

**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:

**Tuesday, May 24, 2016**  
9:00 A.M. AT THE MUNICIPAL BUILDING,  
CITY COUNCIL CHAMBERS, 2<sup>ND</sup> 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 April 27, 2016 Regular Meeting.
- 5) Presentation of post report from special events: (Arnold)
  - a. Run in Texas-Sand Crab Run
  - b. Splash
  - c. Beach-N-Biker
  - d. National Tropical Weather
  - e. Run the Jail Break
- 6) Strategic planning to discuss:

Spring Break and Semana Santa:

  - a. Overview of 2016 Spring Break/Semana Santa – what went well, what went poorly, safety concerns, what type of improvements we need in Public Safety, and trash collection on the beach, Gulf Boulevard and Padre Boulevard.
  - b. 2017 Spring Break/Semana Santa preparations
  - c. Public Safety reports

Convention and Visitor's Bureau:

  - a. Hotel Occupancy Tax (HOT) collection efforts
  - b. HOT projections and how will we meet those goals
  - c. Amphitheater project
  - d. Marketing and Events strategies
- 7) Presentation and possible discussion concerning the CVB Director's Report. (Arnold)

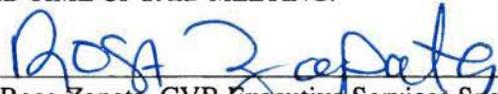
- 8) Discussion concerning the recommended HOT budget for 2016/17 CVB Events Marketing & Marketing. (Arnold)
- 9) Presentation, discussion and possible action concerning the Atkins Monthly Report.
- 10) New Business:
- 11) Set new meeting date for June 2016.
- 12) Adjourn.

DATED THIS THE 20 DAY OF MAY 2016.

  
\_\_\_\_\_  
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 May 20, 2016, at/or before 5:00 P.M. AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 2 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:** May 24, 2016

**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 April 27, 2016 Regular Meeting.

**RECOMMENDATIONS/COMMENTS**

Approve Consent Agenda

**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, April 27, 2016**  
9:00 A.M. AT THE MUNICIPAL BUILDING,  
CITY COUNCIL CHAMBERS, 2<sup>ND</sup> FLOOR  
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

- 1) Call to order.
- 2) Pledge of Allegiance.

Chairman Wally Jones 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).*

Public comments and announcements were given at this time.

- 4) Consent Agenda:

Vice-Chairman Ricco made a motion, seconded by Board Member Donahue to approve the Consent Agenda. Motion carried on a unanimous vote.

- a. Approval of minutes February 25, 2016 Regular Meeting.

- 5) Presentation of post report for Texas Gulf Surfing Association. (Arnold)

Board Member Hawkinson made the motion, seconded by Board Member Donahue to table this agenda item due to representative from TGSA not being present. Motion carried on a unanimous vote.

Sometime during the meeting, a representative from Texas Gulf Surfing Association arrived. Vice-Chairman Jones made the motion, seconded by Board Member Till to bring back this agenda item for discussion. Motion passed unanimous vote. Presentation was given by Aarin Hartwell.

- 6) Discussion and action regarding application for funding requests on new and returning special events:

- a. Wahoo Fishing Tournament (Amount requested \$40,000)

Chairman Jones made the motion, seconded by Board Member Donahue to approve funding for the Wahoo Fishing Tournament. Motion passed on a unanimous vote.

- b. 2<sup>nd</sup> Annual Summer Longest Causeway Run & Fitness Walk (Amount requested \$15,000)

Vice-Chairman Ricco made the motion, seconded by Board Member Greenwood to approve the funding request. Motion passed on a 6 to 1 vote with Board Member Hawkinson casting a nay vote.

c. Run in Texas-Fat Tire Beach Event additional to Sand Crab Run (Amount requested \$2,500) Board Member Hawkinson made the motion, seconded by Vice-Chairman Ricco not to approve the funding request. Motion failed on a 2 to 4 vote with Board Member Donahue, Board Member Greenwood, Chairman Jones, and Board Member Creinin casting a nay vote. Board Member Till abstained from voting.

Board Member Donahue made the motion, seconded by Chairman Jones to approve the funding request. Motion passed on a 4 to 2 vote with Board Member Hawkinson and Vice-Chairman Ricco casting a nay vote. Board Member Till abstained from voting.

- 7) Discussion and possible action regarding updates to 2015/16 Special Events Funding Request Policy and formation of a Sub-committee. (Arnold)

After a short discussion, a sub-committee was created with Board Member Till, Vice-Chairman Ricco, and CVB Director Keith Arnold. No action was taken.

- 8) Discussion and action regarding an Ex-officio member from the City of Port Isabel.

Board Member Till made the motion, seconded by Board Member Greenwood to make the recommendation to City Council for approval to add a representative from the City of Port Isabel as an Ex-Officio Member. Motion passed on a unanimous vote.

- 9) Presentation and possible discussion concerning the CVB Director's Report.

Presentation was done by CVB Director Keith Arnold. Board Member Till requested for next month meeting the HOT Fund report show both March and April numbers.

- 10) Presentation, discussion and possible action concerning the following items from The Atkins Group:

a. March Monthly Report

Presentation was done. No action taken.

b. Reallocation of Purchase Order Balances within Current Contract

Chairman Jones made the motion, seconded by Vice-Chairman Ricco to approve the reallocation of Purchase Order Balances within Current Contract. Motion passed on a unanimous vote. Board Member Hawkinson requested a Discussion and Action item for next month regarding the reviewing the billing or financials from the Atkins Group.

c. Video and Photo Production Shoot Presentation by the Atkins Group regarding Media Placement.

Presentation was done. No action taken.

- 11) Discussion concerning the process created by HB1842 that allows qualifying public school districts in Texas to allow an early school start date.

After a lengthy discussion, recommendations were given by the Board to write a letter stating the reasons why they are against the HB1842 to Los Fresnos CISD and Brownsville ISD.

12) New Business:

a. Discussion regarding potential workshop in May or June.

After a small discussion, Chairman Jones suggested a workshop be set up with May Regular Board Meeting.

13) Set new meeting date for May 2016.

May Board Meeting is pending due to meeting date conflict.

14) Adjourn.

There being no further business, Chairman Jones adjourned the meeting at 11:59 a.m.

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Rosa Zapata, CVB Sales Administrative Assistant

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Wally Jones, CVA Chairman

DRAFT

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

**MEETING DATE:** May 24, 2016

**NAME & TITLE:** Keith Arnold, CVB Director

**DEPARTMENT:** South Padre Island Convention & Visitors Bureau

**ITEM**

Presentation of post report from special events:

- a. Run in Texas-Sand Crab Run
- b. Splash
- c. Beach-N-Biker
- d. National Tropical Weather
- g. Run the Jail Break Presentation of post report for Texas Gulf Surfing Association.

**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:** May 24, 2016

**NAME & TITLE:** Keith Arnold, CVB Director

**DEPARTMENT:** South Padre Island Convention & Visitors Bureau

**ITEM**

Presentation of post report from Run in Texas-Sand Crab Run.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Approved by Legal:                YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

**POST EVENT REPORT FORM  
HOTEL OCCUPANCY TAX FUNDING**

**Post Event Report Form**

Date: 5-16-16

**Organization Information**

Name of Organization: Run in Texas

Address: 9419 Bluebell Dr

City, State, Zip: Garden Ridge, TX 78266

Contact Name: Bill Gardner Contact Phone Number: 210-204-3564

Contact Cell Phone Number: same

**Event Information**

Name of Event or Project: Sand Crab Sunrise Bike Ride

Date of Event or Project: April 30, 2016

Primary Location of Event or Project: Claytons

Amount Requested: \$ 2500

Amount Received: \$ 0 PO#055140

How were the tax funds used: (attach list of hotel tax funded expenses and receipts showing payment)

Facebook ads, rack cards, hotel, posters, meals, transportation, shirts, awards,  
photography for event, security, and EMT's.

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

How many years have you held this Event or Program: 1

**Event Funding Information**

1. Actual percentage of funded event costs covered by hotel occupancy tax: 25%
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): \_\_\_\_\_
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): \_\_\_\_\_
4. If staff costs were covered, estimate of actual hours staff spent on funded event: \_\_\_\_\_
5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used?  
Yes. Net profit was approx \$11,000  
\_\_\_\_\_  
Being used to organize other events and as a business, we pay ourselves  
\_\_\_\_\_
6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

**Event Attendance Information**

1. How many people did you predict would attend this event? (number submitted in application for hotel occupancy tax funds): 34
2. What would you estimate as the actual attendance at the event? 34
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 34
4. How many room nights do you estimate were actually generated by attendees of this event? 34
5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this Event?

This Year 34  
Last Year 800  
Two Years Ago \_\_\_\_\_  
Three Years Ago 800

6. What method did you use to determine the number of people who booked rooms at \_\_\_\_\_ South Padre Island hotels (e.g.; room block usage information, survey of hoteliers, total attendance formula, zipcode information, etc.)?

Questionnaire during online registration

7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? YES If the room block did not fill, how many rooms were picked up? 145

### **Event Promotion Information**

1. Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:

Newspaper: \$ \_\_\_\_\_  
Radio: \$ \_\_\_\_\_  
TV: \$ \_\_\_\_\_  
Other Paid Advertising: \$ \_\_\_\_\_

Number of Press Releases to Media 1  
Number Direct Mailings to out-of-town recipients 5

Other Promotions Constant Contact email, facebook ads,

2. Did 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?

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

Yes

4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?

Facebook Advertising, we added a bike event for sat morning to bring more people in

for the entire weekend

5. Please attach samples of documents showing how \_\_\_\_\_ South Padre Island was recognized in your advertising/promotional campaign We mailed you posters and rack cards
6. Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.
7. Please note any other success indicators of your event:
 

All riders had a great time and we believe this will  
 \_\_\_\_\_  
 Be a great event going forward that compliments the run. The Challenge has great potential.  
 \_\_\_\_\_  
 WE also worked with local bike rental and got them good busieness. With more time to promote the bike  
 it will be a great event going forward.

***Sporting Related Events***

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? \_\_\_\_\_
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? \_\_\_\_\_
3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel within the city or its vicinity?  
 \_\_\_\_\_

The event is a night run. By being at night people are more apt to stay  
 \_\_\_\_\_  
 over night as opposed to a day time event.  
 \_\_\_\_\_

***Additional Event Information***

What \_\_\_\_\_ South Padre Island businesses did you utilize for food, supplies, materials, printing, etc?

Louies, Claytons, Dirty Als, SPI Brewpub, Daddy's  
 \_\_\_\_\_

Bikes on Padre  
 \_\_\_\_\_

**Please Submit no later than (insert deadline) to:**

Michael Flores  
 \_\_\_\_\_

(fill in name, contact person, and address of your city or entity overseeing use of hotel tax)

FormId	Processor	Payment Date	Confirmatio	Registrant Name	Amount	Commission	Due To Event	Payor Name	Card Number	Order Number
1E+05	Meritus Run In Texas (63)	1/5/2016 3:23	YY2JXR7	Gabrielle Marroquin	\$ 38.27	3.27	35	Gabrielle Marroquin	4610*4	9313765
1E+05	Meritus Run In Texas (63)	1/12/2016 22:40	LF2JCR7	Eric DeHoyos	\$ 38.27	3.27	35	Eric DeHoyos	5127*1	9326134
1E+05	Meritus Run In Texas (63)	1/14/2016 16:12	4T2J7R7	Chrisentha Lee	\$ 43.60	3.6	40	Chrisentha Lee	5539*6	9329484
1E+05	Meritus Run In Texas (63)	1/14/2016 16:15	4H2J7R7	Gloria Rodriguez	\$ 43.60	3.6	40	Gloria Rodriguez	4744*9	9329491
1E+05	Meritus Run In Texas (63)	1/14/2016 18:47	LH2J6R7	Leo Garcia	\$ 43.60	3.6	40	Leobardo Garcia	5152*1	9329902
1E+05	Meritus Run In Texas (63)	1/14/2016 19:13	HN2J6R7	Amira Kalifa	\$ 43.60	3.6	40	Amira Kalifa	4635*2	9329971
1E+05	Meritus Run In Texas (63)	1/15/2016 15:20	NY2J2R7	John Tristan Salinas	\$ 38.27	3.27	35	John Tristan Salinas	4223*7	9332590
1E+05	Meritus Run In Texas (63)	1/15/2016 15:20	NX2J2R7	Logan Bryant	\$ 38.27	3.27	35	John Tristan Salinas	4223*7	9332590
1E+05	Meritus Run In Texas (63)	1/15/2016 15:49	L22J2R7	Moses Castillo	\$ 43.60	3.6	40	Moses Castillo	4147*7	9332665
1E+05	Meritus Run In Texas (63)	1/15/2016 17:52	382J2R7	Doraly Hernandez	\$ 59.58	4.58	55	Doraly Hernandez	4342*5	9333029
1E+05	Meritus Run In Texas (63)	1/16/2016 15:33	002JZQ7	cynthia luna	\$ 43.60	3.6	40	ricardo luna	4631*5	9335259
1E+05	Meritus Run In Texas (63)	1/16/2016 15:36	ZV2JYQ7	claudia luna	\$ 43.60	3.6	40	claudia alvarado	5275*2	9335262
1E+05	Meritus Run In Texas (63)	1/16/2016 23:36	032JYQ7	Shawn Pierce	\$ 43.60	3.6	40	Shawn Pierce	5142*3	9335999
1E+05	Meritus Run In Texas (63)	1/17/2016 1:12	TR2JXQ7	Daisy Cavazos	\$ 38.27	3.27	35	Daisy Cavazos	4229*4	9336137
1E+05	Meritus Run In Texas (63)	1/18/2016 1:31	VD2JVQ7	Yvonne Bravo	\$ 43.60	3.6	40	Yvonne Bravo	4229*4	9337634
1E+05	Meritus Run In Texas (63)	1/18/2016 16:53	QR2JTQ7	william hancock	\$ 38.27	3.27	35	william hancock	4144*6	9338467
1E+05	Meritus Run In Texas (63)	1/18/2016 16:53	QQ2JTQ7	Maria Villarreal	\$ 38.27	3.27	35	william hancock	4144*6	9338467
1E+05	Meritus Run In Texas (63)	1/19/2016 3:50	ZY2JRQ7	Irma Perales	\$ 22.30	2.3	20	Griselda Perales	4744*0	9339824
1E+05	Meritus Run In Texas (63)	1/19/2016 3:50	ZX2JRQ7	Maximiliano Perales	\$ 22.30	2.3	20	Griselda Perales	4744*0	9339824
1E+05	Meritus Run In Texas (63)	1/19/2016 3:50	ZW2JRQ7	Griselda Perales	\$ 43.60	3.6	40	Griselda Perales	4744*0	9339824
1E+05	Meritus Run In Texas (63)	1/21/2016 16:20	PQ2JMQ7	EDITH GONZALEZ	\$ 43.60	3.6	40	EDITH GONZALEZ	4259*5	9342891
1E+05	Meritus Run In Texas (63)	1/21/2016 21:19	442JMQ7	Karla Gonzalez	\$ 38.27	3.27	35	Karla Gonzalez	4342*4	9343269
1E+05	Meritus Run In Texas (63)	1/22/2016 3:56	NB2JLQ7	blanca garza	\$ 38.27	3.27	35	blanca garza	4229*7	9343606
1E+05	Meritus Run In Texas (63)	1/22/2016 3:56	N92JLQ7	gabriel sosa	\$ 38.27	3.27	35	blanca garza	4229*7	9343606
1E+05	Meritus Run In Texas (63)	1/22/2016 18:23	1N2JLQ7	Jose Sosa	\$ 43.60	3.6	40	Jose Sosa	4610*8	9344051
1E+05	Meritus Run In Texas (63)	1/22/2016 18:28	1G2JLQ7	Sandie Acosta	\$ 43.60	3.6	40	Sandie Acosta	4670*8	9344055
1E+05	Meritus Run In Texas (63)	1/25/2016 20:07	3N2JGQ7	Michael Hinojosa	\$ 43.60	3.6	40	Michael Hinojosa	4342*3	9346752
1E+05	Meritus Run In Texas (63)	1/25/2016 22:11	VZ2JFQ7	Danny Contreras	\$ 38.27	3.27	35	Danny Contreras	4060*8	9346916
1E+05	Meritus Run In Texas (63)	1/25/2016 22:11	VY2JFQ7	Angel Garza	\$ 38.27	3.27	35	Danny Contreras	4060*8	9346916
1E+05	Meritus Run In Texas (63)	1/26/2016 15:19	0Y2JFQ7	Cleo Pena	\$ 38.27	3.27	35	Cleofas Pena	4342*6	9347476
1E+05	Meritus Run In Texas (63)	1/30/2016 3:38	S42J4Q7	Natalie Mascorro	\$ 38.27	3.27	35	Natalie Betancourt	4081*6	9351768
1E+05	Meritus Run In Texas (63)	1/30/2016 14:50	DP2J4Q7	ESMERALDA FLORES	\$ 38.27	3.27	35	ESMERALDA FLORES	4610*5	9351972
1E+05	Meritus Run In Texas (63)	1/30/2016 14:56	DG2J4Q7	ROLANDO RODRIGUEZ	\$ 38.27	3.27	35	ROLANDO RODRIGUEZ	4744*7	9351979
1E+05	Meritus Run In Texas (63)	1/31/2016 4:58	YL2J2Q7	Tamara Rojas	\$ 38.27	3.27	35	Tamara Rojas	4554*8	9352954
1E+05	Meritus Run In Texas (63)	1/31/2016 18:14	712J2Q7	Rachel Ballesteros	\$ 38.27	3.27	35	Raquel Ballesteros	5152*8	9353480
1E+05	Meritus Run In Texas (63)	2/1/2016 20:36	2Q2JYP7	Tarra Pitts	\$ 54.25	4.25	50	Tarra Pitts	5582*9	9356491
1E+05	Meritus Run In Texas (63)	2/2/2016 5:32	9C2JXP7	Edna Camarillo	\$ 43.60	3.6	40	Edna Camarillo	5319*2	9357042
1E+05	Meritus Run In Texas (63)	2/4/2016 20:41	WY2JRP7	Benjamin Avalos	\$ 43.60	3.6	40	Griselda Mendoza	5448*6	9359738
1E+05	Meritus Run In Texas (63)	2/4/2016 20:48	WF2JRP7	Patricia Avalos	\$ 43.60	3.6	40	Griselda Mendoza	5448*6	9359744

