

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

NOTICE IS HEREBY GIVEN THAT THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS WILL HOLD A REGULAR MEETING ON:

Wednesday, August 26, 2015
9:00 A.M. AT THE MUNICIPAL BUILDING,
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

- 1) Call to order.
- 2) Pledge of Allegiance.
- 3) Public announcements and comments: *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns. (Note: State law will not permit the Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).*
- 4) Consent Agenda:
 - a) Approval of minutes for July 22, 2015 Regular Meeting.
- 5) Discussion and possible action regarding SPI Quantitative Awareness and Image Research Report. (K. Arnold)
- 6) Update, discussion and possible action regarding CVB Director's Report:
 - a) Update Convention Centre renovation project.
 - b) Group Sales & Sales Committee reports
 - c) The Atkins Group contract & progress
- 7) Update, discussion and action regarding continuation for consideration of funding request on new or returning events:
 - a) Ladies Kingfish Tournament (August 2016)
 - b) Splash South Padre (October 2015)
 - c) Beach-N-Biker Fest (April 2016)
 - d) Fiesta Padre (May 2016)
 - e) HinoPalooza-Brew & Spirit Fest (December 2015)
- 8) Discussion and action regarding consideration for funding on returning events applied after post deadline date of July 8, 2015:
 - a) SPI Sand Castle Days (October 2015)
 - b) Fall Concerts Series on the Bay (September-October 2015)
 - c) Island Folk Festival (September 2015)

- 9) Discussion and action regarding the review of Spring Break proposals. (Hawkinson)
- 10) Update, discussion and action regarding any developments or changes from the Website Sub-Committee concerning the sopadre.co website. (Hawkinson/Jones)
- 11) Update and discussion concerning Hotel Occupancy Tax Collection Ordinance. (Jones)
- 12) Old Business
 - a) Median Banner Policy
- 13) Set new meeting date for next month.
- 14) Adjourn.

DATED THIS THE 21st DAY OF AUGUST 2015.

Rosa Zapata, CVB Executive Services Specialist

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE NOTICE OF MEETING OF THE GOVERNING BODY OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT THE CITY HALL/MUNICIPAL BUILDING ON August 21, 2015, at/or before 5:00 P.M. AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

Rosa Zapata, CVB Executive Services Specialist

THERE MAY BE ONE OR MORE MEMBERS OF THE SOUTH PADRE ISLAND CITY COUNCIL ATTENDING THIS MEETING, AND IF SO, THIS STATEMENT SATISFIES THE REQUIREMENTS OF THE OPEN MEETINGS ACT.

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD
CONSENT AGENDA**

MEETING DATE: August 26, 2015

ITEM DESCRIPTION

NOTE: All matters listed under Consent Agenda are considered routine by the Advisory Board of the City of South Padre Island and will be enacted by one motion. There will not be separate discussion of these items. If discussion is desired, that item will be removed from the Consent Agenda and considered separately.

Items to be considered are:

- a. Approval of minutes for July 22, 2015 Regular Meeting.

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

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

MEETING DATE: August 26, 2015

NAME & TITLE: Rosa Zapata, Executive Services Specialist

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve minutes for July 22, 2015 Regular Meeting.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve Minutes

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

Wednesday, July 22, 2015

1. Call to order.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Special Meeting on Wednesday, July 22, 2015 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Jimmy Hawkinson called the meeting to order at 9:00 a.m. A full quorum was present: Wally Jones, Bill Donahue, Joe Ricco, Arnie Creinin, Wally Jones and Sean Till. Also present Ex-Officio Michael Jones and Terence Chase.

City staff members present were CVB Director Keith Arnold, City Manager William DiLibero, Assistant City Manager Darla Jones, CVB Director of Sales Denise Arnold, Sales Administrative Assistant Rosa Zapata, Sales Manager Michael Flores, Senior Sales Manager Eduardo Figueroa, CVB Accountant Lori Moore.

2. Pledge of Allegiance.

Chairman Jimmy Hawkinson led the Pledge of Allegiance.

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

No public comments were given at this time.

4. Consent Agenda:

Vice-Chairman Wally Jones made the motion, seconded by Board Member Creinin to approve the Consent Agenda. Motion passed unanimously.

- a) Approval of minutes for June 24, 2015 Regular Meeting.
- b) Approval of minutes for July 13, 2015 Special Meeting.

5. Update on Convention Centre renovation project. (Jones)

Assistant City Manager Darla Jones gave an update concerning the renovation project. The Contractor is finalizing the punch list touch ups. They should be done by next week July 31, 2015. Assistant City Manager Jones met with CVB Director Keith Arnold and Jeri Garrett of Cactus Flower for the decoration of the interior of the building. An update was also give concerning the Whalen Wall.

6. Discussion and possible action regarding Director of Sales report.(Arnold)

Minutes: July 22, 2015 CVA Board Meeting

Ex-Officio Michael Jones recommended for Denise Arnold to contact Darla Lepeyre, EDC Director for economic impact calculations. No action taken.

a. Update regarding CVB Sales Committee Meeting.

7. Update, discussion and possible action regarding Convention Centre Report.(DiLibero)

City Manager William DiLibero gave a brief update concerning CVB Director Keith Arnold. This agenda item will now become CVB Director's Report. CVB Director Keith Arnold gave an update concerning staff meetings, hotel site visits, marketing, sales training opportunities, familiarization of our operations at the CVB, Sales Staff Presentations, and CVB budget. No action taken.

8. Discussion and action regarding consideration for funding request on new or returning events:

a) Beach-N-Biker Fest (April 2016)

Chairman Jimmy Hawkinson made the motion to table this agenda item, seconded by Board Member Sean Till. Motion passed on a unanimous vote with the contingency a representative from Beach-N-Biker Fest meet with Keith prior to next month meeting.

b) Fiesta Padre(May 2016)

Board Member Bill Donahue made the motion to a lot the \$40,000 with the stipulation of 82,000 square feet tent and \$10,000 marketing through advertising agency and \$5,000 for other expenses. No other motion. Motion failed.

Chairman Jimmy Hawkinson made the motion to table this item to allow CVB Director Keith Arnold and Andy Hancock to discuss this further and look to work through this project and bring it back. Board Member Arnie Creinin seconded. Motion passed on unanimous vote.

c) HinoPalooza-SPI Bike Rally (October 2015)

Board Member Hershhal Patel made the motion reject this item. No other motion. Motion failed. Vice-Chairman Wally Jones made the motion to approve the \$70,000.00, seconded by Board Member Joe Ricco. After a lengthy discussion, Vice-Chairman Wally Jones made the motion to amend his first motion to allocate \$10,000 in kind, \$25,000 co-op from Cat budget, and \$35,000 in cash. Seconded by Board Member Arnie Creinin. Motion passed on a unanimous vote.

d) HinoPalooza-Brew & Spirit Fest (December 2015)

Board Member Sean Till made the motion to table this item so CVB Director Keith Arnold further discuss with Alex Hinojosa, Jr. concerning the Beerfest concept. Seconded by Chairman Jimmy Hawkinson. Motion passed on a unanimous vote. Board Member Joe Ricco casting a nay vote.

e) Ladies Kingfish Tournament (August 2016)

Vice-Chairman Wally Jones made the motion to approve, seconded by Board Member Arnie Creinin. Motion passed on a unanimous vote.

f) Sand Castle Lessons (Fall 2016)

After a short discussion, Andy Hancock mention the \$29,000 is for 2 years and 8 changes throughout those 2 years to the sand castle. Chairman Jimmy Hawkinson made the motion to approve, seconded by Board Member Arnie Crenin. Motion passed on a unanimous vote.

g) South Padre Penguin Plunge (January 2016)

Board Member Bill Donahue made the motion to approve for \$1,000, seconded by Board Member Hershhal Patel. Motion passed on unanimous vote.

h) Splash South Padre (October 2015)

Board Member Sean Till made the motion to approve, seconded by Board Member Hershhal Patel. Motion passed on unanimous vote.

9. Discussion and possible action regarding Eyewax Spring Break Production. (Till)

Minutes: July 22, 2015 CVA Board Meeting

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

MEETING DATE: August 26, 2015
NAME & TITLE: Keith Arnold, CVB Director
DEPARTMENT: City of South Padre Island

ITEM

Discussion and possible action regarding SPI Quantitative Awareness and Image Research Report.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



Quantitative Awareness & Image Survey
Summary REPORT

July 15 2015

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 - Most Appealing Vacation Types
 - Top Destinations - Unaided Awareness
 - Appeal of Beach Destinations
 - Beach Choice Drivers
 - SPI vs. Competitive Beaches
 - SPI Visit Experience
 - SPI Performance
 - Ad Awareness & Future Visit Intent



Background, Objective and Approach

Background:

The South Padre Convention and Visitors' Bureau (SPI CVB) has very little visitor research at it's disposal. As the SPI CVB continues to grow and to refine its marketing and communications plans, they would like to learn more about their visitor in order to effectively sell the island to potential and return visitors.

As part of this effort, an online survey of travelers was designed to better understand awareness and familiarity with SPI, as well as experiences, motivations, bonds/barriers, advertising recall and likelihood to visit.

The results of this survey will be used to inform future communications planning and programs.

Objective:

To better understand current and potential visitors to SPI in order to refine and optimize marketing communications programs.



Background, Objective and Approach

Methodology:

Online survey using consumer opinion panelists. Total sample of respondents was 900 survey. Each survey was approximately 12 minutes long. We completed 150 surveys in each of 6 markets: Austin, San Antonio, Houston, Dallas/Ft.Worth, Minneapolis, Mexico (Guadalajara, Mexico City, Monterrey).

- Gender – 40% male; 60% Female
- Ages – 1/3 18 to 34 years; 1/3 35 to 54 years; 1/3 55 years +
- Family status – Minimum 1/3 with child at home under 18 years
- Income – Above market median (Adjusted for 18 to 24 year olds)
- Travel – Must have taken at least 1 overnight trip in past year and stayed in paid lodging



Areas of Questioning

What we covered*:

- SPI Top of Mind Awareness – Familiarity and Visit Experience with SPI
- SPI and Competitive Beach Appeal
- Most Important Beach Destination Features
- SPI & Competitive Texas Beach Ratings
- SPI Features vs. Most Important Beach Destination Features
- SPI Promotional Awareness and Future Visit Intent



* Please see full survey instrument⁵ for more detail

Methodology

- Galloway Research Service in San Antonio, TX fielded both the online survey and recruited respondents to the survey.
- Lists of potential respondents were drawn from a professional opinion research panel of more than 2 million consumers in the US and Mexico.
- Potential respondents were targeted by known characteristics for market area, gender, age, income, and likelihood to travel.
- Survey participants were paid an incentive as part of the panel participation.
- The completed sample consisted of 900 surveys segmented as follows:

Markets	#	Gender	#	Family Status	#	Travel Freq.	#
Austin	150	Male	355	With kids	343	1-2 trips/yr.	364
Dallas-Ft Worth	150	Female	545	Without Kids	557	3 trips/yr.	199
Houston	150	Age		Income		4+ trips/yr.	337
Minneapolis	150	18-34	295	High (1 st Qtr.)	612		
San Antonio	150	35-54	305	Medium (2 nd Qtr.)	288		
Austin	150	55+	300				
Mexico	150						





RESPONDENT DEMOGRAPHIC OVERVIEW

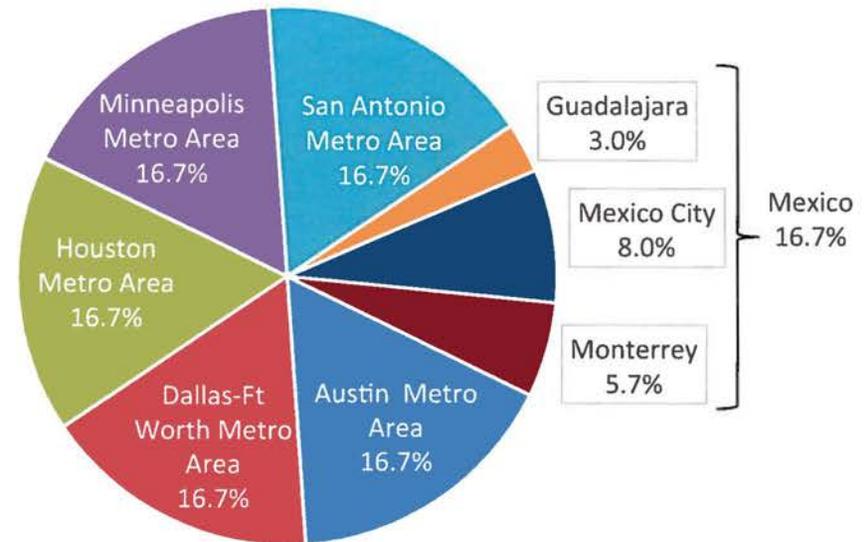
Demographics

Key Demographic Characteristics:

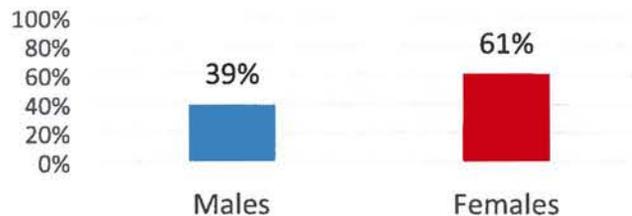
- Sample evenly distributed among 6 markets
- Gender and family status proportions achieved by quotas
- Preference given to females as they are most often vacation decision maker
- Roughly 30% to 35% of all households have child <18

Sample by Market

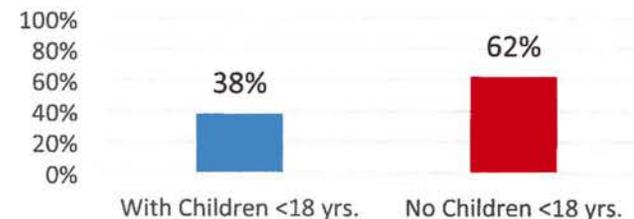
N=900



Gender



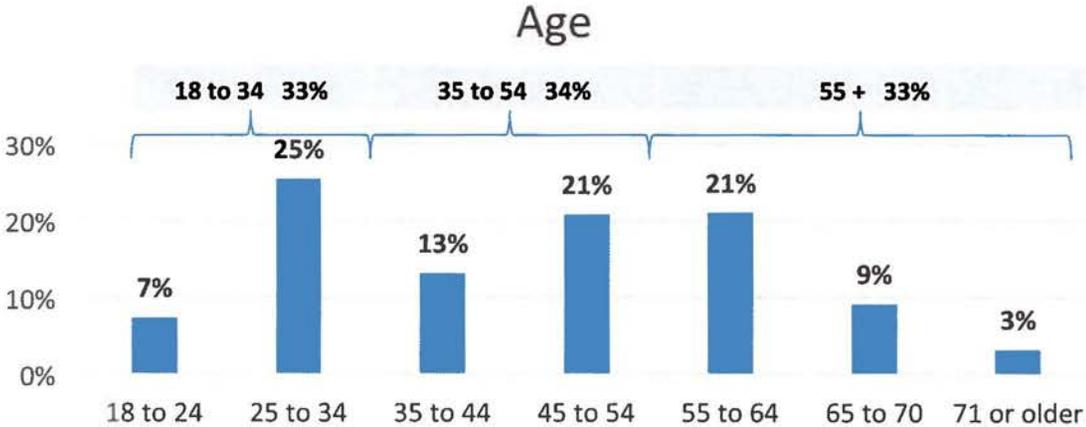
Family Status



Demographics

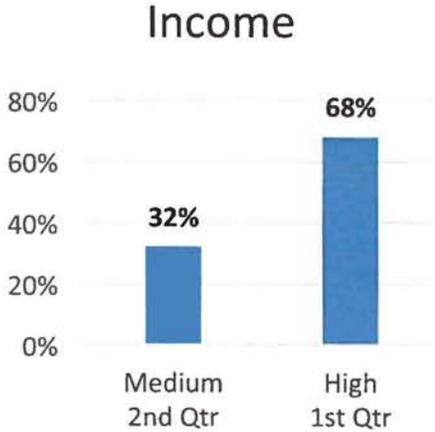
Key Demographic Characteristics:

- Ages evenly divided 18 to 34, 35-54, & 55+
- Minimum Income qualifiers based on approximate median incomes for each market. Data segmented based on 1st highest 25% of HH incomes & 2nd highest 25% of incomes. All respondents in top 50% of HHI.



Market	Medium – 2 nd Qtr.	High – 1 st Qtr.
Austin	\$54,000 to \$98,000	Over \$98,000
Dallas	\$43,000 to \$77,000	Over \$77,000
Houston	\$45,000 to \$86,000	Over \$86,000
Minneapolis	\$50,000 to \$94,000	Over \$94,000
San Antonio	\$46,000 to \$87,000	Over \$87,000
Mexico	\$100,000 to \$200,000 (pesos)	Over \$200,000 (pesos)

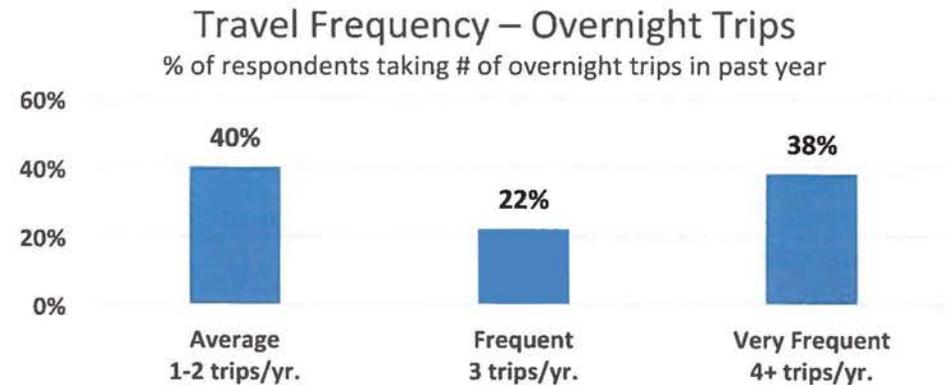
Note: For respondents 18 to 24 yrs. income qualifying rates were reduced by 40 to 45% in each market



Demographics

Travel frequency considerations:

- We measured travel frequency in two ways:
- # of Overnight trips during the past year and...
(includes stays with family and friends, camping, etc.)
- Overnight trips in paid lodging over the past year.
- Average, Frequent and Very Frequent segments are based on the total overnight trips per year.
- All respondents had to have made at least 1 paid lodging trip to qualify for the survey.





EXECUTIVE SUMMARY AND IMPLICATIONS

Executive Summary

- The **beach is the most appealing type of vacation destination** among U.S. respondents. Mexican respondents demonstrate a preference for big cities, followed closely by the beach.
 - As the most desirable vacation destination, SPI must fully embrace its identity as a beach destination and leverage its status as one of the best beaches in Texas.
- When respondents think about appealing vacation destinations, **NYC, Las Vegas and Hawaii top their list.** Texas beaches (combined) are 26th on the list, with several competitive beaches (FL, CA) before them.
 - Texas beaches – led by SPI – must establish their presence in the consideration set of travelers by touting the clean beach, clear water and relaxing environment of the Texas coast in order to compete with out-of-state beaches.
- Among a select set of beach destinations, SPI enjoys good appeal ratings (62%) and is rated the **most appealing beach destination among those tested in Texas.**
 - Efforts should be made to reach out to the groups that find SPI the most appealing – families with kids, higher income respondents and frequent travelers.



