)
- Attend 2 inspection review meetings at Project Site for an average of two days per inspection and attended by two people (8 person days total)
- Attend 2 inspection reviews at Replicated Habitat Contractor's shop(s) for two days and attended by one person (4 person days total). Note that it is assumed that this shop is located are within the continental US.
- Additional trips will be scheduled provided advance written authorization has been issued. Additional trips will be billed (day rate plus direct expenses) as additional services.



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 Carmel, CA 93923
 info@tenji.com
 (831) 401-9551 (p/f)
 CA License #1037980
 www.tenji.com

Project name: South Padre Island Marine Life Center – Concept Design
Quote number: 06292020_A REV1
Client: SPI Birding and Nature Center
Date: 07/10/2020

We are pleased to provide the following quote for the concept design phase of a new aquarium and butterfly house facility at the SPI Birding and Nature Center in South Padre Island, TX. Tenji, Inc. is an ideal partner in this significant endeavor. Tenji, Inc. will participate in the development of conceptual plans for the new facilities. We will work in collaboration with key personnel, local architects and other consultants in a series of web-based meetings to ensure all parties have a similar vision of the project.

In initial design meetings led by Tenji, the project team will explore options for the general visitor experience and program, basic infrastructure requirements, live exhibits and species, and the overall exhibit master plan. The goal of this initial process is to rapidly develop pre-design parameters for future development and create a drawing package and narrative that sets the foundation for all future design phases.

After a series of 4 to 6 initial web-based design meetings (over a two-week period), Tenji will synthesize the information gathered and begin to develop a concept design package alongside a local architect (contracted by owner). Lead-time for Concept package is approximately 12-14 weeks after design meetings. Deliverables include:

- **Development:**
 - Goals
 - Values Statement
 - Main Message
 - Visitor Experience Description
 - Concept Outline for Bubble Diagram
- **Planning and Design:**
 - **Space and program allocation** - An analysis of how the physical space is used in the building. During planning each division of use (i.e. ticketing, exhibits, LSS, egress, restrooms, etc.) are rationed out and their location established in the most functional configuration.
 - **Look and Feel Study** – A series of sketches are generated that define the Look and Feel of the aquarium and butterfly house spaces. These sketches communicate the amount and level of theming. They dictate the graphical

Figure 1 - Sketch



Figure 2 - Bubble

- **Concept Design Documentation** — Concept drawing including plans, elevation and primary look and feel sketches. This is the foundation for general Schematic Design Phase.

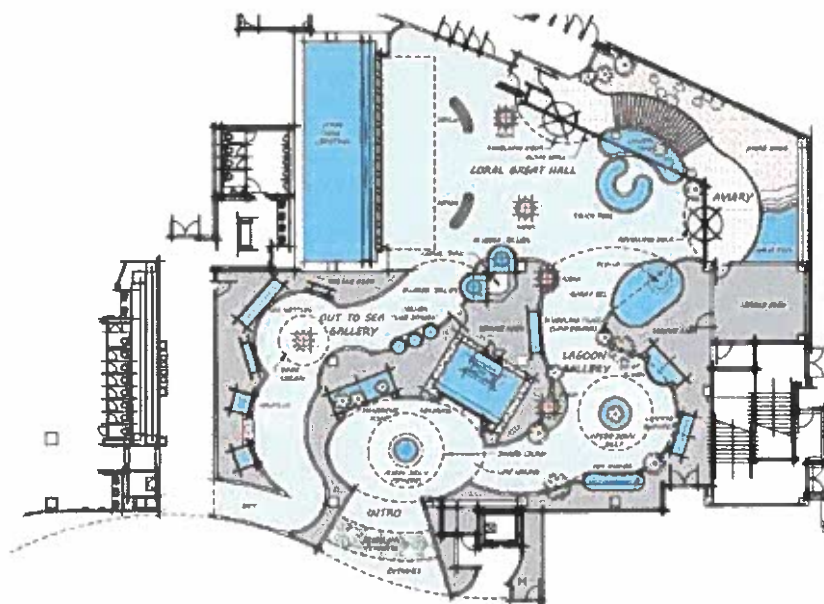
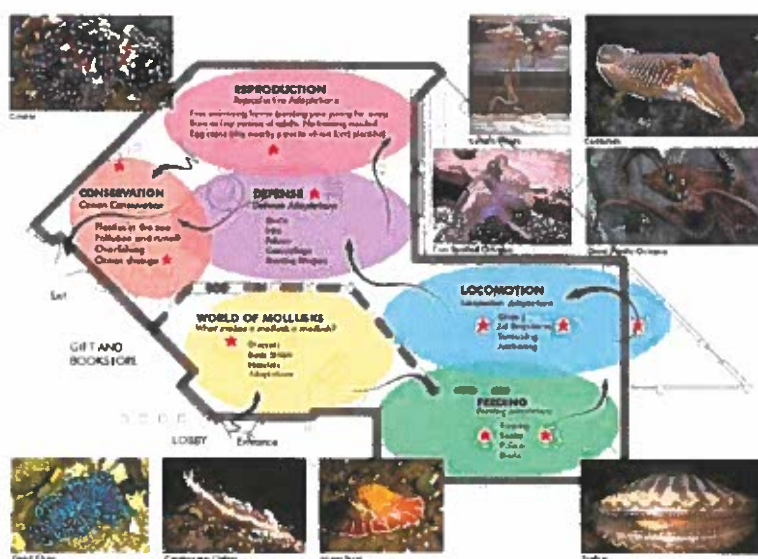


Figure 3 - Floor plan example - Concept Design

- **Curatorial: Species exploration and organization –**
 - **Species List** — identifying targeted species and alternates. Species are ranked according to various criteria: availability, longevity, cost, husbandry requirements, R&D requirements, interpretative impact, visual impact "Wow Factor", uniqueness and compatibility with other species.



- **Tank Design:** Volume and configuration development of aquarium vessels
 - **Preliminary Tank Design** — Tanks are developed against a matrix of criteria including but limited to: target and alternate species, volume, shape, size, water

systems is investigated and determined based on a wide array of criteria. Results from this study are incorporated into the overall LSS Planning.

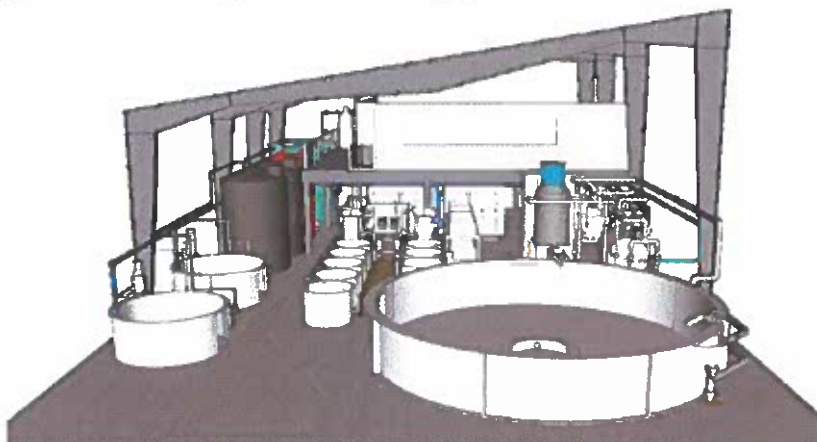


Figure 5 - Example of Tenji designed quarantine facility

- **Staffing Analysis and Annual Expense Projections** — Ongoing maintenance and growth of live animal displays requires staffing and expense. A schedule projecting annual cost to include, but not limited to: food (purchase, prep and culture), animal acquisition or culture, collection, salt mix, chemicals, equipment replacements, staffing requirements.
- **Building Requirements for Butterfly House** — Temperature and humidity requirements to maintain a year-round population of local butterfly species and compatible plant life. Back of house space and infrastructure required to maintain a local butterfly population.
- **Project Management: estimating and scheduling**
 - **Cost Estimate** — Cost estimate is produced on all elements prior to end of planning. The function of this cost estimate is to evaluate the final cost status of the exhibit for Value Engineering prior to the Schematic Phase. Tenji will produce a cost estimate for the wet and dry exhibits and life support systems. *The architect will be responsible for estimating the building and building infrastructure costs, including floor, ceiling and wall treatments, electrical, domestic and drain piping and building structural.*
 - **Project Schedule** — A project schedule is formulated. This guides the Schematic and Design Development process and sets the parameters for the final design phases of the project.

Design Fees

Costs for the entire pre-design work will be **\$30,000.00** and will include

- Preparation time for the web meetings
- All necessary web meetings to gather front end information and ongoing coordination meeting throughout the design and documentation process
- Preparation of documents
- Rough Cost Estimate (ROM) for design and construction of exhibits
- Correspondence

The above does not include any travel or travel expenses, which would be charged at cost plus 10%. These will include mileage, hotel, meals and any other travel expenses. Receipts will be provided for each expense.

Payment Schedule:

25% to start	\$7,500.00
25% after initial design meetings	\$7,500.00
25% at 50% design review	\$7,500.00
25% upon completion	\$7,500.00

Additional work not included in the above scope will be mutually agreed upon prior to commencement and billed at \$125.00/hour.