1E+05	Meritus Run In Texas (63)	3/4/2016 21:02	XC2J6N7	Reynalda Vallejo	\$ 38.27	3.27	35	Melissa Rodriguez	4229*9	9391673
1E+05	Meritus Run In Texas (63)	3/5/2016 16:27	ZS2J5N7	Jaqueline Obregon	\$ 38.27	3.27	35	Jaqueline Obregon	4347*1	9392317
1E+05	Meritus Run In Texas (63)	3/5/2016 16:35	Z92J5N7	Antonio Pena	\$ 38.27	3.27	35	Jaqueline Obregon	4347*1	9392328
1E+05	Meritus Run In Texas (63)	3/6/2016 18:37	SM2J4N7	Aaron McMichael	\$ 43.60	3.6	40	Aaron McMichael	5539*7	9393170
1E+05	Meritus Run In Texas (63)	3/7/2016 0:00	982J4N7	Rebecca Toddy	\$ 43.60	3.6	40	Rebecca Toddy	4744*3	9393527
1E+05	Meritus Run In Texas (63)	3/7/2016 0:00	972J4N7	cheyenne todody	\$ 43.60	3.6	40	Rebecca Toddy	4744*3	9393527
1E+05	Meritus Run In Texas (63)	3/7/2016 0:00	962J4N7	larry todody	\$ 43.60	3.6	40	Rebecca Toddy	4744*3	9393527
1E+05	Meritus Run In Texas (63)	3/7/2016 0:00	952J4N7	severo saenz	\$ 43.60	3.6	40	Rebecca Toddy	4744*3	9393527
1E+05	Meritus Run In Texas (63)	3/7/2016 0:35	7G2J4N7	michelle fennegan	\$ 38.27	3.27	35	michelle fennegan	4246*8	9393565
1E+05	Meritus Run In Texas (63)	3/7/2016 0:35	7F2J4N7	kristin fennegan	\$ 43.60	3.6	40	michelle fennegan	4246*8	9393565
1E+05	Meritus Run In Texas (63)	3/7/2016 0:37	7B2J4N7	George Bladey	\$ 59.58	4.58	55	George Bladey	5178*9	9393567
1E+05	Meritus Run In Texas (63)	3/7/2016 0:53	6N2J4N7	Kym Sadler	\$ 38.27	3.27	35	Kym Sadler	4670*0	9393584
1E+05	Meritus Run In Texas (63)	3/7/2016 1:01	612J4N7	Rachel Kram	\$ 38.27	3.27	35	Rachel Kram	5148*7	9393600
1E+05	Meritus Run In Texas (63)	3/7/2016 1:01	602J4N7	Rebecca Pockrus	\$ 38.27	3.27	35	Rachel Kram	5148*7	9393600
1E+05	Meritus Run In Texas (63)	3/7/2016 1:01	5Z2J4N7	Devon Fierro	\$ 38.27	3.27	35	Rachel Kram	5148*7	9393600
1E+05	Meritus Run In Texas (63)	3/7/2016 2:14	1L2J4N7	Juan Chavez	\$ 38.27	3.27	35	Juan Chavez Jr	4602*4	9393702
1E+05	Meritus Run In Texas (63)	3/7/2016 2:14	1K2J4N7	Elizabeth Chavez	\$ 38.27	3.27	35	Juan Chavez Jr	4602*4	9393702
1E+05	Meritus Run In Texas (63)	3/7/2016 2:14	1J2J4N7	Myrta Olvera	\$ 38.27	3.27	35	Juan Chavez Jr	4602*4	9393702
1E+05	Meritus Run In Texas (63)	3/7/2016 15:13	FF2J3N7	Harry stewart	\$ 56.38	4.38	52	Jennifer stewart	5524*9	9394146
1E+05	Meritus Run In Texas (63)	3/7/2016 17:34	1R2J3N7	Patty Hernandez	\$ 38.27	3.27	35	Patricia Ann Hernandez	5121*9	9394383
1E+05	Meritus Run In Texas (63)	3/7/2016 18:59	VT2J2N7	Yuri hernandez	\$ 38.27	3.27	35	Yuri hernandez	5111*9	9394527
1E+05	Meritus Run In Texas (63)	3/7/2016 18:59	VS2J2N7	Michael Gonzalez	\$ 38.27	3.27	35	Yuri hernandez	5111*9	9394527
1E+05	Meritus Run In Texas (63)	3/7/2016 19:18	TT2J2N7	Sylvia Benavidez	\$ 38.27	3.27	35	Yuri Hernandez	5111*9	9394553
1E+05	Meritus Run In Texas (63)	3/8/2016 2:24	YY2J1N7	alexis segovia	\$ 43.60	3.6	40	Alejandro Segovia	5109*2	9395153
1E+05	Meritus Run In Texas (63)	3/8/2016 4:36	PW2J1N7	Jaleina Aboud	\$ 38.27	3.27	35	Jaleina Aboud	4631*3	9395329
1E+05	Meritus Run In Texas (63)	3/8/2016 23:48	9R2J0N7	HECTOR LINERO	\$ 38.27	3.27	35	HECTOR LINERO	4262*4	9396165
1E+05	Meritus Run In Texas (63)	3/9/2016 3:21	182J0N7	Emanuel Jimenez	\$ 43.60	3.6	40	Emanuel Jimenez	4342*9	9396368
1E+05	Meritus Run In Texas (63)	3/9/2016 5:25	XQ2JZM7	Angie Rodriguez	\$ 43.60	3.6	40	Angie Rodriguez	5524*8	9396456
1E+05	Meritus Run In Texas (63)	3/10/2016 23:13	DW2JXM7	Daniel Garcia	\$ 43.60	3.6	40	Daniel Garcia	5275*1	9397956
1E+05	Meritus Run In Texas (63)	3/11/2016 2:03	822JXM7	Thomas Escobedo	\$ 38.27	3.27	35	Maria Escobedo	4204*6	9398050
1E+05	Meritus Run In Texas (63)	3/11/2016 2:03	812JXM7	Jeremy Ramirez	\$ 38.27	3.27	35	Maria Escobedo	4204*6	9398050
1E+05	Meritus Run In Texas (63)	3/11/2016 10:53	1D2JXM7	Yanette Rangel	\$ 38.27	3.27	35	Yanette Rangel	4144*1	9398215
1E+05	Meritus Run In Texas (63)	3/11/2016 17:11	L62JWM7	Kathren Bardisbanian	\$ 43.60	3.6	40	Kathren Bardisbanian	4147*8	9398475
1E+05	Meritus Run In Texas (63)	3/11/2016 21:04	422JWM7	Eunice Flores	\$ 43.60	3.6	40	Eunice Flores	4147*5	9398675
1E+05	Meritus Run In Texas (63)	3/11/2016 21:49	132JWM7	Shelby Crouch	\$ 43.60	3.6	40	Shelby Crouch	4342*2	9398710
1E+05	Meritus Run In Texas (63)	3/12/2016 22:44	ZN2JTM7	Patricia Coronado	\$ 38.27	3.27	35	Patricia Coronado	4342*8	9399315
1E+05	Meritus Run In Texas (63)	3/13/2016 17:06	H12JTM7	Doris Meinerding	\$ 38.27	3.27	35	David Thurston	5524*4	9399680
1E+05	Meritus Run In Texas (63)	3/13/2016 17:06	H02JTM7	David Thurston	\$ 38.27	3.27	35	David Thurston	5524*4	9399680
1E+05	Meritus Run In Texas (63)	3/13/2016 19:28	8V2JTM7	Karla Winningham	\$ 38.27	3.27	35	Karla Winningham	4342*2	9399796
1E+05	Meritus Run In Texas (63)	3/13/2016 22:41	2F2JTM7	Cathi Quick	\$ 56.38	4.38	52	Cathi Quick	5424*6	9399942
1E+05	Meritus Run In Texas (63)	3/13/2016 22:41	2D2JTM7	David Cassidy	\$ 51.05	4.05	47	Cathi Quick	5424*6	9399942

1E+05	Meritus Run In Texas (63)	3/22/2016 19:12	W52JGM7	ROLANDO Garcia	\$ 38.27	3.27	35	Brenda Silva	4610*7	9406640
1E+05	Meritus Run In Texas (63)	3/22/2016 19:17	VX2JGM7	Roger Martinez	\$ 22.30	2.3	20	Maria Alvear	4862*4	9406646
1E+05	Meritus Run In Texas (63)	3/22/2016 19:17	VW2JGM7	Dominick Martinez	\$ 22.30	2.3	20	Maria Alvear	4862*4	9406646
1E+05	Meritus Run In Texas (63)	3/22/2016 21:23	Q82JGM7	Mayra Rubio	\$ 38.27	3.27	35	Rafael Luevano	4400*5	9406737
1E+05	Meritus Run In Texas (63)	3/23/2016 1:17	F22JGM7	Angelica Davila	\$ 38.27	3.27	35	Angelica Davila	4311*2	9406922
1E+05	Meritus Run In Texas (63)	3/23/2016 3:25	8X2JGM7	Regina Chapa	\$ 51.05	4.05	47	Regina Chapa	5109*1	9407011
1E+05	Meritus Run In Texas (63)	3/23/2016 14:44	1H2JGM7	Pricila Dominguez	\$ 38.27	3.27	35	Pricila Dominguez	4342*1	9407198
1E+05	Meritus Run In Texas (63)	3/23/2016 20:59	DL2JFM7	Sonia Brown	\$ 38.27	3.27	35	Sonia Brown	4444*4	9407572
1E+05	Meritus Run In Texas (63)	3/23/2016 20:59	DK2JFM7	Jason Brown	\$ 38.27	3.27	35	Sonia Brown	4444*4	9407572
1E+05	Meritus Run In Texas (63)	3/24/2016 1:30	322JFM7	Rosie Araguz	\$ 38.27	3.27	35	Rosaura Araguz	4342*7	9407770
1E+05	Meritus Run In Texas (63)	3/24/2016 1:30	312JFM7	Victor Araguz	\$ 38.27	3.27	35	Rosaura Araguz	4342*7	9407770
1E+05	Meritus Run In Texas (63)	3/24/2016 3:30	Z02JDM7	Carl Mathews	\$ 43.60	3.6	40	Carl Mathews	4465*4	9407855
1E+05	Meritus Run In Texas (63)	3/24/2016 17:45	FZ2JDM7	Kristy Krause	\$ 38.27	3.27	35	Kristy Krause	5424*9	9408181
1E+05	Meritus Run In Texas (63)	3/24/2016 22:13	4F2JDM7	monica sanchez	\$ 38.27	3.27	35	monica sanchez	4529*9	9408372
1E+05	Meritus Run In Texas (63)	3/25/2016 17:20	6G2JCM7	Bonnie Jensen-Walker	\$ 38.27	3.27	35	Bonnie Jensen-Walker	5245*0	9408920
1E+05	Meritus Run In Texas (63)	3/25/2016 17:20	6F2JCM7	Rick Walker	\$ 38.27	3.27	35	Bonnie Jensen-Walker	5245*0	9408920
1E+05	Meritus Run In Texas (63)	3/25/2016 18:30	1K2JCM7	Shelby Garcia	\$ 38.27	3.27	35	Shelby Garcia	5430*2	9408999
1E+05	Meritus Run In Texas (63)	3/25/2016 19:49	YH2JBM7	Venessa Guerra	\$ 38.27	3.27	35	Jorge Guerra	5517*0	9409063
1E+05	Meritus Run In Texas (63)	3/26/2016 0:43	P82JBM7	Sean Taylor Cornejo	\$ 22.30	2.3	20	Andres Cornejo	4631*1	9409236
1E+05	Meritus Run In Texas (63)	3/26/2016 12:18	HX2JBM7	Lizeth Garza	\$ 38.27	3.27	35	Lizeth Garza	5517*6	9409358
1E+05	Meritus Run In Texas (63)	3/26/2016 15:57	CT2JBM7	Rosa Galindo	\$ 43.60	3.6	40	Rosa Galindo	4670*4	9409450
1E+05	Meritus Run In Texas (63)	3/26/2016 18:28	852JBM7	isaura cuellar	\$ 38.27	3.27	35	isaura cuellar	4744*2	9409528
1E+05	Meritus Run In Texas (63)	3/26/2016 19:29	612JBM7	Melanie Munoz	\$ 38.27	3.27	35	Melanie Munoz	4670*6	9409565
1E+05	Meritus Run In Texas (63)	3/26/2016 20:26	4S2JBM7	Danielle Ochoa	\$ 38.27	3.27	35	Danielle Ochoa	4204*2	9409594
1E+05	Meritus Run In Texas (63)	3/26/2016 20:53	4H2JBM7	Myra Salinas	\$ 38.27	3.27	35	Myra Salinas	5516*1	9409603
1E+05	Meritus Run In Texas (63)	3/26/2016 20:53	4G2JBM7	Adrian Salinas	\$ 38.27	3.27	35	Myra Salinas	5516*1	9409603
1E+05	Meritus Run In Texas (63)	3/26/2016 23:24	0S2JBM7	Jaime Rocha	\$ 38.27	3.27	35	Irma Ramirez	5275*3	9409693
1E+05	Meritus Run In Texas (63)	3/26/2016 23:24	0R2JBM7	Irma Ramirez	\$ 38.27	3.27	35	Irma Ramirez	5275*3	9409693
1E+05	Meritus Run In Texas (63)	3/27/2016 0:06	ZL2J9M7	Rebekah Escobedo	\$ 38.27	3.27	35	Rebekah Escobedo	4150*6	9409719
1E+05	Meritus Run In Texas (63)	3/27/2016 14:31	QQ2J9M7	Steve Lucero	\$ 43.60	3.6	40	Steve Lucero	5144*9	9409921
1E+05	Meritus Run In Texas (63)	3/27/2016 16:02	P72J9M7	Ruben Rivera	\$ 38.27	3.27	35	Ruben Rivera	4144*4	9409950
1E+05	Meritus Run In Texas (63)	3/27/2016 16:02	P62J9M7	Karina Rivera	\$ 38.27	3.27	35	Ruben Rivera	4144*4	9409950
1E+05	Meritus Run In Texas (63)	3/27/2016 16:12	NY2J9M7	Ashley Ramos	\$ 38.27	3.27	35	Ashley Ramos	4342*5	9409957
1E+05	Meritus Run In Texas (63)	3/27/2016 16:55	N32J9M7	Eli Infante	\$ 38.27	3.27	35	Eli Infante	5539*5	9409979
1E+05	Meritus Run In Texas (63)	3/28/2016 2:04	3R2J9M7	Patricia Rodriguez	\$ 51.05	4.05	47	Patricia Rodriguez	5509*9	9410366
1E+05	Meritus Run In Texas (63)	3/28/2016 2:11	3J2J9M7	Angel Alonso	\$ 38.27	3.27	35	Angel Alonso	5371*5	9410373
1E+05	Meritus Run In Texas (63)	3/28/2016 2:16	3D2J9M7	Daisy Amaro	\$ 38.27	3.27	35	Daisy Amaro	4744*3	9410377
1E+05	Meritus Run In Texas (63)	3/28/2016 2:31	2V2J9M7	Lee Cervantes	\$ 38.27	3.27	35	Maria Cervantes	4610*2	9410391
1E+05	Meritus Run In Texas (63)	3/28/2016 2:31	2T2J9M7	Maria Cervantes	\$ 38.27	3.27	35	Maria Cervantes	4610*2	9410391
1E+05	Meritus Run In Texas (63)	3/28/2016 2:49	262J9M7	Dolores Phillips	\$ 56.38	4.38	52	Dolores Phillips	4144*0	9410407
1E+05	Meritus Run In Texas (63)	3/28/2016 3:21	1J2J9M7	Sarah Flores-Valdez	\$ 43.60	3.6	40	Sarah Flores-Valdez	5142*4	9410420

1E+05	Meritus Run In Texas (63)	3/30/2016 0:49	LS2J5M7	Adriana Garza	\$ 51.05	4.05	47	Adriana Garza	4342*1	9412727
1E+05	Meritus Run In Texas (63)	3/30/2016 0:56	L92J5M7	Tony Pacini	\$ 38.27	3.27	35	Tony Pacini	4465*0	9412738
1E+05	Meritus Run In Texas (63)	3/30/2016 1:06	KM2J5M7	Wendy Schreier	\$ 48.92	3.92	45	WENDY M SCHREIER	5121*7	9412753
1E+05	Meritus Run In Texas (63)	3/30/2016 4:30	BP2J5M7	Milagros Cavazos	\$ 38.27	3.27	35	Milagros Cavazos	4342*4	9412908
1E+05	Meritus Run In Texas (63)	3/30/2016 4:30	BN2J5M7	Joel Tapia	\$ 38.27	3.27	35	Milagros Cavazos	4342*4	9412908
1E+05	Meritus Run In Texas (63)	3/30/2016 12:27	6S2J5M7	Adrian Velez	\$ 38.27	3.27	35	Jessica Sibaja	4465*2	9412997
1E+05	Meritus Run In Texas (63)	3/30/2016 12:27	6R2J5M7	Jessica Sibaja	\$ 38.27	3.27	35	Jessica Sibaja	4465*2	9412997
1E+05	Meritus Run In Texas (63)	3/30/2016 13:38	342J5M7	Lisa Cornejo	\$ 38.27	3.27	35	Lisa Cornejo	4631*0	9413084
1E+05	Meritus Run In Texas (63)	3/30/2016 13:38	322J5M7	Gisela Escobedo	\$ 38.27	3.27	35	Gisela Escobedo	5110*6	9413085
1E+05	Meritus Run In Texas (63)	3/30/2016 13:40	2T2J5M7	Julie Calles	\$ 38.27	3.27	35	Julie Calles	5466*7	9413093
1E+05	Meritus Run In Texas (63)	3/30/2016 13:43	2G2J5M7	Edward Calderon	\$ 38.27	3.27	35	Julie Calles	5466*7	9413097
1E+05	Meritus Run In Texas (63)	3/30/2016 13:45	292J5M7	Denise Lopez	\$ 38.27	3.27	35	Denise Lopez	4444*7	9413100
1E+05	Meritus Run In Texas (63)	3/30/2016 13:45	282J5M7	Martin Martinez	\$ 38.27	3.27	35	Denise Lopez	4444*7	9413100
1E+05	Meritus Run In Texas (63)	3/30/2016 14:18	ZY2J4M7	Cassandra Garza	\$ 38.27	3.27	35	Julie M Calles	5539*5	9413147
1E+05	Meritus Run In Texas (63)	3/30/2016 14:23	ZJ2J4M7	Amelia Palomares	\$ 38.27	3.27	35	Amelia Palomares	5539*2	9413155
1E+05	Meritus Run In Texas (63)	3/30/2016 14:23	ZH2J4M7	Briana Palomares	\$ 38.27	3.27	35	Amelia Palomares	5539*2	9413155
1E+05	Meritus Run In Texas (63)	3/30/2016 14:23	ZG2J4M7	Guadalupe Palomares	\$ 22.30	2.3	20	Amelia Palomares	5539*2	9413155
1E+05	Meritus Run In Texas (63)	3/30/2016 14:37	YG2J4M7	Grayson Estes	\$ 22.30	2.3	20	Kari Estes	4342*0	9413176
1E+05	Meritus Run In Texas (63)	3/30/2016 14:37	YF2J4M7	Preston Estes	\$ 22.30	2.3	20	Kari Estes	4342*0	9413176
1E+05	Meritus Run In Texas (63)	3/30/2016 14:37	YD2J4M7	Kari Estes	\$ 38.27	3.27	35	Kari Estes	4342*0	9413176
1E+05	Meritus Run In Texas (63)	3/30/2016 15:09	W22J4M7	Norma Padilla	\$ 51.05	4.05	47	Norma Padilla	4610*4	9413232
1E+05	Meritus Run In Texas (63)	3/30/2016 15:28	TL2J4M7	Carlos Vasquez	\$ 38.27	3.27	35	Carlos Vasquez	5109*1	9413263
1E+05	Meritus Run In Texas (63)	3/30/2016 15:28	TK2J4M7	Benito Contreras	\$ 38.27	3.27	35	Carlos Vasquez	5109*1	9413263
1E+05	Meritus Run In Texas (63)	3/30/2016 16:21	Q02J4M7	Janie Flores	\$ 43.60	3.6	40	Janie Flores	4342*0	9413339
1E+05	Meritus Run In Texas (63)	3/30/2016 17:01	MH2J4M7	Christina Ramos	\$ 38.27	3.27	35	Christina Ramos	5466*4	9413396
1E+05	Meritus Run In Texas (63)	3/30/2016 17:07	LV2J4M7	Karissa Garcia	\$ 51.05	4.05	47	Karissa Garcia	5103*9	9413408
1E+05	Meritus Run In Texas (63)	3/30/2016 17:07	LT2J4M7	Karissa Garcia	\$ 51.05	4.05	47	Karissa Garcia	5103*9	9413408
1E+05	Meritus Run In Texas (63)	3/30/2016 18:25	F22J4M7	Joey Hernandez	\$ 22.30	2.3	20	Amelia Palomares	5539*2	9413540
1E+05	Meritus Run In Texas (63)	3/30/2016 18:25	F12J4M7	Alyssa Hernandez	\$ 38.27	3.27	35	Amelia Palomares	5539*2	9413540
1E+05	Meritus Run In Texas (63)	3/30/2016 18:25	F02J4M7	Belinda Escobar	\$ 38.27	3.27	35	Amelia Palomares	5539*2	9413540
1E+05	Meritus Run In Texas (63)	3/30/2016 18:56	BF2J4M7	Kim Castellanos	\$ 38.27	3.27	35	Iliana Kim Castellanos	5539*9	9413593
1E+05	Meritus Run In Texas (63)	3/30/2016 19:11	982J4M7	Apolonia Ramirez	\$ 38.27	3.27	35	Apolonia Ramirez	5152*2	9413621
1E+05	Meritus Run In Texas (63)	3/30/2016 19:11	972J4M7	Roel Ortiz	\$ 38.27	3.27	35	Apolonia Ramirez	5152*2	9413621
1E+05	Meritus Run In Texas (63)	3/30/2016 19:28	8F2J4M7	Zita De La Garza	\$ 56.38	4.38	52	Zita De La Garza	4444*5	9413637
1E+05	Meritus Run In Texas (63)	3/30/2016 19:44	7G2J4M7	Yvonne Villarreal	\$ 38.27	3.27	35	Yvonne Villarreal	4610*0	9413657
1E+05	Meritus Run In Texas (63)	3/30/2016 19:44	7F2J4M7	Debralee Garza	\$ 38.27	3.27	35	Yvonne Villarreal	4610*0	9413657
1E+05	Meritus Run In Texas (63)	3/30/2016 19:53	6V2J4M7	Kyra Hudson	\$ 43.60	3.6	40	Kyra Hudson	5588*8	9413668
1E+05	Meritus Run In Texas (63)	3/30/2016 19:53	6T2J4M7	Skye Hudson	\$ 22.30	2.3	20	Kyra Hudson	5588*8	9413668
1E+05	Meritus Run In Texas (63)	3/30/2016 20:02	692J4M7	Lisa Putnam	\$ 38.27	3.27	35	Lisa Putnam	4147*6	9413679
1E+05	Meritus Run In Texas (63)	3/30/2016 20:02	682J4M7	Lorna Putnam	\$ 38.27	3.27	35	Lisa Putnam	4147*6	9413679
1E+05	Meritus Run In Texas (63)	3/30/2016 20:57	2W2J4M7	NICOLAS RIVAS	\$ 38.27	3.27	35	Rebecca Rivas	4150*8	9413745