Executive Summary

- San Antonio and Austin respondents demonstrate the **most experience** with SPI; having visited more than respondents in other markets. Alternatively, respondents from Houston, Dallas, Minneapolis and Mexico are less likely to have visited SPI.
 - Focus on repeat visitation in SA and Austin, while cultivating new growth and visitation from key Midwest and Mexican markets. Texas markets such as Dallas and Houston are prime for a “discover SPI” message, which urges them to check out the island, since they have relatively high appeal ratings already.
- There is a **gap between appeal ratings and experience** and familiarity with SPI. San Antonio demonstrates the highest appeal and experience ratings, but lacks familiarity with SPI.
 - SPI must make efforts to constantly refresh their offerings and push information out to key markets (SA, Mexico, Austin) in order to encourage repeat visits. SPI needs to give travelers from these markets a “reason to return” to the island.
- Respondents traveling from farther away – Mexico and Minneapolis – tend to **spend more time and more money** while in SPI.
 - Shopping and “winter” or “off season” activities appear to garner more expenditures for SPI. The island should continue to cater to off-season visitors (Winter Texans) by creating opportunities for them to spend money in the community (i.e. farmer’s markets, fairs, shopping, concerts, events etc.). Additionally, while SPI rates lower than other TX beach destinations in terms of shopping, attention should be given to highlighting the unique shopping opportunities available in SPI.



Executive Summary

- The most important drivers for choosing a beach destination are: **Clean beaches and clear water and relaxation**. SPI deliver on these attributes, but falls short on the ratings for “easy access” and “highly rated, affordable lodging.”
 - SPI must continue to push messaging which speaks to the island’s quality beaches and relaxed, local feel. However, special attention should be paid to dispelling access (by car or air) concerns and to amping up the quality and “feel” of lodging options on the island.
- In terms of “value for the money spent,” SPI beats out other TX beach destinations on **3 out of the top 4 important features for choosing a beach**.
 - SPI faces challenges in terms of distance/proximity to home. It is not considered “easily accessible” and “distance” is one of the top barriers to visitation for SPI. Specific attention should be paid to explaining the value of the extra travel to the island, particularly in comparison to other Texas beach destinations.
- Sub-segments that give SPI the highest ratings on key drivers include: **San Antonio, Mexico, women and families with kids**.
 - These segments should be further explored for their potential to be key target segments for SPI.



Executive Summary

- When compared to other TX beach destinations in terms of best value for the money, **SPI falls short on attractions, shopping and restaurants.**
 - Special efforts should be made to highlighting dining and shopping options in SPI. While not the most important drivers of beach selection, these options can help to set SPI apart from the competition and may be highlighted in social/digital media for purposes of building engagement and interest with SPI.
- Advertising recall of SPI is 37% among those interviewed. This recall is largely driven by **television and magazine recall**; although differences exist among markets.
 - Television and magazine, along with newspaper and billboard advertising in some key markets appears to drive awareness of SPI. These efforts should continue and be tailored to the needs of each of the key maintenance (SA, Austin) and growth markets (Dallas, Midwest, Mexico).
- Overall, respondents from San Antonio and Mexico report the **highest likelihood to visit SPI** in the future. Alternatively, respondents from Minneapolis and DFW report the lowest likelihood to visit.
 - Marketing efforts to these markets must be tailored to address a dual retention and growth strategy moving forward.



Executive Summary

- Overall, the **biggest drivers** for future visitation to SPI include: Proximity, Clean Beaches, Relaxed Environment, Vacation Deals/Affordability and Information (about what's there and what's new in SPI).
 - Consider creating a detailed marketing communications plan that addresses these key drivers via the most appropriate channels for messaging.
- Overall, the **biggest barriers** for future visitation to SPI include: Distance, Reputation as a Spring Break Location, a Preference for other Beaches and a Lack of Information about SPI.
 - While some of these barriers are difficult to address, SPI should consider building messaging around the idea of creating worth and value for the “extra” drive to SPI, as well as constantly updating information regarding seasonal events, highlights and attractions.





DETAILED FINDINGS

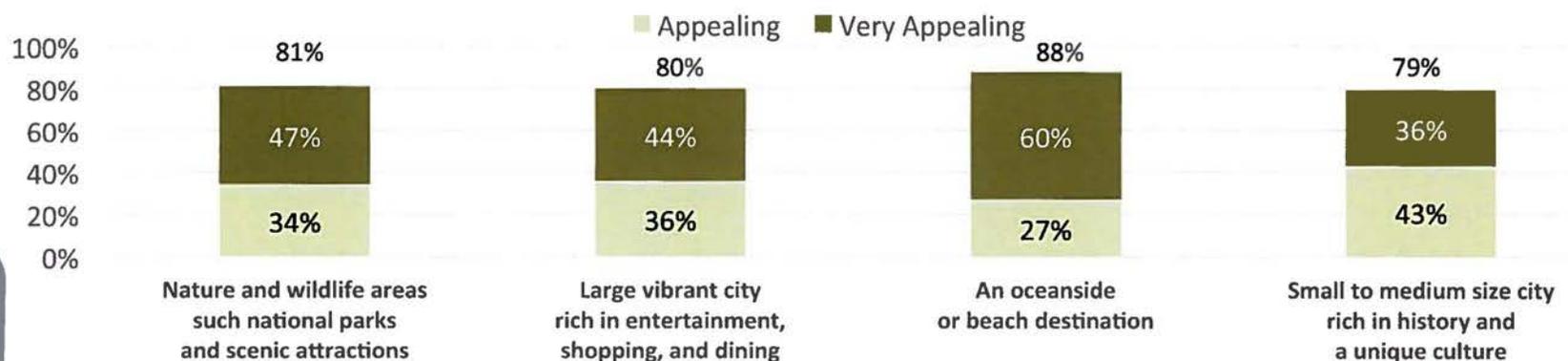
Among U.S. Markets, the **beach is the most appealing** type of vacation destination. Large cities rank first among Mexican respondents.

What types of vacation destinations are most appealing? The Beach – 88%

- Among U.S. Markets, there are no significant differences between cities regarding the appeal of the beach. Many US markets find beaches significantly more appealing than Mexico.
- Beaches are the #1 most appealing vacation type among all ages but beach appeal drops off among respondents age 55+. These respondents find nature areas and small towns as appealing as beaches.
- Among males, beach and nature destinations top the list, while big cities are less appealing.
- Among females, beaches are most appealing, followed by big cities while nature destinations are least appealing.
- Among all groups Beaches have the highest appeal (92%) among families with kids.

Appeal of Different Vacation Types

% of respondents rating each type as appealing or very appealing n=900



NYC, Vegas and Hawaii top the list in terms of desirable U.S. vacation destinations. Texas beaches together garner 3% of mentions.

- When combined, SPI and all other Texas Beaches were the 26th most mentioned destination.
- Among mentions of Texas beaches, SPI was the most mentioned.
- Groups with highest mentions of TX Beaches include:
 - San Antonio 7%
 - Males 4%
 - 55+ yr. olds 4%
 - Medium income 4%
 - Families with kids 4%
 - Very Frequent travelers 4%

Most Desirable US Vacation Destinations					
% of respondents mentioning each location unaided – n=900					
Rank	Location	% mentions	Rank	Location	% mentions
1	New York City	44%	16	Grand Canyon	10%
2	Las Vegas	23%	17	Colorado (state)	9%
3	Hawaii (state and specific cities)	23%	18	Los Angeles	8%
4	San Francisco	20%	19	New Orleans LA	8%
5	Washington, D.C.	14%	20	Yellowstone National Park	8%
6	Seattle	14%	21	Key West + FL Keys	8%
7	Florida (state)	13%	22	Walt Disney World	5%
8	California (state)	13%	23	Portland OR	5%
9	Chicago	13%	24	Napa Valley CA	4%
10	Alaska (state)	11%	25	Niagara Falls	3%
11	Orlando FL	11%	26	Texas Beaches (SPI, Galveston, Corpus, Port A)	3%
12	Boston MA	10%	27	Destin	2%
13	Miami	10%	28	Glacier National Park	2%
14	San Diego	10%	29	Charleston	2%
15	Texas & Non-coastal Texas Locations	10%	Note: Miscellaneous (fewer than 1% mentions) not shown. All respondents mentioned at least one miscellaneous destination.		



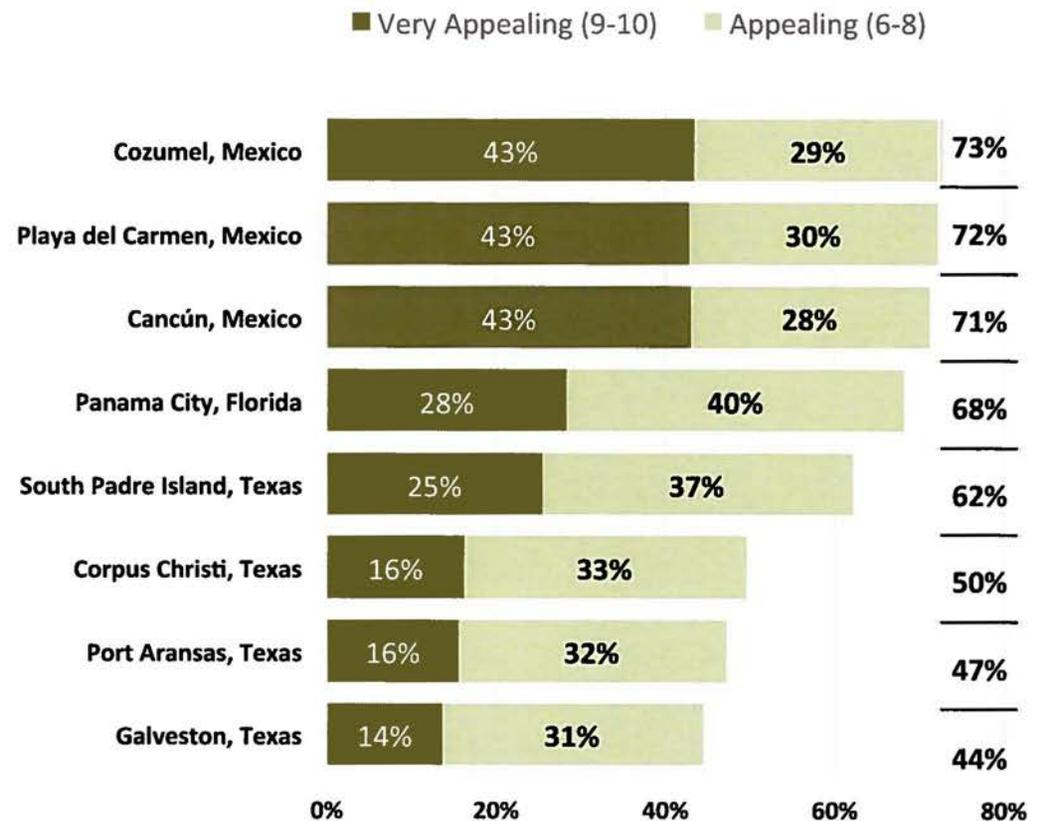
Note: Unaided mentions of SPI did not make it into the top 29 destinations.

Among beach destinations, SPI enjoys **solid appeal ratings** and ranks first among Texas beaches tested.

- SPI is the most appealing of all Texas beaches. Compared to other competitive destinations, SPI enjoys similar appeal ratings as Panama City, FL.
- Key Mexican beach destinations have stronger appeal ratings; with strength coming from the “very appealing” ratings.
- Overall, SPI’s appeal rating is 62%.
- Groups giving SPI above average appeal ratings are:
 - San Antonio , DFW, & Mexico (65% each)
 - Females (63%)
 - 35-54 yr. olds (63%) 55+ yr. olds (64%)
 - Medium income folks (66%)
 - Families with kids (63%)
 - Frequent travelers (3 trips per year) (71%)

Most Appealing Beaches

% rating the appeal of each beach on a 10 point appeal scale – n=900



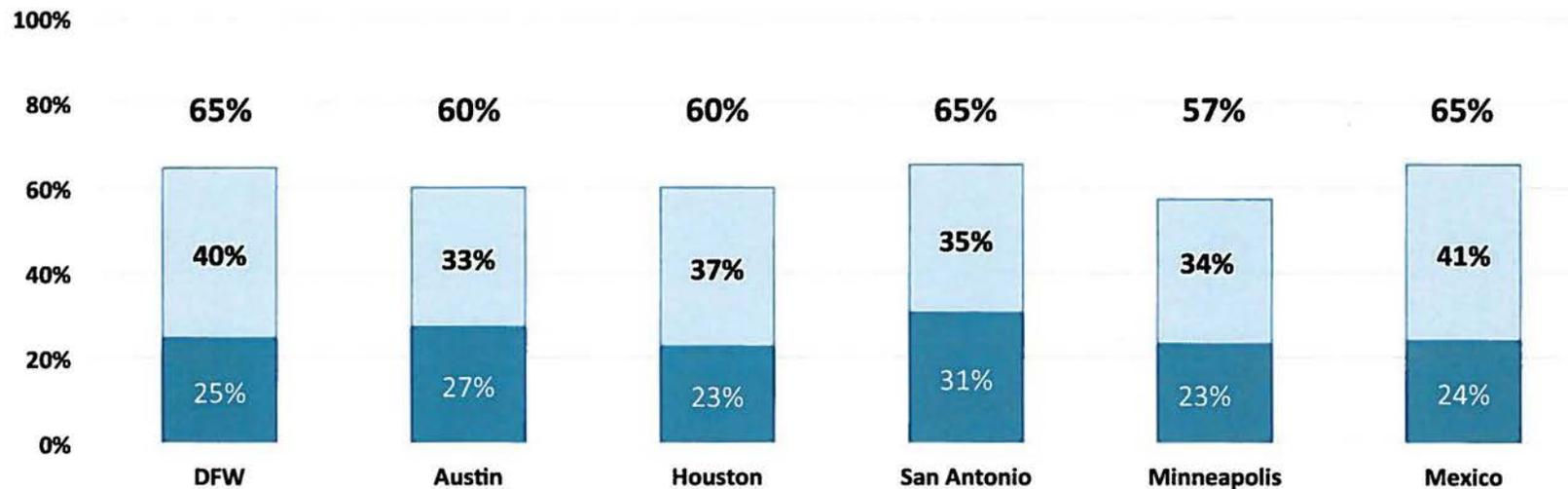
Among U.S. markets tested, **San Antonio** demonstrates the highest appeal ratings for SPI.

- San Antonio has the highest visitation rate to SPI, but also finds SPI highly appealing (31% rank SPI a 9 or 10 on a 10 point scale)
- Overall, DFW and Mexico find SPI as appealing as San Antonio does.

Appeal of SPI by Market

% rating the appeal of each beach on a 10 point appeal scale – Market n=150

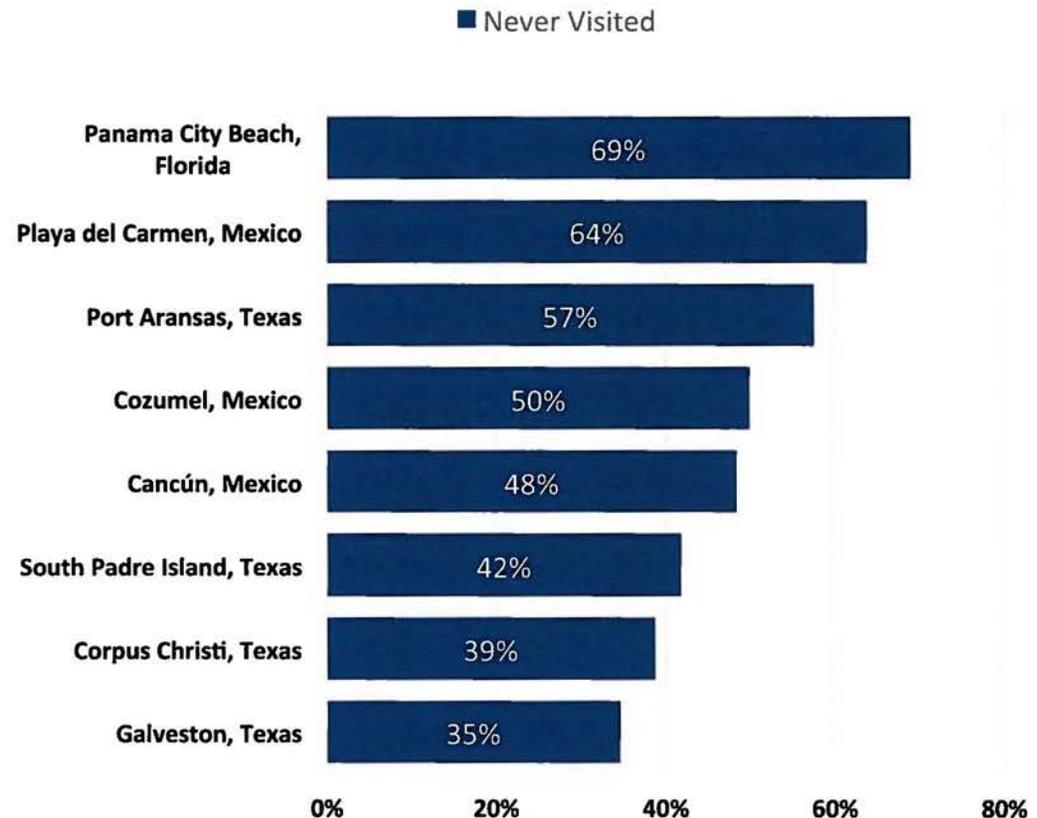
■ Very Appealing (9-10) □ Appealing 6-8



Although SPI enjoys the **highest appeal ratings** among Texas beaches, 42% of respondents have never visited SPI.

