

NOTICE OF MEETING
THE CITY OF SOUTH PADRE ISLAND
THE TRANSITION BOARD
JANUARY 24, 2013

Notice is hereby given that the Transition Board of the City of South Padre Island, Texas will hold a **Meeting on Thursday, January 24, 2013 at 2:00p.m., in the Municipal Building Joyce H. Adams Board Room, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas.**

AGENDA

1. Call to order.
2. Pledge of Allegiance.
3. Public announcements and comments: *This is an opportunity for citizens to speak to the Transition Board relating to agenda or non-agenda items. Speakers are required to address the Transition Board at the podium and give their name before addressing their concerns. (Note: State law will not permit the Transition Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Transition Board meeting.)*
4. Election of new Chairperson
5. Election of new Vice Chairperson
6. Discussion regarding the tasks of the Transition Board (Pinkerton)
7. Discussion and Action regarding Letter of Intent for Spring Break concert promoter (Ekberg)
8. Discussion and Action regarding Letter of Intent for Memorial Day Concert (Ekberg)
9. Discussion and Action regarding Increase of HOT fund tax rate (Pinkerton)
10. Discussion regarding Convention Centre Expansion (Pinkerton)
11. Set New Meeting date / agenda items for next meeting.
12. Adjourn.

Dated this, the 21 day of January 2013.

CITY OF SOUTH PADRE ISLAND
Dinora Garcia
Dinora Garcia, CVB Administrative Assistant

I, the undersigned authority, do hereby certify that the above Notice of Meeting of the South Padre Island Transition Board is a true and correct copy of said Notice on the bulletin board at the City Hall of said City of South Padre Island, Texas on January 21, 2013 at 12:45pm and it remained so posted continuously for at least 72 hours preceding the scheduled time of said Meeting.

CITY OF SOUTH PADRE ISLAND
Dinora Garcia
Dinora Garcia, CVB Administrative Assistant

NOTE: 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 Jay Mitchim, ADA designated responsible party, at (956) 761-1025.

NOTE: There may be one or more members of the South Padre Island City Council attending this meeting, and if so, this statement satisfies the requirements of the OPEN MEETINGS ACT.

LETTER OF INTENT

SOUTH PADRE ISLAND EVENT- SPRING BREAK 2013

To:
Lacey Ekberg, Director
South Padre Island Convention
& Visitors Bureau
7355 Padre Blvd.
South Padre Island, TX 78597

From:
Kevin Mitchell
SFX - Disco Operating LLC
1000 NC Music Factory Blvd, Suite B4
Charlotte, NC 28206
(980) 833-1742 (office)
(704) 968-1334 (cell)

Dear Ms. Ekberg:

This letter is to inform you that Disco Donnie Presents, Global Groove Events and Sugar Society are committed to developing a large-scale, one-day spring break music event in South Padre Texas held either March 20, 21 or 22, 2013.

We believe developing an event, held on one of these dates, will successfully attract the greatest number of college students to South Padre by aligning the event's timing with as many college spring recesses as possible.

To secure an artist lineup for an event that successfully attracts college students from around the country is an expensive endeavor. We formally request the assistance of the South Padre Island Convention & Visitors Bureau in providing \$200,000 toward the event, which we expect will cost approximately \$400,000 to create and market effectively.

We are committed to securing the best artists in our ability to create the choice event for spring break goers. We also have the capabilities to make the event a success. From hundreds of thousands of young ticket buyer emails in our databases — to our new college ambassador program, we have the means to effectively the spread the word. Coupled with the Bureau's support, we are confident we can accomplish our objective of attracting 10,000 attendees to the event and South Padre hotels and resorts.

For any questions regarding this letter, please contact Kevin Mitchell at (980) 833-1742. We look forward to developing a spring break event for South Padre.

Thank you for your time and consideration.