Not included in our concept design package:

- Seawater intake and discharge study – If the expectation is to take in and discharge seawater to/from the local waters, Tenji will defer the permit investigation and feasibility report to the local architect. Tenji can review local water quality data (by others) to help determine if utilizing local water, as a saltwater source, is a viable option. If it is determined that intake/discharge is not required. Tenji will devise a plan for mixing artificial seawater onsite and ensure appropriate infrastructure/space is allocated for those services.
- If detailed renderings are requested, they can be added as a change order to this scope of work. Our current estimate includes colored schematics from our concept design model, but photo or detailed illustrative renderings are not included in this scope.



Figure 6 - Example of detailed illustrative rendering

South Padre Island Birding Center

PROPOSAL for services related to

Conceptual Development Plan for an Aquarium and related visitor oriented activities for the South Padre Island Birding Center

8/10/2020

Richter Architects propose to provide to the South Padre Island Economic Development Commission architectural and planning services as outlined below for the purpose of designing site development and architectural concepts for an Aquarium of approximately 5,500 sf, a butterfly house of approximately 2,000sf, a restaurant of approximately 2,000sf and related other amenities. General construction scope is budgeted to not exceed \$6m. Anticipated levels of effort are defined as follows.

Kick-off meeting / programming concepts	\$	2,400
Update digital model of existing buildings and site	\$	500
Sketches and alternative concepts	\$	13,300
Client review and charrette	\$	3,300
Revise concepts and sketches	\$	3,650
Digital model of new concepts	\$	6,650
Renderings	\$	3,500
Narratives and report preparation	\$	2,200
Notes, correspondence, administration	\$	1,050
Cost estimate	\$	1,500
Presentation (on site)	\$	3,650
TOTAL	\$	41,700

Services include virtual online meetings as needed and two site visits. Deliverables include a digital (Revit) mass model (limited detail) of the existing buildings; a digital (Revit) mass model of proposed development concepts and site design, three to five renderings showing the key elements of the proposed development concept, summary narratives describing strategies and concepts, and a cost estimate.

Services do not include engineering consulting or full schematic design for the initial projects or other site features or amenities included in the concept development plan.

Compensation will be at a fixed fee of **Forty-one Thousand Dollars Seven Hundred Dollars (\$41,700)**, payable monthly for work completed.

Respectfully Submitted:

Accepted:



David Richter, FAIA
President, Richter Architects

By: _____
Date: _____

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

MEETING DATE: March 24, 2021

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

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

- 1.) Executive Summary-Travel Outlook
- 2.) Visitors Center Monthly Reports
- 3.) ADR and Occupancy Reports
- 4.) Social Media
- 5.) Cision Report
- 6.) Website Overview
- 7.) Convention and Group Sales
- 8.) Special Events
- 9.) Marketing Campaigns

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:



CVB Director's Report

March 2021





TAKEAWAYS

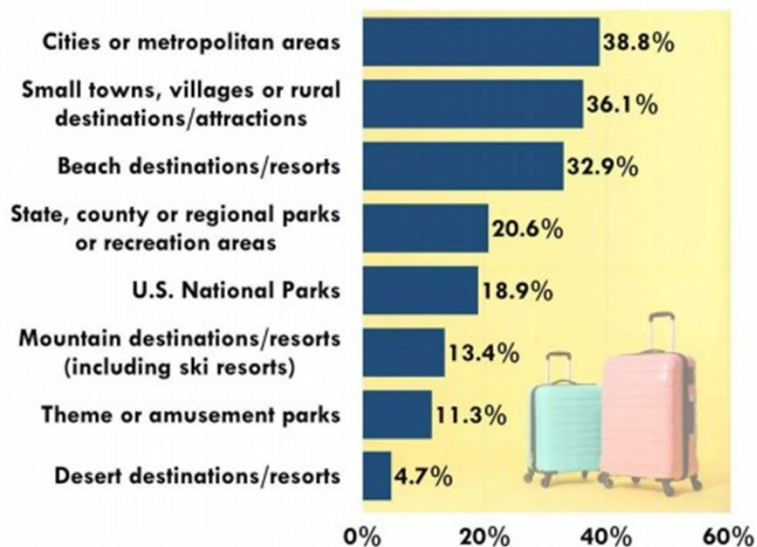
- 1** Enthusiasm for travel is on a roll, moving forward nicely again this week.
- 2** Reported booking behaviors are still muted, but dreaming and planning reached a pandemic record.
- 3** The proportion of travelers who report that they will wait to get a vaccine before traveling is dropping fast.
- 4** More travelers report their employers have begun traveling again for business. Many expect changes in business travel policies over the longer-term.
- 5** Opinions are mixed on recent decisions by governors to fully re-open their states for business right now.

Executive Summary



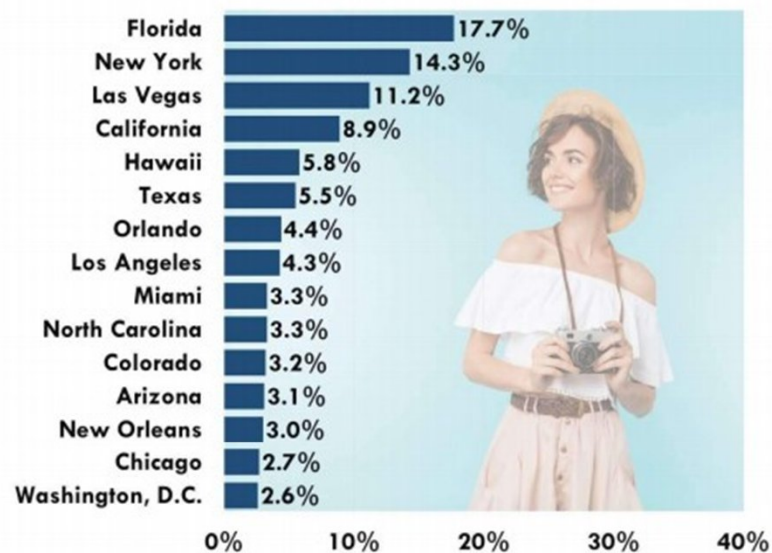
TRACKING URBAN TOURISM RECOVERY AS OF MARCH 7, 2021

DESTINATION TYPES AMERICANS WILL VISIT IN NEXT THREE MONTHS



QUESTION: ON THESE LEISURE TRIPS, WHICH OF THE FOLLOWING ARE YOU EXPECTING TO VISIT?

MOST DESIRED DOMESTIC DESTINATIONS THIS YEAR



QUESTION: WHICH DOMESTIC DESTINATIONS DO YOU MOST WANT TO VISIT THIS UPCOMING YEAR? (WRITE IN UP TO THREE)

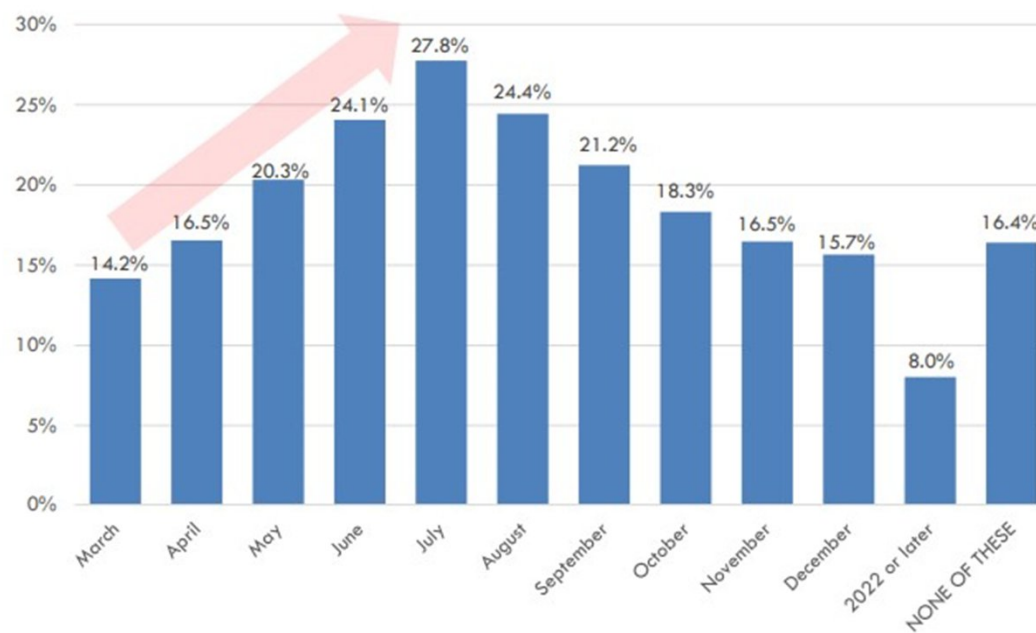
Executive Summary



MONTHS OF EXPECTED LEISURE TRIPS IN 2021

Question: Even if only tentatively scheduled, in which months do you currently plan to take any leisure trips? (Select all that apply)

(Base: Waves 52 data. All respondents, 1,209 completed surveys. Data collected March 5-7, 2021)