- Respondents are much more likely to have visited Corpus or Galveston vs. SPI.
- However, respondents are more likely to have visited SPI vs. key Mexican and FL competitive beaches.
- Groups with the least visit experience with SPI are:
 - Minneapolis (74%)
 - Mexico (43%)
 - Females (44%)
 - 18-34 yr. olds (49%)
 - High income (45%)
 - Families with kids (44%)
 - Average travelers (1-2 trips per year) 45%

Least Visited Beaches
% reporting never visiting each beach – n=900

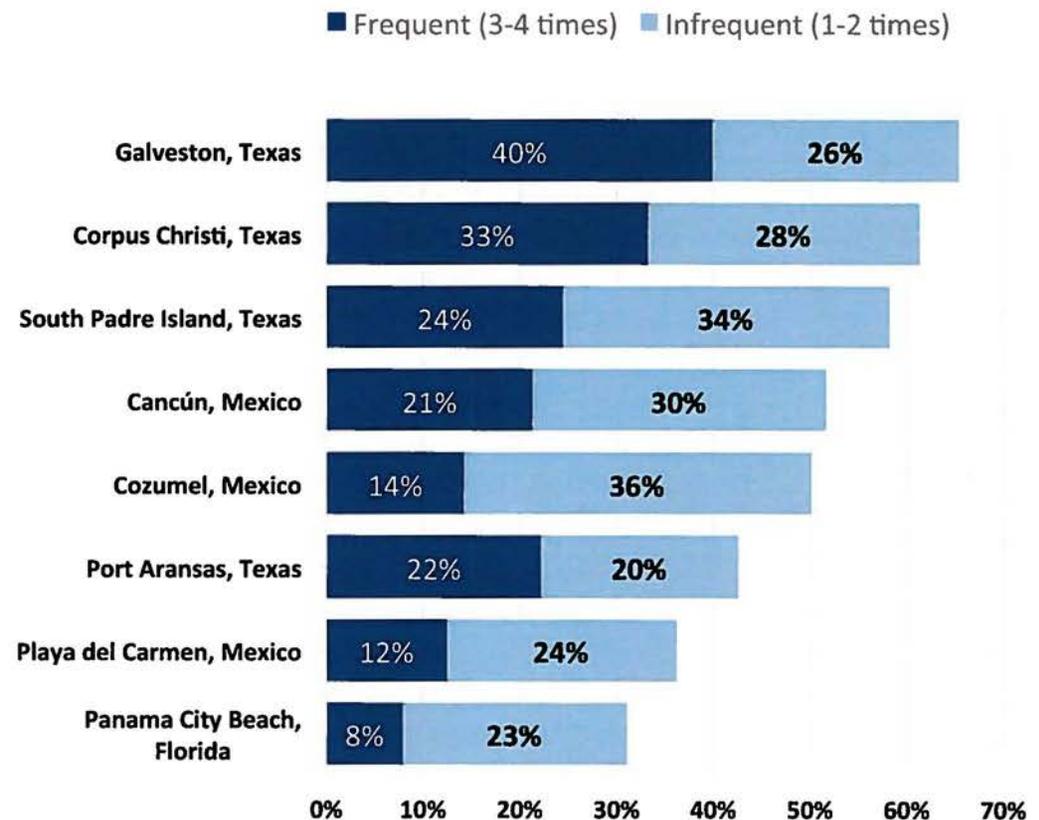


South Padre Island is **less visited than Galveston or Corpus Christi**, but significantly beats out Port Aransas in terms of visitation.

- On Average SPI's visit experience rate is 58%.
 - 24% are frequent visits (3-4 times) and 34% are infrequent visits (1-2 times)
- Groups with the highest visit experience with SPI are:
 - Austin (70%)
 - San Antonio (72%)
 - Males (61%)
 - 55+ yr. olds (68%)
 - Medium income (65%)
 - Frequent travelers (3 trips per year) (62%)

Most Visited Beaches

% reporting number of visits to each beach – n=900



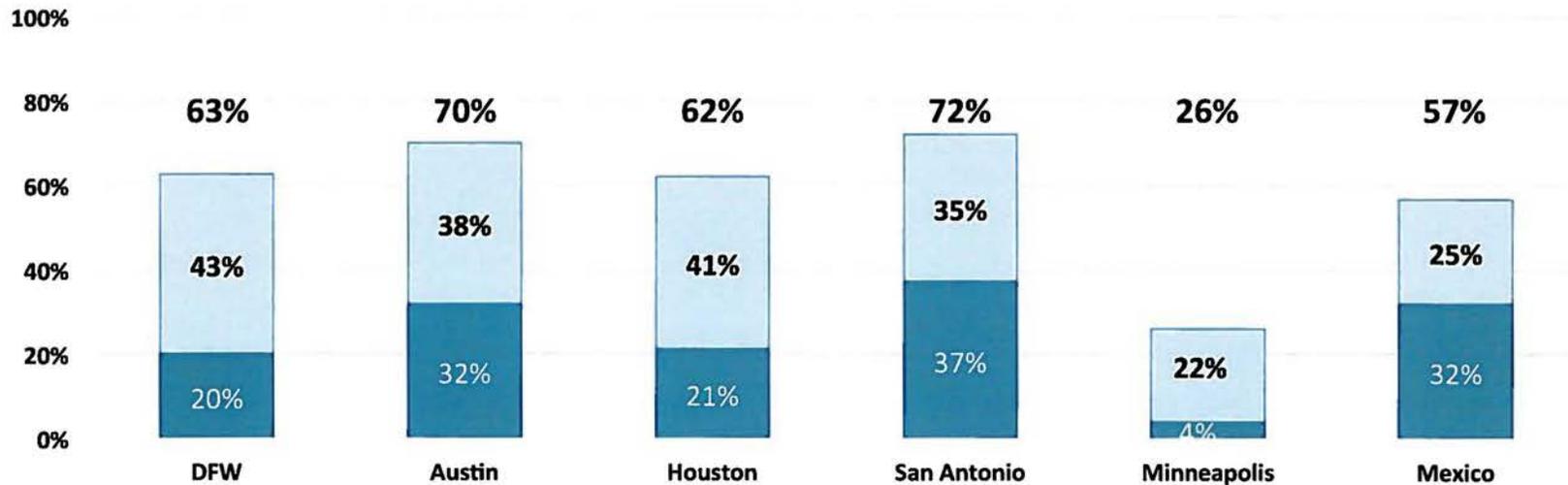
Among markets tested, **San Antonio** has the most experience with SPI, while Minneapolis lags in experience.

- Among Texas markets, DFW and Houston have the least experience with SPI.
- Only 57% of respondents from Mexico have visited SPI.
- Only 26% of respondents from Minneapolis have visited SPI.

Visits to SPI by Market

% reporting number of visits to SPI – Market n=150

■ Frequent (3-4 times) □ Infrequent (1-2 times)



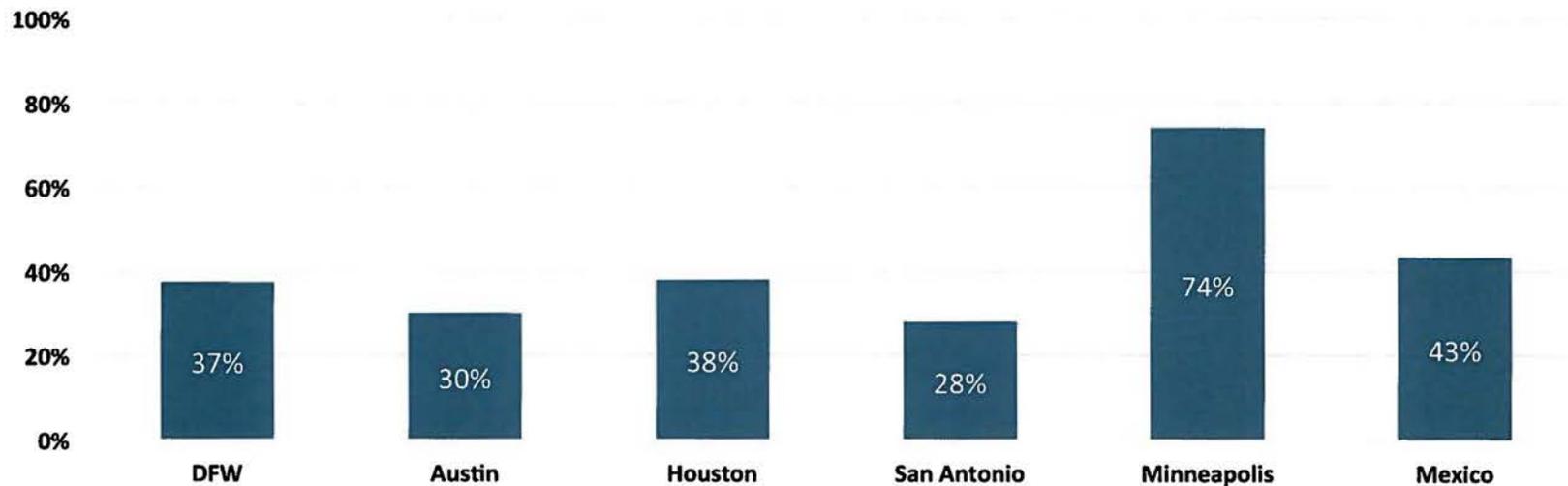
Respondents from Minneapolis have the **least experience** with visits to SPI. This is likely driven by the distance to SPI.

- Opportunity exists among Midwest and Mexico markets to increase the experience with SPI.

Non-Visitors to SPI by Market

% reporting never visiting SPI – Market n=150

■ Never Visited SPI



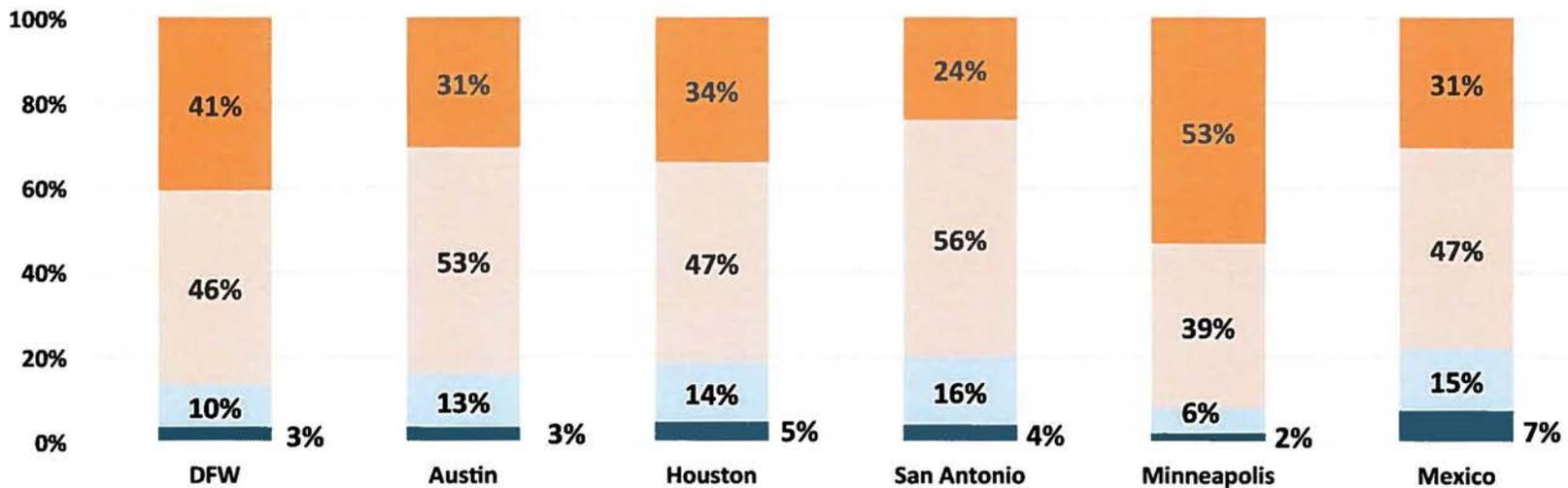
Despite high visitation rates in San Antonio and Austin, more than half of respondents in these markets say they are only “**slightly familiar**” with SPI.

- Familiarity with SPI and what the destination has to offer falls mostly in the “slightly” and “not at all” range.
- Among markets tested, the Mexican markets report the highest levels of familiarity with SPI.

Familiarity with SPI by Market

% rating each level of familiarity with SPI - Market n=150

Very Familiar Familiar Slightly familiar Not at all familiar

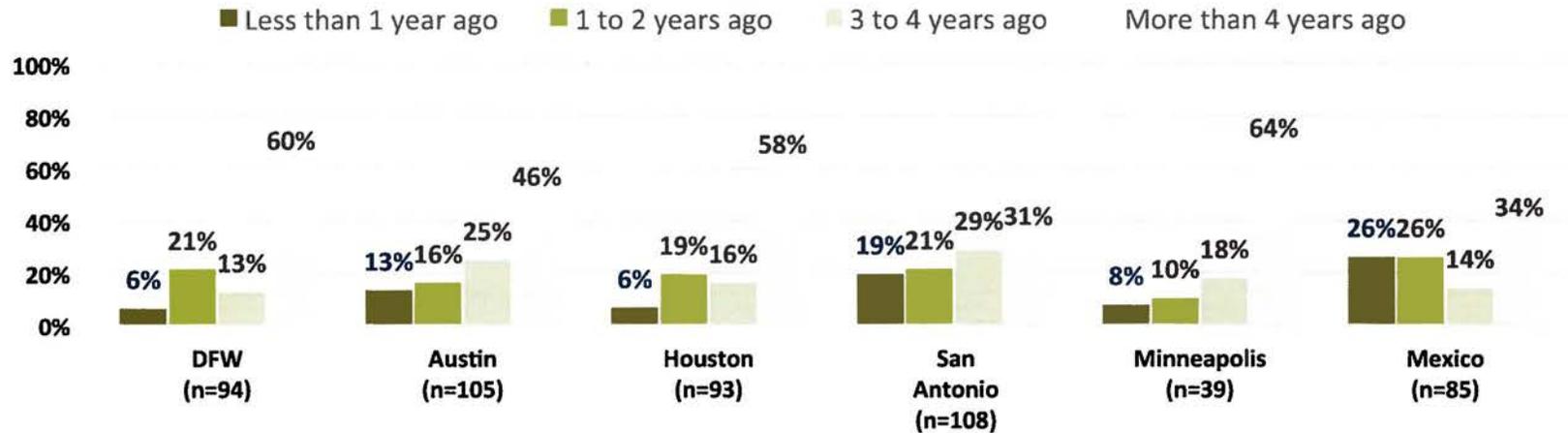


Respondents from San Antonio and Mexico demonstrate the **most recent** visits to SPI.

- 52% of Mexican respondents have visited SPI within the past 2 years.
- 40% of San Antonians have visited SPI within the past 2 years.
- Dallas and Minneapolis demonstrate the highest percentages of respondents who visited SPI 4 or more years ago (60% and 64% respectively).
- When looking at age across markets, 18-34 year olds have the highest levels of recent visits to SPI.

Most Recent SPI Visit by Market

% of respondents who have ever visited in each time category by market— n=varies



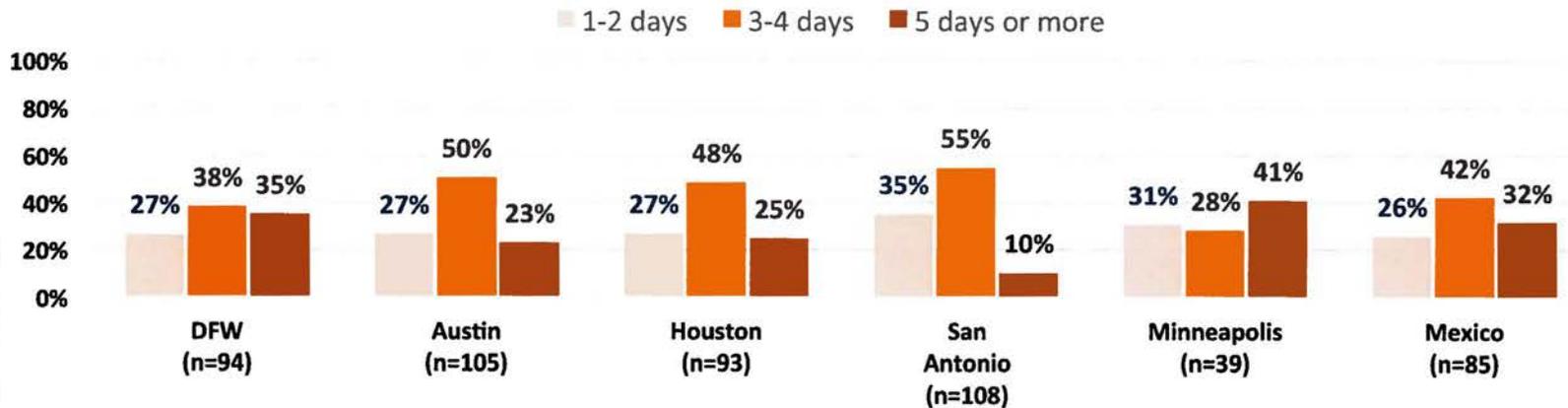
Those traveling from farther away spend **more time and money** in SPI.

- Respondents from Minneapolis and Mexico tend to spend more overall on their visits. However, these expenditures can also be linked to longer stays in SPI.
- On average, respondents from San Antonio spend the most per day in SPI. (with the exception of Mexico).
- When looking at Texas markets, the majority of respondents from Austin, Houston and SA spend 3-4 days in SPI. Dallas visitors tend to spend slightly more time in SPI (likely due to the longer drive).

	DFW	Austin	Houston	San Antonio	Minneapolis	Mexico
Average Total Expenditure of Last Visit	\$ 835	\$ 807	\$ 833	\$ 833	\$ 1,071	\$ 1,209
Average Expenditure per Day of Last Visit	\$ 237	\$ 251	\$ 249	\$ 268	\$ 267	\$ 338

Length of Most Recent SPI Visit by Market

% of SPI visitors spending each length of time on last visit by market— n=varies

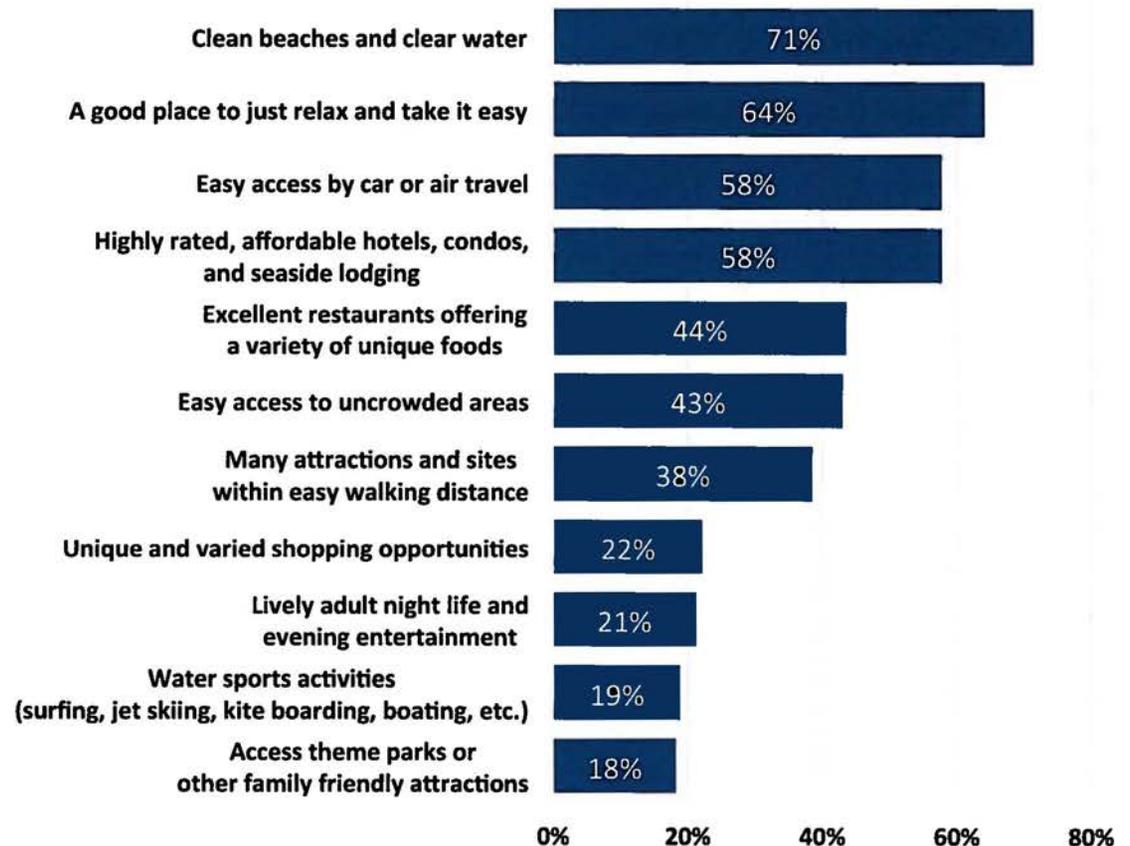


Beach choice drivers center around the **quality of the beach** and the “**relaxation factor**” – both the most important features when choosing a beach.