Sincerely,
Kevin Mitchell

Accepted By City Manager



DISCO DONNIE
PRESENTS

Disco Donnie Presents is an award-winning and recognized leader in electronic dance music event production, generating over 1,000 live events, arena shows and outdoor festivals annually. **DDP**, both on its own and through partnership, develops innovative, creative and strategic business opportunities in live entertainment. For more information, please visit www.discodonnipresents.com

Markets:

Albany, NY	Chico, CA	Houston, TX	Oklahoma City, OK	Scottsdale, AZ
Albuquerque, NM	Cincinnati, OH	Indianapolis, IN	Orlando, FL	Seattle, WA
Ann Arbor, MI	Cleveland, OH	Kansas City, KS	Philadelphia, PA	Spokane, WA
Athens, GA	College Station, TX	Knoxville, TN	Phoenix, AZ	St. Louis, MO
Augusta, GA	Columbia, MO	Laredo, TX	Pittsburgh, PA	Tallahassee, FL
Austin, TX	Columbus, OH	Little Rock, AK	Portland, OR	Tampa, FL
Baltimore, MD	Covington, KY	Lubbock, TX	Raleigh, NC	Tempe, AZ
Baton Rouge, LA	Dallas, TX	Madison, WI	Reno, NV	Tucson, AZ
Birmingham, AL	Detroit, MI	McAllen, TX	S Padre Island, TX	Vancouver, BC
Boise, ID	El Paso, TX	Memphis, TN	Salt Lake City, UT	Ventura, CA
Boulder, CO	Eugene, OR	Milwaukee, WI	San Antonio, TX	West Palm Beach, FL
Buffalo, NY	Ft. Lauderdale, FL	Missoula, MT	San Diego, CA	Windsor, ON
Champagne, IL	Fresno, CA	Mobile, AL	San Francisco, CA	Winston-Salem, NC
Chapel Hill, NC	Gainesville, FL	Myrtle Beach, SC	San Jose, CA	Ypsilanti, MI
Charleston, SC	Grand Rapids, MI	Nashville, TN	San Luis Obispo, CA	San Juan, PR
Charlotte, NC	Greensboro, NC	New Orleans, LA	San Marcos, TX	
Chicago, IL	Honolulu, HI	Norfolk, VA	Santa Barbara, CA	

Festivals & Signature Events:

Audio Circus	Isla Del Sol Fest	Something Wicked
Bass Odyssey	Lucky	Sound Wave
Electric Daisy Carnival Dallas	Meltdown Music Festival	Sun City Music Festival
Electric Daisy Carnival Orlando	Moonlight Masquerade	Sunset Music Festival
Electric Daisy Carnival Puerto Rico	Nocturnal Wonderland Texas	Ultimate Music Experience
Electric Forest	Pulse Music Festival	Zoolu
Freak Night	Resolution	



COMPANY OVERVIEW // FACT SHEETS

Re: SOUTH PADRE ISLAND EVENT- SPRING BREAK 2013

To:
Lacey Ekberg, Director
South Padre Island Convention
& Visitors Bureau
7355 Padre Blvd.
South Padre Island, TX 78597

From:
Kevin Mitchell
SFX - Disco Operating LLC
1000 NC Music Factory Blvd, Suite B4
Charlotte, NC 28206
(980) 833-1742 (office)
(704) 968-1334 (cell)

Dear Ms. Ekberg:

Thank you for engaging our companies to provide information on our backgrounds, ticket sales facts sheets, and event experience. This proposal will outline the scope of our companies' promotional reach within US markets and associated ticket sales numbers for our festival brands.

Please do not hesitate to contact us for any more information.
We look forward to the possibility of developing a spring break event for the City of South Padre.

Best regards,
Disco Donnie Presents, Global Groove Events & Sugar Society

Company background:

SFX – DISCO OPERATING, LCC (DBA DISCO DONNIE PRESENTS)

Disco Donnie Presents (DDP) is an award-winning and recognized leader in electronic dance music event production, generating over 1,000 live events, arena shows and outdoor festivals annually. DDP, operated by parent company SFX Entertainment (founder of Live Nation), creates events in nearly all 50 US states, Mexico and Latin America, and sells over one million tickets annually. DDP, both on its own and through partnership, develops innovative, creative and strategic business opportunities in live entertainment. For more information, please visit www.discodonnipresents.com

GLOBAL GROOVE EVENTS & SUGAR SOCIETY

Global Groove Events and Sugar Society are premier producers of live concerts and events in the following U.S. markets: Charlotte, Raleigh, McAllen, S. Padre and Pharr, TX. Together with Disco Donnie Presents, Global Groove Events and Sugar Society produce hundreds of events in Texas each year, including Isla Del Sol Fest and Ultimate Music Experience on South Padre Island.