Executive Summary

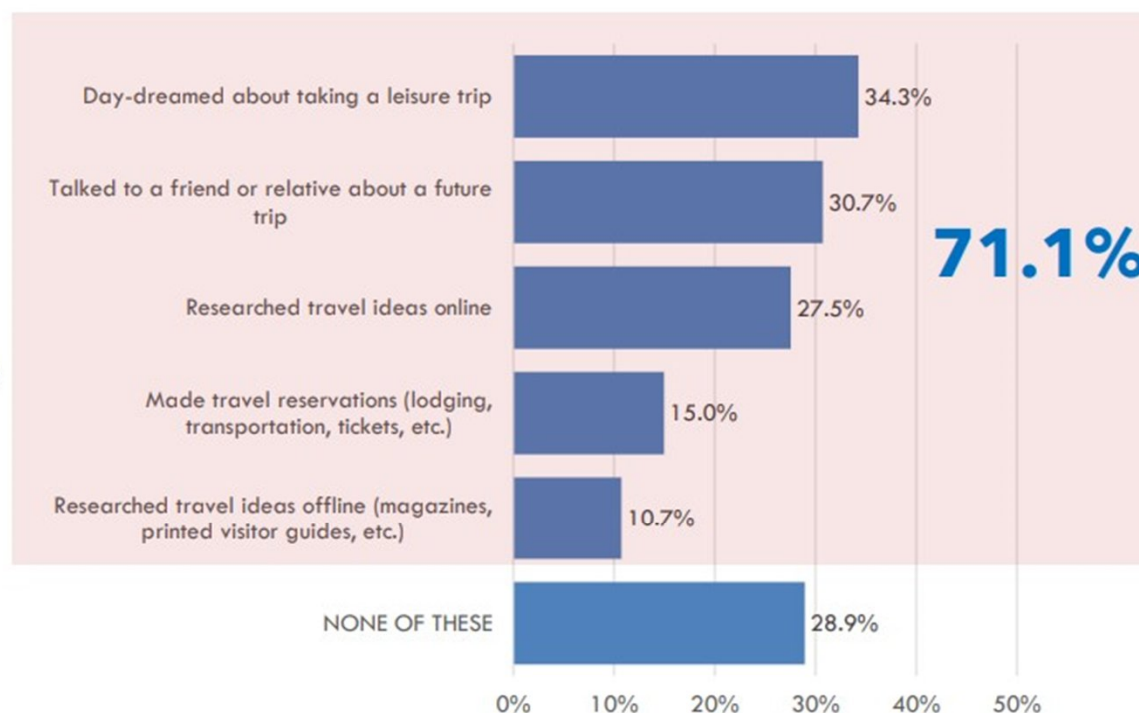


TRAVEL PLANNING IN THE PAST WEEK

Question: In the PAST WEEK, which of the following have you done?
(Select all that complete the sentence)

In the PAST WEEK I have

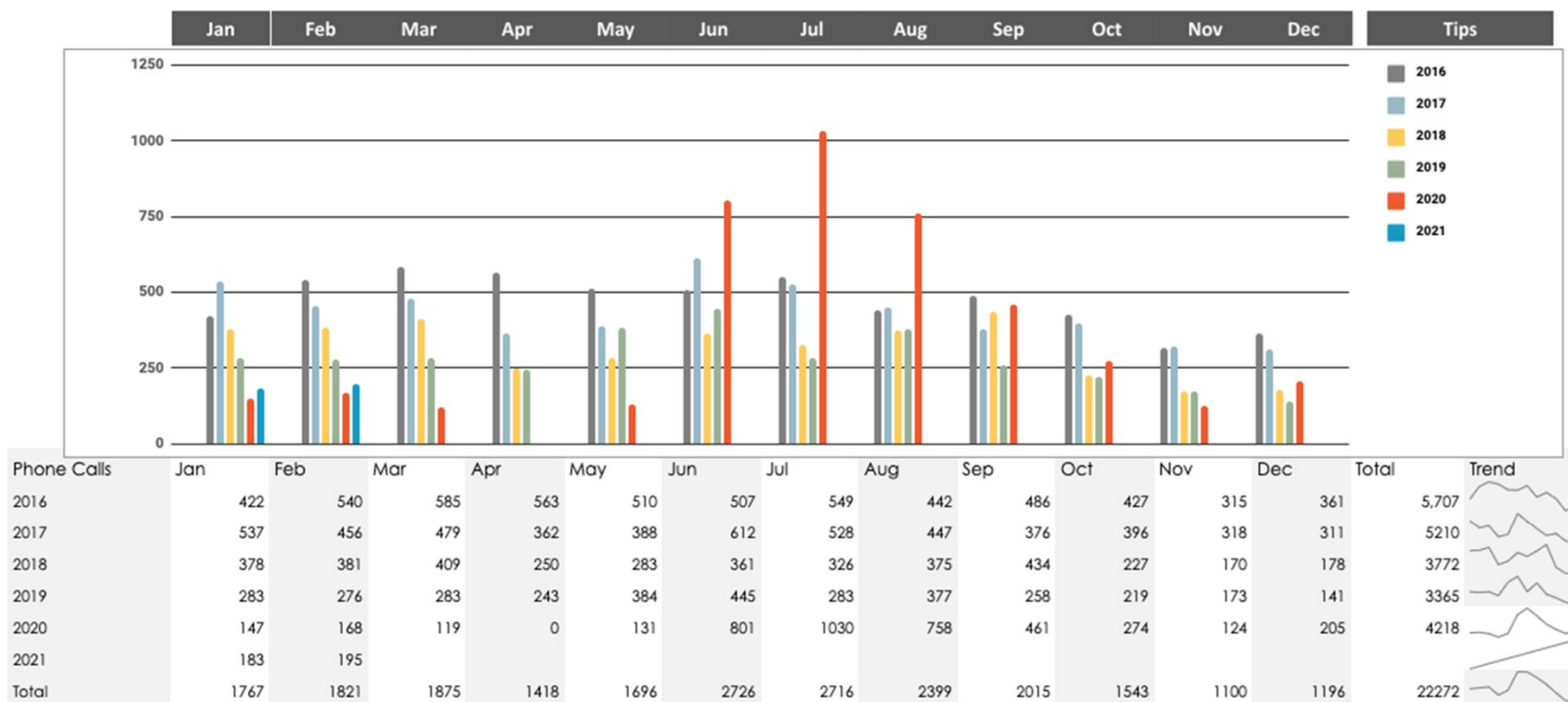
(Base: Waves 52 data. All respondents, 1,209 completed surveys. Data collected March 5-7, 2021)