1E+05	Meritus Run In Texas (63)	3/31/2016 3:19	B82J3M7	Baylee Pelley	\$ 43.60	3.6	40	Diane Lee	4266*7	9414299
1E+05	Meritus Run In Texas (63)	3/31/2016 3:19	B92J3M7	Lawrence Lee	\$ 43.60	3.6	40	Diane Lee	4266*7	9414299
1E+05	Meritus Run In Texas (63)	3/31/2016 3:19	B72J3M7	John Flores	\$ 43.60	3.6	40	Diane Lee	4266*7	9414299
1E+05	Meritus Run In Texas (63)	3/31/2016 3:19	BB2J3M7	Diane Lee	\$ 43.60	3.6	40	Diane Lee	4266*7	9414299
1E+05	Meritus Run In Texas (63)	3/31/2016 3:20	B42J3M7	NANCY ESPINOZA	\$ 43.60	3.6	40	Kenya ivette perez salazar	4059*1	9414301
1E+05	Meritus Run In Texas (63)	3/31/2016 3:20	B32J3M7	MARIEL CALDERON	\$ 38.27	3.27	35	Kenya ivette perez salazar	4059*1	9414301
1E+05	Meritus Run In Texas (63)	3/31/2016 3:21	B22J3M7	Jennifer De La Rosa	\$ 38.27	3.27	35	Jennifer De La Rosa	5543*0	9414302
1E+05	Meritus Run In Texas (63)	3/31/2016 3:24	9W2J3M7	Hope Chuca	\$ 38.27	3.27	35	Hope Chuca	4147*4	9414307
1E+05	Meritus Run In Texas (63)	3/31/2016 3:30	9Q2J3M7	Cynthia Garza	\$ 38.27	3.27	35	Cynthia Garza	4610*6	9414312
1E+05	Meritus Run In Texas (63)	3/31/2016 3:30	9P2J3M7	Martin Mares	\$ 38.27	3.27	35	Cynthia Garza	4610*6	9414312
1E+05	Meritus Run In Texas (63)	3/31/2016 3:35	9G2J3M7	Dora Diaz	\$ 56.38	4.38	52	Dora Diaz	5424*8	9414317
1E+05	Meritus Run In Texas (63)	3/31/2016 3:39	992J3M7	Yvonne Zerda	\$ 43.60	3.6	40	Yvonne Zerda	4744*8	9414322
1E+05	Meritus Run In Texas (63)	3/31/2016 3:39	982J3M7	Daryl Hrbacek	\$ 43.60	3.6	40	Yvonne Zerda	4744*8	9414322
1E+05	Meritus Run In Texas (63)	3/31/2016 4:14	8B2J3M7	Roberto De la Garza	\$ 38.27	3.27	35	Roberto De la Garza	4610*2	9414343
1E+05	Meritus Run In Texas (63)	3/31/2016 4:15	892J3M7	Sylvia Gonzales	\$ 51.05	4.05	47	Sylvia Gonzales	4444*7	9414344
1E+05	Meritus Run In Texas (63)	3/31/2016 4:16	872J3M7	Mark Milum	\$ 43.60	3.6	40	Mark Milum	4417*3	9414346
1E+05	Meritus Run In Texas (63)	3/31/2016 4:16	862J3M7	Christina Milum	\$ 43.60	3.6	40	Mark Milum	4417*3	9414346
1E+05	Meritus Run In Texas (63)	3/31/2016 4:22	832J3M7	lucia gonzalez	\$ 38.27	3.27	35	Alfredo Ortiz Jr	4554*0	9414349
1E+05	Meritus Run In Texas (63)	3/31/2016 4:35	802J3M7	San Juanita ruiz	\$ 51.05	4.05	47	Jaime Ruiz ruiz	5539*5	9414352
1E+05	Meritus Run In Texas (63)	3/31/2016 4:43	7X2J3M7	Michelle Cantu	\$ 43.60	3.6	40	Michelle Cantu	4411*0	9414363
1E+05	Meritus Run In Texas (63)	3/31/2016 4:55	7C2J3M7	Jesus Hernandez	\$ 44.67	3.67	41	Zonia Mendez	4347*6	9414374
1E+05	Meritus Run In Texas (63)	3/31/2016 4:55	7B2J3M7	Zonia Mendez	\$ 38.27	3.27	35	Zonia Mendez	4347*6	9414374
1E+05	Meritus Run In Texas (63)	3/31/2016 6:09	6S2J3M7	David Arencibia	\$ 38.27	3.27	35	David Arencibia	5466*9	9414397
1E+05	Meritus Run In Texas (63)	3/31/2016 6:09	6R2J3M7	Mimi Arencibia	\$ 38.27	3.27	35	David Arencibia	5466*9	9414397
1E+05	Meritus Run In Texas (63)	3/31/2016 13:00	Z62J2M7	Brandy Green	\$ 38.27	3.27	35	Brandy Green	4313*4	9414530
1E+05	Meritus Run In Texas (63)	3/31/2016 13:00	Z52J2M7	Dylan Green	\$ 22.30	2.3	20	Brandy Green	4313*4	9414530
1E+05	Meritus Run In Texas (63)	3/31/2016 13:00	Z42J2M7	Tristan Green	\$ 22.30	2.3	20	Brandy Green	4313*4	9414530
1E+05	Meritus Run In Texas (63)	3/31/2016 13:00	Z32J2M7	Chris Green	\$ 38.27	3.27	35	Brandy Green	4313*4	9414530
1E+05	Meritus Run In Texas (63)	3/31/2016 13:31	VY2J2M7	Charisma Tucker	\$ 38.27	3.27	35	Charisma Tucker	4342*1	9414585
1E+05	Meritus Run In Texas (63)	3/31/2016 13:31	VX2J2M7	Nathan Wedemeyer	\$ 38.27	3.27	35	Charisma Tucker	4342*1	9414585
1E+05	Meritus Run In Texas (63)	3/31/2016 16:20	CQ2J2M7	Samantha Perez	\$ 38.27	3.27	35	Samantha Perez	5424*9	9414900
1E+05	Meritus Run In Texas (63)	3/31/2016 16:20	CN2J2M7	Sydney Payne	\$ 43.60	3.6	40	Sydney Payne	4342*2	9414902
1E+05	Meritus Run In Texas (63)	3/31/2016 16:20	CM2J2M7	Taylor Chamness	\$ 38.27	3.27	35	Sydney Payne	4342*2	9414902
1E+05	Meritus Run In Texas (63)	3/31/2016 16:26	CD2J2M7	chabeli weary	\$ 38.27	3.27	35	chabeli weary	4465*8	9414909
1E+05	Meritus Run In Texas (63)	3/31/2016 17:42	6F2J2M7	Adriana Pacheco	\$ 38.27	3.27	35	Adriana Pacheco	4342*7	9415017
1E+05	Meritus Run In Texas (63)	3/31/2016 17:46	6D2J2M7	Gabriel Ontiveros	\$ 44.67	3.67	41	Juan Ontiveros	4447*6	9415026
1E+05	Meritus Run In Texas (63)	3/31/2016 18:25	2W2J2M7	William Sullivan	\$ 38.27	3.27	35	William Sullivan	4147*6	9415087
1E+05	Meritus Run In Texas (63)	3/31/2016 18:25	2V2J2M7	Aislin Sullivan	\$ 38.27	3.27	35	William Sullivan	4147*6	9415087
1E+05	Meritus Run In Texas (63)	3/31/2016 18:50	0Z2J2M7	cristina cantu	\$ 38.27	3.27	35	cristina cantu	5275*1	9415129
1E+05	Meritus Run In Texas (63)	3/31/2016 19:49	WT2J1M7	Vicente Mendoza	\$ 51.05	4.05	47	Esthela Garcia	4147*8	9415216
1E+05	Meritus Run In Texas (63)	3/31/2016 19:49	WV2J1M7	Esthela Garcia	\$ 51.05	4.05	47	Esthela Garcia	4147*8	9415216

1E+05	Meritus Run In Texas (63)	4/8/2016 7:44	LG2JML7	Abdulmajid Mohammed	\$ 54.25	4.25	50	Abdulmajid Mohammed	4117*2	9423693
1E+05	Meritus Run In Texas (63)	4/8/2016 14:33	C42JML7	Jessica Pena	\$ 54.25	4.25	50	Juan Gaytan	5539*9	9423851
1E+05	Meritus Run In Texas (63)	4/8/2016 17:31	1K2JML7	christina Wright	\$ 48.92	3.92	45	christina Wright	4755*8	9424030
1E+05	Meritus Run In Texas (63)	4/8/2016 19:20	VJ2JLL7	Jose Cepeda	\$ 54.25	4.25	50	Jose Cepeda	4670*3	9424140
1E+05	Meritus Run In Texas (63)	4/8/2016 19:20	VH2JLL7	Elisa Gonzalez	\$ 48.92	3.92	45	Jose Cepeda	4670*3	9424140
1E+05	Meritus Run In Texas (63)	4/9/2016 0:27	GD2JLL7	aurora flores	\$ 54.25	4.25	50	aurora flores	4342*9	9424382
1E+05	Meritus Run In Texas (63)	4/9/2016 14:53	2F2JLL7	norma hinojosa	\$ 54.25	4.25	50	norma hinojosa	4670*5	9424634
1E+05	Meritus Run In Texas (63)	4/9/2016 17:00	XF2JKL7	Samuel Lopez	\$ 48.92	3.92	45	Samuel Lopez	4663*6	9424725
1E+05	Meritus Run In Texas (63)	4/11/2016 2:48	DP2JL7	Camilo Gonzales	\$ 48.92	3.92	45	Beatriz Gonzales	4670*2	9425702
1E+05	Meritus Run In Texas (63)	4/11/2016 2:48	DN2JL7	Beatriz Gonzales	\$ 48.92	3.92	45	Beatriz Gonzales	4670*2	9425702
1E+05	Meritus Run In Texas (63)	4/11/2016 2:49	DM2JL7	Ilian Rodriguez Gonzalez	\$ 54.25	4.25	50	Ilian Rodriguez	5109*2	9425703
1E+05	Meritus Run In Texas (63)	4/11/2016 3:03	DF2JL7	Christian Loewe	\$ 48.92	3.92	45	Jennifer Loewe	4694*7	9425707
1E+05	Meritus Run In Texas (63)	4/11/2016 5:15	9P2JL7	Gabriela Sosa	\$ 54.25	4.25	50	Gabriela Sosa	4266*5	9425756
1E+05	Meritus Run In Texas (63)	4/11/2016 13:03	762JL7	Marissa De La Rosa	\$ 48.92	3.92	45	Marissa De La Rosa	4347*3	9425817
1E+05	Meritus Run In Texas (63)	4/11/2016 13:10	6W2JL7	Nina Spofford	\$ 48.92	3.92	45	Nina Spofford	5144*3	9425823
1E+05	Meritus Run In Texas (63)	4/11/2016 15:29	ZK2JHL7	Erin Mikrut	\$ 54.25	4.25	50	Erin Mikrut	5275*0	9425953
1E+05	Meritus Run In Texas (63)	4/11/2016 15:55	Y22JHL7	Cathy Muniz	\$ 54.25	4.25	50	Cathy Muniz	4147*5	9425979
1E+05	Meritus Run In Texas (63)	4/11/2016 16:14	X52JHL7	Kristina Moran	\$ 48.92	3.92	45	Kristina Moran	4144*1	9425994
1E+05	Meritus Run In Texas (63)	4/11/2016 19:51	H92JHL7	Jaime Arredondo jr	\$ 48.92	3.92	45	Jaime Arredondo jr	5107*9	9426197
1E+05	Meritus Run In Texas (63)	4/11/2016 21:02	BN2JHL7	Michelle Tafolla	\$ 48.92	3.92	45	Michelle Tafolla	5152*2	9426262
1E+05	Meritus Run In Texas (63)	4/12/2016 0:19	3F2JHL7	Javier Zavala	\$ 54.25	4.25	50	Javier Zavala	4931*2	9426381
1E+05	Meritus Run In Texas (63)	4/12/2016 0:19	3D2JHL7	Betty Ortega	\$ 48.92	3.92	45	Javier Zavala	4931*2	9426381
1E+05	Meritus Run In Texas (63)	4/12/2016 2:20	XC2JGL7	Karis Pena	\$ 54.25	4.25	50	Karis Pena	4670*9	9426510
1E+05	Meritus Run In Texas (63)	4/12/2016 2:20	XB2JGL7	Eduardo Pena	\$ 54.25	4.25	50	Karis Pena	4670*9	9426510
1E+05	Meritus Run In Texas (63)	4/12/2016 3:22	TZ2JGL7	toni woods	\$ 61.70	4.7	57	toni woods	4147*6	9426557
1E+05	Meritus Run In Texas (63)	4/12/2016 13:32	LH2JGL7	Sylvia Uriegad	\$ 54.25	4.25	50	Sylvia Uriegas	4670*8	9426705
1E+05	Meritus Run In Texas (63)	4/12/2016 15:53	BJ2JGL7	Rob Estes	\$ 22.30	2.3	20	Kari Estes	4342*0	9426836
1E+05	Meritus Run In Texas (63)	4/12/2016 16:02	9Z2JGL7	Martha Lopez	\$ 48.92	3.92	45	Martha Lopez	5239*4	9426843
1E+05	Meritus Run In Texas (63)	4/12/2016 22:11	NT2JFL7	JoDee Nelson	\$ 75.55	5.55	70	JoDee Nelson	4147*7	9427208
1E+05	Meritus Run In Texas (63)	4/12/2016 22:11	NS2JFL7	Cheryl Valtelhas	\$ 48.92	3.92	45	JoDee Nelson	4147*7	9427208
1E+05	Meritus Run In Texas (63)	4/12/2016 23:22	KS2JFL7	Nora Alvarez	\$ 48.92	3.92	45	Nora Alvarez	4670*8	9427273
1E+05	Meritus Run In Texas (63)	4/12/2016 23:22	KT2JFL7	Berenice Contreras	\$ 48.92	3.92	45	Nora Alvarez	4670*8	9427273
1E+05	Meritus Run In Texas (63)	4/13/2016 1:43	BZ2JFL7	Maddox Tristan	\$ 22.30	2.3	20	Steven Tristan	5107*4	9427410
1E+05	Meritus Run In Texas (63)	4/13/2016 2:51	8R2JFL7	Angela Hernandez	\$ 48.92	3.92	45	Angela Hernandez	4744*3	9427454
1E+05	Meritus Run In Texas (63)	4/13/2016 3:36	7J2JFL7	Yesenia Garcia	\$ 48.92	3.92	45	Yesenia Garcia	4266*8	9427479
1E+05	Meritus Run In Texas (63)	4/13/2016 16:46	PH2JDL7	Ismael Chavez	\$ 54.25	4.25	50	Ismael Chavez	4147*5	9427851
1E+05	Meritus Run In Texas (63)	4/13/2016 21:40	792JDL7	Briana Gutierrez	\$ 48.92	3.92	45	Briana Gutierrez	5430*2	9428103
1E+05	Meritus Run In Texas (63)	4/13/2016 22:54	4Y2JDL7	Jenni Gribble	\$ 54.25	4.25	50	Jennifer P Gribble	4147*1	9428144
1E+05	Meritus Run In Texas (63)	4/14/2016 1:42	ZP2JCL7	Pamela Alexander	\$ 48.92	3.92	45	Pamela Alexander	4342*9	9428251
1E+05	Meritus Run In Texas (63)	4/14/2016 1:42	ZN2JCL7	Efrain Molina Jr.	\$ 48.92	3.92	45	Pamela Alexander	4342*9	9428251
1E+05	Meritus Run In Texas (63)	4/14/2016 14:53	GT2JCL7	Luis Guerra	\$ 48.92	3.92	45	Luis Guerra	4631*0	9428555

1E+05	Meritus Run In Texas (63)	4/19/2016 16:25	FX2J4L7	IRENE PINA	\$ 59.58	4.58	55	IRENE PINA	5275*4	9432605
1E+05	Meritus Run In Texas (63)	4/19/2016 17:14	C42J4L7	Melissa Dawson	\$ 54.25	4.25	50	Melissa Dawson	5510*1	9432658
1E+05	Meritus Run In Texas (63)	4/19/2016 19:09	3V2J4L7	Jennifer Segura	\$ 54.25	4.25	50	Jennifer Segura	4204*9	9432789
1E+05	Meritus Run In Texas (63)	4/19/2016 19:35	2J2J4L7	Griselda Gallegos	\$ 55.32	4.32	51	Griselda Gallegos	4147*0	9432821
1E+05	Meritus Run In Texas (63)	4/19/2016 23:11	P72J3L7	Melissa Crider	\$ 54.25	4.25	50	Melissa Crider	5438*4	9433017
1E+05	Meritus Run In Texas (63)	4/19/2016 23:11	P62J3L7	Timothy Hilton	\$ 59.58	4.58	55	Melissa Crider	5438*4	9433017
1E+05	Meritus Run In Texas (63)	4/21/2016 2:43	QJ2J1L7	Jorge Puig	\$ 59.57	4.57	55	Juan E. Martinez	4178*1	9434213
1E+05	Meritus Run In Texas (63)	4/21/2016 3:44	N82J1L7	Angelica Perez	\$ 59.58	4.58	55	Angelica Perez	4631*6	9434265
1E+05	Meritus Run In Texas (63)	4/21/2016 3:44	N72J1L7	Willie Perez	\$ 59.58	4.58	55	Angelica Perez	4631*6	9434265
1E+05	Meritus Run In Texas (63)	4/21/2016 3:44	N62J1L7	Dante Perez	\$ 59.58	4.58	55	Angelica Perez	4631*6	9434265
1E+05	Meritus Run In Texas (63)	4/21/2016 3:44	N52J1L7	Debbie Gomez	\$ 59.58	4.58	55	Angelica Perez	4631*6	9434265
1E+05	Meritus Run In Texas (63)	4/21/2016 18:37	S42J0L7	Kristi Eschberger	\$ 59.58	4.58	55	Kristi Eschberger	5466*6	9434749
1E+05	Meritus Run In Texas (63)	4/21/2016 20:02	JT2J0L7	RICARDO RAMIREZ	\$ 64.90	4.9	60	RICARDO RAMIREZ	4856*2	9434849
1E+05	Meritus Run In Texas (63)	4/21/2016 21:11	F62J0L7	David Gonzales	\$ 64.90	4.9	60	David Gonzales	4229*7	9434907
1E+05	Meritus Run In Texas (63)	4/21/2016 21:11	F52J0L7	Melinda Weaver	\$ 64.90	4.9	60	David Gonzales	4229*7	9434907
1E+05	Meritus Run In Texas (63)	4/21/2016 21:17	DZ2J0L7	Ram Hernandez	\$ 59.58	4.58	55	Mayra Quintanilla	4342*4	9434908
1E+05	Meritus Run In Texas (63)	4/21/2016 22:36	9N2J0L7	Jose Garza	\$ 59.58	4.58	55	Jose Garza	4670*0	9434965
1E+05	Meritus Run In Texas (63)	4/22/2016 3:24	Y72JZK7	Jeffrey George	\$ 59.58	4.58	55	Jeffrey George	4670*5	9435177
1E+05	Meritus Run In Texas (63)	4/22/2016 14:57	J52JZK7	Damaris Morales	\$ 54.25	4.25	50	Damaris Morales	5311*8	9435413
1E+05	Meritus Run In Texas (63)	4/22/2016 16:29	B82JZK7	Nancy Irvine	\$ 59.58	4.58	55	Nancy Irvine	4411*0	9435530
1E+05	Meritus Run In Texas (63)	4/22/2016 16:50	8Z2JZK7	Tiffany Alaniz	\$ 59.58	4.58	55	Tiffany Alaniz	4670*7	9435559
1E+05	Meritus Run In Texas (63)	4/22/2016 20:51	R32JYK7	CHERIE FURBAY	\$ 59.58	4.58	55	Cherie Furbay	4003*0	9435835
1E+05	Meritus Run In Texas (63)	4/22/2016 20:51	R22JYK7	Amber Vaughn	\$ 59.58	4.58	55	Cherie Furbay	4003*0	9435835
1E+05	Meritus Run In Texas (63)	4/22/2016 21:35	NQ2JYK7	Rashad Sierra	\$ 64.90	4.9	60	Rashad Sierra	4266*8	9435880
1E+05	Meritus Run In Texas (63)	4/23/2016 3:15	B22JYK7	Richard martinez	\$ 64.90	4.9	60	Richard martinez	5178*5	9436074
1E+05	Meritus Run In Texas (63)	4/23/2016 4:48	8J2JYK7	Marla Castro	\$ 59.58	4.58	55	Myra Gonzalez	4631*3	9436108
1E+05	Meritus Run In Texas (63)	4/23/2016 4:48	8K2JYK7	Myra Gonzalez	\$ 59.58	4.58	55	Myra Gonzalez	4631*3	9436108
1E+05	Meritus Run In Texas (63)	4/23/2016 20:24	QP2JXK7	Jacob Garza	\$ 64.90	4.9	60	Jacob Garza	4719*6	9436359
1E+05	Meritus Run In Texas (63)	4/23/2016 23:47	LW2JXK7	Letty Lopez	\$ 54.25	4.25	50	Letty Lopez	4670*3	9436439
1E+05	Meritus Run In Texas (63)	4/24/2016 1:06	KC2JXK7	Michelle Mendoza	\$ 59.58	4.58	55	Michelle Mendoza	5178*1	9436470
1E+05	Meritus Run In Texas (63)	4/24/2016 1:41	JQ2JXK7	Imelda Loo	\$ 64.90	4.9	60	Jacob Garza	4719*6	9436486
1E+05	Meritus Run In Texas (63)	4/24/2016 4:11	G62JXK7	Renee Goodson	\$ 59.58	4.58	55	Renee Goodson	4147*3	9436546
1E+05	Meritus Run In Texas (63)	4/24/2016 4:20	G22JXK7	Obed Estrada	\$ 64.91	4.91	60	Obed Estrada	4610*7	9436547
1E+05	Meritus Run In Texas (63)	4/24/2016 14:52	902JXK7	Lucia Regalado	\$ 64.90	4.9	60	Lucia Regalado	5103*6	9436653
1E+05	Meritus Run In Texas (63)	4/24/2016 15:51	822JXK7	Paloma Salinas	\$ 59.58	4.58	55	Paloma Salinas	5491*1	9436676
1E+05	Meritus Run In Texas (63)	4/24/2016 16:00	7Z2JXK7	Alma Sanchez	\$ 59.58	4.58	55	Alma Sanchez	4670*8	9436679
1E+05	Meritus Run In Texas (63)	4/24/2016 17:08	652JXK7	Paula Galvan	\$ 59.58	4.58	55	Paula Galvan	4670*4	9436719
1E+05	Meritus Run In Texas (63)	4/24/2016 22:30	YJ2JWK7	Maritza Lara	\$ 59.57	4.57	55	Maritza Lara	4266*6	9436869
1E+05	Meritus Run In Texas (63)	4/25/2016 0:53	SL2JWK7	VERONICA CASTRO	\$ 59.58	4.58	55	VERONICA CASTRO	5152*1	9436971
1E+05	Meritus Run In Texas (63)	4/25/2016 0:53	SK2JWK7	Mireya Q. Milian	\$ 59.58	4.58	55	VERONICA CASTRO	5152*1	9436971
1E+05	Meritus Run In Texas (63)	4/25/2016 0:53	SJ2JWK7	Carmen Quintanilla	\$ 59.58	4.58	55	VERONICA CASTRO	5152*1	9436971