www.sugarsociety.com
www.globalgrooveevents.com



DISCO DONNIE PRESENTS

2012 ATTENDANCE // 2013 EXPECTED ATTENDANCE // AGES

UME (THREE DAYS)

28,500 (2012)
32,000 (2013)
all ages event, 80% over the age of 18
slightly higher male than female

SUNSET (ONE DAY)

7,000 (2012)
10,000 (2013)
all ages event, 85% over the age of 18
slightly higher male than female

MELTDOWN (ONE DAY)

7,000 (2012)
10,000 (2013)
18 & older
slightly higher male than female

DAS ENERGI (ONE DAY)

4,500 (2012)
6,000 (2013)
16 & older, 80% over the age of 18
slightly higher male than female

SUN CITY MUSIC FESTIVAL (TWO DAYS)

20,000 (2012)
25,000 (2013)
all ages, 70% over the age of 18
slightly higher male than female

SOUND WAVE (ONE DAY)

6,500 (2012)
9,000 (2013)
18 & older
slightly higher male than female

EDC PUERTO RICO (TWO DAYS)

20,000 (2011)
25,000 (2012)
18 & older
slightly higher male than female

EDC DALLAS (ONE DAY)

11,000 (2010)
25,000 (2011)
18 & older
slightly higher male than female

MOONLIGHT MASQUERADE (ONE DAY)

3,600 (2012)
4,500 (2013)
all ages, 80% over the age of 18
slightly higher male than female

SOMETHING WICKED (ONE DAY)

12,000 (2012)
15,000 (2013)
18 & older
slightly higher male than female

GET FREAKY (ONE DAY)

4,500 (2012)
6,000 (2013)
16 & older, 80% over the age of 18
slightly higher male than female

EDC ORLANDO (TWO DAYS)

45,000 (2012)
60,000 (2013)
18 & older, slightly higher male than female

AUDIBLE (ONE DAY)

10,000 (2012)
12,500 (2013)
all ages, 70% over the age of 18
slightly higher male than female

LEGENDS REGENERATED (ONE DAY)

4,500 (2011)
5,000 (2012) - to be determined
16 & older, 80% over the age of 18
slightly higher male than female

FOR MORE INFO, PLEASE CONTACT:
KEVIN MITCHELL
KEVIN@DISCODONNIEPRESENTS.COM
1000 NC MUSIC FACTORY BLVD, SUITE B4
CHARLOTTE, NC 28206

DISCO DONNIE PRESENTS
980.833.1741 (OFFICE)
704.968.1334 (MOBILE)
980.207.4194 (FAX)
DISCODONNIEPRESENTS.COM



DISCO DONNIE 2013

PRESENTS

FEB 9 & 11	ZOOLU	NEW ORLEANS, LA
MAR 13 - 16	SXSW	AUSTIN, TX
MAR 13 - 16	UME	S PADRE ISLAND, TX
MAR 16	GET LUCKY	SALT LAKE CITY, UT
APR 26 & 27	TBC	CENTRAL TEXAS
APR 26 - MAY 5	JAZZ FEST	NEW ORLEANS, LA
MAY 25	SUNSET	TAMPA, FL
JUNE 8	MELTDOWN	DALLAS, TX
JUNE 27 - 30	ELECTRIC FOREST	ROTHBURY, MI
JULY 20	DAS ENERGI	SALT LAKE CITY, UT
AUG 31 & SEPT 1	SUN CITY MUSIC FESTIVAL	EL PASO, TX
AUG 31 & SEPT 1	ISLA DEL SOL	S PADRE, TX
SEPT 13 & 14	TBC	SAN JUAN, PR
SEPT 28	SOUNDWAVE	PHOENIX, AZ
OCT 4/5	TBC	CENTRAL TEXAS
OCT 12	MOONLIGHT MASQUERADE	PORTLAND, OR
OCT 26	SOMETHING WICKED	HOUSTON, TX
OCT 26	GET FREAKY	SALT LAKE CITY, UT
NOV 8 & 9	EDC ORLANDO	ORLANDO, FL
DEC 28	AUDIBLE	EL PASO, TX
DEC 31	LEGENDS REGENERATED	SALT LAKE CITY, UT