Visitors Center Reports



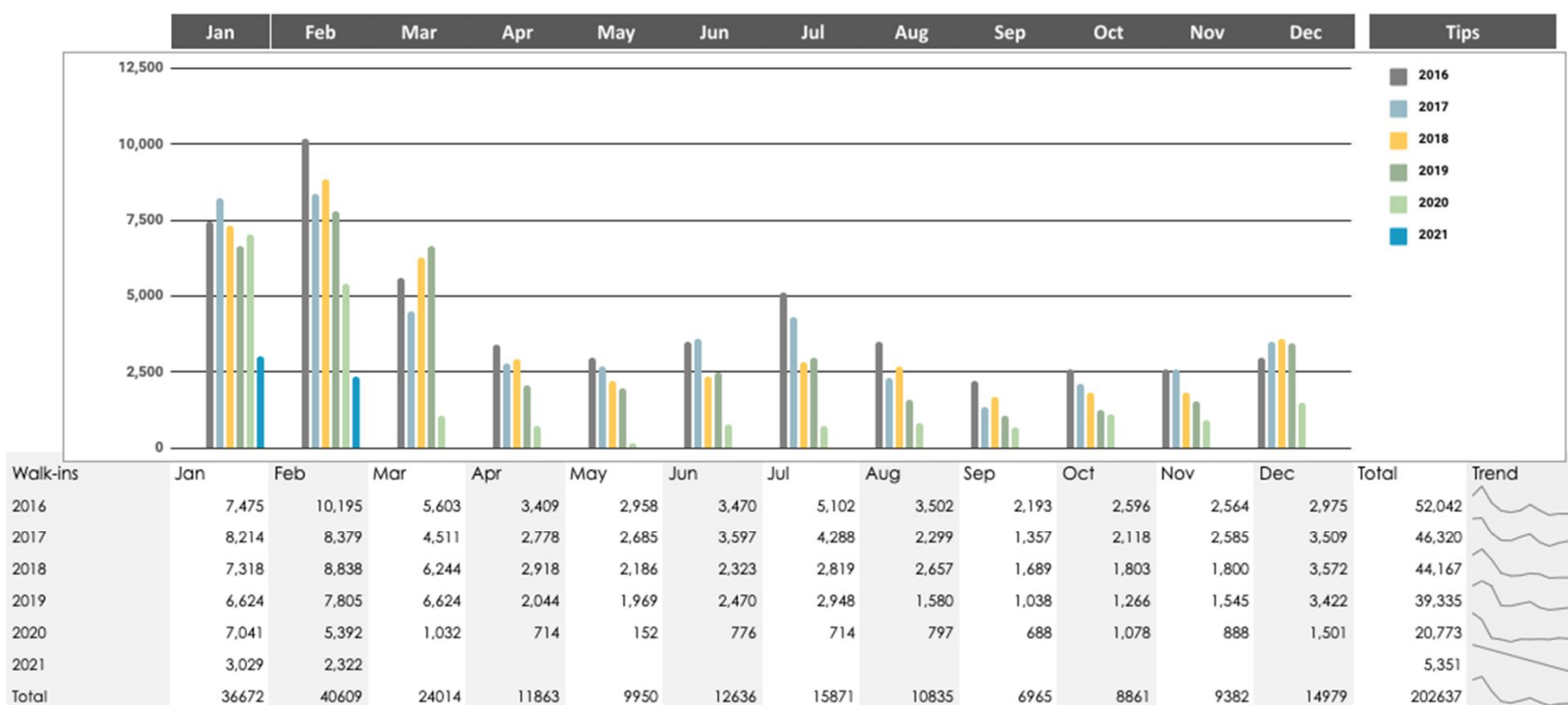
Monthly Calls Report 5 Year History



Visitors Center Reports



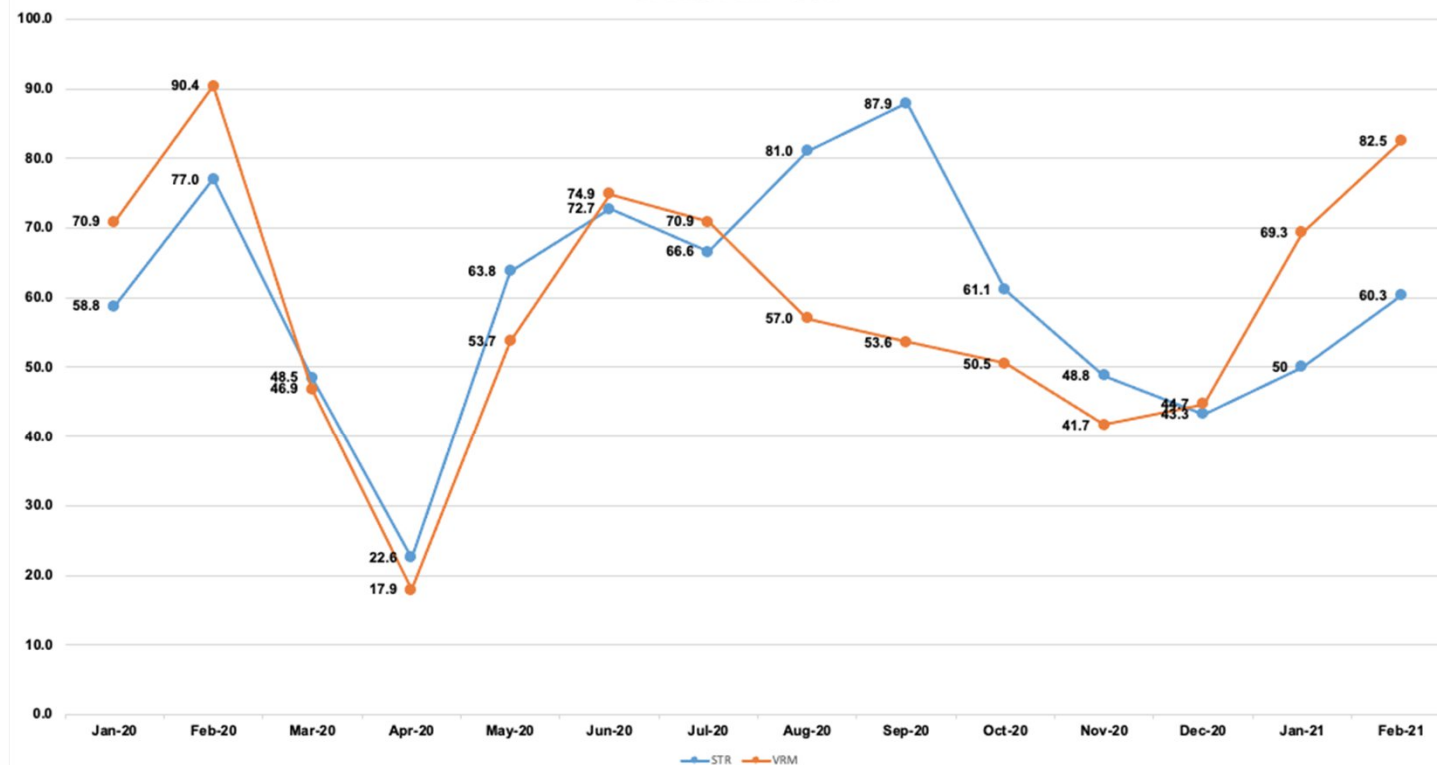
Monthly Walk-in Report 5 Year History



Occupancy - VRM vs. Hotel



(STR vs. KeyData)



OCC	2020												2021	
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
STR	58.8	77.0	48.5	22.6	63.8	72.7	66.6	81.0	87.9	61.1	48.8	43.3	50	60.3
VRM	70.9	90.4	46.9	17.9	53.7	74.9	70.9	57.0	53.6	50.5	41.7	44.7	69.3	82.5

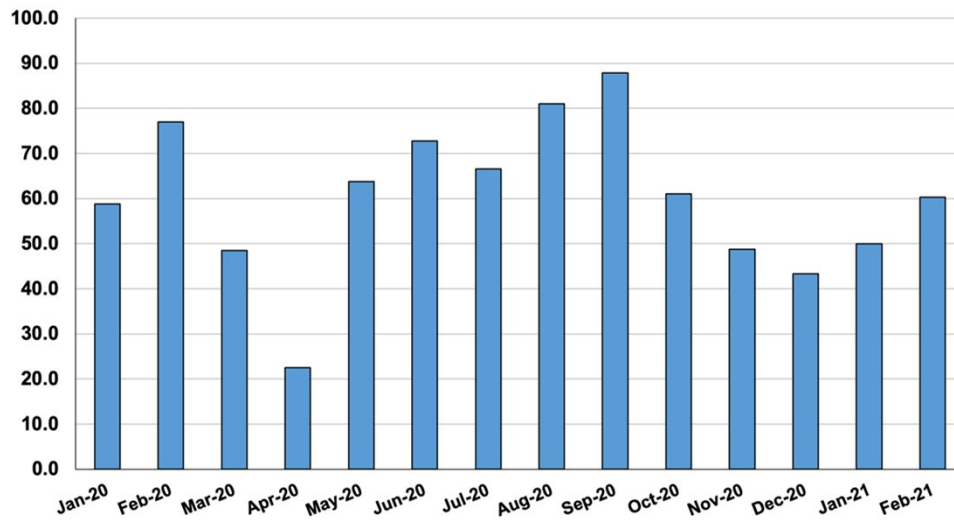
Occupancy - VRM vs. Hotel



(STR vs. KeyData)

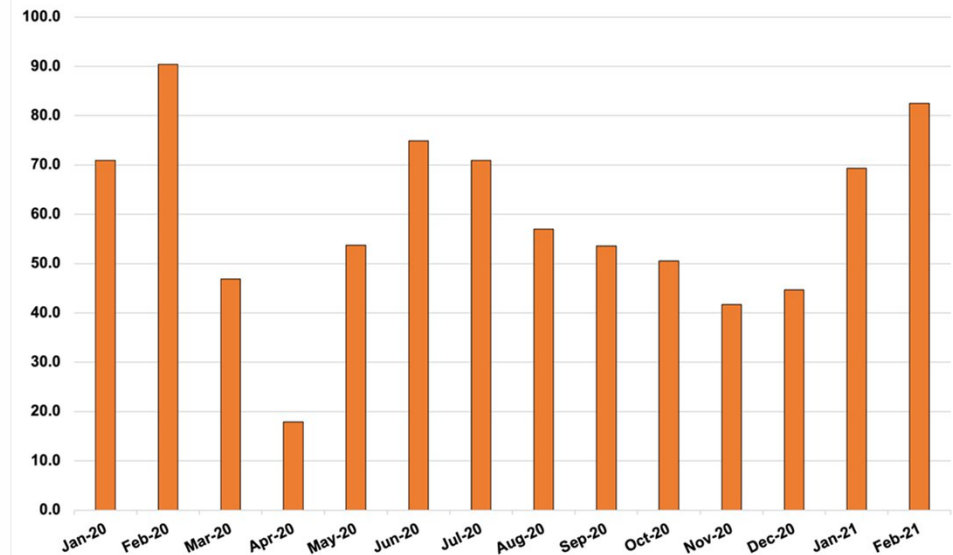
Hotel Occupancy % (STR)

STR - OCC



VRM Occupancy % (KeyData)