- 71% of respondents say clean beaches and clear water are the most important features when it comes to choosing a beach.
- Relaxation and taking it easy are important to 64%; interestingly more important than other attractions such as shopping and sites.
- Easy access by car or air is the 3rd most important feature when choosing a beach; this is an area where SPI faces significant challenges.

Most Important Features In Choosing a Beach

% of Top 2 Box Ratings on 10-point Importance scale – n=900

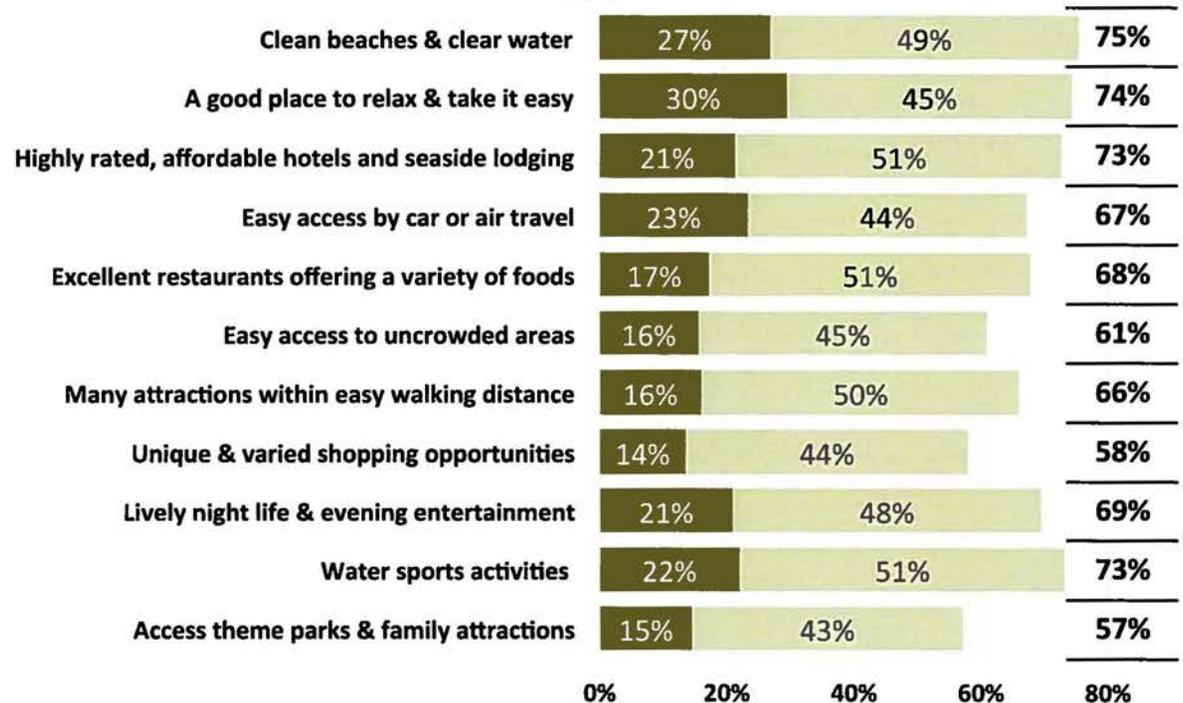


SPI performs well on the **top 3 beach drivers** – with ratings over 70% as good/excellent on these top 3 drivers.

- SPI has solid ratings on the top beach drivers.
- Groups that give SPI the highest “excellent” ratings across the board are:
 - San Antonio
 - Mexico
 - Women
 - Families with kids
- Some differences in ratings to note:
 - Older respondents give SPI the best ratings on clean beaches and water.
 - Younger respondents give SPI the best ratings on water sports, theme parks and night life.
- Interestingly, while SPI often advertises activities and attractions, ratings are not as high on these drivers.

SPI Ratings on Most Important Beach Attributes

% of Excellent (9-10) & Good (6-8) ratings on each attribute on 10-point excellence scale
n=900

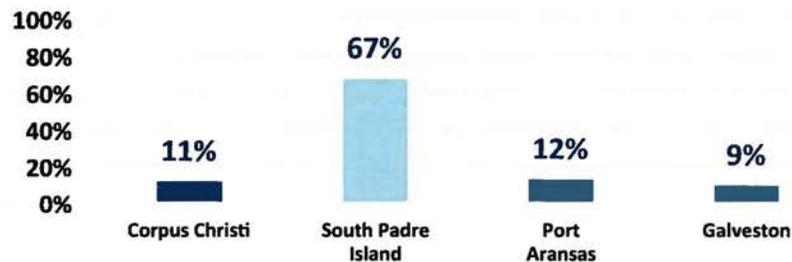


When compared to other Texas beaches, SPI wins on 3 of the top 4 drivers in terms of best value for what you pay.

- SPI is ranked as best for clean beaches/clear water, a place to relax and best hotels / lodging.
- SPI falls behind other destinations for accessibility. Interestingly, Port A is ranked below SPI in terms of easy access – this may be due to relatively low awareness of Port A and/or the ferry travel.

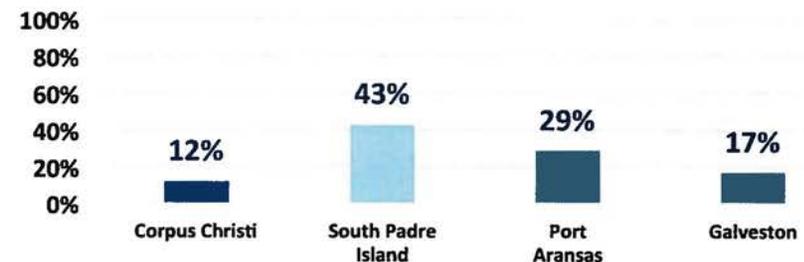
1 Cleanest beaches & clearest water

% each beach as best value for attribute – n=900



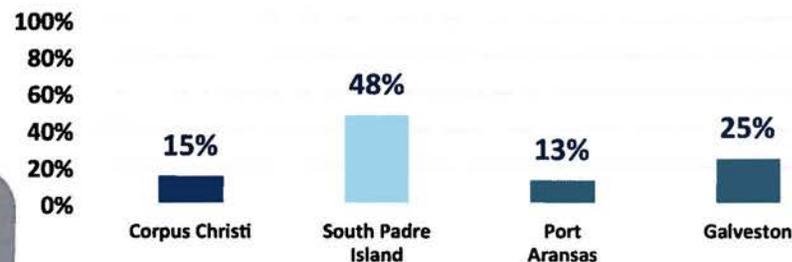
2 Best place to just relax & take it easy

% each beach as best value for attribute – n=900



3 Best hotels and seaside lodging

% each beach as best value for attribute – n=900



#4 Easiest access by car or air travel

% each beach as best value for attribute – n=900



SPI is performs well in terms of access to **uncrowded beaches** and attractions within walking distance.

5 - Dallas, SA and Austin rank SPI restaurants higher than those from Houston.

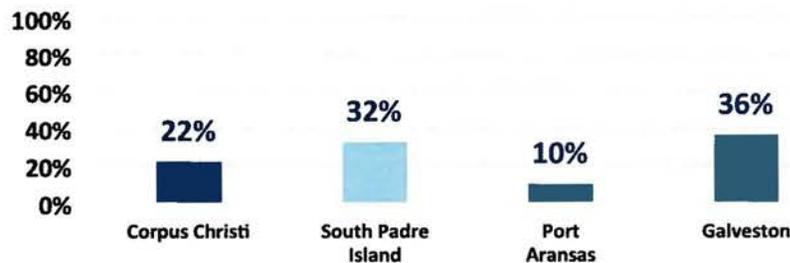
#6 - ALL the Texas markets agree on this. Minnesotans and Mexican respondents rank SPI lower.

7 - SPI beats out other beaches on attractions that are walkable, across markets.

8 - SPI does not receive strong ratings for shopping opportunities vs. other beach locations in Texas.

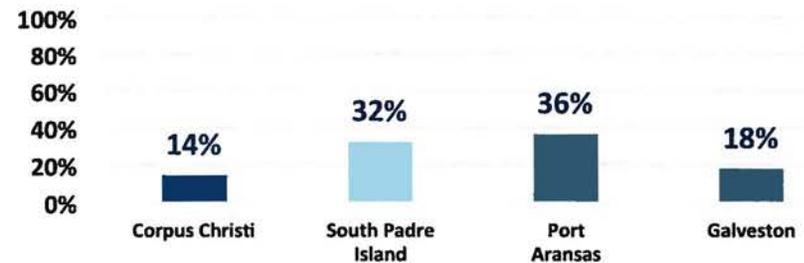
5 Best restaurants & variety of foods

% each beach as best value for attribute – n=900



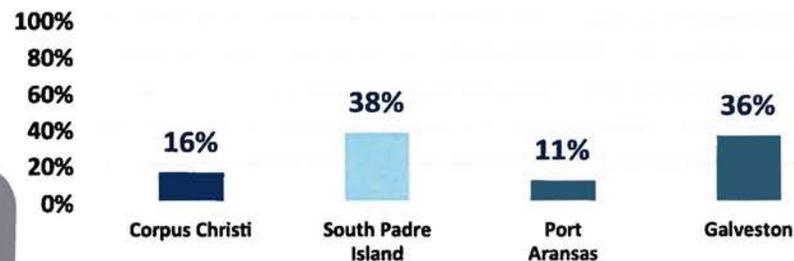
6 Best access to uncrowded areas

% each beach as best value for attribute – n=900



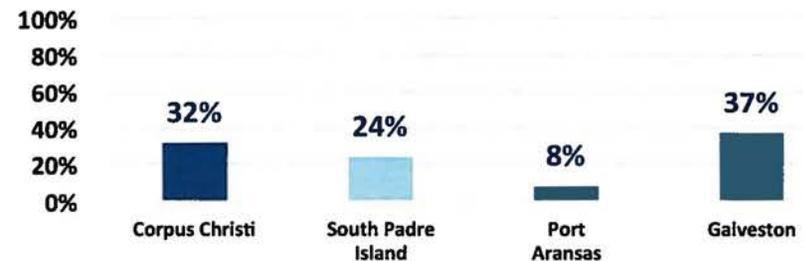
7 Most attractions in walking distance

% each beach as best value for attribute – n=900



8 Best shopping opportunities

% each beach as best value for attribute – n=900



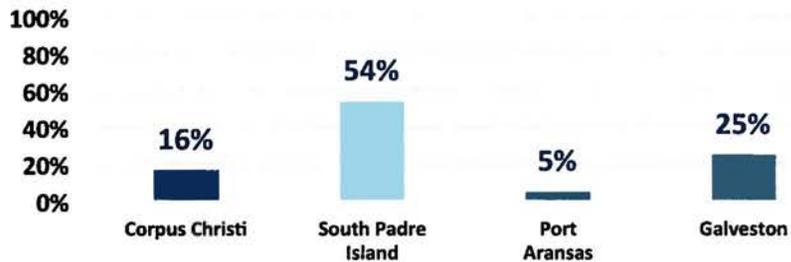
While SPI ranks high on **night life** and **water sports**, these attributes are not as important in choosing a beach location.

#9, #10 - SPI's rankings on night life, entertainment and water sports are very high. Efforts to boost the importance of these attributes may be necessary to increase appeal.

#11 - SPI ranks below Galveston for theme parks and attractions. Mexico, Minneapolis and SA respondents rate this higher than other markets.

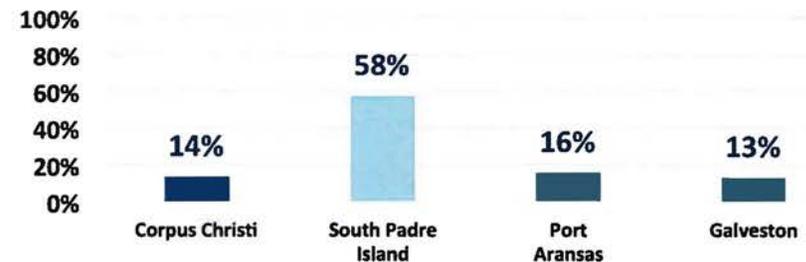
9 Best night life & entertainment

% each beach as best value for attribute – n=900



10 Best Water sports activities

% each beach as best value for attribute – n=900



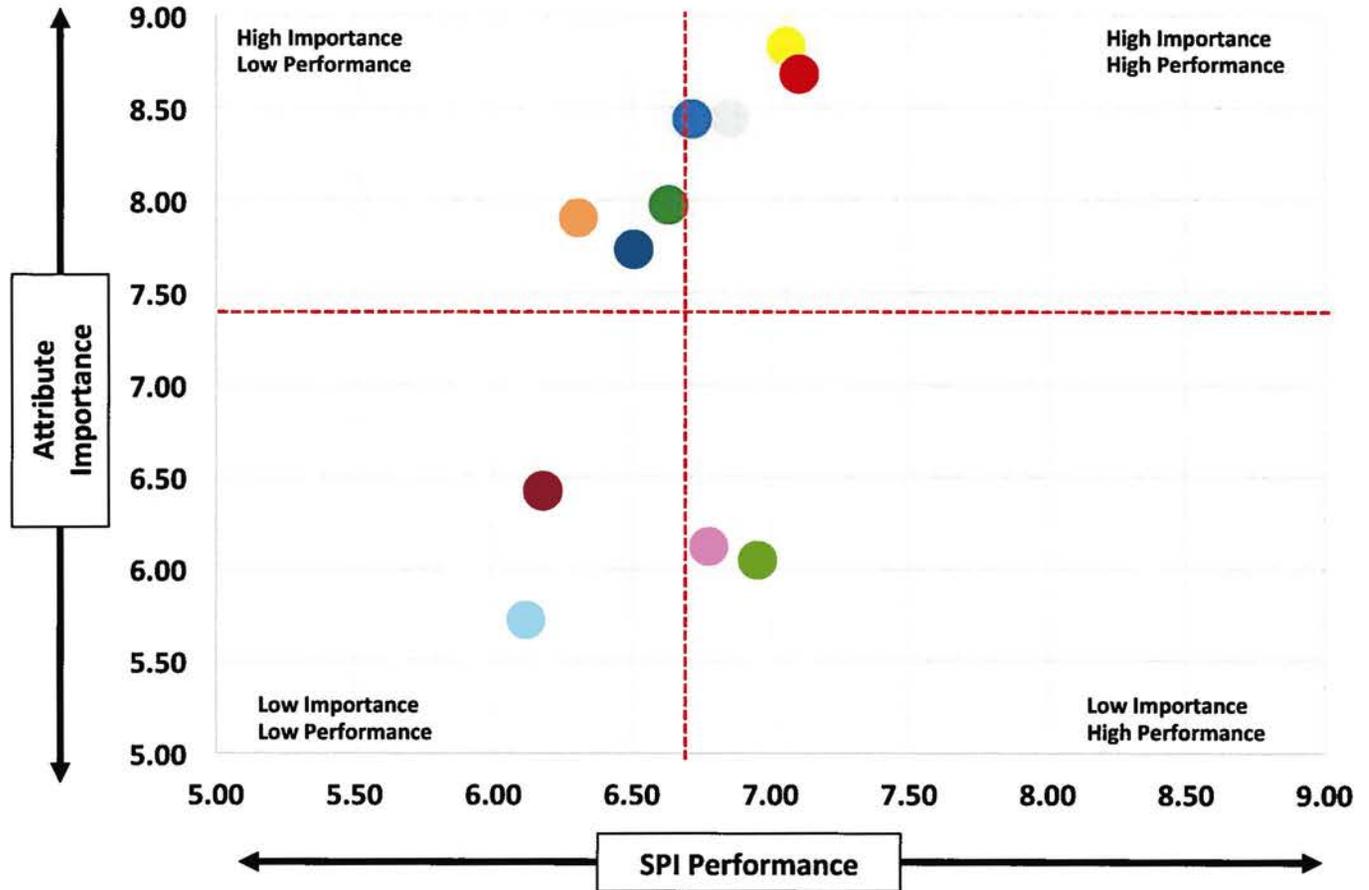
11 Best theme parks & family attractions

% each beach as best value for attribute – n=900



Opportunity exists for SPI to boost ratings in areas considered high importance. While SPI performs well, there is **room for improvement** in key areas such as beach quality, relaxation, hotels, easy access and restaurants.

Clean beaches & clear water	●
A good place to relax & take it easy	●
Highly rated, affordable hotels and seaside lodging	●
Easy access by car or air travel	●
Excellent restaurants offering a variety of foods	●
Easy access to uncrowded areas	●
Many attractions within easy walking distance	●
Unique & varied shopping opportunities	●
Lively night life & evening entertainment	●
Water sports activities	●
Access theme parks & family attractions	●



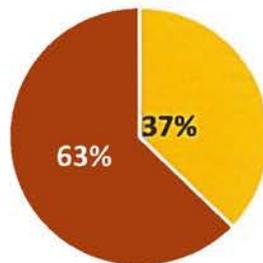
Overall SPI ad recall is 37%. Among those who recall advertising, **television and magazine** recall is the highest

- Overall, highest ad recall is: Austin, 41%, Houston 48%, SA 45%, and Mexico 41%
- Among higher income respondents, overall ad recall is 44%. It is also 44% among those ages 55+.
- Among younger respondents (18-34), there is higher ad recall of billboards, radio and social media vs. other age groups.
- Newspaper recall is highest among respondents ages 35+ and in Mexico.
- Word-of-mouth appears to play a role in recall of SPI, particularly in San Antonio and Mexico.
- Houston is significantly higher than Austin, SA or Minneapolis in terms of recall of social media related to SPI.
- Billboard ad recall is highest in Austin, San Antonio and Mexico.