FOR MORE INFORMATION
KEVIN MITCHELL
KEVIN@DISCODONNIEPRESENTS.COM

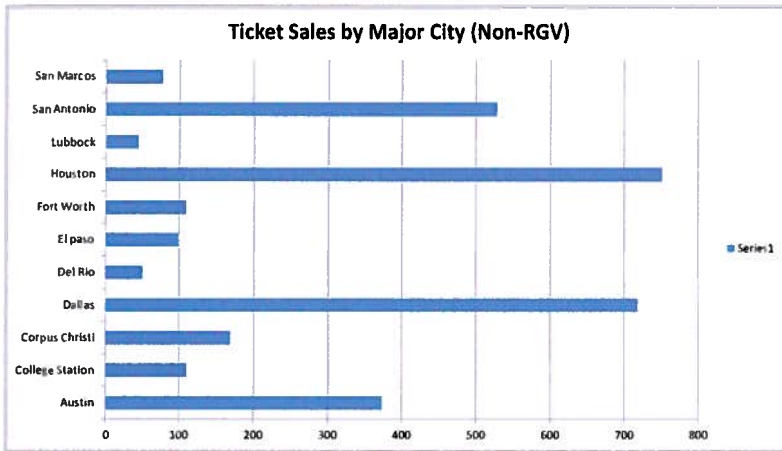
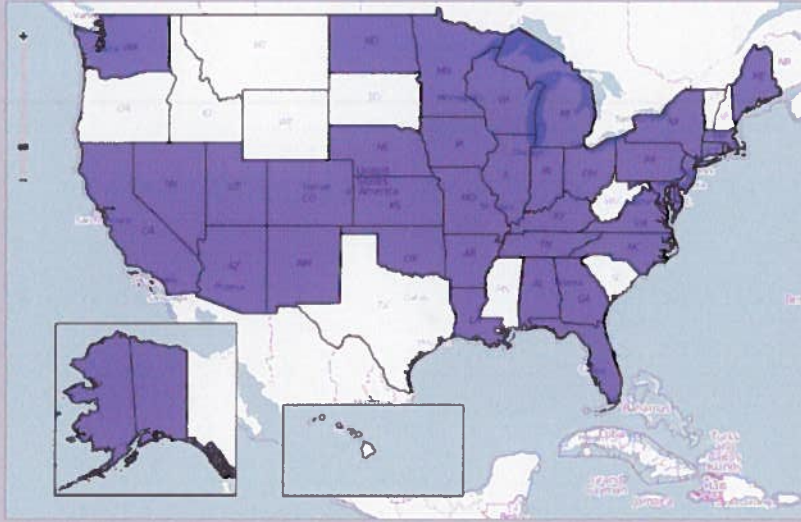
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CHARLOTTE, NC 28206

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DISCODONNIEPRESENTS.COM



Ultimate Music Experience

2012 Ticket Sales Fact Sheet



Ultimate Music Experience

Type: Three-day festival)

Info: www.umesouthpadre.com

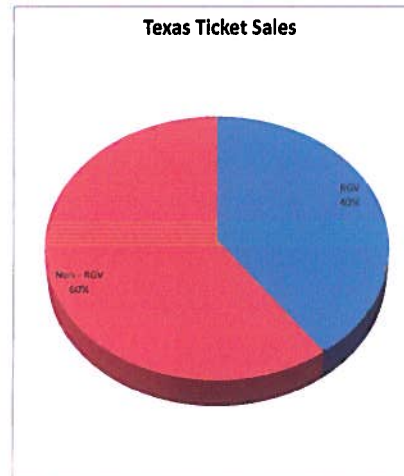
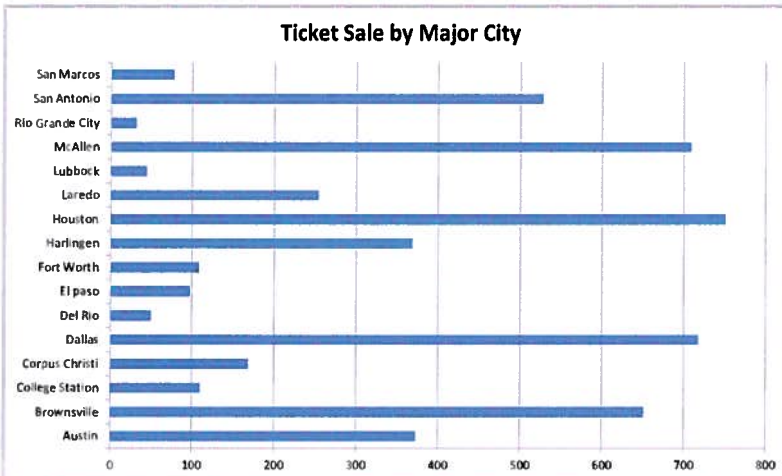
Attendance:

28,500 (2012)

32,000 (expected 2013)

Ages: All ages event

80% over the age of 18





SOUTH PADRE ISLAND, THE NEW MIAMI?

THE ROAD TO THE

Ume

ULTIMATE MUSIC EXPERIENCE



ume

ULTIMATE MUSIC EXPERIENCE

THE BEGINNING

IN 18 SHORT MONTHS THE UME (ULTIMATE MUSIC EXPERIENCE) HAS BECOME REGARDED AS ONE OF THE MOST EXCITING AND ANTICIPATED EVENTS OF THE YEAR IN THE USA. WHAT STARTED AS A ONE NIGHT EVENT FOLLOWED BY A NEXT DAY POOL PARTY, HAS QUICKLY EMERGED AS A 3 DAY FESTIVAL HEADLINED BY SOME OF THE BIGGEST ELECTRONIC ARTISTS IN THE WORLD.

THE COLLABORATION BETWEEN PROMOTERS GLOBALGROOVE EVENTS, DISCO DONNIE PRESENTS, AND SUGAR SOCIETY SOUGHT TO BRING AN EVENT TO SOUTH PADRE ISLAND WITH THE SAME IDEA IN MIND. TO BRING TOGETHER AMAZING ARTISTS AND PRODUCTION TO AN ISLAND FOR THE ULTIMATE AMBIENCE AND EXPERIENCE, DELIVERING A LONG LASTING IMPRESSION AND UNFORGETTABLE MEMORY FOR PEOPLE ATTENDING. THIS OBJECTIVE WAS ACHIEVED IN THE SPRING OF 2011 WHEN WORLD RENOWNED ARTISTS AFROJACK, FAR EAST MOVEMENT, AND MARKUS SCHULZ KICKED OFF THE 1ST ANNUAL UME TO AN ENTHRALLED CROWD OF OVER 5,000 PEOPLE. THE UME CONTINUED THE NEXT DAY WITH ONE OF THE BIGGEST POOL PARTIES TO EVER TAKE PLACE ON SOUTH PADRE AT THE HILTON GARDEN INN. IT WAS THEN THAT THE UME HAD BEEN BORN AND GREAT REVIEWS BEGAN TO POUR IN.



THE SECOND ANNUAL

ume

ULTIMATE MUSIC EXPERIENCE

THE BAR HAD NOW BEEN SET AND THE THREE PROMOTERS SET OUT TO TAKE THE UME TO NEW HEIGHTS. THIS TASK WAS ACHIEVED AND SURPASSED IN MARCH OF 2012. THE SECOND ANNUAL UME QUICKLY CATAPULTED TO A MAJOR 3 DAY FESTIVAL BOASTING A LINE UP BEFITTING OF THE BEST MAJOR ELECTRONIC FESTIVALS IN THE WORLD.

DAY 1 WAS HEADLINED BY UNDOUGHTFULLY THE BIGGEST NAME ON THE PLANET WHEN IT COMES TO ELECTRONIC MUSIC, TIËSTO. DAY 2 INTRODUCED THE NEWEST RISING STAR TO THE STAGE, AVICII. DAY 3 HAD THE DELIGHT OF THE THOUSANDS IN ATTENDANCE TO WITNESS WHAT MANY SAY IS AN ARTIST IN A REALM OF HIS OWN, 3 TIME GRAMMY AWARD WINNER, SKRILLEX.



South Padre Island

THE UME IS NOT JUST A CONCERT. IT IS NOW ARGUABLY THE LARGEST SPRING BREAK ELECTRONIC FESTIVAL IN THE UNITED STATES. COLLEGE STUDENTS FROM ALL OVER THE COUNTRY ARE CHOOSING SOUTH PADRE ISLAND AS THEIR PREFERRED SPRING BREAK DESTINATION. THIS IS NOT JUST BECAUSE OUR ISLAND IS BEAUTIFUL, HAS AMAZING ATTRACTIONS, AND IS WORLD RENOWNED BUT BECAUSE OF OUR NEW REPUTATION OF BRINGING THE BIGGEST AND BEST ENTERTAINMENT FOR SPRING BREAK. THE CHOICE FOR STUDENTS HAS NEVER BEEN EASIER, AND THEY ARE CHOOSING SPI.

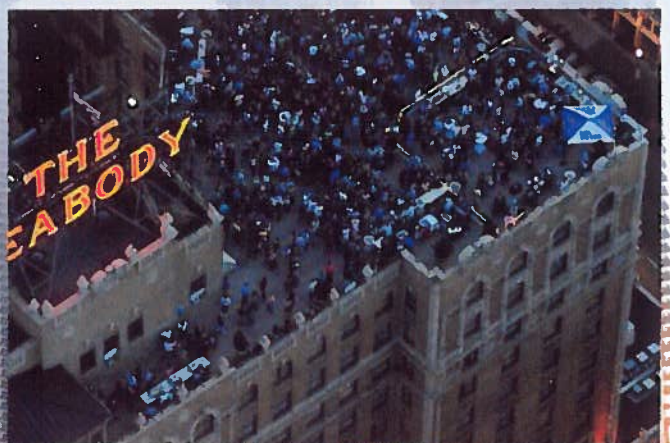
IN ATTRACTING STUDENTS TO SPRING BREAK THERE ARE A NUMBER OF BENEFITS. BUSINESSES ON THE ISLAND GAIN THE ECONOMIC GROWTH NEEDED TO MAKE IT A BETTER YEAR. EVERY SINGLE STUDENT ATTENDING SPRING BREAK ON PADRE WILL GO BACK TO THEIR RESPECTIVE COLLEGES TELLING THEIR PEERS THEY'VE HAD THE TIME OF THEIR LIVES, LETTING THE CITY OF SOUTH PADRE ISLAND REGAIN IT'S POPULARITY AS ONE OF THE BEST SPRING BREAK DESTINATIONS IN THE WORLD. THIS MAKES FOR EXCELLENT REPEAT BUSINESS AND WILL PAVE THE WAY FOR THE NEXT WAVE OF STUDENTS THE FOLLOWING YEAR.

CAN SOUTH PADRE ISLAND COMPARE TO MIAMI?

THE MOST POPULAR MUSIC IN THE WORLD IS EDM (ELECTRONIC DANCE MUSIC). YOU HEAR IT PLAYED FROM EVERY MAJOR TV COMMERCIAL TO THE OLYMPIC GAMES CLOSING CEREMONY. IT HAS MADE AN IMPRESSION ON SOUTH PADRE ISLAND. THE UME HAS LEFT EVERYONE WONDERING, WHO AND WHAT IS NEXT?

AN EVENT THAT TAKES PLACE IN MIAMI EVERY YEAR (AROUND THE SAME TIME AS THE UME) IS MIAMI MUSIC WEEK (MIAMIMUSICWEEK.COM). THE CONFERENCE SPANS OVER 10 DAYS AND ATTRACTS EVERYONE IN THE MUSIC INDUSTRY FROM RECORD LABEL EXECUTIVES TO THE WORLD'S BIGGEST MUSIC ARTISTS. HUNDREDS OF THOUSANDS OF PEOPLE, INCLUDING MASSIVE AMOUNTS OF COLLEGE STUDENTS FLOCK TO MIAMI TO ATTEND THE EVENTS THROUGHOUT THE WEEK AND A HALF PERIOD.

DO WE BELIEVE WE CAN FOLLOW THIS SAME TREND THAT HAS BEEN IN EXISTENCE FOR OVER 25 YEARS? WELL, NO... SOUTH PADRE ISLAND DOES NOT HAVE THE MASSIVE INFRASTRUCTURE THAT MIAMI DOES TO ACCOMODATE SOMETHING OF THAT MAGNITUDE. BUT...