VRM - OCC

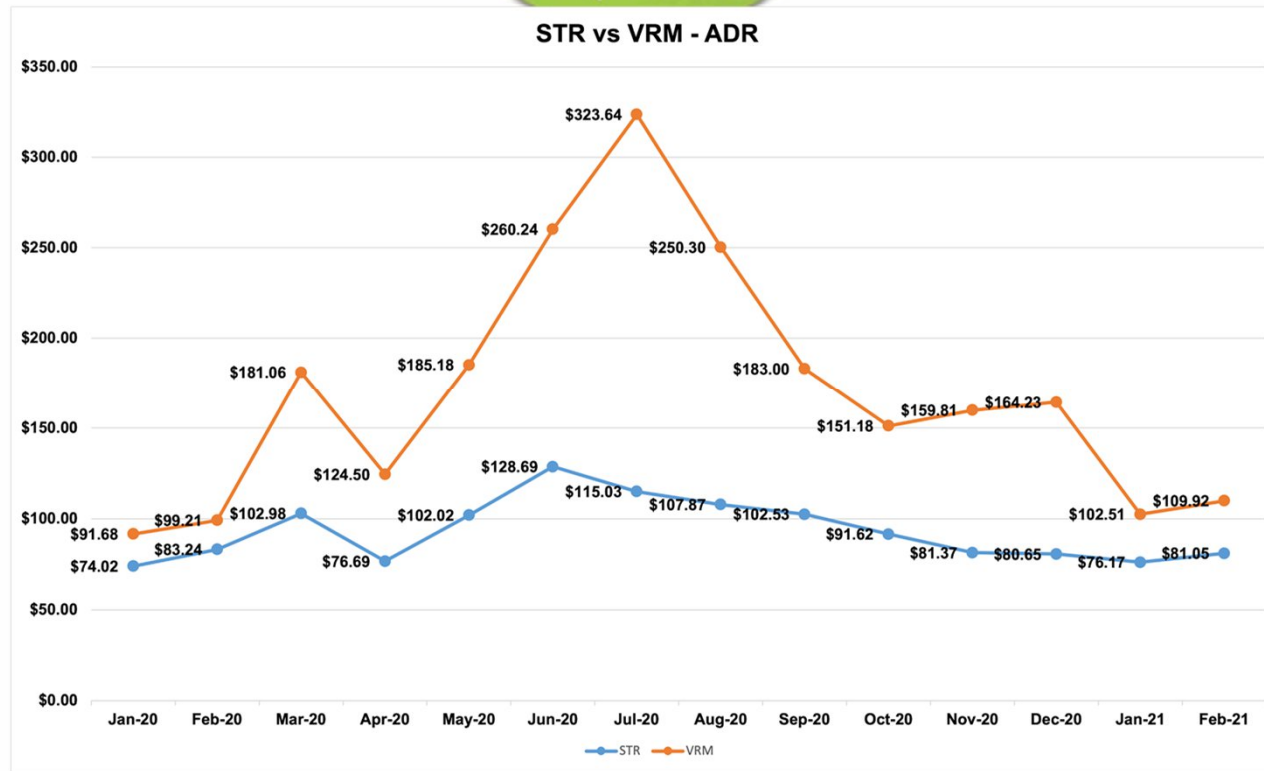


OCC	2020												2021	
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
STR	58.8	77.0	48.5	22.6	63.8	72.7	66.6	81.0	87.9	61.1	48.8	43.3	50	60.3
VRM	70.9	90.4	46.9	17.9	53.7	74.9	70.9	57.0	53.6	50.5	41.7	44.7	69.3	82.5

ADR - VRM vs. Hotel



(STR vs. KeyData)



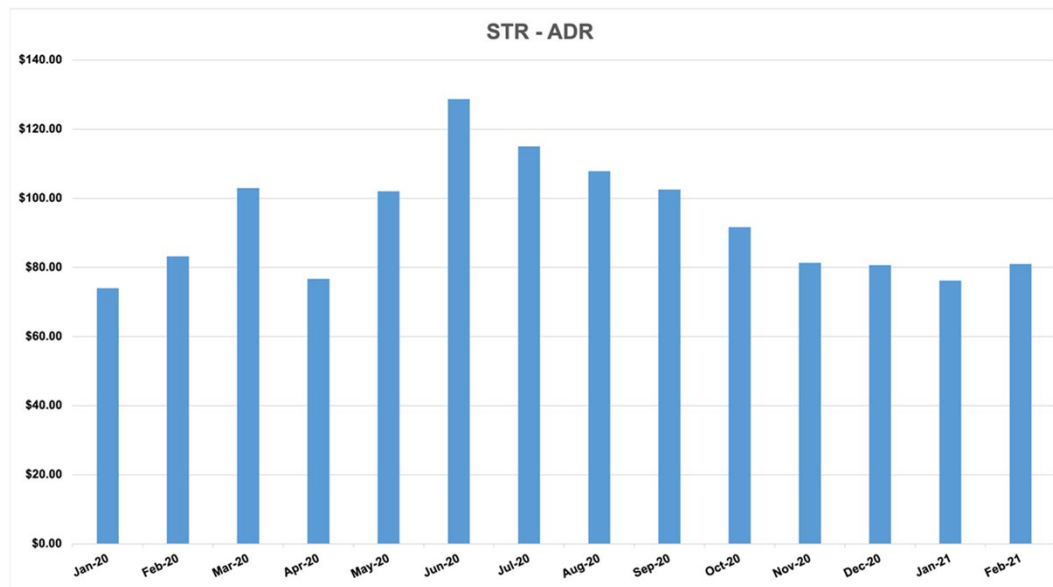
ADR	2020												2021	
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
STR	\$74.02	\$83.24	\$102.98	\$76.69	\$102.02	\$128.69	\$115.03	\$107.87	\$102.53	\$91.62	\$81.37	\$80.65	\$76.17	\$81.05
VRM	\$91.68	\$99.21	\$181.06	\$124.50	\$185.18	\$260.24	\$323.64	\$250.30	\$183.00	\$151.18	\$159.81	\$164.23	\$102.51	\$109.92

ADR - VRM vs. Hotel

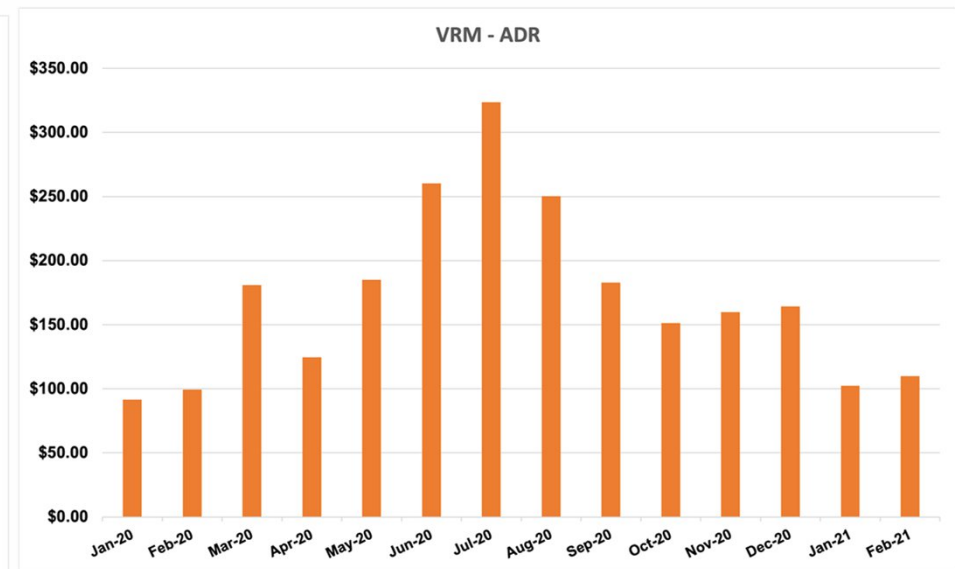


(STR vs. KeyData)

Hotel ADR \$ (STR)



VRM ADR \$ (KeyData)

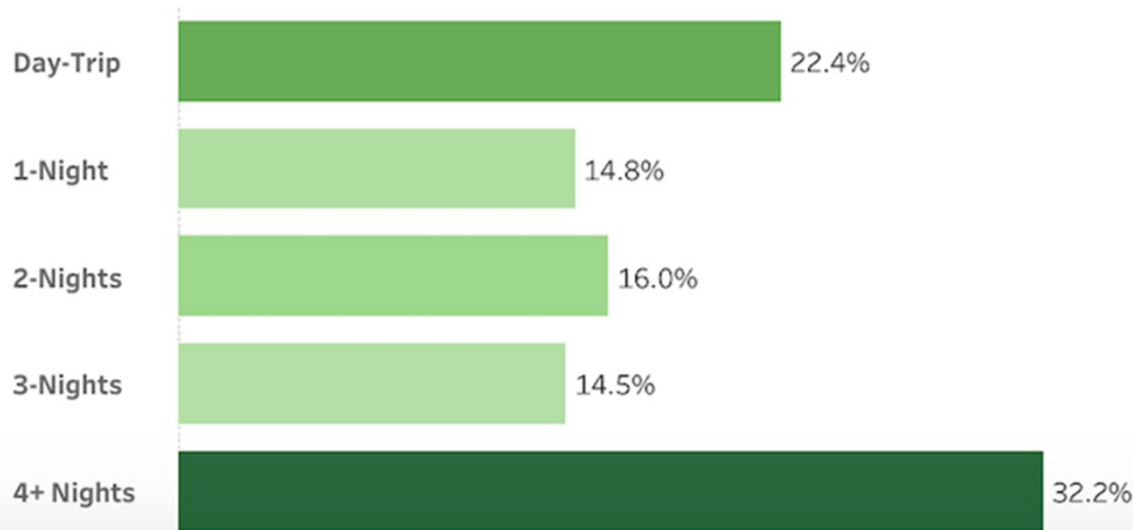


ADR	2020												2021	
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
STR	\$74.02	\$83.24	\$102.98	\$76.69	\$102.02	\$128.69	\$115.03	\$107.87	\$102.53	\$91.62	\$81.37	\$80.65	\$76.17	\$81.05
VRM	\$91.68	\$99.21	\$181.06	\$124.50	\$185.18	\$260.24	\$323.64	\$250.30	\$183.00	\$151.18	\$159.81	\$164.23	\$102.51	\$109.92