Recalled SPI Advertising

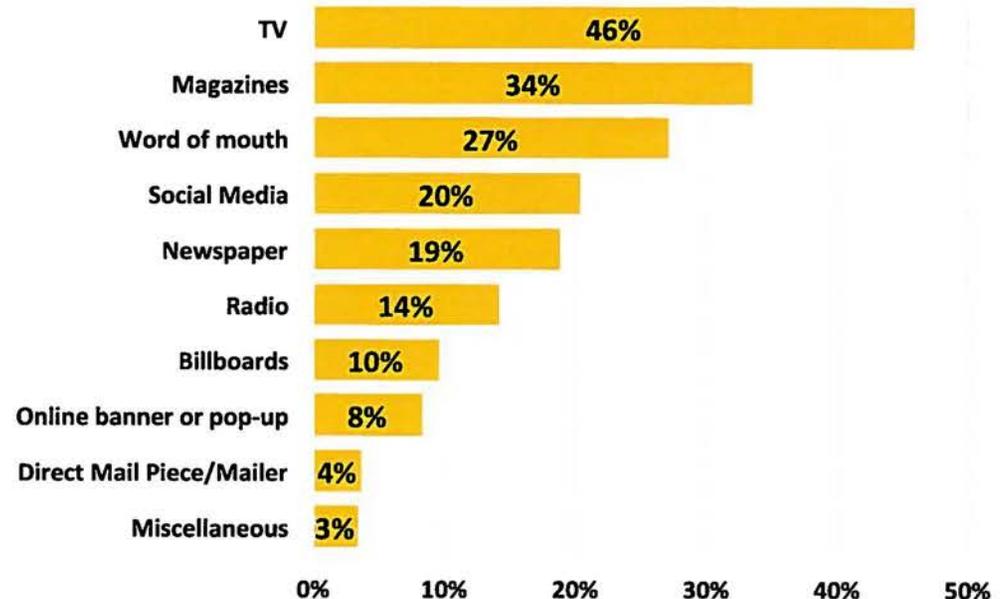
% who recall seeing or hearing ads promoting SPI n=900

- Yes
- No



SPI Ad Recall by Media Channel

% of respondents recalling advertising for SPI by each media channel
n=325

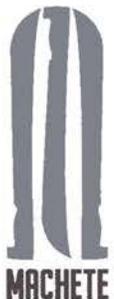
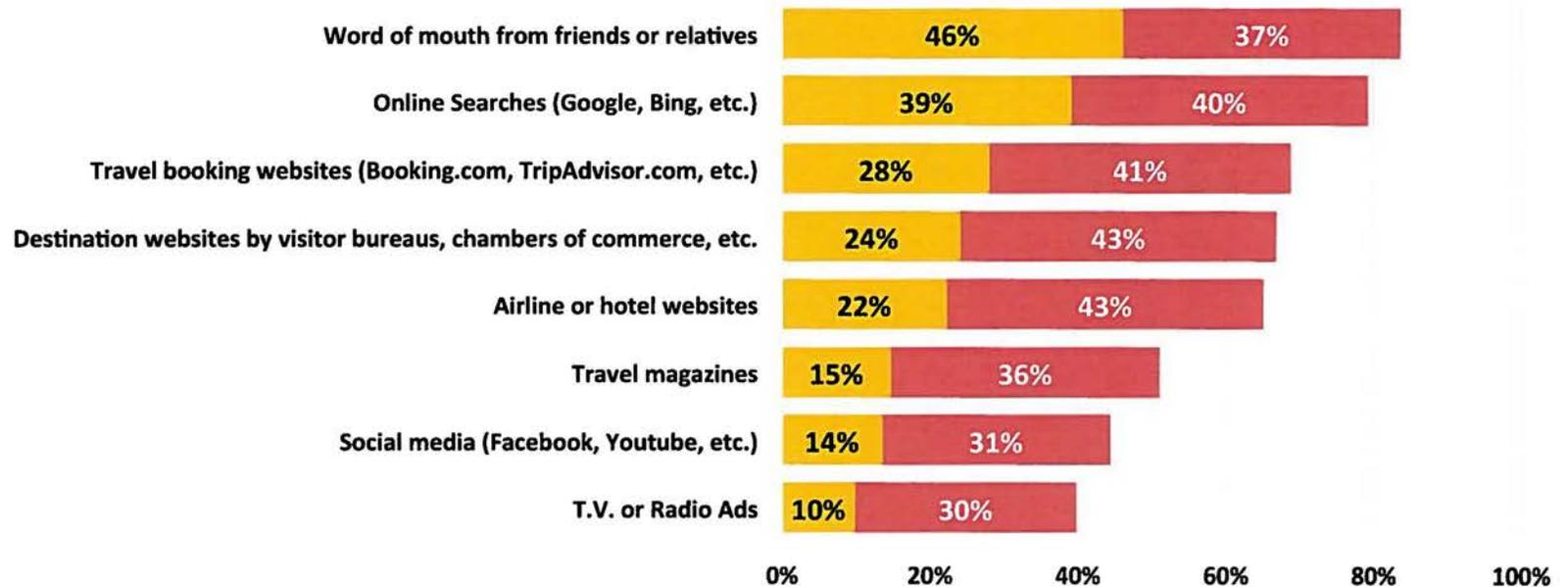


Word-of-mouth and online resources (searches and websites) are considered the most important vacation information resources.

- When considering the importance of different information sources for vacations, word-of-mouth proves to be the most important resource across markets and segments.
- Online searches and travel booking sites/destination websites are also considered important.
- Television and radio ads are considered least important as information sources.
- Among all segments, females rate each of these information sources as more important than males.

Important Vacation Info Sources

% of respondents rating each source as very important or important on a 10 point scale n=900

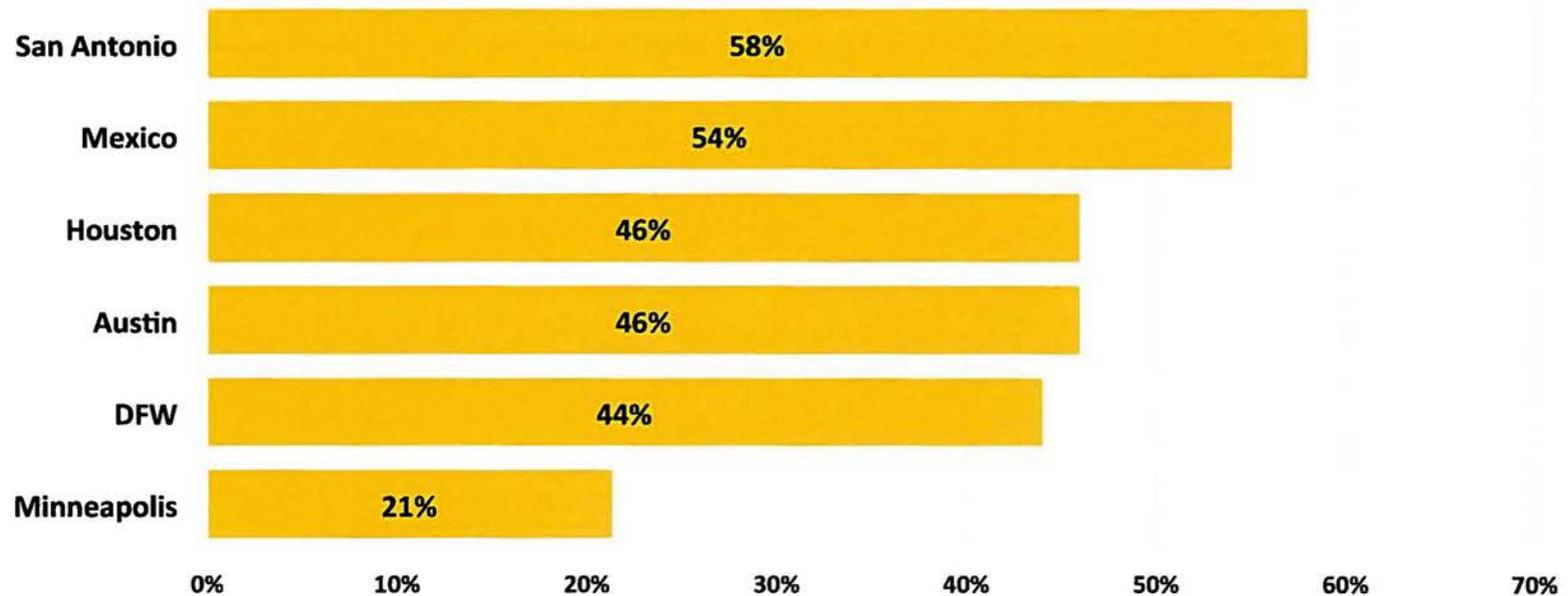


Respondents from San Antonio and Mexico are the **most likely** to consider visiting SPI during the next 3 years.

- Respondents from Houston, Austin and DFW are similar in their likelihood to visit SPI during the next 3 years.
- Respondents from Minneapolis are least likely to visit in the next 3 years.
- Families with children are more likely to visit vs. those without children.

Likely to Visit SPI within Next 3 Years

% of respondents in each market rating themselves as likely or very likely to visit SPI in next 3 years – Market n=150

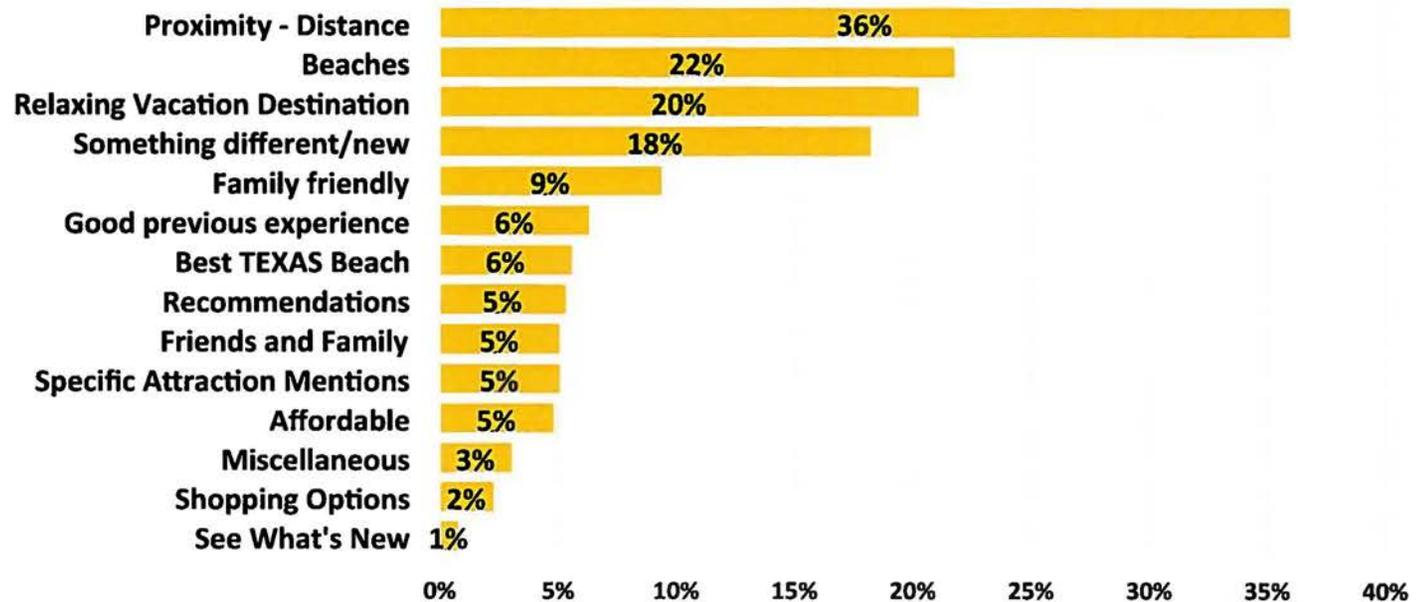


The **proximity** of SPI to home is the reason mentioned most often as a driver for future visits to SPI.

- Open-end responses are aligned with key beach choice drivers. The beach itself and the idea of a relaxing vacation are key reasons why respondents report they will visit SPI in the future.
- Mentions of SPI as “the best beach in TX” are lower than overall comments about the quality of the beach and water when related to SPI.

Reasons Why Future Visit is Likely

% of likely visitors mentioning a reason in each category – multiple mentions allowed n=87



Sampling of open-end responses for why future SPI visitation is likely

It is a close drive from the Austin area. Not a lot of traffic to deal with either.

I love the water & beach life. Since I haven't been to South Padre Island in a long time, I'd like to check it out to see what it now offers.

Great beach, great weather, year-round activities

Nice beach, easy to access, relaxed lifestyle

It sounds like a good, relaxing vacation and I've never vacationed on an island so I think that would be really cool.

Nice beaches and some good multi-family accommodations

I consider it one of Texas' best beaches. Though it's a little out of the way, it's worth the drive!

It is relatively close to where I live. The prices are reasonable. The beach is beautiful.

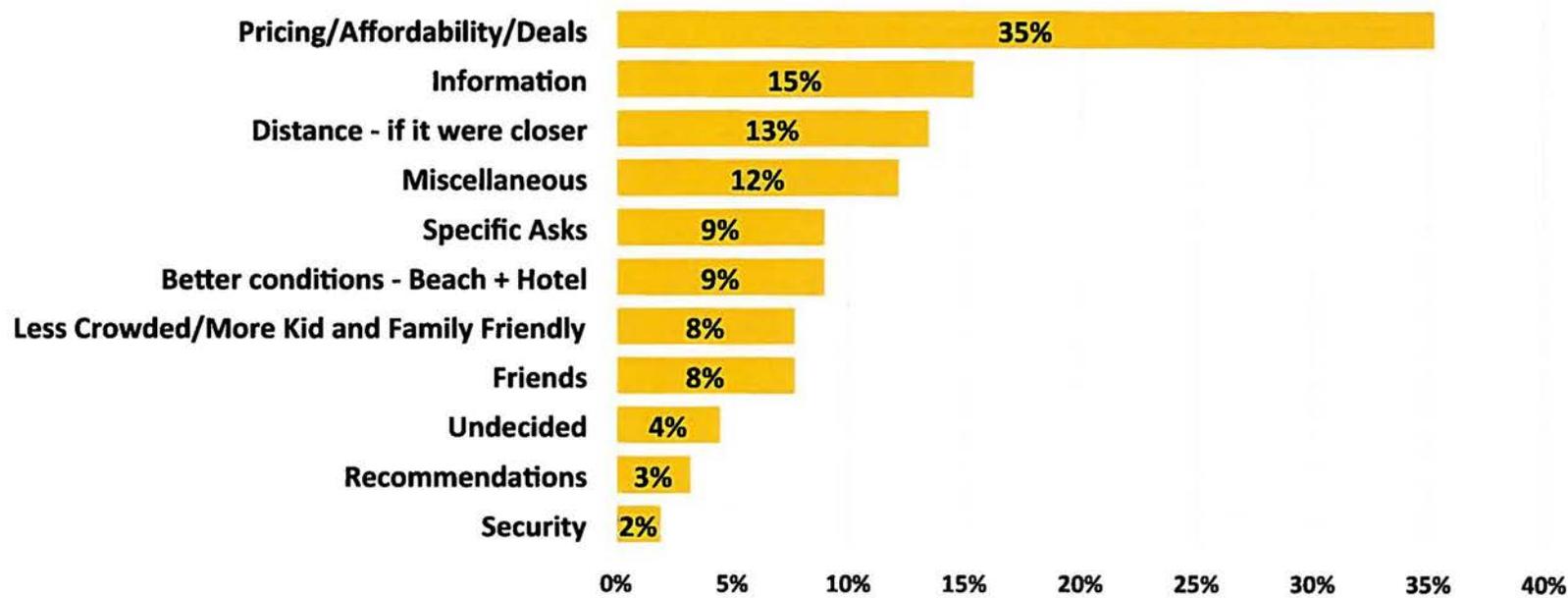
The beaches are clean, it's easy to get to more of the secluded beaches, and we've always had a great experience visiting South Padre.

Among those who are undecided about visiting SPI in the future, **pricing and affordability** are key factors to influence visitation.

- Affordable options, competitive prices and deals on vacations would impact the “Undecided” market to visit SPI. This is particularly true among Austin and Mexico respondents.
- Additionally, information regarding SPI would help to influence visitation. Respondents from Minneapolis and Mexico mention “information” more often than other respondents.

What Would Make Undecideds Want to Visit SPI

% of Un-decided visitors mentioning a reason in each category – multiple mentions allowed n=156



Sampling of open-end responses of what would convince “undecideds” to visit SPI

As a teacher, my time off is Spring Break. I do not want to be in South Padre Island with all the Spring Breakers. If I changed jobs and could go a month earlier or later.....still need it to be warm!

If it were closer and I could get a good deal on a flight down there

More family friendly and easier access from Houston

Good deal on a hotel, more information on what there is to do there.

Word of mouth and recommendations from others.

A great discount on a great hotel

I would be more likely to visit South Padre Island if I found out more about it's attractions apart from the beaches and the wildlife center. I don't currently know what else there is to do there.

We've been to Texas several times, there are just other places we want to visit.

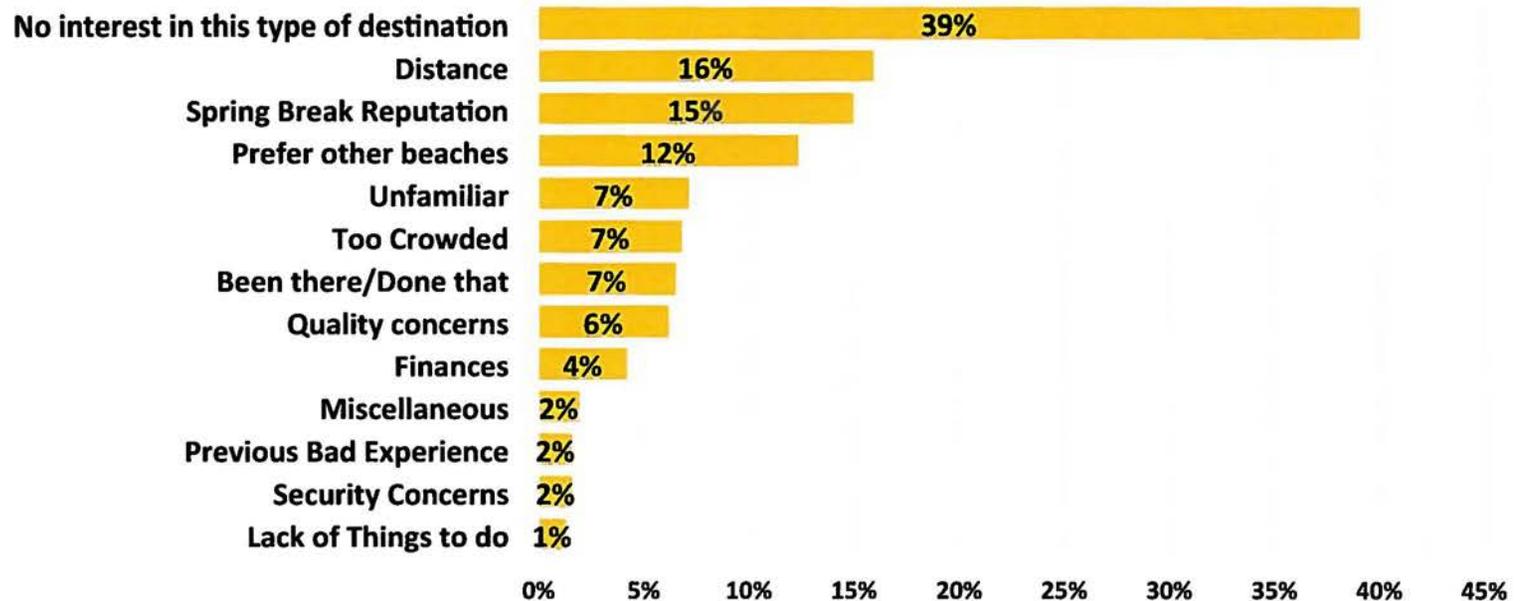
If I lived closer. It's about as far as a beach can be from me in Texas

Among those who are unlikely to visit SPI, there appears to be a **lack of interest** in this type of destination. Distance to SPI is another key barrier.

- While SPI cannot address the “type” of destination barrier, distance proves to be they key reason for NOT visiting SPI in the future.
- Additionally, the Spring Break reputation of SPI is a barrier for visitation.
- Preference for other beaches is a barrier for future visitation.

Reasons for Unlikely to Visit SPI

% of unlikely visitors mentioning a reason in each category – multiple mentions allowed n=307



Sampling of open-end responses of why respondents are unlikely to visit SPI

I feel like it a party town where college kids go and I'm out of that stage in my life. I go to relax now when I'm on vacation.

I do not go to beaches very often and am getting to old for night life

Prefer to travel out of state for beach vacations

It was dirty and felt unsafe during my last visit.

We go to Galveston regularly. South Padre has no differential attraction to justify turning a short drive into a long trip.

Too hot and I don't "do" beaches!

Have found beaches that we like better - namely, Port Aransas! Prefer quieter beach - South Padre seemed like one big Spring break/frat party! Not what we are looking for!

I don't know anything about it or that it would be a vacation destination

It is a very long way to drive; Port Aransas and Galveston are easier/faster to reach





Thank you
For questions or concerns, please contact us directly.



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

MEETING DATE: August 26, 2015
NAME & TITLE: Keith Arnold, CVB Director
DEPARTMENT: City of South Padre Island

ITEM

Update, discussion and possible action regarding CVB Director's Report:

- a) Update Convention Centre renovation project
- b) Group Sales & Sales Committee reports
- c) The Atkins Group contract & progress

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

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

MEETING DATE: August 26, 2015
NAME & TITLE: Keith Arnold, CVB Director
DEPARTMENT: City of South Padre Island

ITEM

Update concerning the Convention Centre renovation project.

ITEM BACKGROUND

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Update, discussion and possible action concerning Group Sales & Sales Committee reports.

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Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

DEFINITE BOOKING REPORT JULY 2015 All Sales Reps, All Markets, All Events

Sales Rep	Account Name	Event Date	Economic Impact	Contracted Rooms	N/R
Denise Arnold	Banks Family Reunion	7/8/2015	\$ 8,500.00	48	New
Denise Arnold	Texas Department of Assistive and Rehabilitative Services	10/14/2015	\$ 2,640.00	30	New
Denise Arnold	World Class Expo - 2015	8/7/2015	\$ 350.00	0	Repeat
		TOTAL	\$ 11,490.00	78	

Sales Rep	Account Name	Event Date	Economic Impact	Contracted Rooms	N/R
Eduardo Figueroa	RGV TX Association of Bilingual Educators	1/14/2016	\$28,659.00	300	Repeat
		TOTAL	\$28,659.00	300	

	Account Name	Event Date	Economic Impact	Contracted Rooms	N/R
Michael Flores	Amanda Garcia Wedding	12/19/2015	\$ 3,000.00	10	New
Michael Flores	Youth Basketball of America	8/6/2015	\$ 32,569.00	202	New
		TOTAL	\$35,569.00	212	

GRAND TOTALS	\$75,718.00	590
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PACE BOOKING REPORT (2015 TO 2019) All Sales Representatives, All MarketsBy number of room nights entered into iDSS****

Month	Definite 2015	Tentative 2015	Definte 2016	Tentative 2016	Definte 2017	Tentative 2017	Definte 2018	Tentative 2018	Definte 2019
January	748	0	150	1016	0	0	0	335	0
February	1312	0	125	0	0	265	0	450	0
March	2015	0	84	400	0	0	0	90	0
April	2218	0	340	682	140	1200	1830	0	0
May	4123	0	356	825	0	450	0	94	0
June	2105	0	2185	1033	110	2336	0	0	0
July	1498	80	735	650	0	650	0	650	0
August	2949	44	375	0	0	0	0	0	2025
September	2197	54	1275	1850	0	224	0	192	0
October	2695	625	0	717	0	251	0	500	0
November	2440	0	0	0	1325	0	0	0	0
December	310	0	0	0	0	0	0	0	0
TOTAL	24610	803	5625	7173	1575	5376	1830	2311	2025
LAST YEAR	29458	0	24610	803	5625	7173	1575	5376	1830
Change	-4848	803	-18985	6370	-4050	-1797	255	-3065	195

PACE BOOKING REPORT (2015 TO 2019) All Sales Representatives, All MarketsBy number of room nights entered into iDSS****

<u>MonthName</u>	<u>Definite 2015</u>	<u>Tentative 2015</u>	<u>Definite 2016</u>	<u>Tentative 2016</u>	<u>Definite 2017</u>	<u>Tentative 2017</u>	<u>Definite 2018</u>	<u>Tentative 2018</u>	<u>Definite 2019</u>
January	748	0	150	776	0	0	0	335	0
February	1312	0	125	0	0	265	0	450	0
March	2015	0	84	500	0	0	0	90	0
April	2218	0	340	600	140	1200	1830	0	0
May	4123	0	356	825	0	450	0	94	0
June	2105	0	2135	558	110	2336	0	0	0
July	1578	0	735	650	0	650	0	650	0
August	2949	44	375	0	0	0	0	0	2025
September	2197	54	1275	1850	0	224	0	192	0
October	3190	615	0	717	0	251	0	500	0
November	2440	485	0	0	1325	0	0	0	0
December	310	0	0	0	0	0	0	0	0
TOTAL	25185	1198	5575	6476	1575	5376	1830	2311	2025

Lost Sales Booking Report JULY 2015

<u>Sales Rep</u>	<u>Account</u>	<u>Reason Lost</u>	<u>Room Nights</u>
Denise Arnold	NCI / Helms Brisco	LOST to Austin, Texas because the client wanted a more central location.	44
Denise Arnold	Pronto Insurance	CANCELLED to different date in August.	39
Michael Flores	50th Peralez Family Reunion	LOST- Cancelled at the last minute - not enough pick up. Did not chose another city location	84
Michael Flores	3rd Marine Division Reunion-2018	LOST -Air Service problem - no direct flights and the client wanted a more central and larger location. They chose San Antonio, TX	225
			392

LEADS SENT REPORT JULY 2015 All Sales Representatives, All Events, All Markets

Sales Rep	Account Name	Event Date	Requested Rooms	N/R
Denise Arnold	Banks Family Reunion	7/12/2015	48	New
Denise Arnold	Council for the Advancement and Support of Education (CASE)	8/3/2015	210	Repeat
Denise Arnold	Estrada Family Reunion	7/25/2015	180	New
Denise Arnold	Island Folk Festival	9/14/2015	150	Repeat
Denise Arnold	NCI / Helms Brisco	8/22/2015	44	New
Denise Arnold	Region One/Food Expo -2015	10/15/2015	80	Repeat
Denise Arnold	Region One/Food Expo - 2017	10/20/2017	80	Repeat
Denise Arnold	Region One/Technology Conference	5/19/2016	265	Repeat
Denise Arnold	Texas and Southwestern Cattle Raisers Association	6/18/2018	280	New
Denise Arnold	World Class Training Resources	8/7/2015	0	Repeat

TOTAL 1337

Eduardo Figueroa	McAllen High School	9/24/2016	50	New
Eduardo Figueroa	RGV TX Association of Bilingual Educators	1/14/2016	100	Repeat
Eduardo Figueroa	South Texas Association of School Maintenance Officials	6/16/2016	50	Repeat
Eduardo Figueroa	Texas Association of Health Underwriters	10/16/2015	30	Repeat

TOTAL 230

Michael Flores	Amanda Garcia Wedding	12/19/2015	10	New
Michael Flores	Delpozo Family Reunion	10/15/2015	75	New
Michael Flores	Ducks Unlimited -2018	6/14/2018	325	New
Michael Flores	Ducks Unlimited- 2019	6/27/2019	325	New
Michael Flores	Ducks Unlimited- 2020	6/18/2020	325	New
Michael Flores	Ducks Unlimited-2021	6/17/2021	325	New
Michael Flores	Families in Recovery	2/26/2016	160	New
Michael Flores	Peralez Family Reunion	6/4/2016	28	New
Michael Flores	Youth Basketball of America	8/6/2015	202	New

TOTAL 1775

GRAND TOTAL 3342

Austin Sales Calls – July 29-31, 2015

Denise Arnold

Eduardo Figueroa

Focused Solutions Association Management – We met with Amy Pilo the Association Manager. She handles all aspects of meeting planning for the Associations they represent. Denise first met her at the Plan Your Meetings Event in Austin. Amy was interested in South Padre Island for the Texas Pest Control Association 2016 Summer Leadership Meeting. We discussed that SPI would be a good fit for the 100 attendees. They prefer to have everything under one roof. There would be approximately 60 sleeping rooms and Meeting space for 120 people. We told her about the four full service hotels that could handle those needs. She was really surprised as we told her about activities and off venue things to do. She liked the fact that all the full service hotels were on the beach. She said she would like to come down for a site tour of the Island in October to look at properties and activities. Denise will follow up with her in September to plan her visit.

Association of Progressive Rental Organizations - We met with Shelley Martinek, Director and Cindy Ferguson, Marketing Director, to let them know about all the changes happening at the Convention Centre and on SPI. They have a medium size association that has about 450 members. They recently got back from their Annual Conference that was in Daytona Beach, FL. They said that their members loved being at a beach location. They have not chosen a destination for their 2017 Annual Conference and after we talked about SPI and went through the sales brochures they became more and more receptive to SPI. We invited them to come and visit the Island and they said they would. Cindy had emailed Denise the next day and was asking about the dates of September 17 for the site tour of the properties on the Island. As it stands right now, the site is set up for Thursday and Friday, September 17 and 18th. They are interested in using the Convention Centre and the Hilton Garden Inn as the HQ hotel.

Texas Department of Assistive and Rehabilitation Services (DARS) – We met with Louis LeDoux, the Director of the Center for Learning Management. Louis is in charge of all trainings for the state of Texas for TDARS. We have a small training booked for September of this year with Region 3 which is the RGV Region. He suggested that we reach out to each individual region to see what trainings they will have scheduled for the FY 2016 as budgets were just sent out to each region. He is also very involved with several other Association and state agencies and would let them know about us and that we had a renovated Convention Centre. We will follow up with each region but more than likely the regions from San Antonio south will be more likely to book with us since it would be a drive market.

Texas Veterinary Medical Association – We met and had lunch with Ellen Forsythe, the Director of the TVMA. They have an annual conference that is held in February that has approximately 375 attendees. She told us how horribly cold, rainy, and icing it was at this year's conference in Arlington, Texas. She is going to San Marcos at the Embassy Suites in 2016 but is looking for 2017. We told her about the recent renovations and how phase 2 will be done next. Eduardo invited her to come to the Island for a site tour of the Centre and the 4 full service hotels. She won't be available until November or April. Eduardo will follow up with her on the invitation for a site tour.

Texas Workforce Commission – We met with Pam Miller as Denise Foster was out of the office for the day. Pam is in charge of Conference Planning and Media Services. She sends out RFP's for all Texas Workforce Commission trainings and meetings. She knew about SPI and Denise has booked some locally through the Harlingen office. Pam said she would add our names and email address to the RFP lists. We asked about her needs and it is always depends on the Region hosting the training or meeting but the majority of them are no larger than 150 people are usually in the 60- 80 people range. Denise will follow up with her.

Texas Young Lawyers Association – Tracy Brown. Tracy Brown was not available to meet but we met with Brianna Treviño another meeting planner for the Association. They have an upcoming meeting and work directly with the Isla Grand Beach Resort. We gave her some added information about SPI and she wasn't aware that the CVB offered all of the services that we did. She also emailed Eduardo the next day asking for restaurant information for an evening Board Dinner. She said she appreciated meeting with both of us and will give us a call the next time they are coming to SPI.

Texas Association of Business – Aaron Cox, Director of the Texas Association of Business. We met with both Aaron and Paula Romano. They have several events that we can help them with. We were in Aaron's office for over an hour. He recently moved to Texas as was impressed with everything SPI had to offer the Association. He was looking for a Texas destination for a Board Retreat, a Volunteer Conference, an Annual Conference and a 2016 CEO Conference. He wanted to offer the Board and CEO's a new location and they had never been to SPI. They have stayed in the Hill Country area for several years but he is wanting a change. We invited him and Paula to come to SPI for an official site tour and they could bring some people on their selection committee as well. He said September would be a less busy time for him and he would speak to the committee. Eduardo will follow up with him.

Texas Parent Teacher Association – Carrie Mays, Planning Director. Carrie was not available or in the office when we stopped by. We spoke to her assistant, Brianna Vela, who helps Carrie. We left a bag and some information for Carrie. They have used SPI for 2012 Conference, and cancelled the 2014 Conference. They have three events per year that we could easily handle. Eduardo will follow up with Carrie in August.

Texas Victims Association – Natasha Pelaez, Director. Eduardo met Natasha after hours for a coffee at the Marriott Hotel. Discussion about the 2015 Conference that was held at the Pearl Beach Resort. The 20th Anniversary of the Association will be in 2017 and Natasha would like to change hotels as she felt the meeting space was too cramped and there will be more attendees and special events going on for the Anniversary. The lead has been sent out for the 2017 Conference and she should be making her decisions on hotel selections within the month or so.

Texas Association of School Boards – Casey Burkhart – Casey was not in the office but we left information and a bag for her with her assistant. Eduardo will follow up with Casey.

Combined Law Enforcement Association of Texas – Melinda Smith, Public Coordinator. Melinda was unable to meet with us. We have the 2016 CLEAT Conference booked here on SPI in September. Eduardo has met with Melinda and Denise also met with her before when the contract was submitted. It was turned over to Eduardo in November 2014.

Texas Association of Community Colleges – Robin Parker, Meeting Planner. Robin was not in the office or available. We talked to Brittney, her assistant about SPI and left her some information and a bag. Eduardo will follow up with her.

Independent Insurance Agents of Texas – Cindy Quy, Meeting Planner. Cindy was not available to meet with us when we stopped by. We left her some information and a bag. Eduardo will follow up with her.

Texas Society of Architects - Todd Stehling is the Director of Expo and Business Development and was not able to meet with us because he was out of the office. We left information and a bag for him. He did contact Eduardo the follow week via email to inquire about our Centre size and if we could host 2000 attendees with 200 exhibition booths under one roof. We cannot, the Association is too large to continue to target.

Texas Department of Transportation – Cold Call. TXDOT was in the same building as Texas PTA. We were able to quickly speak with the Deputy Administrator, Michelle Ferris. They do not book travel or events in that office but she requested three packets and she said she would send them to the appropriate person.

Convention Sales Orientation Agenda

Glossary of Terms

Goals and Objectives

- Prospecting
- Leads/Tentatives
- Definites/Bookings
- Site Inspections
- Bid Presentations
- Fam Tours
- Direct Calls

Metrics & Accountability

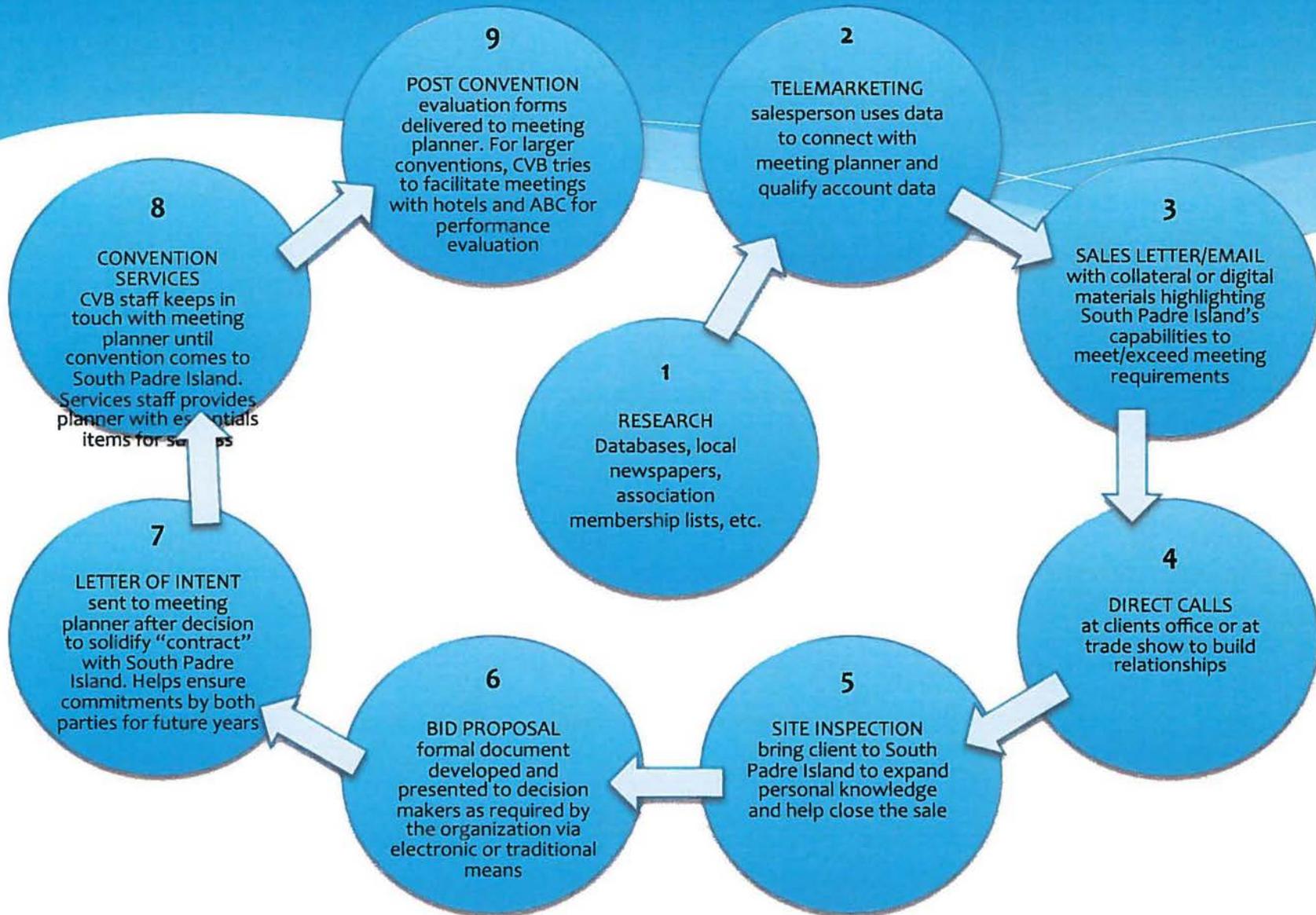
Miscellaneous Marketing & Support

- Sales Blitzes
- Co-op Tradeshow
- News Releases
- Re-introduction of MVP Program
- Services
- Q&A

Sales Axioms

1. Anticipate the needs and wants of meeting planners in the broadest sense.
2. Know everything you can about the client prior to making the call.
3. Prepare yourself, in terms of mindset and presentation, prior to making a telephone or direct sales call. (Remember, you are “going on stage” or on to the “playing field”.)
4. Define your primary goals in explicit terms prior to making calls and focus on them throughout the call.
 - Are you qualifying the account?
 - Do you want closure on a previously offered proposal?
 - Is a site inspection the next logical step?
 - Would an appointment for a personal call be the next appropriate step?
5. Asking leading questions and listening effectively to the client are more important than delivering a “canned” sales pitch or talking a great deal.
6. Be thorough in the collection of pertinent information and all documentation of sales calls.
7. Develop a systematic approach for timely and consistent follow through.
8. Analyze your peak performance times, and don’t let anything interfere with pure sales during those times.
9. Rehearsal and evaluation of sales techniques regularly, help salespersons prevent getting stale or “burned-out”.
10. Education, through books, seminars, tapes, etc. help motivate salespersons to perform better and more consistently. Incentive programs are even more effective.

Convention Sales Process



Glossary of Terms

ATTRITION - penalty charged for failing to deliver committed room nights in contracts or letters of intention

IDSS – meetings and events Customer Relations Software

DEFINITES – planner has selected South Padre Island and has signed letter of intent and/or hotel contract. (within 30 days of commitment)

DIRECT CALLS – in person calls made to planner

FAM TOUR – community hosting a group of planners to display assets and amenities aimed at generating leads and/or definites

HISTORY – comprehensive data from previous sites and venues detailing room nights, meeting and exhibit space, etc.

LEADS – account info distributed to hotels and appropriate venues and attractions, after account has been developed by CVB sales staff and planner has requested proposals from South Padre Island site vendors (competing cities named, full requirements listed, history of previous sites included, deadlines for submittal, etc.)

Glossary of Terms

LETTER OF INTENTION – CVB generated document, for planner signature, outlining commitments from planner, CVB and hotels. Carries attrition clause and penalties as mentioned.

LOCAL CONTACTS – area citizens that have influence with meeting or event selection process.

PROSPECTING – calling for info and sales opportunities on meetings or athletic events accounts

ROOM NIGHTS – number of rooms times number of nights committed/utilized.

SALES BLITZ – multiple calls made in a location by CVB and partner teams, usually followed by a special event hosted by SPI participants

SITE TOUR – planner visit to South Padre Island as part of decision-making

SUBSIDY – per room night allowance from participating hotels to help offset transportation and/or convention centre costs in order to be competitive. (CVB funding, through Convention Events Fund and/or CVB revenues, for above mentioned purposes) Exact amount determined by value of business-number of attendees and room nights, offseason, press coverage and exposure, multi-year contracts, etc.

Accountability & Policy

- * Future definites booked by the CVB in 2015-2016: Goal 2016 TBD room nights.
- * Leads are to be distributed to all qualified properties and vendors, except when planner dictates specific choices for soliciting proposals.
- * When a Definite is booked for multiple years, a team member can only credit two years of room nights during that fiscal year.
- * Leads should **NOT** be released without 3 years of history (location and property) and for groups with more than 5 competing cities invited to bid for the year(s) under consideration.
- * Definites are only recognized if they are fully accounted for in IDSS and on LOI or hotel contract is on file.

Accountability & Policy

- * Lead room nights are to be produced at double the room night goal.
- * Conversion rate is established by weighing the “lost business” against the “definite” room night business in the month, quarter or fiscal year reports. (i.e. If there are 10,000 room nights of lost business in a time period being measured and 20,000 room nights of definite business for that same time, the conversion rate would be 66%.)
- * The CVB will take no sales credit for business booked by a hotel property, unless there is clear documentation that the CVB salesperson involved was an instrumental part of the decision-making process early-on, and the hotel affirms the CVB’s sales role.
- * Salespersons are to work within their specific market segments only, except when given explicit permission by the VP and/or CEO.
- * Prospecting calls are imperative and, on the average, at least 3-4 hours daily should be committed to building new building new business by each member of the convention and events sales team.

Marketing & Support

- * Sell qualified groups for the Convention Centre
- * Uncover new and expanding market segments
- * Increase national visibility of South Padre Island as a viable convention destination
- * Initiate program to develop more off-season small and medium sized meetings and conventions (IMM, Cvent, New Generation, SPIN)
- * Develop an enhanced, targeted sports marketing initiative
- * Convention Sales efforts will be targeted primarily to the Association and SMERF (social, military, educational, religious, fraternal) and sports markets, with the addition of some new niche markets. Some soon to be selected new niche market sales growth opportunities will be most focused on the multi-state region that include Texas and touch-states.
- * We believe that event decision makers must first understand and appreciate the destination as a whole. Delegates will attend a meeting if their leadership is enthusiastic about the community. Our FAMiliarization tours will evolve to attract planners based on individual interests, sharing the best of the destination with them. Planners rely heavily on local support through their association, and will typically not buy a destination before they see it.
- * Providing quality service is essential, not only to ensure a positive experience for attendees, but to also enhance the potential for additional future business with the meeting planners. Growing attendance to booked events will also be a focal point for the Convention Services department.

Checks & Balances

1. Individual and Team goals
2. Group and Individual Sales Meetings
3. Electronic File Audits
4. Incentive Program
5. Letters of Intent/Contracts
6. Post Convention Room Pickup Reports
7. Regular Dashboard Sales Reports

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

MEETING DATE: August 26, 2015
NAME & TITLE: Keith Arnold, CVB Director
DEPARTMENT: City of South Padre Island

ITEM

Update, discussion and possible action concerning The Atkins Group contract & progress.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

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

MEETING DATE: August 26, 2015

NAME & TITLE: Jimmy Hawkinson, Chairman

DEPARTMENT: Convention & Visitors Bureau Advisory Board

ITEM

Update, discussion and action regarding continuation for consideration of funding request on new or returning events:

- a) Ladies Kingfish Tournament (August 2016)
- b) Splash South Padre (October 2015)
- c) Beach-N-Biker Fest (April 2016)
- d) Fiesta Padre (May 2016)
- e) HinoPalooza-Brew & Spirit Fest (December 2015)

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

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

MEETING DATE: August 26, 2015
NAME & TITLE: Jimmy Hawkinson, CVA Chairman
DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding consideration for funding request on the Ladies Kingfish Tournament. (August 2016)

ITEM BACKGROUND

This Agenda item was previously presented at the CVA Regular Board Meeting on July 22, 2015. Motion passed but no money was specifically awarded. CVA Board Members need to allocate funds from previously approved special events request.

BUDGET/FINANCIAL SUMMARY

Amount Requested: \$2000 for marketing and promotion, plus use of Convention Centre Facilities on Friday and Sunday.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

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

MEETING DATE: August 26, 2015

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding consideration for funding request on the Splash Event (October 2015)

ITEM BACKGROUND

This Agenda item was previously presented at the CVA Regular Board Meeting on July 22, 2015. Motion passed but no money was specifically awarded. CVA Board Members need to allocate funds from previously approved special events request.

BUDGET/FINANCIAL SUMMARY

Amount Requested: \$10,000.00

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

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

MEETING DATE: August 26, 2015

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding consideration for funding request on the Beach-N-Biker Fest (April 2016).

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Application

Date: July 1, 2015

Organization Information

Name of Organization: Magic Valley Riders M/C Inc. DBA Beach N Biker Fest

Address: PO Box 530823

City, State, Zip: Harlingen, TX 78553

Contact Name: Dianna Reed/Troy Allen Contact Office Phone Number: n/a

Contact Cell Phone Number: Dianna 956-821-5565, Troy 956-998-6059

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

Non-Profit or For-Profit status: Non-Profit Tax ID #: 86-1095540

Entity's Creation Date: 10/10/2003

Purpose of your organization: To perform charitable and educational activities within the meaning of the Internal Revenue Code Section J01(c)(3) and the Texas Tax Code Section 11-18 (c)

Event Information

Name of Event or Project: Beach-N-Biker Fest

Date of Event or Project: April 15 – 17, 2015

Primary Location of Event or Project: SPI Convention Center

Amount Requested: \$ \$35,000 Advertising and \$15,000 in kind

Primary Purpose of Funded Activity/Facility:

Out of Market Advertising and use of the Convention Center facilities and staff

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

Monies will be used to fund advertising in out of the valley markets. This will include but not limited to – Electronic billboards in the large metropolitan areas of Texas, Print advertising in Ride Texas Magazine and Thunder Press Magazine, Social Media boosts on Facebook, Pintrest, Twitter and Google Search Engines.

Percentage of Hotel Tax Support of Related Costs

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

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

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

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

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

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

- a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ 15,000.00
- b) Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ _____
- c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ _____
- d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music,

dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms : \$ _____

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

f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: \$ 35,000.00

How many attendees are expected to come to the sporting related event? 7500

How many of the attendees at the sporting related event are expected to be from another city or county? 7000

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

Beach-N-Biker Fest has historically increased hotel occupancy during it's time at South Padre Island. In addition, the overall economic impact has been between 1 million dollars to 3 million dollars annually (depending on the weather)

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: \$ 0

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

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

What percentage of the ridership will be local citizens? _____

h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.** Amount requested under this category: \$ 0

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 12
2. Expected Attendance: 7500
3. How many people attending the Event or Project will use South Padre Island lodging establishments? 4500

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

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Holiday Inn Express and The Island Inn are our host hotels. We also contract room blocks with 5-8 other hotels on the Island. The number of rooms blocked range between 400-500.

5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u> April 2012 </u>	<u> 25,000.00 </u>	481 Rooms
<u> April 2013 </u>	<u> 25,000.00 </u>	323 Rooms
<u> April 2014 </u>	<u> 50,000.00 </u>	810 Rooms

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

7. Please list other organization, government entities, and grants that have offered financial support to your project: L&F Distributors, Desperado Harley-Davidson and Genco Energy Services

8. Will the event charge admission? Yes

9. Do you anticipate a net profit from the event? Yes

10. If there is a net profit, what is the anticipated amount and how will it be used? Any net profit minus start up monies for the following year will go directly to area (Rio Grande Valley) charities

11. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper:	\$ <u>2,000.00</u>
Radio:	\$ <u>5,000.00</u>
TV:	\$ <u>8,000.00</u>
Website, Social Media:	\$ <u>5,000.00</u>
Other Paid Advertising:	\$ <u>30,000.00</u>

Anticipated Number of Press Releases to Media 2

Anticipated Number Direct Mailings to out-of-town recipients 0

Other Promotions: staffing a promotions booth at Corpus Christi Bike Fest, and other Motorcycle rallies local and throughout the state.

12. Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? Yes on the home page and on a dedicated accommodations page

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

14. What other marketing initiatives will you utilize to promote hotel and convention activity for this event?

Electronic Billboards in Austin, San Antonio, Houston, Corpus Christi and Dallas, print advertising in Ride Texas magazine and Thunder Press Magazine, Social media boosts and Google Search engines.

15. What geographic areas does your marketing, advertising and promotion reach: Texas and surrounding states, Social Media – nation wide coverage

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? over 4 million (each media source ought to be able to quantify this number for applicants)

17. 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)

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

\$2,000,000.00 Brisky & Perez Agency, Inc.

a. **(Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured)**

19. 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 submitted with at least _____ weeks advance notice for approval by the South Padre Island CVB.

20. 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: Mike Flores, Sales Manager Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau

7355 Padre Blvd.

956-761-8199

michael@sopadre.com

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

MEETING DATE: August 26, 2015

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding consideration for funding request on the Fiesta Padre (May 2016).

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Application

Date: June 30th 2015

Organization Information

Name of Organization: **The Pearl South Padre**

Address: 310 Padre Blvd

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

Contact Name: Rene Valdez Contact Office Phone Number: 956 761 6551

Contact Cell Phone Number: 956 433 6590

Web Site Address for Event or Sponsoring Entity - www.pearlsouthpadre.com

Non-Profit or For-Profit status: **FP** Tax ID 74-26267443

Entity's Creation Date **2011 from Sheraton to the Pearl**

Purpose of your organization: **Beachfront Hotel and Condominium Complex**

Event Information

Name of Event or Project: **Fiesta Padre**

Date of Event or Project: Memorial Day weekend and shoulder weeks 2016

Primary Location of Event or Project: **Pearl South Padre**

Amount Requested: **\$ 40,000**

Primary Purpose of Funded Activity/Facility:

PLEASE READ ALL THE SUPPORTING INFORMATION – its important

To create hotel/motel Tax revenue by introducing a new, (previously piloted) family friendly, Memorial Day beach event on South Padre Island.

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

- To provide a **weatherproof space** for a new beach event to reduce risk of weather failure and increase comfort and sponsorship opportunities
- To create non city funded marketing materials – banners, rack cards, promotional event materials and prize “hook” giveaways and shipping and transport as needed
- To produce a Sand Sculpture exhibition and competition space on the beachfront that will attract crowds by giving everyone something to see
- To provide opportunities for schools to be involved in our ongoing beach re-nourishment program
- To showcase South Padre Island using a Texas themed event

Percentage of Hotel Tax Support of Related Costs

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

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

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

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

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

We are requesting support from the Coastal Resources dept. to move sand and Equipment into position as per our site plans which will be agreed by the director

We are also requesting on site staff during the event for limited periods to deal with enquiries and a possible beach re-nourishment project – Dependent on timing of Directors schedule

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

- a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$_____
- b) Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$_____

X c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category:

\$ 40,000

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 guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms : \$ _____

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

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

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

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

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

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

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

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

What percentage of the ridership will be local citizens? _____

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

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

- How many years have you held this Event or Project: **1 previously - 2015**
- Expected Attendance: **5000**
- How many people attending the Event or Project will use South Padre Island lodging establishments? **20% IS OUR projected target**
 How many nights do you anticipate the majority of the tourists will stay: **_2**
- Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: **This part of the event co-ordination will be in collaboration with the CVB staff who will issue the initial block requests and then the event will collect the information to compile the post event report – we did this 2015 but because of our limited marketing budget we were only able to secure less than 100 rooms**
- List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
May 2105	\$ 0	approximately 100
_____	_____	_____
_____	_____	_____

- How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? **Hotel information and numbers will be requested pre and post event after CVB collects initial room block allocations. These are not likely to be deposited rooms except at the Host hotel as we cannot control what other hotel policies are**

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

The Pearl South Padre

Sutherlands – Port Isabel

Barefoot Wine

Surfrider Foundation

The South Padre Island Brewing Company

Will the event charge admission? **Yes - \$5 individual \$10 family and school class**

Do you anticipate a net profit from the event? **Not in the first 3 years**

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

It will be put back into the budget to improve and build the next year’s event and reduce overheads and dependency

Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

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

Anticipated Number of Press Releases to Media **12 monthly release with specials and videos as needed and produced**

Anticipated Number Direct Mailings to out-of-town recipients – **mail-chimp campaign request is to be coordinated by the City of South Padre island as they hold the permissions to use addresses**

Other Promotions

Rack card and poster campaigns, banner advertising within property lobby's to tell existing guests why they should return

Co-ordinated school and ISD campaigns to solicit school visitors to the first week of the event to drive social media marketing and spread the word!

Prize giveaways online using donated gifts and rack card attendance prizes

Local paper advertising for 4 weeks pre event (CCurrent)

Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? **Yes – already on the site which is running**

- Will you negotiate a special rate or hotel/event package to attract overnight stays?
Discounted rates will be requested from all hotels
- What other marketing initiatives will you utilize to promote hotel and convention activity for this event?

Cross Promotion at other events – with permission

Winter Texan promotions

Year Round promotions using partner opportunities

- What geographic areas does your marketing, advertising and promotion reach:

Texas drive markets and the RGV – we want to include Mexico as that remains in the CVB marketing plan

- How many individuals will your proposed marketing reach who are located at least 50 miles away? **By digital media - at least 1 M and this includes TV** (each media source ought to be able to quantify this number for applicants) **Local TV figures point to between 800k and 1 million recipients for a campaign lasting 2 weeks and costing approximately 12K**

- If the funding requested is related to a permanent facility (e.g. museum, visitor center): **NO**

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:

Pearl South Padre is the event insurer as it is all on their property.

- a. **(Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured) –**
 - b.
 - c. this will be done at the event date
- 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 submitted with at least ___ weeks advance notice for approval by the South Padre Island CVB.
 - 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: Mike Flores, Sales Manager Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau
7355 Padre Blvd.
956-761-8199
michael@sopadre.com

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

MEETING DATE: August 26, 2015
NAME & TITLE: Jimmy Hawkinson, CVA Chairman
DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding consideration for funding request on the HinoPalooza-Brew & Spirit Fest (December 2015).

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



HinoPalooza Brew & Spirits Fest, Beer Mile Run, BBQ Cook-Off and Tailgate BBQ Cook-Off

"Taste them on Saturday, Drink Them on Sunday."

The 1st Annual HinoPalooza SPI Brew & Spirits Fest will be held Saturday - Sunday, Dec. 5-6, 2015 at the SPI Convention Center.

Over 75 imported and Craft Beers, 5 Texas Crafter Breweries, 15 Spirits and 15 wines will be showcased.

Games and Contests will be held on both days. **Live College Football will be shown** on Saturday in the Exhibit Hall where the Brew & Spirits Fest will take place and **Live NFL Games will be Shown Sunday.** (projector(s) and big screen TVs will be leased.)

Saturday, the First Annual SPI Brew & Spirits Fest **Beer Mile Run** will also be held. We expect this event to grow into a large and popular event in years to come, 25-50 participants are expected.

Additionally, an **IBCA Sanctioned BBQ Cook-Off Competition** (IBCA Sanctioned and \$4,000.00 Payout) will be held Saturday and a **Tail-Gate BBQ Competition** (\$2,000.00 Payout) will be held on Sunday, both events, to be held in the back (North and East Side) of the SPI Convention Center. (We have an excellent relationship with "Southern Smoke," the local chapter of IBCA (International BBQ Cooker's Association). Many BBQ cooking teams will show up for this event and they typically bring the whole family (5 persons per team).

Expected attendees to the Brew & Spirits Fest, 4,000 Saturday and 2,500 Sunday. BBQ Cook-Off, 300 Saturday and 150 Sunday. Cook-Off Teams will be encouraged to leave their cooking rigs at the Convention Center overnight (or take them to their Hotel parking lot) in order to encourage overnight Stays.

Cash prizes for Brew & Spirits Fest will be given for:

- Best Beer Wench Costume Contest



➤ Best Brew Fest Overall Costume



➤ Best Brew Fest Group Costume Contest



➤ Jenga Games



5 Texas Craft Breweries have shown high interest in attending and we offered them 2 rooms, 2 night stays. This will be first time in South Texas that Texas Craft Breweries will showcase their products. We believe this is a great selling point to beer aficionados and beer drinkers and this fact will create much interest and attendance.

Javier Cavazos, Obie Salinas, Leonel Hurtado with **L&F Distributors** are assisting and advising regarding placement and showcasing of the Beer, Wine and Spirits. **The Brownsville Beer Enthusiasts Club**, the **Brownsville Beer Fest** are helping with promoting our event, we are working in partnership with them to promote and support them and vice versa.

Saturday, 2-ounce samples of beer will be sold and one ounce samples spirits and wine will be sold. attendees will vote via ballot and the top 10 beers they most liked.

Sunday, the top 10 most liked beers will be served by the bottle or can (as well as 4-8 common domestic and/or imports both days). Imported Beers will be sold Sunday for \$3.00 - \$5.00. The significance of this is that most important are high-prices at restaurants and bars. This will give the community an opportunity to purchase very reasonably prices good tasting imported and specialty beers.

Promotional Events will be help prior to the event, such as a "Kick-Off Party" where local media outlets and press conference will take place at one of the SPI local Bars. Social Media will be utilized as Google and local TV and Radio to promote the event.