1E+05	Meritus Run In Texas (63)	4/28/2016 2:37	MH2JQK7	Angelina Lopez	\$ 59.58	4.58	55	Angelina Lopez	4342*2	9439791
1E+05	Meritus Run In Texas (63)	4/28/2016 13:17	CM2JQK7	Priscilla Cruz	\$ 22.30	2.3	20	Priscilla Cruz	4744*0	9439938
1E+05	Meritus Run In Texas (63)	4/28/2016 13:17	CL2JQK7	Danyssa Cruz	\$ 22.30	2.3	20	Priscilla Cruz	4744*0	9439938
1E+05	Meritus Run In Texas (63)	4/28/2016 13:17	CK2JQK7	Gracie Gutierrez	\$ 22.30	2.3	20	Priscilla Cruz	4744*0	9439938
1E+05	Meritus Run In Texas (63)	4/28/2016 15:08	272JQK7	Jeannette Medellin	\$ 59.58	4.58	55	Jeannette Medellin	4631*9	9440084
1E+05	Meritus Run In Texas (63)	4/28/2016 15:08	262JQK7	James Sander	\$ 59.58	4.58	55	Jeannette Medellin	4631*9	9440084
1E+05	Meritus Run In Texas (63)	4/28/2016 17:14	QV2JPK7	Vanessa Garza-Flores	\$ 64.90	4.9	60	Vanessa Garza-Flores	5371*4	9440257
1E+05	Meritus Run In Texas (63)	4/28/2016 18:55	HJ2JPK7	Jennifer Yoder	\$ 59.58	4.58	55	Jennifer Yoder	4229*9	9440366
1E+05	Meritus Run In Texas (63)	4/28/2016 18:55	HH2JPK7	Sigi Flores	\$ 59.58	4.58	55	Jennifer Yoder	4229*9	9440366
1E+05	Meritus Run In Texas (63)	4/28/2016 19:08	GC2JPK7	Blanca Villalobos	\$ 59.58	4.58	55	Blanca Villalobos	5524*5	9440379
1E+05	Meritus Run In Texas (63)	4/28/2016 20:17	9Z2JPK7	Fidel Villasenor	\$ 59.58	4.58	55	Fidel Villasenor	4144*9	9440463
1E+05	Meritus Run In Texas (63)	4/28/2016 21:58	402JPK7	Joel Luevano	\$ 16.97	1.97	15	mayra rubio	4744*8	9440573
1E+05	Meritus Run In Texas (63)	4/29/2016 2:00	QR2JNK7	Diana Valdez	\$ 64.90	4.9	60	Mercedes Valdez	5178*2	9440788
1E+05	Meritus Run In Texas (63)	4/29/2016 2:00	QQ2JNK7	Suzy Luera	\$ 59.58	4.58	55	Mercedes Valdez	5178*2	9440788
1E+05	Meritus Run In Texas (63)	4/29/2016 3:00	MW2JNK7	William Corbit	\$ 59.58	4.58	55	William Corbit	4701*3	9440845
1E+05	Meritus Run In Texas (63)	4/29/2016 3:03	MR2JNK7	Matthew Mueller	\$ 59.58	4.58	55	Matthew Mueller	5275*6	9440849
1E+05	Meritus Run In Texas (63)	4/29/2016 3:24	LW2JNK7	Karen Elizondo	\$ 59.58	4.58	55	Luis Guerra	5178*9	9440866
1E+05	Meritus Run In Texas (63)	4/29/2016 3:54	L82JNK7	Ruben Hernandez	\$ 59.58	4.58	55	Ruben Hernandez	4465*9	9440880
1E+05	Meritus Run In Texas (63)	4/29/2016 4:34	KL2JNK7	Amy Leal	\$ 22.30	2.3	20	Juan Leal	4342*4	9440893
1E+05	Meritus Run In Texas (63)	4/29/2016 5:31	K02JNK7	Mikaela Hernandez	\$ 22.30	2.3	20	Rafael Hernandez	5371*6	9440908
1E+05	Meritus Run In Texas (63)	4/29/2016 11:22	H42JNK7	Rebecca Raleigh	\$ 59.58	4.58	55	Rebecca Raleigh	4147*3	9440949
1E+05	Meritus Run In Texas (63)	4/29/2016 14:37	352JNK7	Rafael Curiel	\$ 64.90	4.9	60	Rafael Curiel	4744*5	9441177
1E+05	Meritus Run In Texas (63)	4/29/2016 20:17	242JMK7	Rosie Ruiz	\$ 59.58	4.58	55	ALMA SANCHEZ	5178*7	9441694
1E+05	Meritus Run In Texas (63)	4/29/2016 20:28	182JMK7	Derek French	\$ 59.58	4.58	55	Derek French	4444*8	9441711
1E+05	Meritus Run In Texas (63)	4/29/2016 20:38	0B2JMK7	Lorenzo Medina	\$ 59.58	4.58	55	Lorenzo Medina	4610*3	9441727
1E+05	Meritus Run In Texas (63)	4/29/2016 22:49	P22JLK7	Valerie Schoenmakers	\$ 59.58	4.58	55	Valerie Schoenmakers	4465*0	9441882
1E+05	Meritus Run In Texas (63)	4/30/2016 0:29	HL2JLK7	Bryan Farias	\$ 59.58	4.58	55	Bryan Farias	4144*5	9441995
1E+05	Meritus Run In Texas (63)	4/30/2016 1:56	CD2JLK7	Gabriela Casanova	\$ 64.90	4.9	60	Gabriela Casanova	4744*8	9442109
1E+05	Meritus Run In Texas (63)	4/30/2016 4:00	502JLK7	maria bernus	\$ 64.90	4.9	60	maria bernus	4670*1	9442236
1E+05	Meritus Run In Texas (63)	4/30/2016 4:00	4Z2JLK7	Gaby Segovia	\$ 64.90	4.9	60	maria bernus	4670*1	9442236
1E+05	Meritus Run In Texas (63)	4/30/2016 4:57	432JLK7	Ericka Vazquez	\$ 64.90	4.9	60	Ericka Vazquez	4266*7	9442257
1E+05	Meritus Run In Texas (63)	4/30/2016 17:26	NT2JKK7	Corey Hinojosa	\$ 59.58	4.58	55	Corey Hinojosa	4610*2	9442634
1E+05	Meritus Run In Texas (63)	4/30/2016 18:32	KS2JKK7	Tyler Hite	\$ 59.58	4.58	55	Deborah Thompson	5152*5	9442710
1E+05	Meritus Run In Texas (63)	4/30/2016 19:23	HB2JKK7	Caitlyn McBee	\$ 59.58	4.58	55	Caitlyn McBee	4147*0	9442777
1E+05	Meritus Run In Texas (63)	4/30/2016 20:13	F22JKK7	Robert Esquivel	\$ 59.58	4.58	55	Robert Esquivel	4670*1	9442832
1E+05	Meritus Run In Texas (63)	4/30/2016 20:21	DN2JKK7	Melissa Ochoa	\$ 64.90	4.9	60	Melissa Ochoa	4744*6	9442845
1E+05	Meritus Run In Texas (63)	4/30/2016 23:18	552JKK7	Cassie Delgado	\$ 59.58	4.58	55	Cassie Delgado	5490*0	9443049
1E+05	Meritus Run In Texas (63)	5/1/2016 0:26	2C2JKK7	Michael Bell	\$ 64.90	4.9	60	Diane Bell	5515*4	9443136
1E+05	Meritus Run In Texas (63)	5/1/2016 0:26	2B2JKK7	Diane Bell	\$ 64.90	4.9	60	Diane Bell	5515*4	9443136
1E+05	Meritus Run In Texas (63)	3/31/2016 1:14	MX2J3M7	Rebecca Cortez	\$ 22.30	2.3	20	Rebecca Cortez	4670*7	9414083
1E+05	Meritus Run In Texas (63)	3/31/2016 1:23	M12J3M7	Gisela Escobedo	\$ 22.30	2.3	20	Gisela Escobedo	5110*6	9414102

Shirts - Bike	987.25
DONATION SEA Turtle	1114
Meals for crew	616.15
Costco- Water/ Gatorade	166.63
T-posts for signage	75.67
Facebook Ads	262.53
	<u>15469.2</u>
<i>Profit</i>	<u><u>18034.8</u></u>

Ice	75
Footworks Vols	50
Footworks Vols	50
Police	150
Photographer	500
Police	150
EMT	120
Insurance	235
Awards	881.81
SEA TURTLE (donation)	1114
Printing /posters	364.17
Printing/rack cards	308.51
Printing/ rack cards	191.71
Hotel	1717.5
Shirts- Run	7453.23
Shirts - Bike	987.25
Meals for crew	616.15
Costco- Water/ Gatorade	166.63
T-posts for signage	75.67
Facebook Ads	262.53
<b>TOTAL EXPENSES</b>	<b><u>15469.16</u></b>

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

**MEETING DATE:** May 24, 2016  
**NAME & TITLE:** Keith Arnold, CVB Director  
**DEPARTMENT:** South Padre Island Convention & Visitors Bureau

**ITEM**

Presentation of post report for Splash Event.

**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:** May 24, 2016

**NAME & TITLE:** Keith Arnold, CVB Director

**DEPARTMENT:** South Padre Island Convention & Visitors Bureau

**ITEM**

Presentation of post report for the Beach-N-Biker Event.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Approved by Legal:                YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

POST EVENT REPORT FORM HOTEL  
OCCUPANCY TAX FUNDING

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Post Event Report Form

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Date: 5/16/16

*Organization Information*

Name of Organization:  Magic Valley Riders MC LLC

Address:  PO Box 530823

City,State,Zip:  Harlingen TX 78553

Contact Name: Dianna Reed and Troy Allen Contact Phone Number: 956-821-5565

Contact Cell Phone Number: 956-605-6598

*Event Information*

Name of Event or Project:  Beach N Biker Fest

Date of Event or Project: April 15-17, 2016

Primary Location of Event or Project: South Padre Island Convention Center

Amount Requested: \$ 50,000.00

Amount Received: \$ 50,000.00

How were the tax funds used:(attach list of hotel tax funded expenses and receipts showing payment)

\$35,000.00 – Out of Market Advertising - See attached receipts

\$15,000.00 – Use of Convention Center and Staff

How many years have you held this Event or Program : 13 years

### **Event Funding Information**

1. Actual percentage of funded event costs covered by hotel occupancy tax: 25%
  2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): 100%
  3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): 100%
  4. If staff costs were covered, estimate of actual hours staff spent on funded event: \_\_\_\_\_
  5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used? Admission was charged for the event. Net Profit is estimated to be \$49,000.00 as of April 30,2016 .  
We withhold \$50,000.00 to fund next year's event and the rest is give out to area charities. Charities include but not limited to: STARS Scholarship Fund and Teach The Children.
- 
6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

### **Event Attendance Information**

1. How many people did you predict would attend this event? (number submitted in application for hotel occupancy tax funds): 7500
2. What would you estimate as the actual attendance at the event?: 8500
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 750
4. How many room nights do you estimate were actually generated by attendees of this event? 869
5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this Event?

This Year 869  
Last Year 374  
Two Years Ago 810  
Three Years Ago 323



5. Please attach samples of documents showing how \_\_\_\_\_. South Padre Island was recognized in your advertising/promotional campaign
  
6. Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.
  
7. Please note any other success indicators of your event: There were many bikes all over the island at hotels, bars, restaurants, gas stations, etc. The business owners we talked to were quite happy with the entire weekend. Our attendance was up considerably from the past couple of years. Our alcohol sales were greater this year than any other year before. Our Facebook reach on April 16 was 122,376.

***Sporting Related Events***

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? \_\_\_\_\_
  
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? \_\_\_\_\_
  
3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel within the city or its vicinity?

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***Additional Event Information***

What \_\_\_\_\_ South Padre Island businesses did you utilize for food, supplies, materials, printing, etc?

Beach N Biker Fest sponsored 2 staff dinners (D’Pizza Joint and Liam’s Steakhouse). We purchased gas for golf carts and breakfast items from Stripes Convenience Store. We used The Inn at South Padre and the Holiday Inn for our Staff housing. (Special thanks to Pam at the Inn for all her help with our event throughout the year.) We gave a vendor booth to the Friends of Animal rescue organization.

**Please Submit no later than (insert deadline) to:**

---

(fill in name, contact person, and address of your city or entity overseeing use of hotel tax)

9:17 PM

05/17/16

Accrual Basis

**Magic Valley Riders M/C, INC.**  
**Profit & Loss**  
June 2015 through April 2016

	<u>Jun '15 - Apr 16</u>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
47200 · BNB Income	
47220 · Car Show Registration	2,095.00
47230 · Vendor Income	
Credit Card Processing Fee	87.90
Electricity	150.00
Extra Table	15.00
Extra Vendor Wrist Bands	330.00
Insurance	400.00
47230 · Vendor Income - Other	25,225.00
<b>Total 47230 · Vendor Income</b>	<u>26,207.90</u>
47240 · Registration Income	68,331.57
47250 · Sponsorship Income	59,350.00
47260 · Food & Beverage Ticket Income	47,225.00
47270 · Tee Shirt Sales	7,717.00
47280 · Poker Run	255.00
<b>Total 47200 · BNB Income</b>	<u>211,181.47</u>
<b>Total Income</b>	<u>211,181.47</u>
<b>Gross Profit</b>	211,181.47
<b>Expense</b>	
60300 · Awards and Grants	
60320 · Cash Awards and Grants	9,000.00
60330 · Noncash Awards and Grants	20.00
<b>Total 60300 · Awards and Grants</b>	<u>9,020.00</u>
60500 · BNB Expenses	
60510 · Entertainment	23,074.81
60512 · Wrist Bands	548.80
60515 · Security	10,457.66
60516 · Poker Run	181.00
60520 · Advertising	58,447.05
60522 · Hospitality	985.00
60525 · Storage Unit	2,062.60
60530 · Merchandise	5,735.91
60535 · Office Supplies	364.32
60540 · Uniforms	625.96
60545 · Credit Card Expense	3,197.09
60550 · Housing	716.80
60555 · Portable Toilets & Fencing	7,335.85
60560 · Food Ticket Payout	11,587.00
60565 · Golf Cart Expense	3,405.44
60575 · Cell Phone Expense Coordinators	1,925.43
60580 · Petty Cash	551.51
60581 · Trophie Expense	726.68
60585 · General Supplies	463.07
60590 · Beverage Expense	11,165.57
60600 · BNB Expenses - Other	5,649.00
<b>Total 60500 · BNB Expenses</b>	<u>149,206.55</u>
62100 · Contract Services	
62150 · Outside Contract Services	198.00
<b>Total 62100 · Contract Services</b>	<u>198.00</u>
65000 · Operations	
65010 · Books, Subscriptions, Reference	43.29
65020 · Postage, Mailing Service	9.80
65060 · Sponsorships	24.46
<b>Total 65000 · Operations</b>	<u>77.55</u>
65100 · Other Types of Expenses	
65115 · Bank Charges	25.00

9:17 AM  
05/17/16  
Accrual Basis

**Magic Valley Riders M/C, INC.**  
**Profit & Loss**  
June 2015 through April 2016

	<u>Jun '15 - Apr 16</u>
Total 65100 · Other Types of Expenses	25.00
65125 · Donations / Contributions	3,040.42
68300 · Travel and Meetings	
68450 · Meals	59.72
Total 68300 · Travel and Meetings	<u>59.72</u>
Total Expense	<u>161,627.24</u>
Net Ordinary Income	<u>49,554.23</u>
Net Income	<u><u>49,554.23</u></u>

# the atkins group

## Invoice

The Atkins Group  
501 Soledad Street  
San Antonio, TX 78205

Beach N BikerFest  
Dianne Reed  
P.O. Box 530823  
Harlingen, TX 78553

Invoice #            INV-8633  
Invoice Date        2/29/2016  
Due Date            3/30/2016  
Terms                Net 30

Project              15-BNB-1587 - FY 16 Media Research/Planning/Placement  
AE                    Jayme LeGros

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Beach N BikerFest

### Insertion Orders

Vendor	Ad#/Caption	Insertion Date	Total Cost
Thunder Press	Thunder Press March Issue FP4C	2/10/2016	850.00
Insertion Order Subtotal:			\$850.00

12.5% Commission

	\$850.00
	\$121.47
Invoice Total	\$971.47
Amount Due	\$971.47

me 101-114

# Invoice

**KEM Texas, Ltd**  
**PO Box 461406**  
**San Antonio, TX 78246-1406**  
 Voice: 210-737-3000  
 Fax: 210-737-3009

Invoice Number:  
 P4-1603519

Invoice Date:  
 3/28/16

Page:  
 1

**Sold To:**  
**The Atkins Group/South Padre Island Con**  
**501 Soledad**  
**San Antonio, TX 78205**

Customer ID: BB-The Atkins

4 - Week Period Beginning: 3/28/16

Customer PO	Payment Terms	Sales Rep ID	Due Date
	Net 20 Days		4/17/16

Job ID	Description	Amount
1380-R	Billboard Lease Client: South Padre Island Convention and Visitor's Order Number: 336-3 Job #: 15-SPI-1271 Mathis, TX: West Side IH 37, 105' West of Lamar	550.00
1380-R	Right Read 1/4/16-4/10/16	

Check/Credit Memo No:

Subtotal	550.00
Sales Tax	
Total Invoice Amount	550.00
Payment/Credit Applied	
<b>TOTAL</b>	<b>550.00</b>

Rec- 4/13/16

# Invoice

**KEM Texas, Ltd**  
**PO Box 461406**  
**San Antonio, TX 78246-1406**  
Voice: 210-737-3000  
Fax: 210-737-3009

Invoice Number:  
P3-1602185

Invoice Date:  
2/29/16

Page:  
1

**Sold To:**

**The Atkins Group/South Padre Island Con**  
**501 Soledad**  
**San Antonio, TX 78205**

Customer ID: BB-The Atkins

4 - Week Period Beginning: 2/29/16

Customer PO	Payment Terms	Sales Rep ID	Due Date
	Net 20 Days		3/20/16

Job ID	Description	Amount
1380-R	Billboard Lease Client: South Padre Island Convention and Visitor's Order Number: 336-3 Job #: 15-SPI-1271 Mathis, TX: West Side IH 37, 105' West of Lamar Right Read	1,100.00
1380-R	1/4/16 - 4/10/16	