Arrivalist: Oct.-Dec. 2020



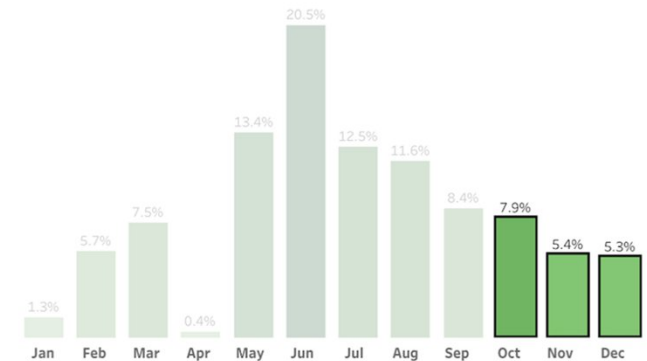
Trips by Length of Stay



Average Nights

2.8

Trips by Month



Total est. US adult Trips to POI

194,753

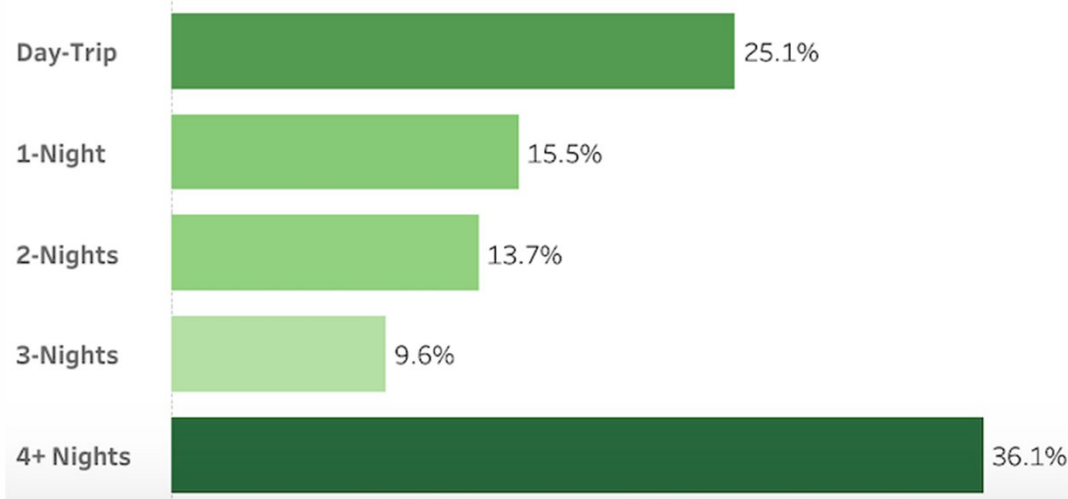
Top Origin Markets(DMA)

DMA	Trips	Share of Trips	Average Unique Nights
Harlingen/Weslaco/Brownsville/Mca..	86,567	44.4%	0.8
Houston	16,202	8.3%	3.3
Dallas/Fort Worth	12,549	6.4%	4.3
San Antonio	11,829	6.1%	2.7
Austin-Tx	11,179	5.7%	4.4
Minneapolis/Saint Paul	4,529	2.3%	5.7
Kansas City	2,784	1.4%	4.9
Denver	2,564	1.3%	4.7
Corpus Christi	2,435	1.3%	2.1
Chicago	2,206	1.1%	5.4
Laredo	2,200	1.1%	2.0
Oklahoma City	1,777	0.9%	5.2
Waco/Temple/Bryan	1,678	0.9%	4.1

Arrivalist: Jan.-Mar. 2021



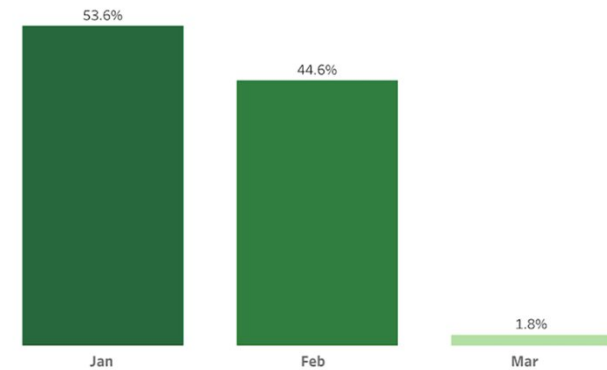
Trips by Length of Stay



Average Nights

2.9

Trips by Month



Total est. US adult Trips to POI

101,461

Top Origin Markets(DMA)


DMA	Trips	Share of Trips	Average Unique Nights
Harlingen/Weslaco/Brownsville/Mca..	47,897	47.2%	0.8
Minneapolis/Saint Paul	7,023	6.9%	6.0
Houston	3,573	3.5%	2.8
Austin-Tx	3,056	3.0%	3.5
San Antonio	3,043	3.0%	2.3
Dallas/Fort Worth	2,159	2.1%	3.6
Kansas City	1,709	1.7%	5.3
Des Moines/Ames	1,675	1.7%	4.4
Davenport/Rock Island/Moline	1,506	1.5%	4.8
Tulsa	1,466	1.4%	7.9
Saint Louis	1,398	1.4%	4.8
Cedar Rapids/Waterloo/Dubuque	1,351	1.3%	4.6
La Crosse/Eau Claire	1,193	1.2%	7.3

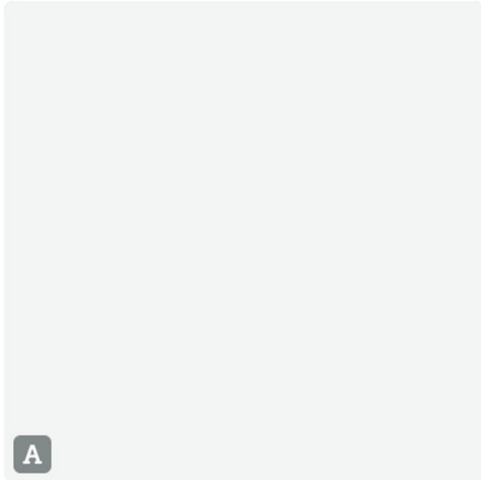


ORGANIC SOCIAL MEDIA OVERVIEW


Facebook Top Posts

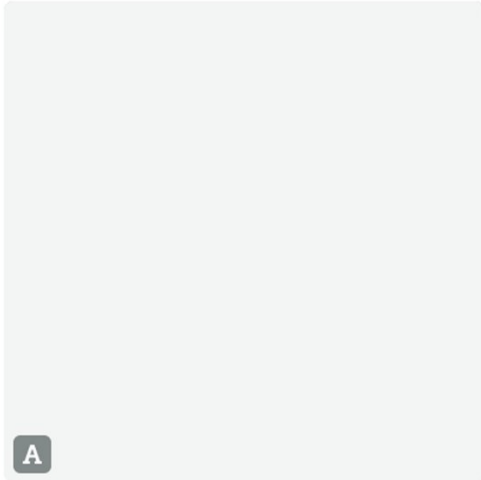


 **South Padre Island Tropical Travel**
Wed 2/17/2021 5:37 am PST




Total Engagements	5,476
Reactions	1,429
Comments	142
Shares	0
Post Link Clicks	22
Other Post Clicks	3,883


 **South Padre Island Tropical Travel**
Tue 2/16/2021 6:34 am PST



Total Engagements	3,735
Reactions	1,295
Comments	91
Shares	0
Post Link Clicks	12
Other Post Clicks	2,337

 **South Padre Island Tropical Travel**
Sun 2/28/2021 11:20 am PST

Sunday views at Driftwood Landing ☀️ #SoPadre

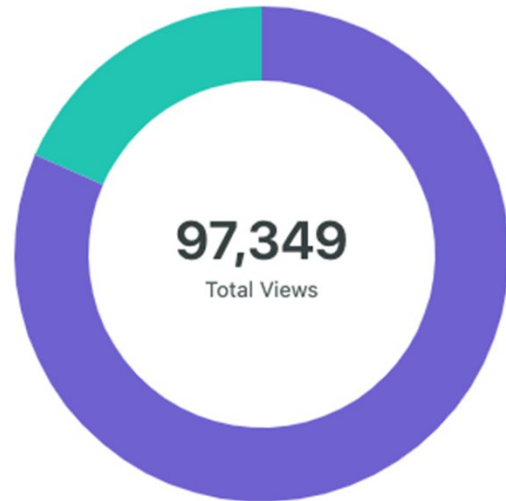


Total Engagements	3,679
Reactions	1,817
Comments	202
Shares	195
Post Link Clicks	2
Other Post Clicks	1,463

Facebook Video Performance



View Metrics



Organic Full
17,946

Organic Partial
79,403

Viewing Breakdown



Organic Views
100%



Paid Views
0%

Click Plays
2%

Auto Plays
98%

Instagram Audience Growth



Impressions

449,893 ↗32.4%

Engagements

23,417 ↗81.6%

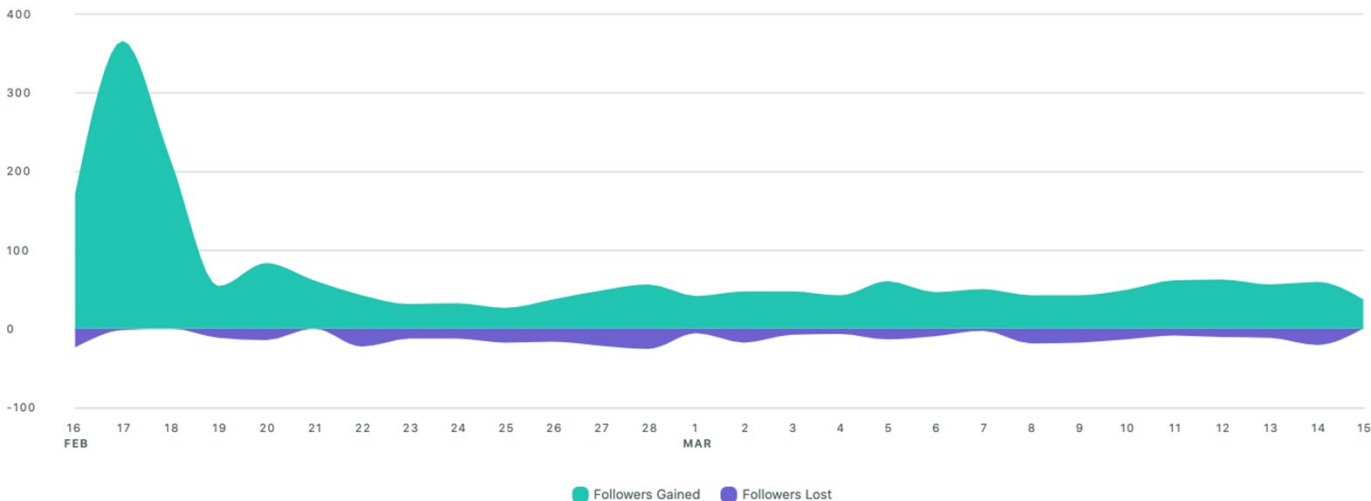
Profile Actions

1,091 ↗425%

Instagram Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Day



Audience Metrics

Followers

Totals

% Change

38,032 ↗4.41%

Net Follower Growth

1,606 ↗110.76%

Instagram Top Posts



visitsouthpadreisland
Tue 2/16/2021 9:05 am PST

This cold-stunned event is one of the worst we've seen. With over 1,000 sea turtles having been rescued already, @seaturtleinctx is still expecting to receive more throughout the day. 🐢🐢🐢 We v