...WE CAN TAKE A SMALL PAGE OUT OF MIAMIS BOOK. THE PINNACLE OF THE WINTER MUSIC CONFERENCE COMES IN THE LAST 3 DAYS WITH ONE OF THE WORLD'S BIGGEST ELECTRONIC EVENTS, ULTRA (ULTRAMUSICFESTIVAL.COM). PRIOR TO THAT AND AWAY FROM MIAMI MUSIC WEEK, EVERY VENUE AND EVERY HOTEL HOLDS SPECIAL EVENTS FOR PEOPLE WHILE VISITING MIAMI. WHETHER THEY ARE THEIR FOR THE CONFERENCE OR THE EVENTS, SOMETHING WILL BE HAPPENING AND THAT IS SOMETHING WE CAN DO LEADING UP TO THE PINNACLE OF PADRE, THE UME.

NEW VENUES AND RESORTS BEING BUILT ALONGSIDE EXISTING VENUES WE HAVE THE ABILITY TO HAVE:

- EXCLUSIVE WELCOME PARTIES
- VIP POOL PARTIES
- DAY TIME EVENTS
- SPECIAL BOUTIQUE EVENTS
- FASHION SHOWS

THE OPPORTUNITIES ARE ENDLESS. NOW SOUTH PADRE ISLAND AND ITS EVENTS ARE MORE EXCLUSIVE AT CERTAIN PLACES CREATING AN URGENCY TO BOOK HOTEL ROOMS QUICK. SOUTH PADRE ISLAND NOW HAS ENOUGH VENUES AND FACILITES IN PLACE TO ATTRACT A WEALTH OF ARTISTS AND THE CROWD TO FOLLOW. THIS IS THE GOAL SET BEFORE GLOBALGROOVE EVENTS, DISCO DONNIE PRESENTS AND SUGAR SOCIETY. TO BRING PEOPLE THAT MAY HAVE NEVER BEEN TO SOUTH PADRE ISLAND AND INTRODUCE THEM TO AN ISLAND THAT THEY WILL MOST DEFINITELY RETURN TO AFTER ENJOYING A WEEK OF AMAZING MUSIC AT A VARIETY OF DIFFERENT VENUES, AND FINISHING OFF THEIR WEEK WITH THE ULTIMATE MUSIC EXPERIENCE, THE UME (UMESOUTHPADRE.COM).

PLEASE FEEL FREE TO CONTACT PAUL MAGEE

PAUL@GLOBALGROOVEEVENTS.COM

GLOBALGROOVEEVENTS.COM

C: (404) 545-6264





P.O. BOX 1718 - McALLEN, TX 78501 - 956-453-7774
bookemnano@yahoo.com

1/15/13

**LETTER OF INTENT
South Padre Event
Memorial Week-end Saturday May 25th. '13
FREE CONCERT
South Padre Island Convention Center**

Lacey Ekberg, Director
South Padre Island Convention & Visitors Bureau
Spi, tx 78597

Dear Ms. Ekberg,

This letter is to inform you that Bookem Nano LLC will produce a one day music event for the city of South Padre Island on Saturday May 25th. '13 at the SPI Convention Center's outside designated area.

City of SPI will pay Bookem Nano LLC a fee of \$165,000.000 to produce this event.

Producing the event will include the following responsibilities:

- #1: Find and contract the approved talent (approved by Ms. Ekberg)
- #2: Contract:
 - a. staging
 - b. production of sound, lights, spot lights and back line
 - c. stage hands, riggers, runners, spot ops
 - d. back stage catering, hospitality, after show catering
- #3: Advertising:
 - a. placing buy and promotional pack with KTEX as the presenting radio media

Convention and Visitors Bureau will be responsible for all other advertising, security, back stage fencing, concert staffing.

This is a brief review to produce the event. Upon approval of talent, a final agreement will be issued by Bookem Nano LLC.

Bookem Nano LLC

Arnaldo "Nano" Ramirez – Pres.
Arnaldo "J.R." Ramirez III

Memorial Day Artist

Barring any radius or market conflicts the following artists are available:

Dierks Bentley

Gary Allan

Josh Turner

Lonestar

Rodney Atkins

Ronnie Dunn

Billy Currington - I think he is playing at the Live Stock Show next month in Mercedes.... so pass....
Kip Moore
Little Big Town