Subtotal	1,100.00
Sales Tax	
Total Invoice Amount	1,100.00
Payment/Credit Applied	
<b>TOTAL</b>	<b>1,100.00</b>

Check/Credit Memo No:

# the atkins group

## Invoice

The Atkins Group  
501 Soledad Street  
San Antonio, TX 78205

Beach N BikerFest  
Dianne Reed  
P.O. Box 530823  
Harlingen, TX 78553

Invoice # INV-8099  
Invoice Date 12/14/2015  
Due Date 1/13/2016  
Terms Net 30

Project 15-BNB-1587 - FY 16 Media Research/Planning/Placement  
AE Jayme LeGros

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### FY 16 Media Research/Planning/Placement

#### Insertion Orders

Vendor	Ad#/Caption	Insertion Date	Total Cost
Lets-Ride.com	Serve 72,000 Impressions to TX, NM, LA, OK, AK - 12/28 - 4/17	12/1/2015	254.00
KEM Advertising	KEM Ad Production	11/13/2015	596.00
Insertion Order Subtotal:			\$850.00
			<hr/>
			\$850.00
12.5% Commission			\$121.47
			<hr/>
Invoice Total			\$971.47
Amount Due			\$971.47

# the atkins group

## Invoice

The Atkins Group  
501 Soledad Street  
San Antonio, TX 78205

Beach N BikerFest  
Dianne Reed  
P.O. Box 530823  
Harlingen, TX 78553

Invoice #            INV-9203  
Invoice Date        4/30/2016  
Due Date            5/30/2016  
Terms                Net 30

Project              15-BNB-1587 - FY 16 Media Research/Planning/Placement  
AE                    Jayme LeGros

BNB Media

### Insertion Orders

Vendor	Ad#/Caption	Insertion Date	Total Cost
KEM Advertising	KEM Ad Permanent Bulletin 1/4-4/10	1/4/2016	550.00
KEM Advertising	KEM Ad Permanent Bulletin 1/4-4/10	1/4/2016	1,100.00
Insertion Order Subtotal:			\$1,650.00

\$1,650.00

12.5% Commission

\$235.79

Invoice Total        \$1,885.79

Amount Due         \$1,885.79



# MADWORKS LLC

5111 NORTH 10th Street #363  
McALLEN, TEXAS 78504

956-279-6324  
madworks48@aol.com



Invoice

Bill To:

Beach-n-Bikerfest

Date	Invoice No.	P.O. Number	Terms	Project
04/30/16	2184			

Item	Description	Quantity	Rate	Amount
KRGV	KRGV TV Schedule plus free schedule		2,000.00	2,000.00
KURV	KURV Radio Advertising		1,500.00	1,500.00
KURV	KURV Radio Advertising-KBUC		500.00	500.00
KTEX	KTEX Radio Advertising		5,012.00	5,012.00
Entravision	94.5 - 99.5		3,000.00	3,000.00
Lamar	Lamar Outdoor Advertising=digital boards		1,200.00	1,200.00
Miscellaneous	Production at Channel five		100.00	100.00
Miscellaneous	Enrique Leal footage		150.00	150.00
<i>It's been a pleasure working with you!</i>			<b>Total</b>	<b>\$13,462.00</b>



2805 S. Texas Blvd.  
Weslaco, TX 78596  
(800)975-6403  
austinp@theadspexperience.com

# AdSpexperience.

**BILL TO**  
Donna Shawhan  
Mad Works  
Beach and Biker Fest

**INVOICE #** 1440  
**DATE** 05/03/2016  
**DUE DATE** 06/02/2016  
**TERMS** Net 30

ACTIVITY	QUANTIT Y	RATE	AMOUNT
<b>Facebook Advertising spend</b> Amount spent on actual facebook ad placement for Beach and Biker Fest	1	999.96	999.96
<b>Google Advertising Spend</b> Amount spent on actual Google ad placement.	1	2,791.57	2,791.57
<b>Adsperience Mgt. Fee</b>	1	399.00	399.00
<b>BALANCE DUE</b>			<b>\$4,190.53</b>



13<sup>TH</sup> ANNUAL

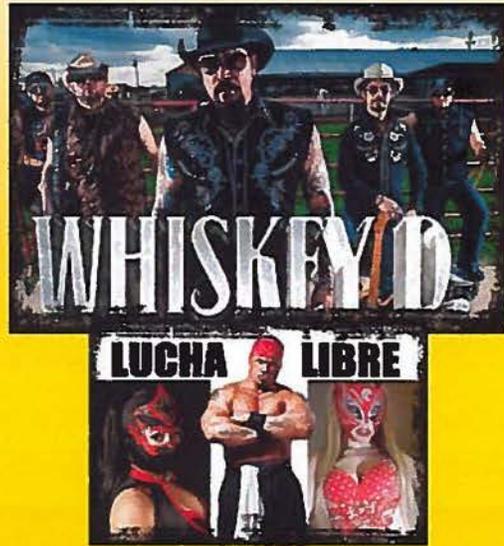
# BEACH N BIKER FEST

SOUTH PADRE ISLAND, TX  
**APRIL 15-16-17, 2016**

**Poker Run ★ Vendors ★ Biker Events ★ Food**

**FRIDAY NIGHT  
TEJANO NIGHT**

**SATURDAY NIGHT**



Beach N Biker Fest Presents

## CRUISE ON THE COAST

CAR & BIKE SHOW  
**SATURDAY & SUNDAY**



FOR MORE INFORMATION:

[www.beachnbikerfest.com](http://www.beachnbikerfest.com)

Rally  
 Tickets  
**\$25**  
 ONLINE

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

**MEETING DATE:** May 24, 2016

**NAME & TITLE:** Keith Arnold, CVB Director

**DEPARTMENT:** South Padre Island Convention & Visitors Bureau

**ITEM**

Presentation of post report for the National Tropical Weather Conference.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Approved by Legal:                YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

**POST EVENT REPORT FORM  
HOTEL OCCUPANCY TAX FUNDING**

**Post Event Report Form**

**Date:** May 15, 2016

**Organization Information**

**Name of Organization:** Urban Science Initiative Inc.

**Address:** 19118 Nature Oaks

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

**Contact Name:** Alex Garcia      **Contact Phone Number:** 210-508-4454

**Contact Cell Phone Number:** same

**Event Information**

**Name of Event or Project:** National Tropical Weather Conference

**Date of Event or Project:** 4/13-16/16

**Primary Location of Event or Project:** Hilton Garden Inn SPI

**Amount Requested:** \$ 15,000

**Amount Received:** \$ 15,000

**How were the tax funds used: (attach list of hotel tax funded expenses and receipts showing payment)**  
Hilton Garden Inn - room block. Transportation - South Padre Limo Osprey Cruises

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How many years have you held this Event or Program: four

**Event Funding Information**

1. Actual percentage of funded event costs covered by hotel occupancy tax: 33%
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): 50%
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): 0%
4. If staff costs were covered, estimate of actual hours staff spent on funded event: \_\_\_\_\_
5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used?  
Conference Registration was charged. There was not a net profit.  
\_\_\_\_\_
6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

**Event Attendance Information**

1. How many people did you predict would attend this event? (number submitted in application for hotel occupancy tax funds): 100
2. What would you estimate as the actual attendance at the event? 125
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 180
4. How many room nights do you estimate were actually generated by attendees of this event? 231
5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this Event?  

This Year	<u>231</u>
Last Year	<u>198</u>
Two Years Ago	<u>180</u>
Three Years Ago	<u>93</u>

6. What method did you use to determine the number of people who booked rooms at \_\_\_\_\_ South Padre Island hotels (e.g.: room block usage information, survey of hoteliers, total attendance formula, zipcode information, etc.)?

\_\_\_\_\_

room block usage information

\_\_\_\_\_

7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? Yes \_\_\_\_\_ If the room block did not fill, how many rooms were picked up? \_\_\_\_\_

### ***Event Promotion Information***

1. Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:

Newspaper: \$ \_\_\_\_\_  
Radio: \$ \_\_\_\_\_  
TV: \$ \_\_\_\_\_  
Other Paid Advertising: \$ \_\_\_\_\_

Number of Press Releases to Media 3

Number Direct Mailings to out-of-town recipients 500\* (direct targeted email)

Other Promotions \_\_\_\_\_

2. Did 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
3. Did you negotiate a special rate or hotel/event package to attract overnight stays?  
Yes
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?

\_\_\_\_\_

Social Media - Facebook LIVE - Targeted Email - Website

\_\_\_\_\_

5. Please attach samples of documents showing how \_\_\_\_\_. South Padre Island was recognized in your advertising/promotional campaign
6. Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.
7. Please note any other success indicators of your event:

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***Sporting Related Events***

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? —
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? \_\_\_\_\_
3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel within the city or its vicinity?

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***Additional Event Information***

What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc?

Hilton Garden Inn, Feldman's, SPI Brewing Co. Gabriella's, Blackbeards, Palm Street Pier, Pier 19, Padre Rita Grill, Yummies, Osprey Cruises, Claytons, Quarterdeck at Isla Grand, B&S Kites, E&F AudioVisual, Off Island- All Valley Rental, Brownsville Veteran's HS Estudiantina, Musician Chris Marshall and South Padre Limo.

Please Submit no later than (insert deadline) to:

(fill in name, contact person, and address of your city or entity overseeing use of hotel tax)

Attachments

4

**GET YOUR TROPICAL UPDATE**



**NATIONAL TROPICAL WEATHER CONFERENCE**

INTERVIEWS AND LIVE SHOTS WITH CONFERENCE SPEAKERS FOR BROADCAST METEOROLOGISTS

**APRIL 13-16, 2016**  
**HILTON GARDEN INN**  
**SOUTH PADRE ISLAND, TEXAS**



**EARLY REGISTRATION OPENING SOON - DON'T MISS THIS!**  
HURRICANECENTERLIVE.COM



**NATIONAL TROPICAL WEATHER CONFERENCE**

**THE MOST POWERFUL STORM ON RECORD.**

**215 MPH WINDS**

**HEAR THE STORY** **JOSH MORGERMAN**  
HURRICANECENTERLIVE.COM



# Weathering the storms

Early tropical forecast predicts light season

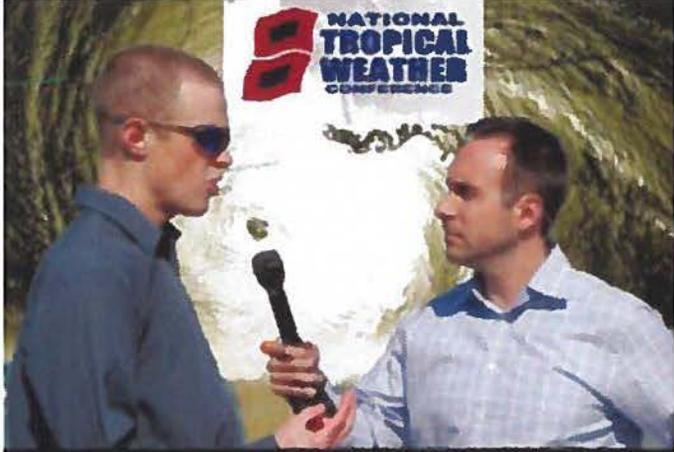


KNABB      READ      FRANK



## NATIONAL TROPICAL WEATHER CONFERENCE

5 SBG    McDonald's    WSI    The Weather Channel    Rainforest    AccuWeather



GET YOUR TROPICAL UPDATE

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# NTWC OPERATING BUDGET 2015

## OPERATING FUNDS

Income 1	\$7,000
Income 2	\$23,000
Additional income	\$15,000
<b>TOTAL INCOME</b>	<b>\$45,000</b>

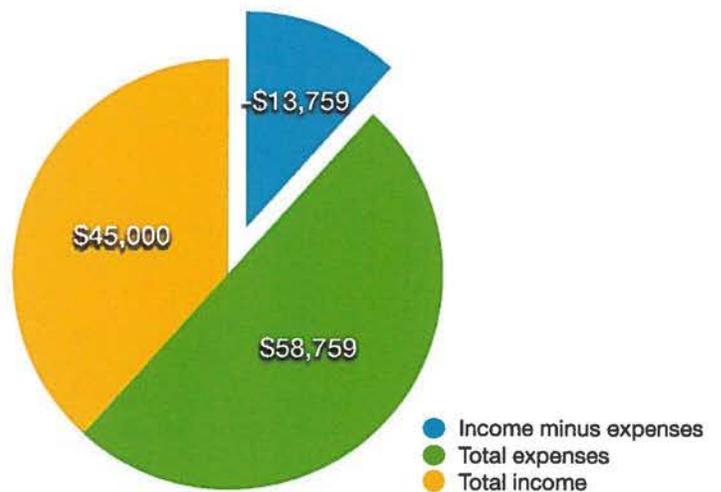
## NET BALANCE

Income minus expenses	-\$13,759
-----------------------	-----------

## OUTLAY

Hotel Block	\$10,500
Hotel Food	\$16,550
Transportation	\$4,500
Media A/V Rental	\$920
Site Staff	\$1,500
Printing/Copying	\$350
Travel	\$2,500
Satellite Truck/Crew-Mobile Videotapes	\$8,500
Satellite Truck/Crew SBG	\$6,500
Media Crew	\$1,500
Conference Materials	\$525
Conference shirts	\$1,623
Entertainment	\$500
Truck Rental	\$1,071
Saturday Evening Osprey	\$766

Income/Expenses



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

**MEETING DATE:** May 24, 2016  
**NAME & TITLE:** Keith Arnold, CVB Director  
**DEPARTMENT:** South Padre Island Convention & Visitors Bureau

**ITEM**

Presentation of post report for the Run the Jail Break Event.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Approved by Legal:                YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

POST EVENT REPORT FORM  
HOTEL OCCUPANCY TAX FUNDING

Post Event Report Form

Date: *5/17/16*

Organization Information

Name of Organization: *Jailbreak Race Events*

Address: *15080 HWY 156*

City, State, Zip: *Justin, TX, 76247*

Contact Name: *Tim Scrivner*

Contact Phone Number.

Contact Cell Phone Number: *940-453-6231*

Event Information

Name of Event or Project: *Jailbreak SPI*

Date of Event or Project: *5/07/16*

Primary Location of Event or Project: *Beach, Andie Bowie park to Beach Access #5*

Amount Requested: *\$15,000*

Amount Received: *\$15,000 (\$11,250 paid in Feb and reflected in the event budget, \$3,750 to be paid post event)*

How were the tax funds used: (attach list of hotel tax funded expenses and receipts showing payment)

*The tax funds were used for the advertising and promotion of the event.*

---

---

How many years have you held this Event or Program: *Five*

### Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: 0
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): 0
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): 0
4. If staff costs were covered, estimate of actual hours staff spent on funded event:  
\_\_\_\_\_
5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used?  
*Yes. The net profit was \$19,184 and will be used to cover future monthly operating expenses.*

- 
- 
6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

### Event Attendance Information

1. How many people did you predict would attend this event? (number submitted in application for hotel occupancy tax funds): *5,000+*
2. What would you estimate as the actual attendance at the event? *8561*
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? *1,200*

4. How many room nights do you estimate were actually generated by attendees of this event? *1959-2381*
5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre island hotels by attendees of this Event?

This Year *1959-2381*

Last Year *1642-1999*

Two Years Ago *1955-2380*

Three Years Ago *1840-2240*

6. What method did you use to determine the number of people who booked rooms at \_\_\_\_\_ South Padre Island hotels (e.g.; room block usage information, survey of hoteliers, total attendance formula, zipcode information, etc.)?

*Survey of runners.*

---

7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? \_\_\_\_\_ If the room block did not fill, how many rooms were picked up? \_\_\_\_\_

*We did not have a room block with any hotel.*

## Event Promotion Information

1. Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:

Newspaper: *\$271*

Radio: *\$6,735*

TV:

Other Paid Advertising: *\$9,740*

Number of Press Releases to Media *TWO*

Number Direct Mailings to out-of-town recipients \_\_\_\_\_

Other Promotions *Facebook, Instagram*

2. Did 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*
3. Did you negotiate a special rate or hotel/event package to attract overnight stays? *No*
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?

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5. Please attach samples of documents showing how South Padre Island was recognized in your advertising/promotional campaign
6. Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.
7. Please note any other success indicators of your event:

---

---

### Sporting Related Events

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? *2,518*
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? *73% were from another county. 29% were from beyond the RGV.*

3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel within the city or its vicinity?

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### Additional Event Information

What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc?

*Claytons Beach Bar and Grill, Gabriella's, Burger Fe, Toucan Graphics, ACE Hardware, Stripes, Blue Marlin, Island Market, Feldman's, Dirty Al's, Senior Donkey*

---

Please Submit no later than (insert deadline) to:

---

(fill in name, contact person, and address of your city or entity overseeing use of hotel tax)



# JAILBREAK

**May 7<sup>th</sup>, 2016**

## Key Stats

**2518 runners**

**8561 attendees**

**4452 overnight visitors**

**1959-2381 hotel nights**

## Runner Demographics

**58% female**

**42% male**

**32 average age**

**71% 25-39yrs of age**





# JAIL BREAK

## Visitor Lodging

**Total Runners: 2518**

**Total attendance: 8561**

- **52% reported they would be staying a minimum of one night on SPI**
- **32% identified as lodging at a hotel on SPI**
- **20% identified as lodging at a condo or unspecified location on SPI**

### Hotel Lodging by # of Nights

1 Night: 21%  
2 Nights: 57%  
3 Nights: 21%  
4 Nights: 1%

### Condo Lodging by # of Nights

1 Night: 13%  
2 Nights: 57%  
3 Nights: 17%  
4+ Nights: 13%

### Unspecified Lodging by Nights

1 Night: 41%  
2 Nights: 51%  
3 Nights: 2%  
4 Nights: 5%

**\*Our statistics are based upon 441 completed surveys.**



# JAIL BREAK

## Visitor Profile

**Total Runners: 2518      Total attendance: 8561**

- 73% live outside Cameron County
- 46% live more than 70 miles from SPI
- 6% live more than 4hrs from SPI

### Runners by Age

20>: 9%	35-39: 19%
20-24: 9%	40-44: 12%
25-29: 20%	45-49: 6%
30-34: 19%	50+: 5%

**\*Our statistics are based upon online registration and 441 completed surveys.**

Type a word or phrase to search for, or a  
webpage address, title, or bookmark

### Order Information

**Merchant:** iHeartMedia Inc.  
**Description:** Payment for Cinco de Jailbreak  
SPI -iHeart Media RGV

**Invoice Number:** O1103223254 **PO Number:** 351

### Billing Information

Jennifer Steele  
15080 S Hwy 156  
Denton , TX  
76205  
US  
[johnrichards@iheartmedia.com](mailto:johnrichards@iheartmedia.com)

### Shipping Information

Jailbreak Events  
John Richards  
[MaryMassengill@iheartmedia.com](mailto:MaryMassengill@iheartmedia.com)

**Total: US \$ 3090.00**

### Visa

**Date/Time:** 12-Apr-2016 13:48:05  
**Transaction ID:** 4604868848776515101107

# Thank you for your order!

## Order Information

**Merchant:** iHeartMedia Inc.  
**Description:** Cinco de Jailbreak April 20-29  
schedule KBFM-KHKZ

**Invoice Number:** O1103223395 **PO Number:** 351

## Billing Information

Jennifer Steele  
2006 Laurel St  
Denton , TX  
76205  
US  
[johnrichards@iheartmedia.com](mailto:johnrichards@iheartmedia.com)

## Shipping Information

Jailbreak Events  
John Richards  
[MaryMassengill@iheartmedia.com](mailto:MaryMassengill@iheartmedia.com)

**Total: US \$ 3645.00**

## Visa

**Date/Time:** 20-Apr-2016 14:26:18  
**Transaction ID:** 4611803774356512501124

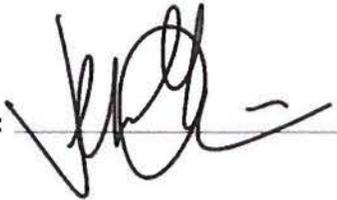


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INVOICE!  
Febryary 5, 2016  
**INVOICE 000514**

---

SERVICE	PRICE
Design/Illustration/Photo Process	\$225.00 (4.5 @ \$50.000)
<hr/>	
SUBTOTAL	\$225.00
Wisconsin 5% Sales Tax	\$11.25
<hr/>	
TOTAL CHARGES	\$236.25

Submitted by: 

# ORDER CONFIRMATION

Printed: 03/29/2016 11:13 AM By: Hurst, Lori

**GRANDVIEW**  
 OMNI APPAREL, INC.  
 13500 15TH STREET  
 GRANDVIEW, MO 64030  
 Phone: (816) 765-5212  
 Fax: (816) 765-3228

**Date Ordered:** 03/23/2016  
**Required Ship:** 04/05/2016

**Ship Via:** UPS GROUND  
**Terms:** CRED CARD  
**Entered By:** Hurst, Lori  
**Salesperson:** EVENTEC, MIKE PHILLIPS,  
**PO Number:** BREAK FREE

**SOLD TO: 14494**  
 JAILBREAK RACING EVENTS  
 15080 S. HIGHWAY 156  
 JUSTIN, TX 76247 UNITED STATES  
 Phone: (817) 704-3554 Fax: (940) 648-2137

**SHIP TO:** COMMERCIAL  
 JAILBREAK RACING EVENTS  
 15080 S HIGHWAY 156  
 JUSTIN, TX 76247 UNITED STATES

Qty	Style	Description	Unit	Extended
-----	-------	-------------	------	----------

400		SCREEN PRINTING	1.25	500.00
		Art Approval Required		NO
		Type of Art Approval		NONE REQUIRED
		Design		A127989 - BREAK FREE TX FC
		No. Colors		1
		Width		9.0000
		Height		8.8000
		Design Location		STANDARD LIST - FRONT CHEST - FC
		Underbase Handling		UNDERBASE IS HANDLED IN IMAGE FILE

24	N3300L	THE PERFECT TEE		82.08
----	--------	-----------------	--	-------

	S	M	L	XL	2XL
NEON HEATHER ORANGE		10 @ 3.42	10 @ 3.42	4 @ 3.42	

85	N6200	MEN'S POLY/COTTON CREW		360.40
----	-------	------------------------	--	--------

	S	M	L	XL	2XL
ENVY	8 @ 4.24	30 @ 4.24	30 @ 4.24	13 @ 4.24	4 @ 4.24

90	N6210	PREMIUM CVC CREW		328.50
----	-------	------------------	--	--------

	S	M	L	XL	2XL	3XL
ROYAL BLUE	10 @ 3.65	20 @ 3.65	30 @ 3.65	30 @ 3.65		

	S	M	L	XL	2XL
WHITE	4 @ 6.76	6 @ 6.76	10 @ 6.76	4 @ 6.76	

	XS	S	M	L	XL
VINTAGE PINK		20 @ 4.32	30 @ 4.32	25 @ 4.32	20 @ 4.32
VINTAGE ROYAL		20 @ 4.32	30 @ 4.32	12 @ 4.32	20 @ 4.32

1 CUSTOMER PREPAID CREDIT CARD DISCOUNT (1.0%)

-21.98

-21.98

Order Amount \$\$ 2197.86

<b>SUB-TOTAL</b>	<b>\$</b>	2,175.88
<b>Estimated Freight</b>	<b>\$</b>	0.00
<b>TOTAL</b>	<b>\$</b>	2,175.88
<b>Payments</b>	<b>\$</b>	0.00
<b>Balance</b>	<b>\$</b>	2,175.88

Prices are subject to verification by OMNI APPAREL.

Account: 41174739

Transactions ▾   
 Feb 1, 2016 – May 17, 2016 ▾   
 Download All Invoices
Search by Reference Number 

Date Billed 	Transaction ID 	Product Type	Payment Method 	Amount Billed 	Payment Status
Apr 30, 2016	941179255995457-1964576	 Instagram	Credit Card UYBNJ9W9F2	\$49.13	 Paid
Apr 30, 2016	941179252662124-1964575	 Facebook	Credit Card TYBNJ9W9F2	\$1,287.09	 Paid
Apr 14, 2016	953545514758834-1941235	 Instagram	Credit Card JWJTN9AAF2	\$208.64	 Paid
Apr 14, 2016	953545511425501-1941234	 Facebook	Credit Card HWJTN9AAF2	\$1,791.88	 Paid
Mar 31, 2016	923342324445817-1919649	 Instagram	Credit Card LB2KD9W9F2	\$17.03	 Paid
Mar 31, 2016	923342321112484-1919648	 Facebook	Credit Card KB2KD9W9F2	\$102.80	 Paid
Mar 30, 2016	942920552487996-1913902	 Instagram	Credit Card HSA6K96AF2	\$546.52	 Paid
Mar 30, 2016	942920549154663-1913901	 Facebook	Credit Card GSA6K96AF2	\$1,453.56	 Paid
Mar 20, 2016	909038719209516-1898599	 Facebook	Credit Card AT3G99JAF2	\$2,000.32	 Paid
Feb 29, 2016	928000290646690-1887571	 Facebook	Credit Card ZYNVE9AAF2	\$1,291.18	 Paid
<b>Totals</b>	<b>10</b> Transactions			<b>\$8,748.15</b>	

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

**MEETING DATE:** May 24, 2016

**NAME & TITLE:** Keith Arnold, CVB Director

**DEPARTMENT:** South Padre Island Convention & Visitors Bureau

**ITEM**

Strategic planning to discuss:

Spring Break and Semana Santa:

- a. Overview of 2016 Spring Break/Semana Santa – what went well, what went poorly, safety concerns, what type of improvements we need in Public Safety, and trash collection on the beach, Gulf Boulevard and Padre Boulevard.
- b. 2017 Spring Break/Semana Santa preparations
- c. Public Safety reports

Convention and Visitor’s Bureau:

- a. Hotel Occupancy Tax (HOT) collection efforts
- b. HOT projections and how will we meet those goals
- c. Amphitheater project
- d. Marketing and Events strategies

**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:** May 24, 2016  
**NAME & TITLE:** Keith Arnold, CVB Director  
**DEPARTMENT:** South Padre Island Convention & Visitors Bureau

**ITEM**

Presentation and possible discussion concerning the CVB Director's Report.

**ITEM BACKGROUND**

More information concerning this agenda item will be provided at the meeting.

**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:** May 24, 2016

**NAME & TITLE:** Keith Arnold, CVB Director

**DEPARTMENT:** South Padre Island Convention & Visitors Bureau

**ITEM**

Discussion concerning the recommended HOT budget for 2016/17 CVB Events Marketing & Marketing.

**ITEM BACKGROUND**

More information to be provided at the meeting.

**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:** May 24, 2016

**NAME & TITLE:** Keith Arnold, CVB Director

**DEPARTMENT:** South Padre Island Convention and Visitors Bureau

**ITEM**

Presentation, discussion and possible action concerning the Atkins Monthly Report.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Approved by Legal:                YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**



## SPI April Quick Hits May 24<sup>th</sup>, 2016

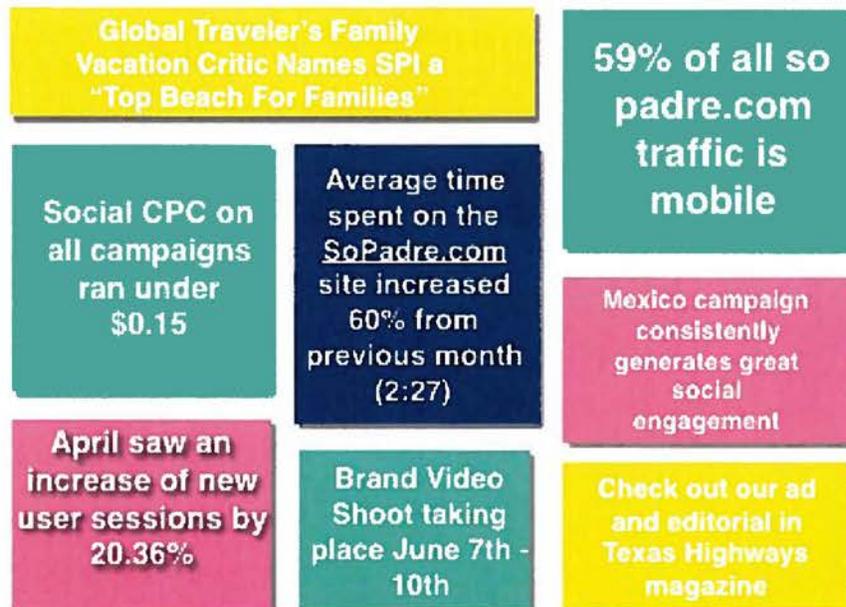
### Overview

In April, TAG began to implement our Q3 and Q4 initiatives, specifically targeting seasonal groups and families with a travel state of mind. The PPC campaign is still active and we continue to update and optimize based on performance.

All April paid media shifted focus to family spring and summer promotions. The Q3 time period will be our heaviest months of media for SPI in our Texas, Mexico and the Upper Midwest corridor markets.

Earned media (PR): We are doing a strong push of nature/tourism marketing, as we develop a news release that will be accessible on PR newswire. We helped support the Beach and Biker Fest event, pitching to trade publications and getting hits in Thunder Press, and Ride Texas. We also supported the convention center grand opening, which took place April 20th and we will be seeing coverage of that in meeting specific publications in June.

Web traffic remains strong with over 108,000 visitors to [sopadre.com](http://sopadre.com). 59% of people accessing the site are doing so with a mobile device. Houston remains our #1 city for page visits.





## TAG Overview & Report – April 2016

### MEDIA OVERVIEW

Interim creative campaign efforts continue to target seasonal opportunities and demographics while providing added-value insertions and earned media that is cost-effective and provides maximum exposure.

#### Family Leisure – Texas including RGV

- SEM
- PPC Campaign
- Paid Social
- Display (all platforms)
- Travel Guides Free
- Travel Spike (contextual ads, display, video)
- Cable: :30 in San Antonio & Austin
- AARP Texas Edition (April – May)
- Houston Chronicle (April)
- SW Airlines Magazine (April)
- Texas Hill Country Magazine (April – June)
- Texas State Travel Guide (May – June)
- Texas Highways Events Calendar (April – June)
- Texas Highways (May – June)
- Texas Monthly (April – June)
- TourTexas.com (April – June)
- Southern Living (May)
- See Texas First (April – June)

#### Midwest/Canada

- SEM
- PPC Campaign
- Paid Social
- Display (all platforms)
- Canadian Traveler E-Blasts (April – June)
- Midwest Living (May – June)

#### RGV/Weekenders

- :30 Family Leisure TV Spot (English) Time Warner Cable/RGV (December – September)
- :30 Family Leisure TV Spot (Spanish) Time Warner Cable/RGV (April-June)
- :30 Family Leisure Radio Spot (English) KVLU, KBFM, KGBT (April-June)

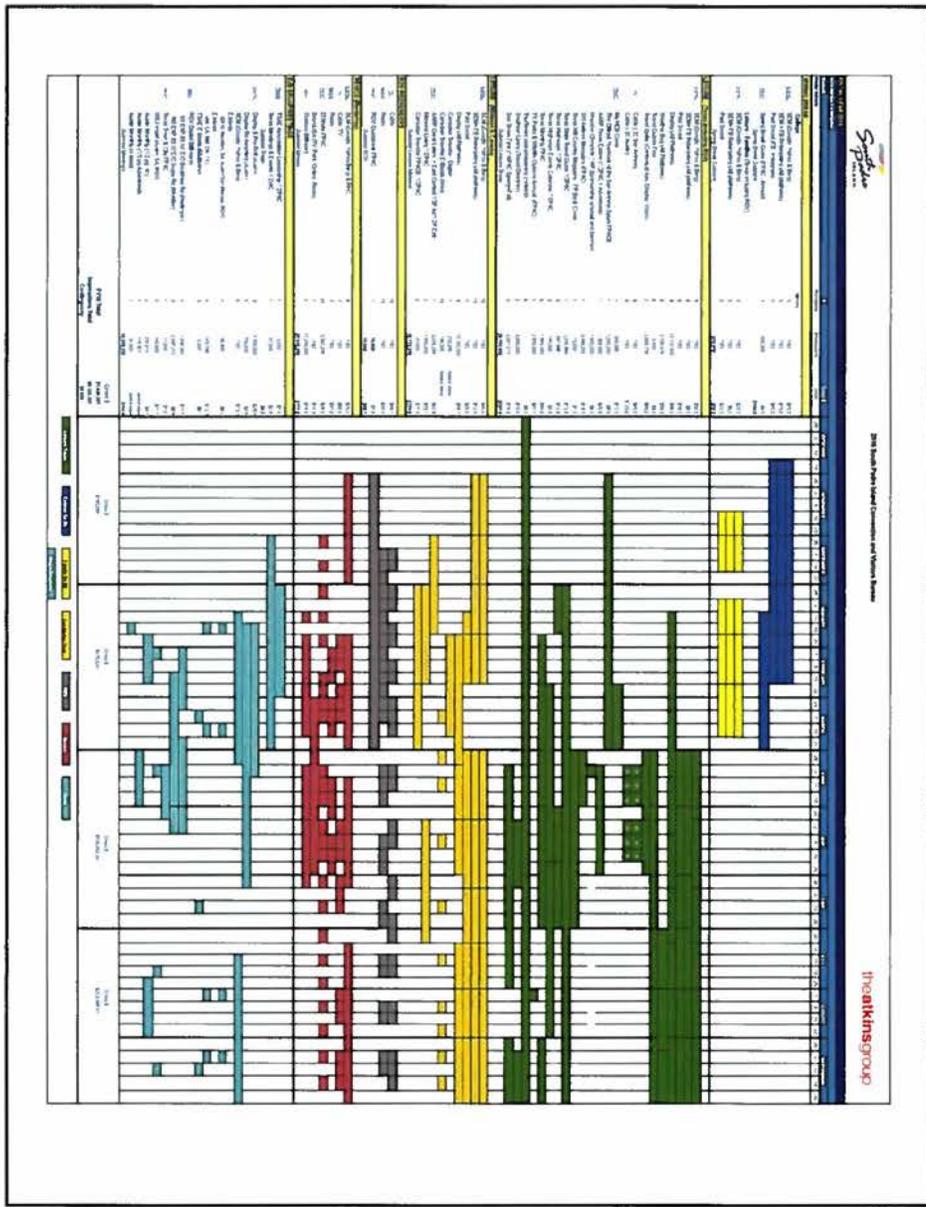
#### Mexico/Monterrey

- SEM
- PPC Campaign
- Cable (May – June)
- :20 Family Leisure Radio Spot (Spanish) EXA FM, GENESIS, HITS, CLASSIC (April-May)
- El Norte (January – June)
- Lamar Outdoor (January – May)

#### Groups/Meetings

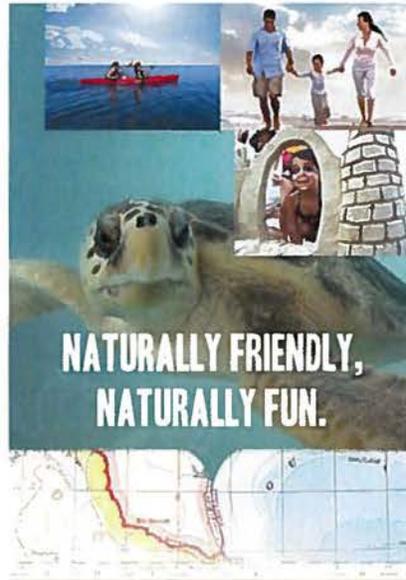
- Media Display & Pre-Roll (February – April)
- Display Retargeting (April – June)
- PPC Campaign
- SEM
- TSAE E-blasts (June)
- OOH – Harlingen & McAllen (February – May)
- Texas Town & City (April – May)
- WSJ Insert (April)
- Austin Monthly (April)

MEDIA FLOWCHART





TRAVEL SPIKE E-BLAST (APRIL – MAY)



With 34 miles of white sandy beaches, mild weather, and calm, tranquil water, there's always something fun to do on South Padre Island. From fishing to camping, dining to diving, shopping to surfing, and everything in between, you'll find it all on your own tropical island – South Padre Island.

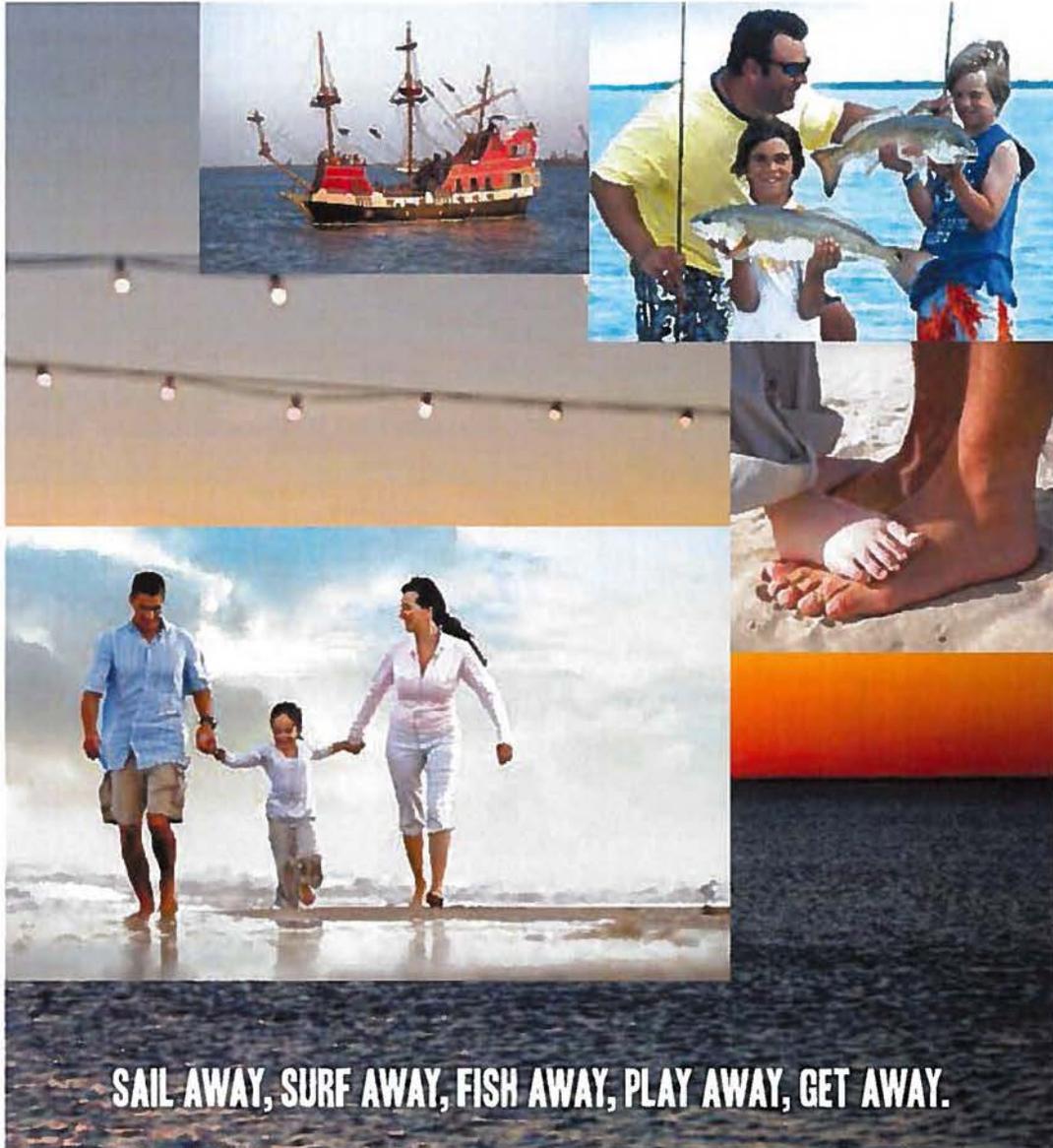
Great rates, accommodations and activities for the ideal family vacation.

**DISCOVER YOUR ISLAND AT SOPADRE.COM.**

**LEARN MORE**



TEXAS TOWN & CITY (APRIL)



**SAIL AWAY, SURF AWAY, FISH AWAY, PLAY AWAY, GET AWAY.**

Great rates, accommodations, and activities ideal for families who enjoy all forms of quality time.  
Discover your island at [sopadre.com](http://sopadre.com)



GOOGLE ANALYTICS OVERVIEW APRIL 1-30 2016

Visits

**108,397**

% of Total: 100.00% (108,397)



Unique Visitors

**86,944**

% of Total: 100.00% (86,944)



Avg. Visit Duration

**00:02:27**

Avg for View: 00:02:27 (0.00%)



% New Visits

**73.84%**

Avg for View: 73.84% (0.00%)



PAGEVIEWS/PAGES PER VISIT

Pageviews and Unique Pageviews by Page

**381,519**

% of Total: 100.00% (381,519)



Pages / Visit

**3.52**

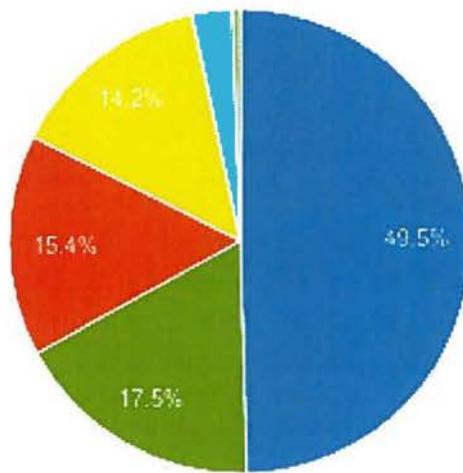
Avg for View: 3.52 (0.00%)



VISITS BY TRAFFIC TYPE

Visits By Traffic Type

■ organic   
 ■ direct   
 ■ social   
 ■ referral   
 ■ banner   
 ■ Other



DEVICE TYPE



## HIGHEST-RANKING VISITS BY COUNTRY

Visits and Avg. Visit Duration by Country / Territory

Country	Sessions	Avg. Session Duration
United States	85,051	00:02:51
Mexico	19,842	00:00:57
Canada	1,923	00:01:01
India	289	00:02:08
United Kingdom	204	00:01:11
Germany	122	00:01:19
United Arab Emirates	59	00:02:45
Australia	51	00:00:44
Spain	44	00:00:48
France	42	00:01:46

## HIGHEST-RANKING STATE VISITS

Visits and Pages / Visit by RegionNew Widget

Region	Sessions	Pages / Session
Texas	50,673	4.05
New York	3,873	2.19
Illinois	2,811	3.38
California	2,277	3.19
Michigan	1,691	3.29
Oklahoma	1,588	5.24
Missouri	1,518	4.18
Colorado	1,486	4.16
Ohio	1,269	3.36
Minnesota	1,190	4.08

HIGHEST-RANKING TEXAS CITY VISITS

Visits and Pages / Visit by City

City	Sessions	Pages / Session
Houston	10,858	3.74
Dallas	5,144	3.91
Austin	4,693	3.67
San Antonio	3,590	4.33
South Padre Island	1,662	3.56
Arlington	1,520	3.65
Brownsville	1,467	3.02
McAllen	1,272	3.41
Plano	1,058	3.73
Fort Worth	897	4.99

PUBLIC RELATIONS UPDATE

**Meetings and Planning**

- Conducted / participated in internal PR team calls / meetings.
- Monitored Google and Meltwater alerts for breaking news, trends and coverage.
- Met by phone with South Texas PR Newswire representative Dara Quackenbush to discuss pricing and distribution options for Nature Tourism wire release.
- Researched and compiled a list of key travel writers to consider for FAM visits.
- Researched and compiled Cision lists of travel writers, websites and bloggers to send nature tourism pitch.
- Researched and outlined FAM opportunities for travel bloggers for Summer 2016.
- Researched biker publications for pitching Beach N Biker Fest
- Researched meeting planners publications for pitching Convention Centre ribbon cutting ceremony and event.

**Materials**

- Revised Nature Tourism news release to conform to PR Newswire specifications.
- Developed cost estimate for PR Newswire distribution of the nature tourism release.
- Developed draft outline of travel blogger expectations for Summer FAMs.

- Developed a press release for the Convention Centre grand opening event.
- Developed media lists for Convention Centre grand opening event.
- Developed press release for Beach N Biker Fest 2016.
- Developed media list for Beach N Biker Fest 2016.
- Developed editorial content for Thunder Press re: Beach N Biker Fest 2016.

### Media Pitching

- Sent Nature Tourism Pitch to the following media and bloggers:
  - Elizabeth Schnabolk, Family Fun
  - Lynne O'Rourke Hayes, Dallas Morning News and Family Travel
  - Carol Muse Evans, Birmingham Parent
  - Nancy Lisagor, MetroKids Delaware
  - Johnene Granger, Women's World
  - Valarie D'Elia, Travel with Val
  - Amy Charles, Teach & Travel
  - Amy Alipio, National Geographic Traveler
  - Jayne Wise, National Geographic Traveler
  - Heather Hills, Chick Vacations
  - Nancy Brown, What a Trip
  - Stacy Haight Connery, The Divine Lifestyle
  - Janeen Christoff, LA Travel Mom
  - Robin Gorman Newman, Motherhood Later...Than Sooner
  - Alysia Painter, Worth the Drive
  - Cindy Richards, Traveling Mom
  - Michael Right, AAA Midwest Traveler
  - Deborah Reinhart Palmer, AAA Southern Traveler
  - Amy Querido, The Q Family Adventures
  - Erin Hiss, Wandermelon
  - Theresa Thyne-Eisner, Wandermelon
  - Kayt Sukel, Travel Savvy Mom
  - Kim Orlando, Traveling Mom
  - Marina John, Mommy Snippets
  - Erin Gifford, Kidventurous
  - Anna Fader, Mommy Poppins
  - Carina Schott, Nonchalant Mom
  - Maureen Fitzgerald, Wisconsin Mommy
  - Vera Sweeney, Lady and the Blog
  - Anne Taylor Hartzell, Hip Travel Mama
  - Monica Conrady, Romantic Traveling
  - Samantha Fuess, Have Sippy Will Travel
  - Michele Zavatsky, Family Travel Blog
  - Jennifer Miner, The Vacation Gals
  - Amanda Keefer, Mama Mia!
  - Kate Ayerton, Wandermelon

- Kim Janocko, Crafty Mom of 4
- Bridget Doshi, Mint Green with Envy
- Jenniofer Gervens, Sweet T Makes Three
- Sheri Wallace, Road Trips for Families
- Beth Blair, The Vacation Gals
- Sherry Jackson, See the South
- Kelli Miller, 3 Boys and a Dog
- Debi Huang, Go Explore Nature
- Momma J, This Little Blog of Mine
- Stephanie Van Aken, RockStarMom
- Kathy King, On the Scene with Kathy King
- Brooke Romney, Brooke Romney Writes
- Stephanie Sheaffer, Tucson Topia
- Sara Broers, All In An Iowa Mom's day!
- Heather Reese, It's A Lovely Life
- Lavonne Long, Long Wait for Isabella
- Lynsey Long, MoscatoMom
- Lyla Gleason, Globetrotting Mommy
- Ruth Velat, Viva Veltoro
- Jennifer Williams, We Love Playtime
- Jennifer Labinski, Biscuits in the Oven
- Dawn Monroe, Frugal Mom
- Nicky Omohundro, Little Family Adventure
- Kari Warner, Mommy's Fabulous Finds
- Marika Flatt, Flattlands Blog
- Manda Tippitt, InRandom
- Daisy The, The It Mom
- Denise Wei-Vital, BoyzRuleOurWorld
- Patti Persia, The Cloth Spring
- Tamara Gruber, We3Travel
- Donna Bozzo, The Lady with the Alligator Purse
- Ken Langdon, Last Guy Standing
- Laura Usky, Just Me and Gi
- Becky Fry, My Sparkling Life
- Nadia Jones, Justice Jonesie
- Dana Vento, Dana Vento
- Rebecca Darling, Are We There Yet Mom?
- Gina Vecesi, Traveling Mom Blog
- Karin Sheets, Traveling Mom Blog
- Lisa Pisano, Mom a la Mode
- Sara Wellensiek, Mom Endeavors
- Dawn Spickard, Flip Out Mama
- Elaine Schoch, Carpe Travel
- Jamie Beckman, Budget Travel's Blog

- Allison Laypath, Toips for Family Trips
- Kathy Dalton, Go Adventure Mom
- Kimberly Tate, Stuffed Suitcase
- Lance Allan Weidower, Trips By Lance
- Mary Solio, The World is a Book
- Tami Mittan, Colorado Mountain Mom
  
- Sent Beach N Biker Fest pitch and press release to:
  - Thunder Press Magazine
  - Ride Texas (Texas Monthly) Magazine
  - Dallas Morning News
  - Houston Chronicle
  - San Antonio Express-News
  - Beaumont Enterprise
  - Austin American Statesman
  - Texas Highways
  - Texas Lifestyles
  - Star Tribune
  - The Oklahoman
  - Milwaukee Journal Sentinel
  - St. Louis Post Dispatch
  
- Sent SPI CVB Convention Center grand re-opening pitch, press release and photos to:
  - Texas Meetings + Events
  - Smart Meetings
  - Texas Press Association
  - Association Executives
  - Hispanic Meetings and Travel
  - The Meeting Professional
  - MPG meeting Planners Guide
  - Association Convention and Facilities
  - ConventionSouth
  - Small Market Meetings

## Results

WOAI Radio – “South Padre Named One of USA's Top Family Vacation Destinations”

Global Traveler – “Family Vacation Critic Names Top Beaches For Families” -  
<http://www.globaltravelerusa.com/family-vacation-critic-names-top-beaches-for-families/>



Texas Highways, “Summer School,” by Melissa Gaskill, May 2016. Feature story on fun activities to try and skills to learn throughout the state. Lead topic is learning how to flyboard as well as taking other water sport lessons at South Padre Island Water Sports (online link not yet available).

Thunder Press, June 2016 edition; “Rev Up Your Engines for Beach N Biker Fest 2016” – print version available end of May 2016.

Ride Texas, “Beach N Biker Fest 2016” - <http://www.ridetexas.com/biker-island/>

Smart Meetings Magazine – “Convention Centre Grand Opening” – editorial and photos - Pending May / June publication date.

Convention South - “Convention Centre Grand Opening” – editorial and photos - Pending May / June publication date.

Texas Meetings + Events - “Convention Centre Grand Opening” – editorial and photos - Pending May / June publication date.

## BIKER ISLAND

APRIL 27, 2016

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### BEACH-N-BIKER FEST GOES OFF. . .WITH A HITCH!

By Austin Scott

Recently, South Padre Island was transformed into a biker paradise for the 2016 Beach-N-Biker Fest charity fundraiser and motorcycle festival. The event benefits children's education in the Rio Grande Valley. Hosted by Magic Valley Riders Motorcycle Club, more than 8,500 bikers from Texas and around the country were treated to live concerts, local cuisine, a bike show, and a special Veteran's Memorial Parade. There was even a biker wedding (congrats Dustin and Betty Ann!). This year's parade was the largest ever, including 300 bikes!

### LATEST FEATURES



*Spirit Animals*  
MIND CANVIS  
AN ORIGINAL COLORING BOOK  
ILLUSTRATED BY CARLOS GONZALEZ

MY SPIRIT ANIMAL IS A HARLEY

• • • •



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### RIDER RESOURCES

## Family Vacation Critic Names Top Beaches For Families

by [Holly Riddle](#)



Photo: © Cvandyke | Dreamstime.com

[Family Vacation Critic](#), the resource for family travel from [TripAdvisor](#), recently named the best beaches for families.

"Choosing an ideal beach for families can be quite difficult. Families are looking for beaches that are not only safe and clean, but also those that offer a level of convenience that meet the needs of those traveling with various age groups. Nearby accommodations, restaurants and attractions — as well as cost — all add to a beach's appeal for families. This list of winners was hand-picked by our team of editors to highlight not only large, well-known beaches, but also some of the smaller hidden gems worth a visit," said Lissa Poirot, editor in chief, Family Vacation Critic.

The winning beaches include Cape Hatteras National Seashore, Outer Banks, N.C.; Sleeping Bear Dunes National Seashore, Empire, Mich.; South Padre Island, South Padre, Texas; The Wildwoods

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**M**

any of you may find the thought of school in the summer somewhat, well, less than exciting. We get that. But our idea of summer school means learning how to have more fun. The kind of school where you pick up a skill—say cooking, sewing, or glassblowing—that lets you entertain or test your creativity. Classtime spent near the water, learning fun things—perhaps fly-fishing, sailing, kayaking, or sandcastle-building. Places to find a new activity you can enjoy over and over again, such as horseback riding or birding. Or, ones that offer the opportunity to explore and learn more about our natural world, the better to appreciate its amazingness and importance.

That's our kind of summer school, and we think you'll give it an A+

## JUST ADD WATER

### Flyboarding

South Padre Island Water Sports, South Padre Island

Hover above the water on a water-jet board connected to a personal watercraft during a flyboarding lesson. After a short orientation covering gear and technique, you spend 20 to 30 minutes of hands-on training, hovering up to six feet above the water. First-timers tend to find themselves pretty tired after 30 minutes of flyboarding, but if you still have get-up-and-go, add time in 10-minute increments. "Flyboarding is relatively easy and most people get the hang of it in 10 or 20 minutes," owner Jeff Hoxtell promises.

Rather stay on the water's surface? Instructors also teach surfing, kiteboarding, and stand-up paddle boarding lessons.

South Padre Island Water Sports opens seven days a week; book lessons a day in advance. Lessons range from \$99 to \$199 depending on the number of people in your group. An additional 10 minutes flying time costs \$49. Surfing and stand-up paddle board lessons start at \$59. Call 958/299-9463; [www.spiws.com](http://www.spiws.com) or [www.flyboardsouthpadreisland.com](http://www.flyboardsouthpadreisland.com).

### Sailing

Bay Area Sailing School, Kemah

More than a dozen sleek sailboats bob in their berths at the sunny, breezy Watergate Yachting Center, and you can learn to sail one of them in a two-day course with American Sailing Association certified instructors. After completing the basic keelboat course, rent sailboats up to 33 feet long from Sackett's Sailing Center and cruise nearby Galveston Bay. The next level course teaches bareboat chartering, a skill that opens the door for sailors to go anywhere in the world.

The basic course at Bay Area Sailing School costs \$293 and includes one mentor sail and one half-day charter upon completion of course. Call 281/334-4179; [www.bayareasailing.com](http://www.bayareasailing.com).



## April 2016 Insights:

### Family Leisure

- Keywords for Water Sports generated a majority of clicks versus Wind Sports
- Average position started at 4.4 but moved up to 3.3 by the EOM. We will continue to monitor ad positioning to drive to the first page in May.
- Mexico ads generated the most clicks on the Facebook platform
- The 25-34 demographic was the most active social audience for this campaign
- After Texas, North Carolina and Alabama delivered the most Facebook clicks
- 34 email leads were captured through Unbounce to date
- The Instagram campaign will launch in May using the top performing creative from the previous month

### Nature Tourism

- Average SEM CPC was the most cost efficient SEM campaign, falling under \$3
- Average position consistent at 2.3 due to the competitive keywords
- The 45-54 demographic was the most active social audience for this campaign
- Quebec and Michigan were the top two regions for the Nature Tourism audience
- Fishing Facebook ad generated the most social engagement so we added one more social ad with fishing content
- 12 email leads were captured through Unbounce to date

### Groups & Meetings

- Adwords campaign ended on 4/15/15
- April CPC of \$6.34 was slightly higher than March (\$5.64) likely due to the declining season for corporate events
- High cost keywords were removed throughout the campaign to maintain an efficient CPC
- Houston and DFW were the top two cities with the most impressions
- 9 email leads were captured through Unbounce to date

**AdWords**

	Cost (\$)	Impressions	Clicks	CTR (%)	Average CPC (\$)
<b>Family Leisure Q3</b>	815.18	252,489	250	0.10	3.26
<b>Nature Tourism Q3</b>	411.37	56,613	139	0.25	2.96
<b>Groups and Meetings</b>	190.28	18,647	30	0.16	6.34

**Family Leisure:**

Colorado, United States (state)  
 Illinois, United States (state)  
 Indiana, United States (state)  
 Kansas, United States (state)  
 Kentucky, United States (state)  
 Michigan, United States (state)  
 Missouri, United States (state)  
 Mississippi, United States (state)  
 Montana, United States (state)  
 Nebraska, United States (state)  
 Oklahoma, United States (state)  
 Texas, United States (state)

**Nature Tourism:**

Colorado, United States (state)  
 Illinois, United States (state)  
 Indiana, United States (state)  
 Kansas, United States (state)  
 Kentucky, United States (state)  
 Michigan, United States (state)  
 Missouri, United States (state)  
 Mississippi, United States (state)  
 Montana, United States (state)  
 Nebraska, United States (state)  
 Oklahoma, United States (state)  
 Texas, United States (state)

**Groups & Meetings:**

Houston TX, Texas, United States  
 Dallas-Ft. Worth TX, Texas, United States  
 Austin TX, Texas, United States  
 Harlingen-Weslaco-Brownsville-  
 McAllen TX, Texas, United States  
 San Antonio TX, Texas, United States  
 San Marcos, Texas, United States

**Campaign Name**
[Fun Family Activities](#)

South Padre Island has Family-fun  
 Activities, Adventure, & More!  
[visit.sopadre.com](http://visit.sopadre.com)

Family Leisure Q3

[Family Beach Activities](#)

Your Jet Ski, Boogie Boarding &  
 Water Sport adventure awaits!  
[visit.sopadre.com](http://visit.sopadre.com)

Family Leisure Q3

**Campaign Name**
[Nature-Based Tourism](#)

Experience the best nature  
 activities of South Padre Island!  
[visit.sopadre.com](http://visit.sopadre.com)

Nature Tourism Q3

[Experience Nature](#)

Enjoy Fishing by the Bay &  
 open water at South Padre Island!  
[visit.sopadre.com](http://visit.sopadre.com)

Nature Tourism Q3

**Campaign Name**
[Meetings With a View](#)

A waterfront convention center on a  
 tropical island, South Padre!  
[visit.sopadre.com/meetings](http://visit.sopadre.com/meetings)

Groups and Meetings

[Meetings With a View](#)

A waterfront convention center on a  
 tropical island, South Padre!  
[visit.sopadre.com/meetings](http://visit.sopadre.com/meetings)

Groups and Meetings

**Facebook**

	Spend (\$)	Impressions	Clicks	CTR (%)	CPC (Link) (\$)	Post Engagement
Family Leisure MX Q3	567.03	1,697,838	43,207	2.54	0.01	42,559
Family Leisure Q3	826.15	477,275	6,426	1.35	0.15	6,036
Nature Tourism Q3	472.27	551,667	3,311	0.60	0.16	3,164

**Family Leisure**
**Location:**

United States: Alabama; Colorado; Illinois; Indiana; Iowa; Kansas; Kentucky; Maine; Michigan; Minnesota; Mississippi; Missouri; Montana; Nebraska; New Mexico; New York; North Carolina; North Dakota; Ohio; Oklahoma; Pennsylvania; South Dakota; Tennessee; Texas; Vermont; Wisconsin

**Exclude Location:**

United States: California; South Padre Island (+25 mi) Texas

**Age:**

27 - 49

**Interests:**

Travel, Travel + Leisure or traveling, Parents: (01-02 Years) Parents with Toddlers or (03-05 Years) Parents with Preschoolers; Adventure travel, Vacations, Canoe, Parasailing, Beaches, Windsurfing, Travel, Kite surfing or water sports

**Family Leisure MX**
**Location - Living In:**

Mexico: Apodaca (+25 mi), Garcia (+25 mi), Guadalupe (+25 mi), Monterrey (+25 mi), San Nicolás de los Garza (+25 mi), San Pedro Garza García (+25 mi), Santa Catarina (+25 mi) Nuevo Leon

**Age:**

25 - 65+

**Language:**

Spanish or Spanish (Spain)

**Nature Tourism**
**Location:**

Canada, United States: Colorado; Illinois; Indiana; Iowa; Kansas; Kentucky; Maine; Michigan; Minnesota; Mississippi; Missouri; Montana; Nebraska; New Mexico; New York; North Carolina; North Dakota; Ohio; Oklahoma; Pennsylvania; South Dakota; Tennessee; Vermont; Wisconsin

**Exclude Location:**

United States: Alabama; California; South Padre Island (+25 mi) Texas

**Age:**

25 - 55

**Interests:**

Adventure travel, Fishing, Nature, Vacations, Beaches, Ecotourism, Travel + Leisure, Travel, Birds or Horseback riding

Campaign Name



**¡Escápate con la familia y diviértete!**  
visit.sopadre.com  
Pasa un fin de semana familiar en el destino de playa perfecta.

Family Leisure MX Q3



**¡La mejor playa en Texas!**  
visit.sopadre.com  
¡Diversión en familia con tablas de surf, de remo, boogie y mucho más!

Family Leisure MX Q3

Campaign Name



**Just You & Your Canoe**  
visit.sopadre.com  
Explore South Padre Island on your own terms. in your own way.

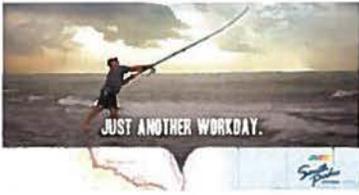
Family Leisure Q3



**Escape to Your Island**  
visit.sopadre.com  
South Padre Island is your true, tropical island escape.

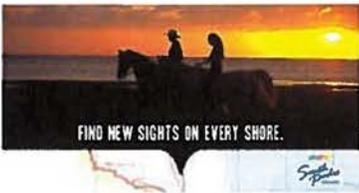
Family Leisure Q3

Campaign Name



**Island and Bay Fishing**  
visit.sopadre.com  
Enjoy fishing on the tropical waters of South Padre Island.

Nature Tourism Q3



**Beach Horseback Tour**  
visit.sopadre.com  
You'll never view nature the same way again

Nature Tourism Q3

# 2017 Marketing Program South Padre Island



Prepared for: South Padre Island Convention & Visitors Bureau | 5/18/2016 - Draft 1

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## Primary Role of the SPI CVB Marketing Efforts

Build and maintain awareness of South Padre Island as a premier, year-round leisure and convention/meetings destination to targeted audiences with an end result of positively promoting tourism, the convention and hotel industry and enhancing the quality of life on South Padre Island.

## Objectives

1. Build brand awareness of South Padre Island through an integrated mixed marketing program
2. Identify need periods and develop marketing strategies to support hotel occupancy tax growth through overnight visitation
3. Define target audiences and through market intelligence develop a deep understanding of aspirations, motivations, behaviors and experiences
4. Create demand for South Padre Island within identified geographic target markets

## Primary Target Markets

- Texas - focus on key metro markets San Antonio, Austin, Houston and RGV
- Upper Midwest Corridor
- Mexico - specifically Monterrey

## Secondary Target Markets

- Texas - DFW market
- Touch States
- National
- Canada - specifically Ontario

## Seasonality

### Spring Break/Spring/Semana Santa

March, April, May - Memorial Day

### Summer

May - Memorial Day, June, July, August

### **Fall/Events**

Labor Day, September, October, November

### **Winter**

December, January, February

### **Need Periods**

- With 50% of our lodging sales coming in June, July and August, we need to increase the economy in other times of the year.
- From fall to spring, with the exception of March, we need to try to build the convention business, especially Monday through Thursday, since the leisure market isn't very flexible during these times.
- Sunday – Thursday gives positive impact on the area economy.

## **Target Audiences**

**Leisure** | Including family fun, active/outdoor/nature enthusiasts, Winter Texans/retirees, empty nesters, Mexican Nationals, event goers and other niches.

- Overall: Adults 25-54, 55+, Primarily Female, HHI \$75,000+
- Texas Metro, Midwest, Touch States, Mexico, Canada
- 85% of Total Business
- Leisure Segments
  - Collegiate Spring Break Students 18-24, including religious and fraternal groups in Texas, Midwest, Touch States
  - Leisure Travelers/Families 25-54 with young children/school aged children
  - Empty Nesters 55+
  - Winter Texans/Retirees 65+
  - Niche Audiences: Empty Nesters, Winter Texans/Retirees, Girlfriend/Guys Getaways, Wind/Water Sport Enthusiasts, Golf, Fishing, Birding, Ecotourism, Sports, GLBT, Foodies, Diving, Millennials, Bikers, Weddings/Honeymooners, Travel Trade, Film, Television and Still Photographers, Special Event Goers, Canadians and Mexican National.

**Meetings** | Including corporate, groups, small state associations and incentive travel.

- Overall: Corporate, groups, associations and incentive meeting planners.
- Texas Metro, specifically Austin and RGV
- 15% of Total Business

## Strategies & Tactics

### Strategic Planning

**Strategy 1** | Create a fifteen month marketing and communications program to impact all stages of the travel life cycle: dreaming, planning, booking, experiencing and sharing.

1. Implement the marketing and communications plan across all channels.
2. Shift to a fifteen month planning cycle.
3. Review progress and evaluate planning needs on an ongoing basis.
4. Utilize the board as a strategic partner and advocate.

### Branding & Creative

**Strategy 1** | Effectively shape the belief that South Padre Island gives visitors a true tropical Island escape.

1. Take ownership of the “My Island” concept in an emotionally connective and compelling way.

**Strategy 2** | Continue to establish the “Make It Yours” advertising campaign.

1. Develop content to fit a variety of media formats including additional videos, content marketing needs and assets needed to fulfill media, social and PR plans.

**Strategy 3** | Develop key messages for a variety of audiences working from the brand.

1. Create specific marketing messages and value propositions for nature tourism, meetings and spring break outreach, as well as any new/signature events.

### Paid Media

**Strategy 1** | Create an integrated media program that effectively reaches desired audiences through placement in targeted media.

1. Expand media budget to \$1.65 mil to allow for expanded media coverage in Houston market, expanded opportunities for groups/meetings and new media initiatives like TripAdvisor and/or airport advertising.
2. Flight media based on planning cycles to stimulate peak and off peak time periods.
3. Maintain budget percentages by audience segment and geographic priorities.
  - 3.1. Spring Break 11%
  - 3.2. Spring Break Family 3%
  - 3.3. Leisure Texas, including RGV 44%
  - 3.4. Leisure Midwest & Canada 16%
  - 3.5. RGV Weekenders 6%
  - 3.6. Mexico 12%
  - 3.7. Groups/Meetings 8%

**Strategy 2** | Focus on “taking back Texas” to reignite interest and desire, and ultimately top of mind awareness and first choice for beach vacation by Texas travelers.

**Strategy 3** | Continue outreach to upper Midwest markets to target travelers for shoulder seasons and longer stays.

**Strategy 4** | Maintain at least 40% percent of paid media budget spend for digital channels.

**Strategy 5** | Monitor impressions, circulation, response-rates, CPI (cost-per-inquiry) and CPC (cost per click) as contributing criteria for media selection.

## Public Relations & Earned Media

**Strategy 1** | Generate positive destination media coverage to increase awareness among current and prospective visitors based on:

- South Padre Island as a leisure and lifestyle tourism destination by promoting its many unique attributes and events to a variety of travel audiences.
- South Padre Island as a premier convention and meeting market by promoting facilities, hotel spaces and seasonal island attractions and promotions.
- South Padre Island as a premier, year-round destination birding, dolphin watching, nature trail exploring and more.

**Strategy 2** | Conduct an aggressive regional and national, including Monterrey, media relations and news distribution program to target all market segments and geographic priorities.

1. Define FAM opportunities, including individual travel writers and bloggers.

**Strategy 3** | Measure and analyze media coverage and impressions secured.

## Social Media

**Strategy 1** | Develop a social media strategy that is unified with the overall marketing plan and evolve social efforts from a broadcast model to an engagement model.

1. Develop and maintain overall content and social strategies for the brand
2. Grow and engage in three social media channels: Facebook, Twitter, and Instagram
3. Develop goals/KPIs for each channel and define each channel’s role for the brand
4. Develop and strategically post/publish new and owned content
5. Identify best tools and practices to support KPI growth

## Special Events & Promotions

**Strategy 1** | Develop ideas for special events and promotions that will incent immediate action by our target audiences and encourage overnight stay during defined need periods.

1. Maintain seed money and sponsorships
2. Audit current events and define those that are signature to our brand

3. Budget for new events and opportunities
4. Explore opportunities for sponsorship development

## Reporting

**Strategy 1** | Provide various levels of reporting and analytics that use detailed data from all marketing channels to develop insightful reports that paint a clear picture of not only what's been done, but how it is performing by campaign and by objective.

1. Real time access to dashboard
2. Monthly reports to CVA
3. Quarterly reports to City Council

**Strategy 2** | Work on an ongoing basis to define appropriate KPIs/signals of intent to purchase to gauge and determine success of campaigns.

1. Monitor campaigns on an ongoing basis so that mid-month course corrections are possible, allowing content to adjust and tune to perform at optimal levels.

## Website & Digital Development

**Strategy 1** | Expand on website content to optimize as the central hub for all marketing and advertising promotions.

1. Increase traffic and conversions on [sopadre.com](http://sopadre.com)
  - 1.1. Determine best practices for traffic and user flows when considering landing pages vs website pages
2. Ongoing web maintenance
  - 2.1. Empower the CVB team to maintain the site locally, as well as collaborate with TAG for updates on an ongoing basis
3. Condo promotion
  - 3.1. Determine the appropriate mix of condo, beach house, and hotelier representation on [sopadre.com](http://sopadre.com)
4. Expand website content
  - 4.1. Develop custom and targeted content that is relevant to our audience and creates a natural online experience
5. Spanish
  - 5.1. Produce a bi-lingual website to grow engagement with our spanish speaking audiences
6. Enhance mobile efforts
  - 6.1. Always think “mobile first” in our tactics, as 59% of all [sopadre.com](http://sopadre.com) traffic is from a mobile device
7. Landing pages
  - 7.1. Determine brand point of view on landing pages vs website connection
8. APP

- 8.1. Explore app/web technology solutions for the planning, booking, experiencing, sharing time periods of the customer journey. Also consider functionality for the drive market of visitors.
- 9. CRM/Relationship Marketing
  - 9.1. We maintain permission-based databases for leisure travelers, including niche audience segments, spring breakers and meeting planners. These databases will be used for email campaigns to keep South Padre Island top of mind with people who have expressed interest in our destination. Plan to be developed outlining objectives, strategies and tactics.
- 10. Explore improvements with aRES and custom engine opportunities
  - 10.1. Grow functionality of sorting and search, as well as increase the amount of information/help our site can provide

## Research

**Strategy 1** | Conduct independent research studies to develop insights.

- 1. Examples include: visitor profile, including demographics, psychographics, perception study, attitudes and usage study, visitor spending, visitor origin and reason for travel, event economic impact study, and a brand perception study. Use findings from these studies as benchmarks for all recurring research needs. Budget allocation for this size of research is \$100,000.

## Current Budget Overview

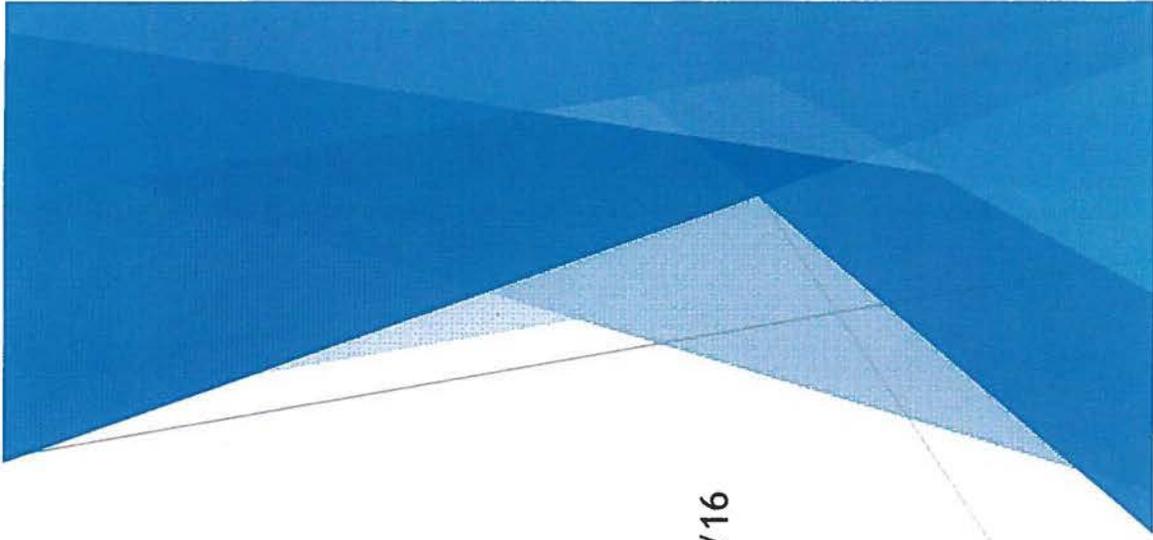
● Brand Development & Strategic Planning	\$28,500
● Media Research, Planning & Placement	\$1,340,000
● Creative Services	\$120,0000
● Production	\$109,000
● Account Service (includes travel)	\$13,500/mth; \$162,000
● Advanced Analytics and Reporting	\$2,900/mth; \$34,800
● Public Relations	\$6,000/mth; \$72,000
● Social Media Strategy & Management	\$3,500/month; \$42,000
● Research	\$38,500
● Website Development	\$87,725
● SEO Strategy	\$1,075/month; \$13,000
● B2B Media Research, Planning & Placement	\$100,000
● Total:	\$2,147,525



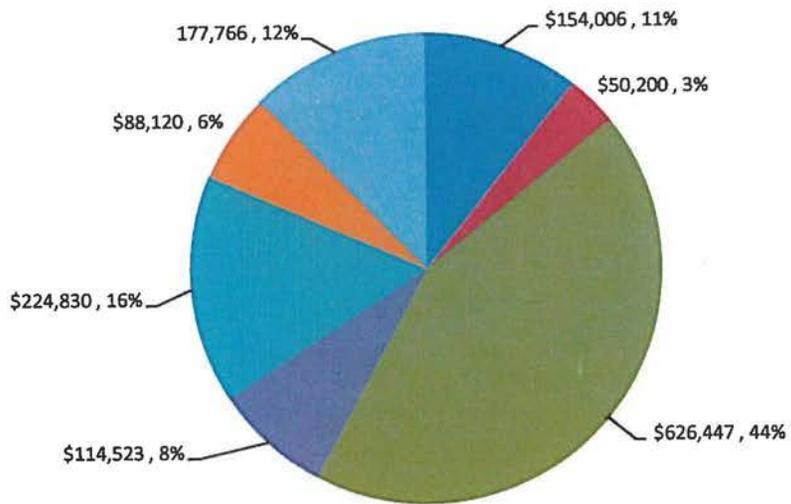
# South Padre Island FY 2016 Budget Breakdown

5/16/16

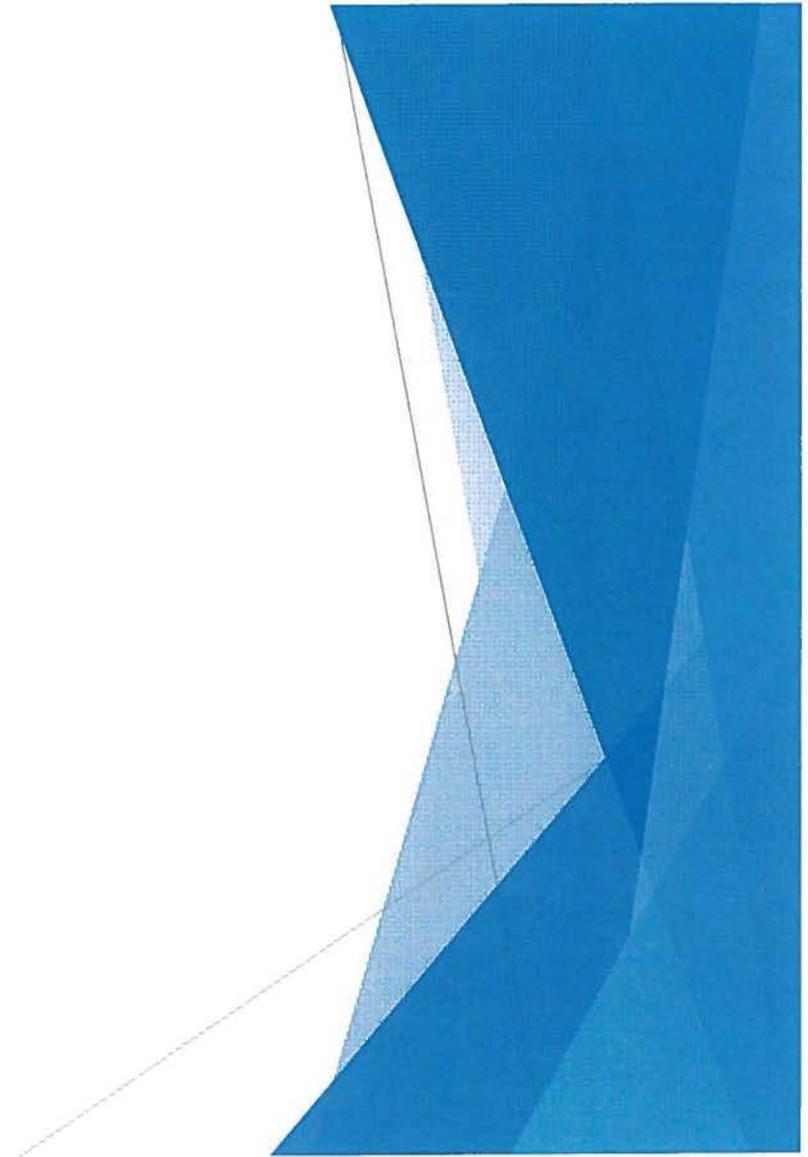
theatkinsgroup



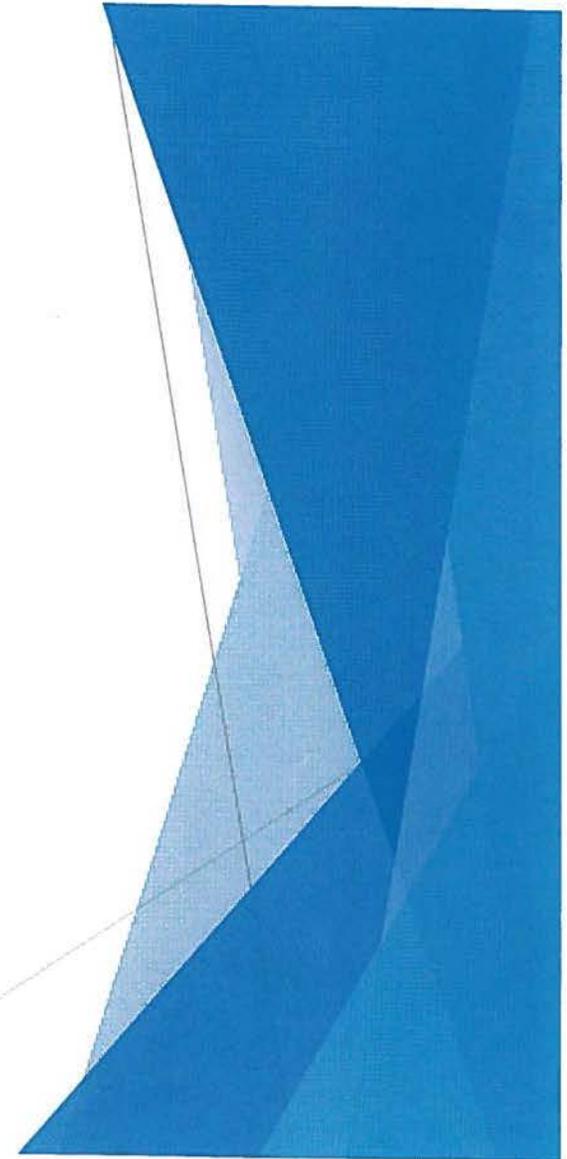
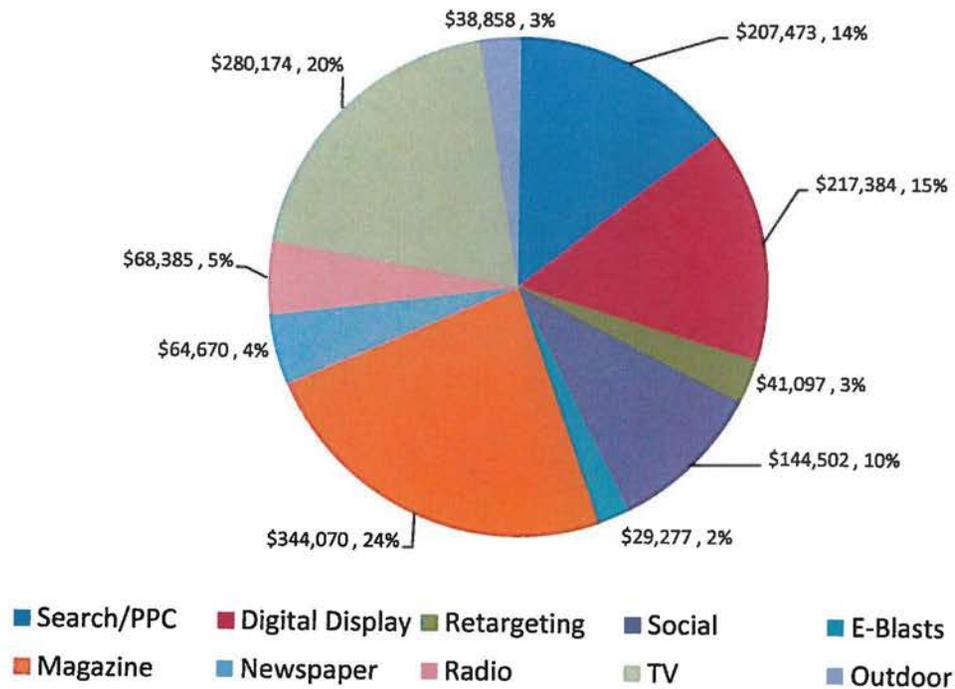
# Budget Breakout by Audience



- Spring Break College
- Family Spring Break
- Leisure Travel
- B2B
- Cold Weather Travel
- RGV Weekenders
- Mexico



# Budget Breakout by Medium



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

**MEETING DATE:** May 24, 2016  
**NAME & TITLE:** Keith Arnold, CVB Director  
**DEPARTMENT:** South Padre Island Convention and Visitors Bureau

**ITEM**

New Business

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Approved by Legal:                YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**