Total Engagements	3,745
Likes	3,371
Comments	170
Saves	204



visitsouthpadreisland
Mon 2/22/2021 1:54 pm PST

Rethinking that trip to see snow? We're here for you. 🤔 Link in Bio. #SoPadre



Total Engagements	1,502
Likes	1,424
Comments	45
Saves	33



visitsouthpadreisland
Sun 2/28/2021 11:08 am PST

Sunday views at @driftwood_spi 🌞 #SoPadre

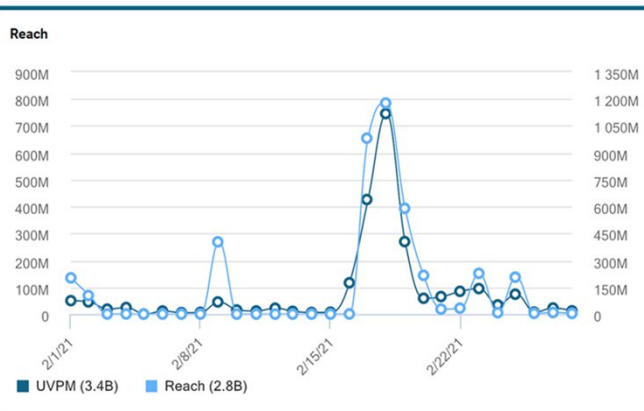
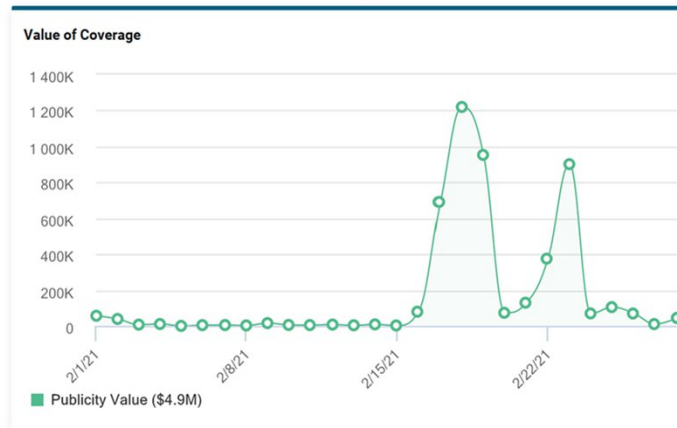
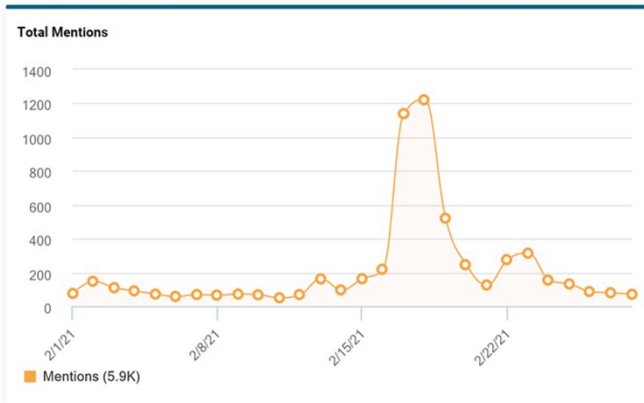


Total Engagements	1,392
Likes	1,346
Comments	18
Saves	28



CISION REPORT

Cision Report - Monthly



Top Locations by Country

- United States - 5308
- Canada - 120
- India - 2
- Puerto Rico - 1

5.9K

Total Mentions

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

6.2B

Total Reach

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

\$4.9M

Total Publicity Value

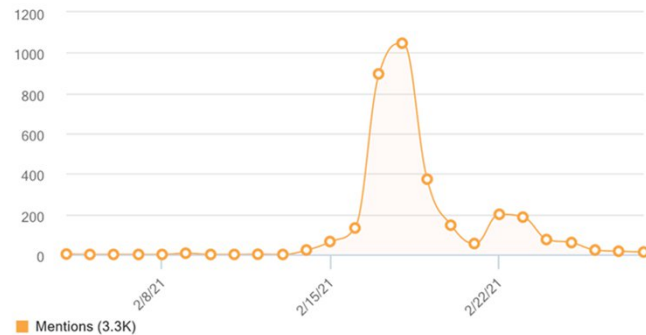
A scoring system that creates an approximate value for a news article.

CISION®

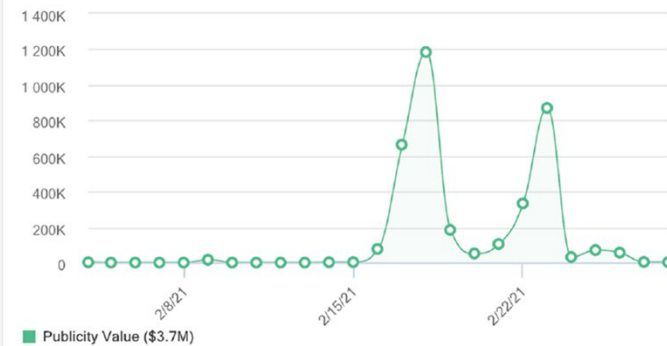
Cision Report - Sea Turtles



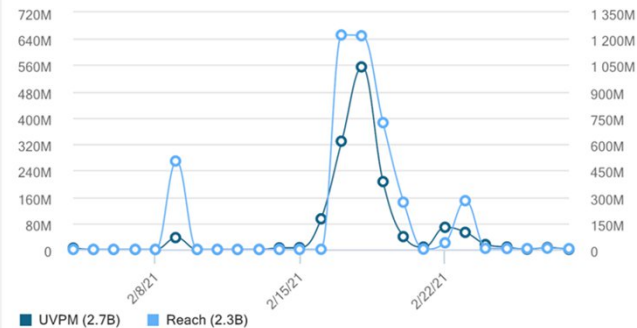
Total Mentions



Value of Coverage



Reach



Top Locations by Country

- United States - 2745
- Canada - 117
- India - 2
- Puerto Rico - 1

3.3K

Total Mentions

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

2.3B

Total Reach

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

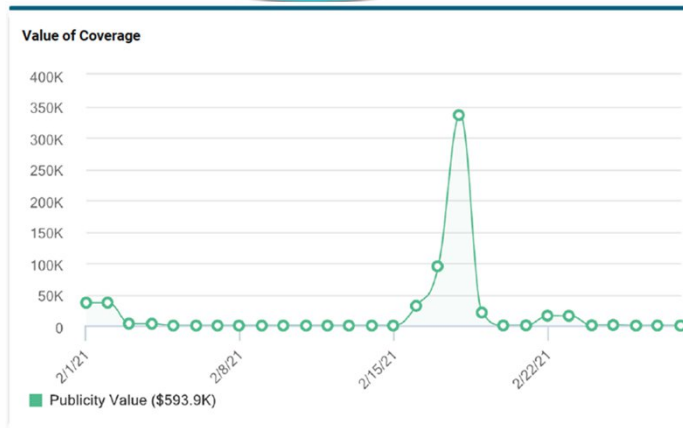
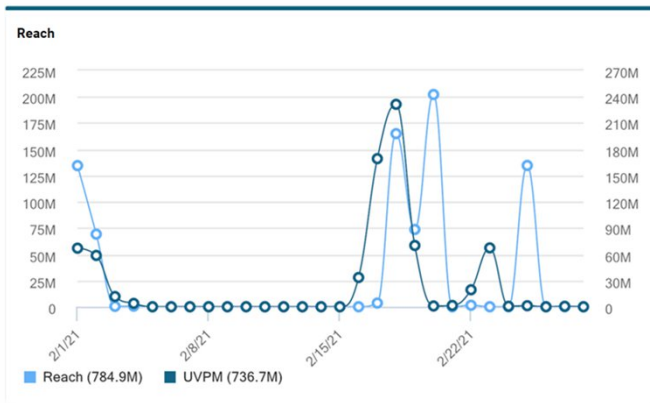
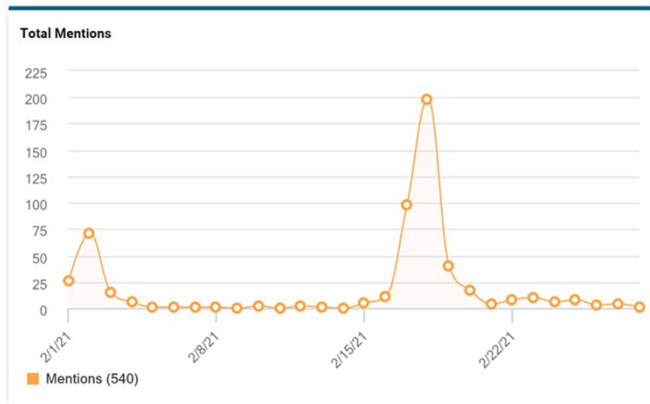
\$3.7M