We are asking for \$30,000.00 for this two-day event which we are confident will be a great success. (the lease of the Convention Center for both days to be donated as in-kind.

We believe this event, BREW & SPIRITS FEST, (2 days), A Beer Mile Run, An IBCA BBQ Cook-Off on Saturday and a Tailgate BBQ Cook-Off On Sunday (which is a new event and [people are very interested) all on the Island in December, will be and become a very successful event.

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

MEETING DATE: August 26, 2015

NAME & TITLE: Jimmy Hawkinson, Chairman

DEPARTMENT: Convention & Visitors Bureau Advisory Board

ITEM

Discussion and action regarding consideration for funding on returning events applied after post deadline date of July 8, 2015:

- a) SPI Sand Castle Days (October 2015)
- b) Fall Concerts Series on the Bay (September-October 2015)
- c) Island Folk Festival (September 2015)

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

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

MEETING DATE: August 26, 2015

NAME & TITLE: Jimmy Hawkinson, Chairman

DEPARTMENT: Convention & Visitors Bureau Advisory Board

ITEM

Discussion and action regarding consideration for funding on returning events applied after post deadline date of July 8, 2015:

- a) SPI Sand Castle Days (October 2015)

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Michael

Application

Date: 7/24/15

Organization Information

Name of Organization: SPI Sand Castle Days

Address: 6900 Padre Blvd.

City, State, Zip: South Padre Island TX.

Contact Name: Clayton Brasher Contact Office Phone Number: 956-455-8436

Contact Cell Phone Number: _____

Web Site Address for Event or Sponsoring Entity: sandcastle.org.com

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

Entity's Creation Date: 1987

Purpose of your organization: Promote Tourism on SPI
Sand Castle Days is a Partnership Between The
City and Clayton's Beach Resort.

Event Information

Name of Event or Project: SPI Sand Castle Days

Date of Event or Project: 1st Weekend in October

Primary Location of Event or Project: Clayton's Resort

Amount Requested: \$ 35,000

Primary Purpose of Funded Activity/Facility:

To Promote Tourism on SPI / Sand Castle Days
is a Joint Effort Between The City & The Vendor.

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

Hires Sand Sculptors
Event Crew Staffing
Games, Slides, Tents,
Security, Sound, Supplies
Large Logo Ad Sculptor at Entrance

Percentage of Hotel Tax Support of Related Costs

____ Percentage of Total Event Costs Covered by Hotel Occupancy Tax

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

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

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

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

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

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ _____
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ _____
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.** Amount requested under this category: \$ _____
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that

the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms : \$ 35,000

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

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

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

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

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

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

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

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

What percentage of the ridership will be local citizens? _____

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

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 27
2. Expected Attendance: 10k
3. How many people attending the Event or Project will use South Padre Island lodging establishments? 50%

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

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: THE CVB RECEIVES ALL INQUIRIES GENERATED FROM DIRECT ADVERTISING INCLUDING TV, RADIO, FACE BOOK AND WEBSITE

5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
_____	_____	_____
_____	_____	_____
_____	_____	_____

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

7. Please list other organization, government entities, and grants that have offered financial support to your project: Local SPI Restaurants & Hotels

8. Will the event charge admission? NO

9. Do you anticipate a net profit from the event? NO

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

11. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper:	\$ <u>2k</u>
Radio:	\$ <u>3k</u>
TV:	\$ <u>5k</u>
Website, Social Media:	\$ <u>1k</u>
Other Paid Advertising:	\$ <u>1k</u>

Anticipated Number of Press Releases to Media _____

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

Other Promotions NP

12. Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? YES

13. Will you negotiate a special rate or hotel/event package to attract overnight stays? NO

14. What other marketing initiatives will you utilize to promote hotel and convention activity for this event?

15. What geographic areas does your marketing, advertising and promotion reach:

TEXAS

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? _____ (each media source ought to be able to quantify this number for applicants)

17. 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)

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

a. (Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured)

19. 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 submitted with at least _____ weeks advance notice for approval by the South Padre Island CVB.

20. 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: Mike Flores, Sales Manager Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau
7355 Padre Blvd.
956-761-8199
michael@sopadre.com**

Georgina Ramos

From: Mack Johnson <sender@messages.homeaway.com>
Sent: Saturday, August 22, 2015 6:09 PM
To: Georgina Ramos
Subject: Re: Your inquiry: VRBO.com #162933



Mack Johnson has replied to your message



Property	#162933
Dates	Not provided
Flexible dates	Yes
Guests	2 adults, 0 children
Owner name	Mack and Jill

Taken care of thank you.

To help keep you protected, email addresses will be removed from conversations between owners and travelers. If you include an email address in your message, it will appear as ----@-----,--- to the recipient.

Pay securely

Before making a payment, always call the owner or manager at the number listed on our website to make sure your payment instructions are accurate. Never use instant money transfer services such as Western Union and MoneyGram.

[Learn more](#)

Conversation history

Georgina Ramos sent an inquiry

Aug 21, 2015

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

MEETING DATE: August 26, 2015

NAME & TITLE: Jimmy Hawkinson, Chairman

DEPARTMENT: Convention & Visitors Bureau Advisory Board

ITEM

Discussion and action regarding consideration for funding on returning events applied after post deadline date of July 8, 2015:

- b) Fall Concerts Series on the Bay (September-October 2015)

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Application

Date: 07/13/15

Organization Information

Name of Organization: Roadway Productions

Address: 12305 Twin Creek Dr.

City, State, Zip: Manchaca, TX 78652

Contact Name: French Smith Contact Office Phone Number: 512-441-9015

Contact Cell Phone Number: 512-228-0806

Web Site Address for Event or Sponsoring Entity: www.roadwayevents.com

Non-Profit or For-Profit status: for profit Tax ID #: 20-4536567

Entity's Creation Date: 2004

Purpose of your organization: _____
Produce special events and rent special event equipment

Event Information

Name of Event or Project: South Padre Island Free Fall Concerts on the Bay

Date of Event or Project: 9/11, 9/12, 9/18, 9/19, 9/25, 9/26, 10/2, 10/3, 10/16, 10/17, 10/23, 10/24

Primary Location of Event or Project: Corner of Pike St and Laguna Blvd

Amount Requested: \$80,000.00

Primary Purpose of Funded Activity/Facility: _____
Hold the 3rd annual Free Concerts in the Fall to attract tourist

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

Bands \$30,0000

Production costs \$50,000

Percentage of Hotel Tax Support of Related Costs

93% 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:

Police services to barricade the streets

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

- a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ _____
- b) Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ _____
- c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ _____
- d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that

the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms : \$75,000_____

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

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

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

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

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

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

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

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

What percentage of the ridership will be local citizens? _____

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

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 2 years
2. Expected Attendance: 12,000
3. How many people attending the Event or Project will use South Padre Island lodging establishments? 25%

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

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

5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u>2013</u>	<u>130,000</u>	<u>estimated 750</u>
<u>2014</u>	<u>75,000</u>	<u>estimated 1500</u>
_____	_____	_____

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

7. Please list other organization, government entities, and grants that have offered financial support to your project: Miller Beers, SPI Parks, Island Native, Isla Grand, Gabrielas, Coastal Lifestyles, Luise, Sea Ranch, Laguna Bobs

8. Will the event charge admission? FREE

9. Do you anticipate a net profit from the event? NO

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

11. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper:	<u>\$2,000</u>
Radio:	<u>\$2,000</u>
TV:	<u>\$</u>
Website, Social Media:	<u>\$ 2,000</u>
Other Paid Advertising:	<u>\$</u>

Anticipated Number of Press Releases to Media 6

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

Other Promotions _____

12. Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? YES

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

14. What other marketing initiatives will you utilize to promote hotel and convention activity for this event?

Marketing at other events

15. What geographic areas does your marketing, advertising and promotion reach:

Valley and Austin, TX

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? _____ (each media source ought to be able to quantify this number for applicants)

17. 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)

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

\$1,000,000 Kaliff Insurance

a. **(Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured)**

19. 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 submitted with at least _____ weeks advance notice for approval by the South Padre Island CVB.

20. 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: Convention and Visitors Advisory Board
C/O City of South Padre Island Convention and Visitor's Bureau
7355 Padre Blvd., South Padre Island, Texas 78597
(956) 761-3000 Phone (956) 761-3024 Fax

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

MEETING DATE: August 26, 2015

NAME & TITLE: Jimmy Hawkinson, Chairman

DEPARTMENT: Convention & Visitors Bureau Advisory Board

ITEM

Discussion and action regarding consideration for funding on returning events applied after post deadline date of July 8, 2015:

c) Island Folk Festival (September 2015)

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Application

Date: 7/30/2015

Organization Information

Name of Organization: Island Folk Festival

Address: 4508 Jinx Ave

City, State, Zip: AUSTIN, TX, 78745

Contact Name: JASON WEEMS Contact Office Phone Number: 512.626.9959

Contact Cell Phone Number: 512.626.9959

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

Non-Profit or For-Profit status: For-Profit Tax ID #: Information Available soon

Entity's Creation Date: 6/15/14

Purpose of your organization: _____

We provide an ongoing, off-season, off-weekend event that enhances and grows the cultural impact of South Padre Island & showcases it as a relevant live music destination.

Event Information

Name of Event or Project: Island Folk Festival

Date of Event or Project: 9/10/15 - 9/13/15

Primary Location of Event or Project: Clayton's Beach Bar

Amount Requested: \$ 20,000

Primary Purpose of Funded Activity/Facility:

Music & Art Festival

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

Pre & Post Event Marketing

Operational Expenses

Art Installations

Promotional Give-Away Merchandise

Percentage of Hotel Tax Support of Related Costs

30% 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

25% 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 25 %

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

Not at this time.

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

- a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ _____
- b) Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ _____
- c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ _____
- d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that

the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms : \$20,000

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

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

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

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

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

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

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

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

What percentage of the ridership will be local citizens? _____

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

7. Please list other organization, government entities, and grants that have offered financial support to your project: James Greer Foundation

8. Will the event charge admission? No*
**Music is free, but additional activities require credentials that are available for purchase.*

9. Do you anticipate a net profit from the event? Yes*
**Profits for this year's event are based on sponsorship & merchandise sales- not ticket sales.*

10. If there is a net profit, what is the anticipated amount and how will it be used?
Anticipated profit estimates will be available in the near future. We will use these profits to continue to grow our year-round marketing efforts, and to acquire the level of sponsor participation that will allow us to grow our festival into an SPI anchor event.

11. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper:	<u>\$2000</u>
Radio:	<u>\$2000</u>
TV:	<u>\$0</u>
Website, Social Media:	<u>\$4000</u>
Other Paid Advertising:	<u>\$2000*</u>

Anticipated Number of Press Releases to Media 5

Anticipated Number Direct Mailings to out-of-town recipients 0

Other Promotions *In-person direct marketing with give away promotional merchandise.

12. Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? Yes

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

14. What other marketing initiatives will you utilize to promote hotel and convention activity for this event?

We will leverage in-person outreach & cross-event marketing with our sister festivals prior to our event. We will also work closely in cross marketing with our sister sporting events (i.e. stand up paddle boarder competition & surf competition).

15. What geographic areas does your marketing, advertising and promotion reach:

Central Texas, Coastal Texas, Rio Grande Valley, & Mexico (i.e. Monterrey)

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? 500,000+ (each media source ought to be able to quantify this number for applicants)

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

Expected Visitation by Tourists Monthly/Annually: NA

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)

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

This information will be available for submission in the near future.

- a. **(Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured)**

19. 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 submitted with at least _____ weeks advance notice for approval by the South Padre Island CVB.

20. 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: Convention and Visitors Advisory Board
C/O City of South Padre Island Convention and Visitor's Bureau
7355 Padre Blvd., South Padre Island, Texas 78597
(956) 761-3000 Phone (956) 761-3024 Fax

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

MEETING DATE: August 26, 2015

NAME & TITLE: Jimmy Hawkinson, Chairman

DEPARTMENT: Convention & Visitors Bureau Advisory Board

ITEM

Discussion and action regarding the review of Spring Break proposals.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

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

MEETING DATE: August 26, 2015

NAME & TITLE: Jimmy Hawkinson, Chairman

DEPARTMENT: Convention & Visitors Bureau Advisory Board

ITEM

Update, discussion and action regarding any developments or changes from the Website Sub-Committee concerning the sopadre.co website.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

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

MEETING DATE: August 26, 2015

NAME & TITLE: Wally Jones, Vice-Chairman

DEPARTMENT: Convention & Visitors Bureau Advisory Board

ITEM

Update and discussion concerning Hotel Occupancy Tax Collection Ordinance.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

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

MEETING DATE: August 26, 2015

NAME & TITLE: Jimmy Hawkinson, Chairman

DEPARTMENT: Convention & Visitors Bureau Advisory Board

ITEM

Old Business

- a) Median Banner Policy

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

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

MEETING DATE: August 26, 2015

NAME & TITLE: Jimmy Hawkinson, Chairman

DEPARTMENT: Convention & Visitors Bureau Advisory Board

ITEM

Median Banner Policy

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



Median Banner Application

Median banner must be a promotion for a special event aimed at attracting or welcoming visitors.

Artwork must be approved by CVB prior to placing median banner order, CVB will process TXDOT application and confirm with graphic company upon approval. Banner should be ordered from graphic company. There are specific specs for these banners which can be fulfilled at best pricing.

Banner should include SPI logo if event funding is received. Basic information, including brief message, event logo, time, place, and dates may be included.

Banner postings must be scheduled (by application) a minimum of 3 weeks in advance in order to process permits and confirm availability.

Banner space may be reserved for posting up to 14 days prior to an event, not including event dates. (Based on availability).

Applicant _____

Phone No. _____

Event Dates _____

Wording on Banner/Include event logo if appropriate.

Banner Colors

Exact Standards:

South Padre Island CVB is not responsible for banner theft/damage.

Any change from above standards will result in a cancellation of banner space.

Contact: Carlos Centeno 956-761-8390 or Carlos@SoPadre.com

Scan and return or fax to 956-761-3024

Application for Use of State of Texas Right of Way for Temporary Signs for Special Events

Please print or type information

Date: _____
To the Texas Department of Transportation (TxDOT)
c/o Area Engineer _____, Texas

This form must be received at least 7 days prior to proposed use on the right of way.

Applicant _____ proposes to place a
sign within the right of way of Highway _____ Location _____
_____ in _____ County, Texas.

Check here for placement of multiple signs and submit the information requested on the Supplemental Sheet.

The temporary structure/vehicle will be placed _____ feet from the roadway and will have
the following characteristics:

Mounting Height _____ Thickness _____

Sign Dimensions (Height, Width, Length) _____

Sign Material _____

Sign Support Dimensions _____

Sign Support Material _____

Proposed Text _____

Background Color _____ Legend Color _____

The right of way will be used **FROM DATE** _____ **TO DATE** _____
(maximum of 60 days) and the nature of the event is _____

The sponsor of the event, if applicable, is _____

I will avoid or minimize impacts, and will, at my own expense, restore or repair damage resulting from this event.

I will be responsible for any damages or accidents that may occur during the term of this permit and save TxDOT and the State of Texas harmless.

I will abide by all applicable federal, state and local environmental laws, regulations, ordinances, and any conditions or restrictions required by TxDOT to protect natural and cultural resources of the right of way.

If this event causes hazardous traffic conditions to develop, I will cease the activity until corrective measures have been implemented.

It is expressly understood that TxDOT reserves the right to enforce the terms and conditions that it may deem necessary for the protection of the transportation facility and safety of the traveling public.

By signing below, I agree to the conditions/provisions included in this application. I am authorized to sign on the behalf of the organization holding the event.

Applicant _____

Mailing Address _____

By _____

Title _____

City, _____ State Zip _____

Signature _____

Area Code Telephone Number _____

Approval

Name of Applicant	
Control Number	Section
Highway Number	County
Start Date of Agreement	Termination Date of Agreement

Signs must be constructed of heavy cardboard, plastic, fabric mesh or plywood, no thicker than ¼ inch.

An approved sign must not:

- exceed 16 square feet in placed on the roadside to inform the traveling public;
- exceed four square feet if used to guide participants in a bicycle or pedestrian event;
- extend more than three feet beyond the pavement edge if the sign is a banner; or
- imitate or resemble any official traffic sign, signal, or device.

An approved sign may not be placed:

- in a location where it may prevent the driver of a vehicle from having a clear and unobstructed view of official signs and approaching or merging traffic;
- on any highway appurtenances, including, but not limited to bridges, traffic control devices, official signs, sign supports, and light standards, poles, and delineators;
- on a tree or other natural feature;
- less than 18 ½ feet (clear) above the pavement if the sign is a banner placed over the pavement; or
- closer to the pavement edge than official highway signs, except for those signs used to guide participants in a bicycle or and pedestrian event.

TxDOT reserves the right to remove a sign if it becomes a hazard due to inclement weather, inadequate maintenance, accidental damage, or other hazardous cause. A sign approved for temporary use may not be erected more than 24 hours prior to the event. However, if the sign is a banner it may be installed no more than 30 days prior to the event.

It is understood that a sign must be removed within 24 hours of the completion of the event; except banners shall be removed within seven days of the completion of the event. A special event sign not removed within the allotted time is subject to removal by TxDOT and the applicant is liable for removal and disposal costs.

It is expressly understood that TxDOT does not purport, hereby, to grant any right, claim, title, or easement in or upon this highway. In the event the party fails to comply with any or all of the requirements as set forth herein, the approval may be revoked and TxDOT may take appropriate action.

Name of TxDOT Representative	Address
Title	
Signature, TxDOT Representative	City, State Zip
Date of Final Approval	Area Code Telephone Number

Supplemental Sheet

Location: _____
This temporary sign will be placed _____ feet from the edge of the roadway and will have the following characteristics:
Mounting Height _____ Thickness _____
Sign Dimensions (Height, Width, Length) _____
Sign Material _____
Sign Support Dimensions _____
Sign Support Material _____
Proposed Text _____

Background Color _____ Legend Color _____

Location: _____
This temporary sign will be placed _____ feet from the edge of the roadway and will have the following characteristics:
Mounting Height _____ Thickness _____
Sign Dimensions (Height, Width, Length) _____
Sign Material _____
Sign Support Dimensions _____
Sign Support Material _____
Proposed Text _____

Background Color _____ Legend Color _____

Location: _____
This temporary sign will be placed _____ feet from the edge of the roadway and will have the following characteristics:
Mounting Height _____ Thickness _____
Sign Dimensions (Height, Width, Length) _____
Sign Material _____
Sign Support Dimensions _____
Sign Support Material _____
Proposed Text _____

Background Color _____ Legend Color _____

Location: _____
This temporary sign will be placed _____ feet from the edge of the roadway and will have the following characteristics:
Mounting Height _____ Thickness _____
Sign Dimensions (Height, Width, Length) _____
Sign Material _____
Sign Support Dimensions _____
Sign Support Material _____
Proposed Text _____

Background Color _____ Legend Color _____

Location: _____
This temporary sign will be placed _____ feet from the edge of the roadway and will have the following characteristics:
Mounting Height _____ Thickness _____
Sign Dimensions (Height, Width, Length) _____
Sign Material _____
Sign Support Dimensions _____
Sign Support Material _____
Proposed Text _____

Background Color _____ Legend Color _____