Total Publicity Value

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

CISION®

Cision Report - SpaceX



Top Locations by Country

- United States - 441
- Canada - 24

540

Total Mentions

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

1.5B

Total Reach

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

\$593.9K

Total Publicity Value

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

CISION®

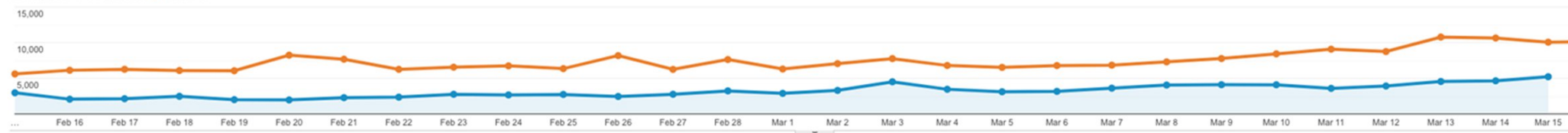


WEBSITE OVERVIEW

Website Analytics



Feb 15, 2021 - Mar 15, 2021: Sessions
Feb 15, 2020 - Mar 15, 2020: Sessions



User Defined Value ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	58.66% ↓ 93,048 vs 225,061	2.66% ↓ 72.01% vs 73.98%	59.76% ↓ 67,006 vs 166,498	32.42% ↓ 34.41% vs 50.93%	43.04% ↑ 2.69 vs 1.88	53.61% ↑ 00:02:02 vs 00:01:20
1. (not set)						
Feb 15, 2021 - Mar 15, 2021	93,048 (100.00%)	72.01%	67,006 (100.00%)	34.41%	2.69	00:02:02
Feb 15, 2020 - Mar 15, 2020	225,061 (100.00%)	73.98%	166,498 (100.00%)	50.93%	1.88	00:01:20
% Change	-58.66%	-2.66%	-59.76%	-32.42%	43.04%	53.61%

Website YOY suffered a loss of 58.66% by users, but Pages/Session and Avg. Session Duration have increased.

Website Analytics



City	Session
Houston	
Feb 15, 2021 - Mar 15, 2021	8,144 (8.75%)
Feb 15, 2020 - Mar 15, 2020	14,059 (6.25%)
% Change	-42.07%
Austin	
Feb 15, 2021 - Mar 15, 2021	7,273 (7.82%)
Feb 15, 2020 - Mar 15, 2020	16,354 (7.27%)
% Change	-55.53%
Dallas	
Feb 15, 2021 - Mar 15, 2021	4,843 (5.20%)
Feb 15, 2020 - Mar 15, 2020	10,657 (4.74%)
% Change	-54.56%
San Antonio	
Feb 15, 2021 - Mar 15, 2021	4,113 (4.42%)
Feb 15, 2020 - Mar 15, 2020	8,266 (3.67%)
% Change	-50.24%
South Padre Island	
Feb 15, 2021 - Mar 15, 2021	3,801 (4.08%)
Feb 15, 2020 - Mar 15, 2020	7,023 (3.12%)
% Change	-45.88%

Top Users by Location & YOY Percent Change Feb. 15 - March 15, 2021

1. Houston
2. Austin
3. Dallas
4. San Antonio
5. South Padre Island

Other Cities in Top 10

- Brownsville
- Chicago
- Harlingen
- Fort Worth



CONVENTION & GROUP SALES

Quarterly Activity Report



Definite Bookings

- October - December 2020
 - Leads sent: 41, Conversions: 19
- January - March 2021
 - Leads sent: 49, Conversions: 20

Sales Efforts

- February 2021 (1,400 Room Nights)
 - UT Austin/Texas Plastic Pollution Symposium 2021
 - Rancho Pisto Pesca 2nd Annual Fishing Tournament
 - Texas Environmental Health Association / TEHA 2021
 - Rio Hondo High School Reunion
 - Living Church of God

Scheduled Site Visits

- Region One New Executive Director
- AFGE Executive Board (2022 Conference)
- STCJCA (June 2021)
- TML Region 12 Meeting Coordinators
- UTRGV Women's Basketball Christmas Classic
- TPAF, TX Police Games 2021 (June 2021)

Quarterly Activity Report



Trade Shows

- **TSAE**
 - **Virtual Webinar Lead Sponsor (Feb 2021)**
 - Navigating Challenging Waters
 - 23 Associations Attended
- **TSAE**
 - **Virtual Webinar Lead Sponsor (March 2021)**
 - Operation Summit
 - Networking & Lead Generation event
- **Prevue Visionary Summit May 10-11, 2021 Plano**
 - This two-day Summit will zero in on best practices in the various aspects of meeting and incentive planning: contracts and negotiations, data and reporting, safety and security, and ethics. 25 - 15 minutes set appointments with qualified meeting planners.

Marketing

- Digital & Print
 - TSAE
 - Prevue Meetings
 - Meet Texas Planner Guide
 - Connect
- Lead Portals
 - HelmsBriscoe
 - CVent



SPECIAL EVENTS

2021 Events Scheduled



March

SPI Triathlon - NCAA Regional Race

April

Family Sandcastle World Championship
Sand Crab Run
Heatwave Car Show

May

Family Sandcastle World Championship
Jailbreak
Pro-Am Beach Soccer
Pedal to Padre
KOC Fishing Tournament

June

Pro Watercross

July

Pro-Am Beach Soccer
Texas International Fishing Tournament (TIFT)

August

Ladies Kingfish Tournament (LKT)
USLA National Championship
Shallow Sport Fishing Tournament
API Fishing Tournament
Elite Redfish Series

September

JJ Zapata Fishing Tournament
SPI Triathlon
SPI Longest Causeway Walk/Run

October

Ride for Rotary
Spartan - Hurricane Heat Series
CAF Airshow
SandCastle Days
Walk For Women Fishing Tournament
Walk for Women 5K

November

Muzicians Run

December

Holiday Light Show
Lighted Boat Parade
Breakfast with Santa

**** Food Truck Festival** - Date needed**

Manager Notes

SEC

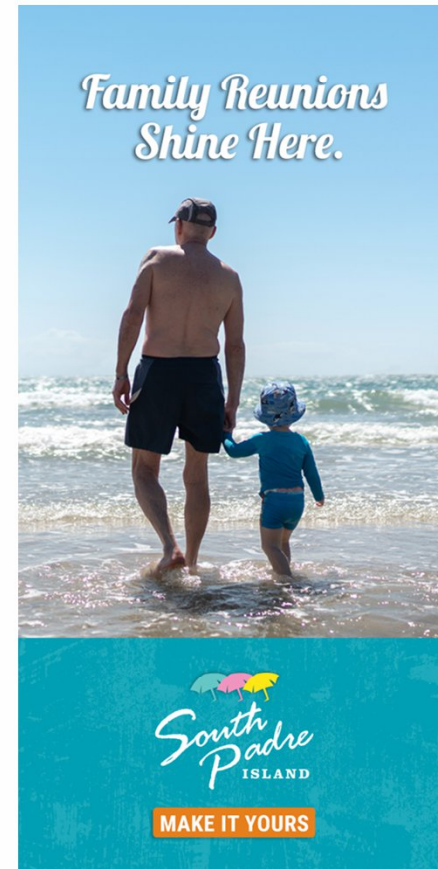
A new Chair and Vice-Chair was appointed to the SEC last week

- Chair - Christian Hasbun
- Vice-Chair - Lisa Graves



AD CAMPAIGNS

Family/Summer



Family/Summer



Family/Summer - Mexico



*Las reuniones
familiares
lucen más aquí.*



QUE PADRE



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EN SOPADRE.COM



*Las reuniones
familiares
lucen más aquí.*



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sol y de momentos divertidos e interminables.
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Fishing & Birding



Your island is calling you. And so are the fish. So grab your gear and head on down for some well-deserved island time. Start fishing at sopadre.com/fishing.



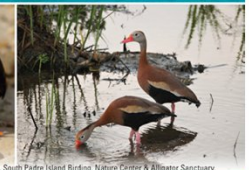
sopadre.com



SO EPIC. SO PADRE.
MAKE IT YOURS



WE'RE THE REASON BIRDS FLY SOUTH.



Photos: Javier Gonzalez, South Padre Island Birding, Nature Center & Alligator Sanctuary

Visit the South Padre Island Birding, Nature Center & Alligator Sanctuary. Enjoy the birds, flora, fauna, and the Laguna Madre Bay with an emphasis on conservation and environmental awareness. Find out more info at SoPadre.com/Birding.



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Thank You



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

MEETING DATE: March 24, 2021

NAME & TITLE: Linette Hernandez

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action concerning the new meeting date for April 2021. (Till)

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: