

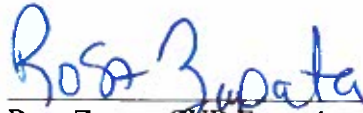
NOTICE OF REGULAR MEETING
CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS ADVISORY BOARD

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, MARCH 22, 2017
9:00 A.M. AT THE MUNICIPAL BUILDING,
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

- 1) Call to order.
- 2) Pledge of Allegiance.
- 3) Public announcements and comments: *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns. (Note: State law will not permit the Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).*
- 4) Consent Agenda:
 - a. Approval of minutes February 22, 2017 Regular Meeting.
- 5) Presentation of Post Report from Special Events:
 - a. B&S Kitefest
 - b. South Padre Island Bikefest
- 6) Discussion and possible action retaining an independent third party to evaluate Special Events Economic Impact. (Block)
- 7) Discussion and possible action concerning policies for funding Sand Castles Events/Trail. (Jones/Block)
- 8) Discussion and possible action regarding development and management of a destination package program for South Padre Island. (Arnold)
- 9) Presentation and possible discussion for the CVB Director's Summary Report. (Arnold)
 - a. Departmental Updates
 - *Administrative Updates
 - *Group Sales Updates
 - *Financial Updates
 - *Communication Updates
- 10) Presentation and possible discussion of the Atkins Group Monthly Marketing Report.
- 11) Set new meeting date for April 2017.
- 12) Adjourn.

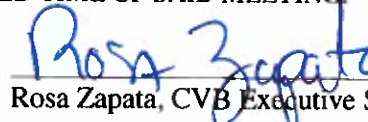
DATED THIS THE 17th DAY OF MARCH 2017.



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 March 17, 2017, at/or before 5:00 P.M. AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.





Rosa Zapata, CVB Executive Services Specialist

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

<p>CITY OF SOUTH PADRE ISLAND ADVISORY BOARD CONSENT AGENDA</p>
--

MEETING DATE: March 22, 2017

<p>ITEM DESCRIPTION</p>

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 February 22, 2017 Regular Meeting.

<p>RECOMMENDATIONS/COMMENTS</p>
--

Approve Consent Agenda

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

WEDNESDAY, FEBRUARY 22, 2017

I. CALL TO ORDER.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Regular Meeting on Wednesday, February 22, 2017 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Wally Jones called the meeting to order at 1:45 p.m. A full quorum was present: Bill Donahue, Jimmy Hawkinson, Will Greenwood, Arnie Creinin, Paul Curtin, George Block. Also present was Ex-Officio Jose Mulet and Robert Salinas.

City staff members present were CVB Director Keith Arnold, CVB Account I Lori Moore, Business Development Director Michael Flores, Media Relations Manager Ashley Guzman, and Executive Services Specialist Rosa Zapata.

II. PLEDGE OF ALLEGIANCE.

Chairman Jones led the Pledge of Allegiance.

III. PUBLIC ANNOUNCEMENTS AND COMMENTS:

Public comments were given at this time.

IV. CONSENT AGENDA:

a. Approval of minutes January 25, 2017 Regular Meeting.

Board Member Block made the motion, seconded by Board Member Curtin to approve the Consent Agenda. Motion carried on a unanimous vote.

V. Presentation of Post Report from Special Events: (Arnold)

a. Port Isabel Chamber of Commerce-Port Isabel/South Padre Island 33rd Annual Longest Causeway Run & Fitness Walk.

Presentation was made by Danielle Pearson. CVA Board Members made some recommendations concerning South Padre Island being the main sponsor and provide actual copies of the surveys taken.

b. WOVE

Presentation was made by Cristin Howard. CVA Board Members made a recommendation concerning new ways to attract attendees.

VI. DISCUSSION AND ACTION REGARDING APPLICATION FOR FUNDING REQUESTS ON NEW OR RETURNING SPECIAL EVENTS:

a. Texas International Fishing Tournament (August 2017)

After a short discussion, Chairman Jones made the motion, seconded by Board Member Curtin to approve \$15,000 in sponsorship. Motion carried on a unanimous vote.

b. Sand Castle Trail (Ongoing Event FY 2016/17)

Board Member Block made the motion to refer this request to the EDC. The motion by Board Member Block failed due to the lack of a second.

Chairman Jones made the motion, seconded by Vice-Chairman Greenwood to approve \$3,000 in funding. Motion carried on a 6 to 1 vote with Board Member Block casting a nay vote.

c. Jailbreak Race Events-South Padre Marathon (November 2017)

Board Member Donahue made the motion, seconded by Chairman Jones to approve \$40,000 in funds for marketing on a reimbursement bases. Motion passed on a unanimous vote.

d. Valley Haven Fishing Tournament (September 2017)

Board Member Donahue made the motion, seconded by Board Member Hawkinson to approve \$5,000 in funding. Motion carried on a unanimous vote.

VII. PRESENTATION AND POSSIBLE DISCUSSION CONCERNING THE CVB DIRECTOR'S SUMMARY REPORT.

Departmental Updates
*Administrative Updates
*Group Sales Updates
* Financial Updates
*Communication Updates

CVB Director Keith Arnold briefly went over the Director's Summary Report.

VIII. PRESENTATION AND POSSIBLE DISCUSSION CONCERNING THE ATKINS GROUP MONTHLY MARKETING PERFORMANCE REPORT.

Steve Atkins and Ryan Schnider briefly went over the Marketing Performance Report.

IX. SET NEW MEETING DATE FOR MARCH 2017.

New meeting date was set for March 22, 2017.

X. ADJOURN.

There being no further business, Chairman Jones adjourned the meeting at 3:40 p.m.

Rosa Zapata, CVB Executive Services Specialist

APPROVED

Wally Jones, CVA Chairman

DRAFT

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

MEETING DATE: March 22, 2017

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention & Visitors Bureau

ITEM

Presentation of Post Report from Special Events: (Arnold)

- a. SPI Kitefest
- b. South Padre Island Bikefest

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: March 22, 2017

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention & Visitors Bureau

ITEM

Presentation of Post Report from B&S Kites for the South Padre Island Kite Fest 2017.

ITEM BACKGROUND

Bill Doan provided copies of all paid receipts and surveys to the CVB. Additional copies available upon request.

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: 2-24-17

Organization Information

Name of Organization: B+S Kites

Address: 2812 Padre Blvd Ste B

City, State, Zip: South Padre Island Texas 78597

Contact Name: Bill Doan Contact Phone Number: 761-1248

Contact Cell Phone Number: 433-11699

Event Information

Name of Event or Project: SP1 Kite Fest 2017 Date

of Event or Project: Feb. 2, 3 & 4 2017

Primary Location of Event or Project: Indoor Thurs. night - Convention Centre

Amount Requested: \$ 17,750⁰⁰ Outdoor Fri + Sat - Flats - North of
Convention Centre

Amount Received: \$ 17,750⁰⁰ (Cameron Co.)

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

Advertising & Promotion - Ads, Press Releases, Flyers, Website
Facebook, T-Shirts

Kiteflyer Expense - Airfares, Rental Cars, Gas, Travel, Food

Sound System, Announcing, Photography, Videography

Insurance & Fee for Flats

Parking Crew, Porta Potties, etc.

How many years have you held this Event or Program : 15 years

Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: 86%
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): 14%
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?
Indoor Admission \$6 per person - 500 tickets sold
Outdoor - Free - cannot charge. Cameron Co. Commissioners
will not permit admission fee. Net Loss \$163.72
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): 8,000 (for 3 days)
2. What would you estimate as the actual attendance at the event?: 550 Indoor Thurs night
Friday Outdoor 4,000 Saturday Outdoor 2,000 (IN RAIN)
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 300+
4. How many room nights do you estimate were actually generated by attendees of this event? 547+
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 547+ (People are hesitant to register)

Last Year 155 confirmed (Estimated 300)

Two Years Ago —

Three Years Ago —

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.)?

Pre-registration of indoor attendees
Registration at outdoor event.

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? _____ No room blocks established, however Special room rates (Kite fest) were sold out at Isla Grand, The Inn and the Hilton Garden Inn.

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: \$ 548
Radio: \$ 0
TV: \$ Free Channel 5 Weather Tim Smith
Other Paid Advertising: \$ 812 Flyers, Median Banner, Parade Banner, etc

Number of Press Releases to Media 27

Number Direct Mailings to out-of-town recipients 165 to Large RV Parks + 10 Kite Clubs

Other Promotions Delivered flyers to over 25 RV Parks
Website - www.spikitefest.com 3 Facebook Pages

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?

Linked all sponsoring hotels to SPI Kitefest Website

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

Yes. Isla Grand, The Inn, Holiday Inn Express, Hilton Garden Inn
Ramada, Schlitterbahn Beach Resort

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

Held Thursday Evening Indoor Kite Performances to encourage attendees to stay overnight for the Friday and Saturday outdoor Festival. We had 500+ indoor attendees this year.

American Kitefliers Assn. Calendar of Events
Central U.S. Kite Calendar of Events
Texas Highways Events Calendar - The Monitor Events Calendar
Alex Garcia - Chief Meteorologist Fox 29 San Antonio Social Media

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:

Attendance for indoor was up from 419 to over 500 Attendees. We had approximately 1,000 Spectators Sitting in the rain to watch Saturday performances.

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?

Additional Event Information

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

Isla Grand Beach Resort - Banquet
 Friends of Animal Rescue - Parking
 Jeff Clifton - Sound system
 Tommy Saenz - Photography & Videography
 SPI Town LLC - Food

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)

SPI Kite Fest February 2, 3 & 4, 2017

Final Accounting

Demonstration Expense (<u>Airfare & Travel</u>)	\$ 7761.53
Chris Schultz (1- ORF), Kill Devil Hills, NC - <u>\$819.89</u>	
Airfare \$547.20 ~ Car/Gas \$272.69 (Weider)	
Lisa & Ian Willoughby (2 - PHL), Newark, NJ - <u>\$1,072.21</u>	
Airfares \$847.92 ~ Car/Gas \$224.29	
Dennis Smith (1- PHL), Newark, NJ - <u>\$423.96</u>	
Team Rev Riders (4 - BOS, DCA, 2 BWI) Newark, NJ - <u>\$2,280.71</u>	
Scott Weider, Jim Cosca, James Fletcher, Paul Lamasters	
Airfares \$1,724.84 ~ Car/Gas \$388.87 - Food \$167.00	
Team Kitellife (4 - PDX, PDX, JAX, DTW), Portland, OR - <u>\$2,553.76</u>	
Airfares \$1742.80 ~ Car/Gas \$555.18 - Food \$255.78	
John Barresi, Eli Russell, Scott Benz, Brett Marchel	
Phil & Barb Burks (2), Portland, OR - <u>\$611.00</u>	
Travel Reimbursement \$500.00 ~ Food \$111.00	
Demonstration Expense (<u>In-state Travel</u>)	\$ 250.00
Team EOL (4), Austin, TX - <u>\$250</u>	
Jim Cox, Eddie Zihlman, Michael Boswell, Ben Gray	
Demonstration Expense (Hotel)	\$ 8,966.00
Isla Grand - 2 Rooms, 6 Nights - \$1980	
The Inn @ SPI - 3 Rooms, 3 Nights - \$630	
The Pearl - 3 Rooms, 4 Nights - \$1567	
Schlitterbahn Beach Resort - 2 Rooms, 3 Nights - \$820	
Ramada - 1 Room, 3 Nights - \$281	
Suites @ Sunchase - 1 Room, 3 Nights - \$660	
Hilton - 2 Rooms, 3 Nights - \$1306	
Holiday Inn Express - 2 Room, 3 Nights - \$1722	
Demonstration Expense (Hotels <u>Non-Comped</u>)	\$ 404.92
Hilton Garden Inn - Dr. Steven Norris - \$335.60	
Hotel.com - Wind & Water - Team Kitellife - \$69.32	
Demonstration Exp. - Freight on Show Kites (to and from)	\$ 861.08
Demonstration Expense - (<u>Indoor Venue</u>)	\$ 2,500.00
Demonstration Expense - (<u>Banquet</u>)	\$ 1,800.00
Advertising and Promotion	\$ 4,403.05
Website Design & Monitoring - \$500	
Wix Design & Webhosing - \$164	
Facebook Setup & Monitoring - \$300	
Draft & Submit Press Releases (27) - \$400	
Emailed Flyers to RV Parks (165)	
Flyers & Posters - Design, printing, delivery - \$380.70	
Newspaper Ads - \$548	
Festival Shirts - Design & printing - \$1678.60	
Festival Buttons - \$124.40	
Float Christmas Parade - \$82.35	
Median Banner - \$225	
Sound & Announcing - Photography/Videography	\$ 1,100.00
Parking	\$ 1,000.00
Porta Potties / Insurance / Fee for Flats	\$ 2,525.00

Miscellaneous	<u>\$ 1,187.49</u>
Tollet paper, Gas, Field Crew Meals, Kite Parts, Tickets VIP passes, Cleaning vehicles, Tie downs, etc.	
	\$32,759.07
Festival Management/Production	<u>\$ 3,850.00</u>
	<u>\$36,609.07</u>

Income & In-Kinds Received

In-Kind Services (Hotel)	\$ 8,966.00
Isla Grand – 2 Rooms, 6 Nights - \$1980	
The Inn @ SPI – 3 Rooms, 3 Nights - \$630	
The Pearl ~ 3 Rooms, 4 Nights - \$1567	
Schlitterbahn Beach Resort ~ 2 Rooms, 3 Nights - \$820	
Ramada – 1 Room, 3 Nights - \$281	
Suites @ Sunchase – 1 Room, 3 Nights - \$660	
Hilton – 2 Rooms, 3 Nights - \$1306	
Holiday Inn Express – 2 Room, 3 Nights - \$1722	
<u>In-Kind Service</u> – Convention Center	\$ 2,500.00
<u>Festival Income</u>	\$ 7,229.35
Festival Shirts (Presale) – 75 @ \$11.09 = \$831.75	
Festival Shirts ~ 192 @ \$11.55 = \$2,217.60	
Indoor Tickets – 500 @ \$6 = \$3,000.00	
Banquet Tickets – 59 @ \$20 = \$1,180.00	
CVB Sponsorship	<u>\$17,750.00</u>
Final Shortage / Overbudget	< \$ 163.72 >

SPI Kite Fest ~ 2017

Date	Payee	Description	Marketing – Adv.	Demonstration	Event Exp.	Misc.
08/23/16	Office Depot	Ink Cartridges				54.13
08/31/16	United Airlines	J Barresi & E Russel Airfares		866.40		
08/31/16	United Airlines	Scott Benz – Airfare		421.20		
08/31/16	United Airlines	Brett Marchel – Airfare		455.20		
09/06/16	United Airlines	Chris Shultz – Airfare		547.20		
09/06/16	Southwest Airlines	Jim Cosca – Airfare		397.96		
09/06/16	Southwest Airlines	Paul Lamasters – Airfare		439.96		
09/06/16	Southwest Airlines	Scott Weider – Airfare		445.96		
09/06/16	Office Depot	File Folders				5.65
09/12/16	Cobra Caps	Hats for Kite Crew			57.60	
09/12/16	Staton Online	Festival T-shirts	711.60			
09/15/16	Big Lots	Christmas Float – Lights	43.30			
09/18/16	Laminstor.com	ID Badges – Pouches			19.51	
09/19/16	ID Zone	ID Badges – Lanyards			27.00	
09/22/16	Otto Caps	Visors for Kite Crew			46.46	
10/19/16	Wix	Website Creating Program	149.00			
10/19/16	Vistaprint	Flyers	92.47			
11/07/16	Killarney House	T-Shirt Design	107.00			
11/15/16	Banners on Cheap	Float – Christmas Parade	39.05			
11/16/16	Vistaprint	Tickets & VIP Passes			34.96	
11/16/16	Southwest Airlines	Jame Fletcher – Airfare		440.96		
11/23/16	Southwest Airlines	Lisa & Ian Willoughby – Airfare		847.92		
11/25/16	Southwest Airlines	Dennis Smith – Airfare		423.96		
11/25/16	Pure Buttons	Festival Buttons	124.40			
12/06/16	Walmart	Totes				17.17
12/09/16	Hostgator	Domain – www.spikitefest.com	15.00			
12/21/16	Bill Doan	Adv. - Mileage – Deliver Flyers	134.84			
12/21/16	Bill Doan	Adv. - Time – Deliver Flyers	110.00			
12/21/16	Popeyes	Adv. - Lunch – Deliver Flyers	18.38			
12/21/16	Stripes	Adv. - Gas – Deliver Flyers	25.01			
12/27/16	AKA	Event Insurance			200.00	

SPI Kite Fest ~ 2017

Date	Payee	Description	Marketing - Adv.	Demonstration	Event Exp.	Misc.
12/31/16	SI Creations	Printing T-Shirts	860.00			
01/06/17	Welcome Home RVG	Ad	200.00			
01/12/17	Amazon	Music - R. Henderson Performance		0.99		
01/15/17	Walmart	CDs - Music Performances		22.47		
01/24/17	Target	Soda - Volunteers			19.49	
01/24/17	Dollar Tree	Bath Tissue			5.41	
01/24/17	Family Dollar	Tent Tie-Out Stakes			20.08	
01/24/17	Sam's	Water - Volunteers			14.94	
01/26/17	Cameron Co. Parks	Fee for Flats			600.00	
01/27/17	Walmart	Paper Towels & Toilet Paper			24.53	
01/27/17	Walmart	Thank You Dinner - Volunteers				30.22
01/27/17	D/Pizza Joint	Pre-Event Meeting - Field Crew				60.00
01/28/17	Team Kitelife	Car & Per Diem		555.18		
01/30/17	Hotels.com	Team Kitelife ~ Hotel 1/30/17		69.32		
01/30/17	Pier 19	Team Kitelife & Lineup Crew		235.00		
01/30/17	Sutherlands	Fence - Level Flying Field			19.47	
01/31/17	Walmart	Rope - Tie Down Tents			31.49	
01/31/17	Pizza Joint	Dinner - Team Kitelife		20.78		
01/31/17	John Barresi	Bridles for Kites		130.00		
02/01/17	Sea Ranch	Dinner - Team RevRiders		167.00		
02/02/17	Whataburger	Lunch - Setup Crew			20.46	
02/02/17	Pizza Joint	Dinner w/Photographer			58.00	
02/02/17	Stripes	Gas - Level Flying Field		20.00		
02/02/17	Whataburger	Dinner - Indoor Sound Crew		9.72		
02/03/17	Hilton Garden Inn	Hotel - Dr. Steve Norris		335.60		
02/03/17	Isla Grand	Banquet			1800.00	
02/03/17	CVS	Markers - Field Signs			4.10	
02/03/17	Grapevine	Lunch - Kitefest 'Go-fer'			9.74	
02/03/17	Stripes	Breakfast - Setup Crew			26.28	
02/04/17	Stripes	Gas - Generators			9.50	
02/04/17	Stripes	Coffee - Setup Crew			18.05	
02/04/17	Phil & Barb Burks	Travel Expense		500.00		

SPI Kite Fest ~ 2017

Date	Payee	Description	Marketing - Adv.	Demonstration	Event Exp.	Misc.
02/04/17	Team End of Line	Travel Expense		250.00		
02/04/17	Team RevRiders	Car & Per Diem - Cosca		388.87		
02/04/17	Weider/Shultz	Car & Per Diem		272.69		
02/04/17	Lisa Willoughby	Car & Per Diem		224.29		
02/04/17	Tom Chaffee	Announcer		150.00		
02/04/17	Tommy Saenz	Photography/Videography			200.00	
02/04/17	Montana's	Dinner w/Photographer			48.00	
02/04/17	Stripes	Breakfast - Setup Crew			26.28	
02/05/17	Car Wash	Wash Car - Event 'Go-fer'			10.00	
02/05/17	Walmart	Food - Sunday Nt. Farewell			15.76	
02/05/17	Stripes	Gas - Event 'Go-fer'			5.50	
02/05/17	HEB	Cake - Sunday Nt. Farewell			22.98	
02/05/17	Blue Marlin	Drinks - Sunday Farewell			22.55	
02/06/17	Clifton Audio	Sound System		750.00		
02/06/17	Clean Portoco	PortaPotties			1725.00	
02/07/17	City of SPI	Replace Missing Cones			64.00	
02/07/17	Laserwash	Wash Truck - Setup Crew			10.00	
02/07/17	Laserwash	Wash SUV - Setup Crew			10.00	
02/08/17	AIM Media	Coastal Current Ads	348.00			
02/08/17	Susie & John Doan	Website Design & Maintenance	500.00			
02/08/17	Susie & John Doan	Facebook Setup & Monitoring	300.00			
02/08/17	Susie & John Doan	Draft & Submit Press Releases	400.00			
02/08/17	Friends of Animal Rescue	Parking Crew			1000.00	
02/09/17	SPI Town LLC	Lunch - Kite Fest Crew			135.00	
02/09/17	Pirate's Landing	Dinner - Show Kite Crew		111.00		
02/12/17	Phil Burks	UPS Frt. - Festival Show Kites		207.51		
02/15/17	Doug LaRock	UPS Frt. - Festival Show Kites		533.57		
02/18/17	Doug LaRock	United Extra Bag Charge - Kites		120.00		

Room Nights ~ SPI KITE FEST 2017

Name	Lodging	# Nights	Hometown or Zip
John Barresi	Best Western - 2 rooms	6	Portland, OR
Lou Anderson	Hilton Garden Inn	2	78633
Bill & Susan Ashley	Wind & Water	1	49010
Randy & Sylvia Ashley	Isla Grand	3	McAllen, TX
Jennifer Baldwin	Ramada	1	52730
Vern Balodis	The Inn	4	Cleveland, OH
Barb Banke	La Quinta	2	78572
Randy Barker	The Pearl	7	Minnesota
Barney & Virginia Barnett	La Quinta	2	67010
Dewey Beckstrom	Blue Bay Inn	1	78572
Doug Bell	La Copa	3	
Larry Beltz	Wind & Water	11	Branson, MO
Monique Ber???	La Quinta	1	78516
Dale Bird	La Quinta	2	52001
Pete Boisvert	Hilton Garden Inn	4	78633
Richard & Verna Bos	Ramada	1	55927
Michael Boswell	Schlitterbahn	1	78758
Dale & Marge Brehan	La Quinta	2	55811
Doug & Sandy Bressler	La Quinta	1	49953
Phil & Barb Burkes	Isla Grand	15	Portland, Oregon
Lisa & Scott Cook	Ramada	2	55927
Diane Coulter	La Quinta	3	R3L 1T8
Jim Cox	Hilton	1	78758
Chris & Darlene Crawford	Isla Grand	2	49331
Rosemary & Neil Deering	La Qunta	2	59901
Darlene Dole	La Quinta	2	50526

Don & Shirley Doriott	Motel 6	1	54893
Fred & Pat Dorisse	Wind & Water	2	46901 (Mission, TX)
Jackie Doty	Wind & Water	1	78572
Jan Dupree	Suntide III	5	San Antonio
Danny Drummond	Upper Deck	3	San Antonio
Doug Edwins	Wind & Water	2	Omaha, NE (Mission, TX)
Kathy Estelle	The Inn	1	56345
Danny & Robbie Evans	La Quinta	2	47037
Robert & Kathia Ferguson	Saida Royale	3	78758
Claude & Gloria Fillion	La Quinta	1	78516
Jo Flint	Suntide III	5	Houston
Steve & Pam Frankowski	Ramada	1	54216
Barbara Gray	Suntide III	5	San Antonio
Ben Bray	Schlitterbahn	1	78758
Chuck & Diane Green	Motel 6	7	Canada
Gene & Beth Haigh	Marlin - Swordfish	14	50322
Donald & Teresa Heal	La Quinta	1	53821
Harlan Helseth	Suntide III	6	54623 - Wisconsin
Sid Helseth	Suntide III	6	55076 - Minnesota
Jean Marie Hache	Flamingo	1	73013
Mark & Jerri Hunter	Hilton	1	51510
Bill Hutspn	Island Inn	2	78666
George & Sheila Irving	Aquarius	14	55721 - Cohasset, MN
Jim Jennette	Blue Bay Inn	1	78572
Pam Jennings	Hilton	2	64730
J.L. Jennings	Hilton	2	64730
Betty & Cliff Johnson	Island Inn	1	56347
Sandra & Wayne Johnson	Isla Grand	9	Minneapolis
Sid & Demie Johnson	Island Inn	1	56347

Gary & Mary Jones	Marlin – Swordfish	14	50021
Doug Karaker	Blue Bay Inn	1	78572
Ray Kerman	Wanna Wanna	3	Emily, Minnesota
Dave Kinsley	The Inn	1	Arkansas
Tami Kramer	Saida Towers	6	68008
Tammy Krey	Ramada	1	55127
Mary Laabs	Tiki	8	58078
Doug & Linda LaRock	Isla Grand	10	Yakima, Washington
Pam Laven	Saida Towers	6	55362
James Lee	Island Inn	1	78504
Julian Lusco	Comfort Suites	15	85373
Bill & Cathy Lvebke	Palms	5	53190
Jerry McCord	Wind & Water	2	Pocahontis, TN (Mission, TX)
Jim McVean	La Quinta	2	50010
Roger McWilliams	Motel 6	2	56101
Verle & Connie Meiter	La Quinta	1	82009
Robert Menees	Isla Grand	10	Dallas
Pauline Meredith	Best Western	2	85927
Dale & Paulette Messerli	Best Western	4	56054
Giselle Miller	Isla Grand	1	New York
Jim & Sue Moore	South Padre Hotel	3	55947
Kathy Moorhead	Los Cabos II	10	80122
Garey Morey	South Padre Island Lodge	5	Houston, TX
Robert Muise	Winddancer	6	77099
Jim & Diane Niehoff	Sunchase Suites	3	66006
Merle Nikodyn	Padre Hotel	2	69361
Dr. Steven Norris	Hilton	3	Gatesville, TX
Dallas & Donna Oliver	The Inn	5	Arlington, TX
Mike & Margo Owens	Padre Hotel	1	66048
George Petke	Wanna Wanna	3	South Dakota

Larry Potter	Wind & Water	2	Springfield, MN (Mission, TX)
Steven Powell	La Copa	4	77072
Laurie Ramos	Wanna Wanna	5	78758
Onaida Reichem	Island Inn	3	Houston
Doug & Kathy Reid	Motel 6	4	Minnesota
Patrick Reibold	La Quinta	6	Carmel, IN
Chuck & Diane Rigid	Sandcastle	7	79015
Cathy Rohr	Ramada	1	54216
Sandy Ross	Suntide III	5	Houston
Lisa Saarinen	La Quinta	3	V82 6A7
Mary Salverson	Best Western	5	53190
Rudy & Sharon Sandau	Schlitterbahn	1	NON 1G0
Ronald Schmitz	Winddancer	7	56320
Ken Schoerfelder	Padre Hotel	2	55395
Jim & Brigitte Schroeder	The Inn	2	54017
Chris & Bettina Schroeder	The Inn	2	Germany
Bill Seward	The Inn	5	Pharr, Texas
John Shamrock	Schlitterbahn Resort	3	Houston
Bill Sharlon	La Quinta	3	99645
Gary & Karen Sharp	La Copa	2	43551
Charlotte Sheard	Hilton	14	Cincinnati, OH
Lizzie Sheehen	Flamingo	1	73013
Darrell Shook	La Copa	4	Alamo, TX
Rich & Sheila Siemens	The Inn	6	74006
Charlie & Sherry Smith	Salda Royale	3	78738
Roger Smith	Motel 6	9	Wichita, KS
Randy Spears	Wind & Water	5	80227
Jennie Straitz	Blue Bay Inn	1	78572
Doug Stroschein	Island Inn	2	56347
Doug & Debbie Stumbo	Sapphire	2	50212

Tom Stumps	Wanna Wanna	3	Oklahoma
Sandy Swank	Aquarius	2	61427 - Cuba, IL
Lynn Spadine Taylor	Sapphire	10	61063
K.S. Tessendorf	Flamingo	2	78501
Ted & Doris Thorimbert	La Quinta	1	78516
Paul Tombaugh	Sea Vista	3	60098
Bob & Bonnie Tomusial	Island Inn	1	60020
Richard Trottier	Holiday Inn	1	K6H 5M5
Ron & Sue Tulskey	Sea Vista	2	ROK 1X0
Frank & Leslie Turpin	Super 8	1	KOL 1Z0 - Ontario
Valerie Young	Hilton Garden Inn	2	78633
Lily Van Maven	Flamingo	5	53417
William Velez-Barneset	Upper Deck	3	78233
Kim & Sherrod Voss	Wind & Water	2	68025 (Mission, TX)
Ray & Michelle Waid	Isla Grand	2	48834
Larry & Vicki Wanelo	South Padre Inn	2	72761
Tom Wallbank	Schlitterbahn	1	74133
Larry Ward	The Inn	4	Rockport, TX
John West	Isla Grand	8	Oklahoma
Cat Windover	Isla Grand	1	Canada
Dale & Linda Woytowic	La Quinta	1	78516
Franklin Wu	Winddancer	3	77479
Leroy Wyatt-Bob Knipppe	Saida #301	14	Nebraska - Washington
Elgin & Ruth Zelniski	La Quinta	1	R3W 1L5
Eddie Zihlman	Holiday Inn	1	78758
Elena & Mike	Econo Lodge	2	78959
George & Sheila	Aquarius	14	55721
Lefty & Joanne	Wind & Water	2	SD (Mission, TX)
Mike & Shirley	Ramada	2	77399

Ray & Jean
S. Cillietsky (189)

Island Inn
Flamingo

11
2

54913
Canada

Registered Total

547

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

MEETING DATE: March 22, 2017

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention & Visitors Bureau

ITEM

Presentation of Post Report from the South Padre Island Bikefest.

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: March 22, 2017

NAME & TITLE: George Block, CVA Board Member

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and possible action retaining an independent third party to evaluate Special Events Economic Impact.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

George and Margie Block
PO Box 3700
South Padre Island, TX 78597
(George) 210-912-3535
(Margie) 210-364-4126
(George) georgeblock511@yahoo.com
(Margie) margieblock@sbcglobal.net

4 March 2017

All—

I have attached a proposed set of revisions to our current HOT tax policies that I promised Wally, but I think we should go farther.

As I wrote earlier in an email, our board and staff should consider a 5-step process to move from Reactive to Strategic.

Step 0 should be: **Get 3rd party accountability in place.** This will become our baseline and give us real data to think with.

We should send RfP's to all the regional university business, tourism and economics departments. We should ask for Economic Impact Studies on all events funded by our CVB.

This is the most important thing we can do. Even if we kept the same process (which I pray that we don't), real data would change everything! It will also streamline the application process, because the application form will match the evaluation form.

Step 1 should be: The Board and Staff, or a sub-committee of the **board and staff, develops an annual calendar**, where we strategically place the types of events we want to have on the calendar.

Step 2 would be: The board/sub-committee sends out **RfP's to various providers/promoters** for those events. If we already have a preferred provider, we enter in to negotiations with that provider. In the event those negotiations are not successful, we send out an RfP.

Step 3 could be: Think of our investment in these events as venture capital. My personal preference is that the initial RfP's be for 5 years.

If we subsidize an event, we should have a board seat with that organization, filled by either a board member or staff member. This will keep the board up-to-date in "live time" with the events progress and problems, and allow us to get involved when our representative sees an issue.

Marketing funds for printed materials, media buys, videos, etc., would be **funneled through Atkins** to guarantee that all island promotion is consistent and controlled by the CVB.

Step 4 would then be: **Only after all our "Strategic Events" are placed and funded, would we open for proposals.** My preference would be to work 2 years out with the process chart that Mike developed. The only step I would add is that **"Expert Sub-committees" would review applications.** Based on what I have seen so far, we would have the following sub-committees:

- Fishing
- Sports
- Arts
- Music
- What have I missed?

Non-solicited proposals would be submitted once a year, 18-24 months out. They would be divided up and submitted to their separate sub-committees who would follow the process Mike outlined. They would be rejected, accepted, or improved. If the sub-committees do their work, the result should be a consent agenda.

Key Strategy: Wally made a great point that everything that we do in tourism should also make the island more attractive for families to live here. That sort of creates a 3-prong test for events.

1. **Heads in beds.** This should be our primary test and is the reason to get **3rd Party accountability.** We want every event measured the same. We want it de-politicized.
2. **Out-of-area media coverage.** If we have an event that doesn't generate a lot of HOT revenue, it needs to have **significant** statewide and/or national media coverage. Atkins should

measure that for us. A story in the magazine of the organization that hosted the event is, by definition, not significant.

3. **Quality of life.** If our focus is really on bringing more families to live on the island, this becomes a simple metric, because families evaluate quality-of-life in terms of their kids. **Every event should leave a legacy for the kids of this area.** That should be something that we require in every RfP and Funding Application. What new program, facility and/or funding will be left behind for the kids in this area?

If we use these three tests, we will develop and recruit great events, and we will meet Wally's goal of using tourism to attract family residents to SPI.

As I said in my earlier email, it is critical that we maintain the "Strategic" posture that we agreed on in the planning session, as well as the alignment with the Atkins marketing timeline. Those were two, game-changing decisions we made.

At this point, we shouldn't be thinking about how to make what we do more consistent, we should be changing (completely) what we do.

Feel free to use, kill or circulate these documents,

George

**HOTEL OCCUPANCY TAX USE GUIDELINES
UNDER TEXAS STATE LAW
SOUTH PADRE ISLAND HOTEL TAX FUNDING APPLICATION FORM**

State Law: By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

Chapter 351 of the Tax Code states that the use of HOT funds is limited to:

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts if the activity or facility **can be shown to have some direct impact on tourism** and the hotel/convention industry. The impact may include showing that **the art event or facility generated hotel nights** or that **guests who were already at hotels attended the arts event or facility.**
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must **substantially** increase economic activity at hotels within the city or its vicinity.
- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:**
 - 1. the commercial center of the city;
 - 2. a convention center in the city;
 - 3. other hotels in or near the city; or
 - 4. tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**

City Policy: The City of South Padre **accepts applications** from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted in writing and be accompanied by the official application by the below noted deadlines.

This should be the LAST thing that we do, only to "fill in" open weekends.

The application will be reviewed by the Convention and Visitors Advisory Board during one of two annual funding review periods. All applications must be presented at least **two months** prior to the date of the proposed event or expenditure.

Align with Atkins, so that event promotions work 15 months out. Therefore, we should accept applications 18-24 months out. That gives our subcommittees time to work with them to get the right.

Funding Application Deadline for Fall/Winter Activities: Wednesday, July 12th, 2017

Funding Application Deadline for Spring/Summer Activities: Wednesday, January 11th, 2017

Applications for funding will be submitted through the city application forms and reasonable attachments provided by the applicants. **Review of the applications will be done by city staff and the Convention and Visitors Advisory Board solely through the written applications unless an in person presentation is requested by two or more of the committee members.** In such a case, the applicant may be asked to be present at the meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

Eligibility and Priority for Hotel Tax Funds:

Impact: Funding priority will be given to those events and entities based on their ability to generate and sustain overnight visitors to South Padre Island. **The amount that you are requesting should not exceed more than the total amount of hotel night revenue that you are predicting will be created or sustained by your event or facility. Applicants must place a link to the South Padre Island CVB listing of hotels on the applicants website. Applicants for funding are strongly encouraged to attend one of the annual informational seminars on hotel occupancy tax funding.**

REQUIRED!...but would we still need them with a strong subcommittee format?

If an event or facility will not generate any meaningful hotel night activity or gain participation of existing hotel guests, it is not eligible for receipt of hotel occupancy tax funds.

Events can prove their potential to generate overnight visitors by:

- a) **Prior Impact: historic information on the # of room nights used during previous years of the same events;**

This is where we need subcommittees with industry expertise.
-Fishing
-Sports
-Arts
-Music
-Others?
The subcommittees should present their recommendations to the board.

- b) **Current Room Block:** current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event and the actual “pick up/utilization” of the room block;
- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;

The City’s Convention and Visitor’s Bureau Department shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the staff shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board for both anchor events and non-anchor events. The Convention and Visitors Advisory Board may accept or amend the CVB staff’s recommendations by a majority vote of the Committee.

If we develop a good subcommittee process, they should become a consent agenda where members can pull items for further discussion.

Four Year Cap on Reimbursements for Operational Costs Unless Anchor Event

There shall be a four year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses, unless the event is determined to be an “anchor event.”

We need to stick to this and require that marketing funds go to Atkins and that promoters work through them.

We need to reconsider this. If we are successful, ALL of our events should produce room nights at that level. The longer we fund 1 event, the longer we delay growing another event. If the events are good, they will stand on their own.

Application to be an Anchor Event: There are certain events that have an established impact that warrants continued regular annual or seasonal funding of the event with hotel tax. **An Anchor Event shall be an event that generates or sustains over 500 hotel nights for the event and over 1,500 overnight visitors to South Padre Island for the event.** Preference for Anchor Event designation will be given to multi-day events. Each year, entities may apply to have their event funded as an anchor event and provide documentation to support this designation.

Anchor events shall be funded on a reimbursement basis once the event expenses have been incurred and the post event report is completed. It is within the discretion of the Convention and Visitors Advisory Board to proportionately reduce the amount of awarded hotel tax funding to reflect the actual impact of the event if the event does not meet its estimated impact on the funding application. The Convention and Visitors Advisory Board may take into consideration factors such as weather disturbances or other items that are beyond the control of the meeting planner in adjusting the funding.

Non-Anchor Events

Application to be a Standard Hotel Tax Funded Event: There are certain events that may not meet the requirements of an Anchor Event but still have a meaningful impact on tourism and hotel activity for South Padre Island.

Seed Money Limitation: Non-Anchor Event Funding from the hotel tax is to be treated as “seed money” with the intent that the event/facility program will eventually be able to fund it’s operational costs (other than marketing) from program revenues and non hotel tax sponsorships. Accordingly, hotel tax funding for operational costs other than marketing for non-anchor events is limited to no more than four consecutive years of Hotel Tax Funding. The Convention and Visitors Advisory Board will have the discretion to amend that limitation if deemed appropriate.

ALL event funding is venture capital, therefore a seat on the board should also be required, so that we learn about problems-and can intervene-immediately.

Non-Anchor Event hotel tax funding may be provided at the time of the award determination in order to facilitate the holding of the event. For the first year of a non-anchor event, the funding will not be reduced based on the actual impact of the event unless there is a substantial breach of the terms of the funding agreement by the applicant. For subsequent funding years, the funding will be provided on a reimbursement basis. For subsequent funding years, it is also within the discretion of the Convention and Visitors Advisory Board to proportionately reduce the awarded hotel tax funding amount to reflect the actual impact of the event if the event does not meet its estimated impact on the funding application. In all cases, the Convention and Visitors Advisory Board shall retain 25 % of the hotel tax funding award that will only be paid upon submission of the post event report and satisfactory performance on the terms of the funding agreement. The CVB staff shall be tasked to recommend whether full payment should be made for each funded event. The Convention and Visitors Advisory Board may take into consideration factors such as weather disturbances or other items that are beyond the control of the meeting planner in adjusting the funding.

We should consider RfP's for 5-year event production. We should not entice with funding. If a promoter needs seed money, let them tell us in the RfP, then we negotiate each one individually.

Black Out Periods for Hotel Tax Funding

Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

The month of July Keith, should this be July or March, June-August or something else?

The Spring Break Period

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two-third vote, grant an event a variance from these blackout periods.

Use of Revenues from Event: A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. No other outside event(s), project, charity, etc., sponsored by the host organization may profit from the South Padre Island's funding of a particular event. This restriction can be waived by the Convention and Visitors Advisory Board for an event that has a substantial impact on tourism and hotel activity.

We are not following this now. We should, in fact, REQUIRE it, but it should be focused locally and on kids. Event legacies.

Supplemental Information Required With Application: Along with the application, please submit the following:

☒ Proposed Marketing Plan for Funded Event

☒ Schedule of Activities or Events Relating to the Funded Project

Post Event Report: Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

Submit to: Mike Flores, Business Development Director Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-8199, michael@sopadre.com

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

MEETING DATE: March 22, 2017

NAME & TITLE: George Block, CVA Board Member

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and possible action concerning policies for funding Sand Castles Events/Trail.

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: March 22, 2017

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and possible action regarding development and management of a destination package program for South Padre Island.

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: March 22, 2017

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention & Visitors Bureau

ITEM

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

a. Departmental Updates

*Administrative Updates

*Group Sales Updates

* Financial Updates

*Communication Updates

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: March 22, 2017

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention & Visitors Bureau

ITEM

Presentation and possible discussion concerning The Atkins Group Monthly Marketing Performance 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

REPORT

Monthly Marketing Performance

Prepared for **South Padre Island**
Period: February 2017
Date: 3/22/2017

Monthly Highlights

the**atkins**group

Highlights

Summary Of Media Activity

- ▶ College Spring Break, Family Spring Break, Family Leisure Midwest/Canada, and Mexico campaigns continued with the same campaign messaging from previous months
- ▶ Keywords optimizations help PPC performance by increasing ad clicks and campaign CTR, and moving up page positions
- ▶ Site optimizations were made to increase performance within the display campaign
- ▶ A new Google Analytics profile was created to launch a clean slate for SPI starting 2017

KPIs

- ▶ Over **14 million ads impressions** were delivered this month from all digital ads
- ▶ **Search advertising** is generating the **strongest CTR (~2%)** compared to all digital platforms
- ▶ With over **401,000 page views**, the SPI website saw a nearly **10% increase** from the previous month, even with the same media spend
- ▶ **College Instagram** campaign continues to improve on both CPC and CTR
- ▶ Over **1.3 million users** were retargeted with display ads after visiting the SPI website
- ▶ **Device ID targeting** shows exceptional performance with CTRs exceeding industry benchmarks tenfold

Highlights

Monthly Insights

Assessment	Recommendations
Keywords optimizations produced more positive page positions for AdWords	Continue to monitor high performing keywords in all campaigns and optimize where possible
Family Spring Break video is highly out performing all static creative	Continue to prioritize video creative and remove underperforming static posts
Mobile/tablet is outperforming desktop for standard display campaigns	Monitor budget and determine if device optimizations are necessary
Removing certain sites within the Q1Media network increased CTR by over 40%	Continue to optimize site list and remove underperforming sites

Funnel Stage Performance

Awareness, Engagement and Conversion
results on all media platforms and services

the**atkins**group

Awareness

Funnel Performance



Public Relations Results:

- [TourTexas.com](#) feature "South Padre Island"
- USA Today feature "The best beaches in Texas"
- The Dallas Morning News feature "The Texas coast gets ready for spring break with beefed-up beaches and new activities"
- The Daily Nebraskan feature "Fun, low-cost spring break destinations to help you de-stress"

Metric	Feb 2017	Feb 2016*
Ad Impressions	14,709,584	N/A
Ad Clicks	114,851	N/A
Website Visits	165,424	N/A
Website Pageviews	401,856	N/A
Unique Visitors	317,980	N/A
Print Impressions	8,105,042	N/A
Broadcast Impressions	785,850,310	N/A
OOH Impressions	4,310,000	N/A

Engagement

Funnel Performance



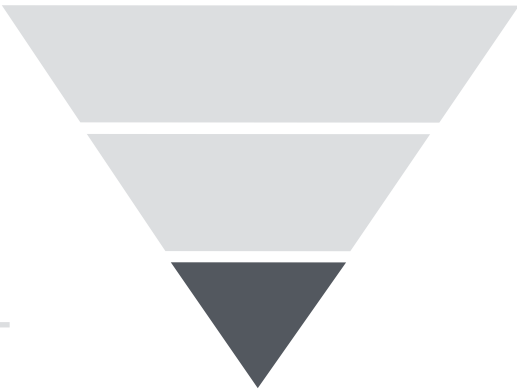
Users visiting the landing pages stayed nearly two minutes per session. This average session time shows users are reading and engaging with content on SoPadre.com.

Social engagement increased 2% from the previous month with the same amount of spend.

Metric	Feb 2017	Feb 2016*
Avg Time on Website	1:56	1:43
Avg Website Pageviews	2.43	2.81
Website Bounce Rate	58%	19%
Social Engagement	82,001	N/A

Conversion

Funnel Performance



All landing pages include a lead capture form to gather email leads for individual campaigns.

College Spring Break is the strongest campaign generating over nearly 3,000 email leads.

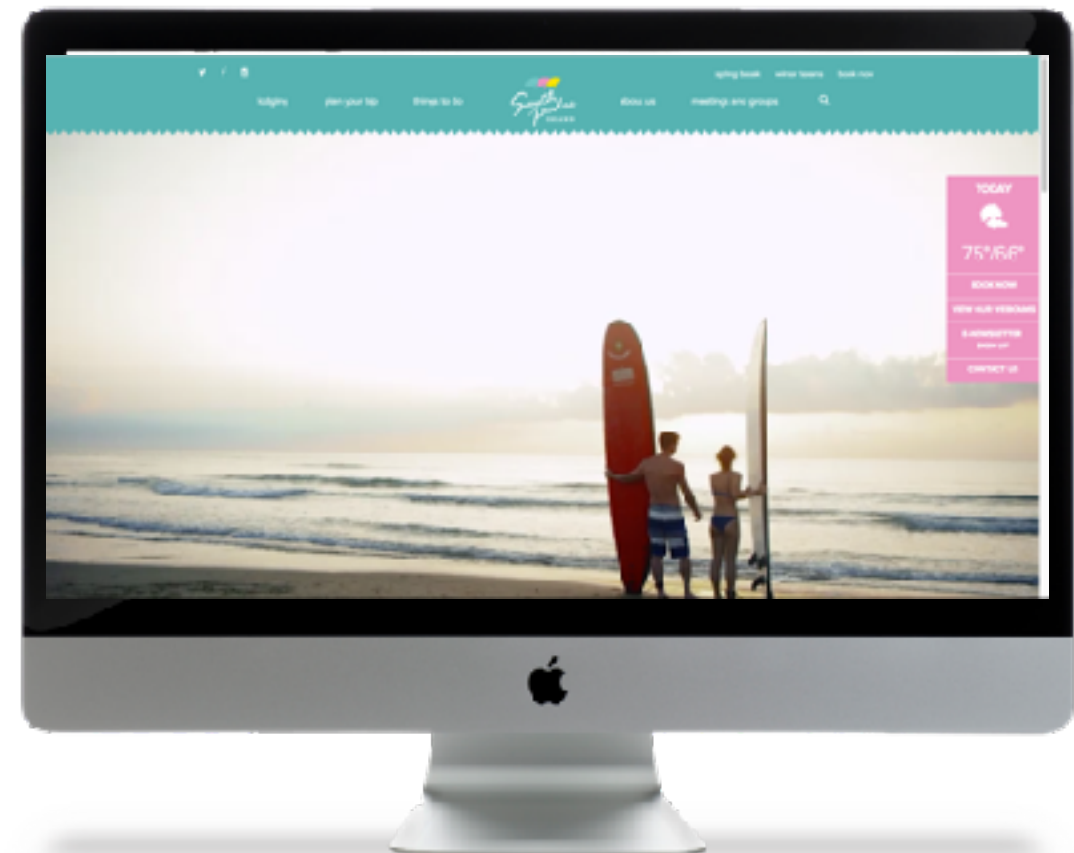
Campaign	Email Leads
Spring Break: College	2,665
Spring Break: Family	23
Family Leisure	273
Groups and Meetings	40

sopadre.com Maintenance Plan

Prepared for **South Padre Island**
Date: 3/22/2017

Website Goals

- South Padre Brand/Destination Awareness
- Leads for targets audiences (Family, Spring Break, Winter Texans, Meetings etc)
- Promote community engagement (Lodging, Local Business, Events, etc)



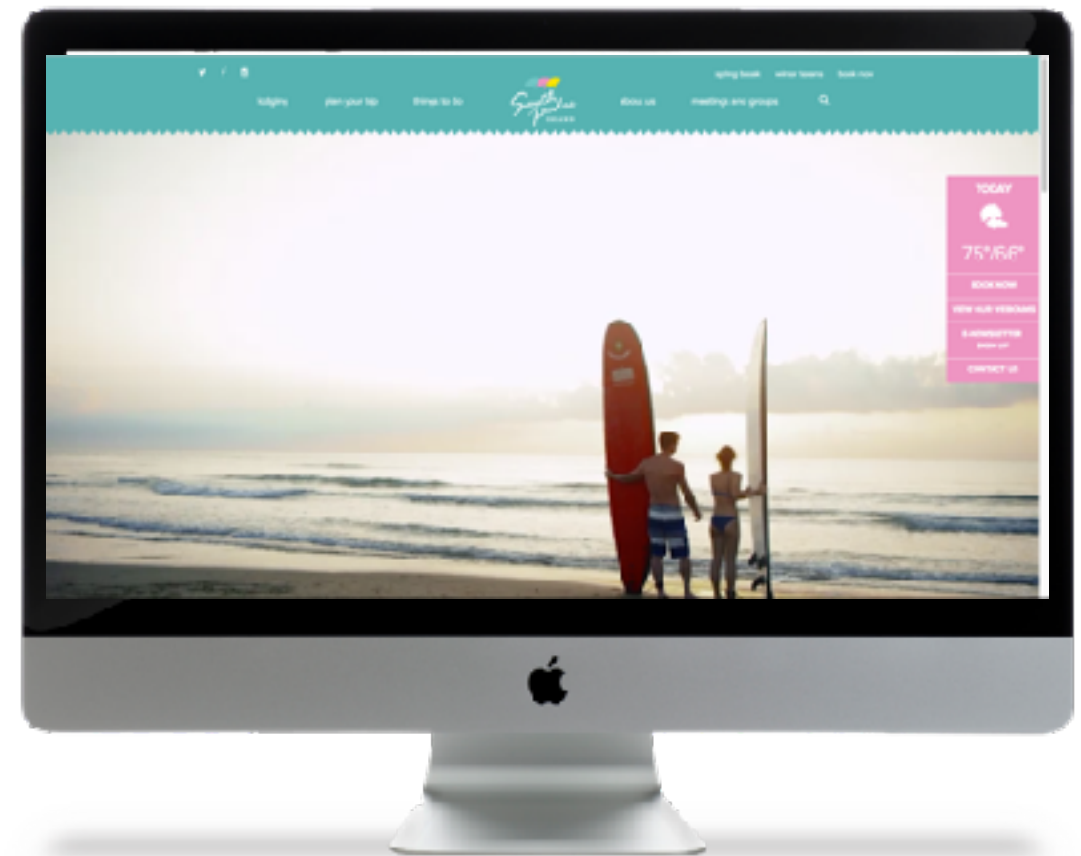
Task Responsibility

The Atkins Group

- Daily cloud backups
- Wordpress Core Upgrades - Currently installed 4.7.2
- Uptime monitoring
- Search Engine Optimization
- Web Analytics reporting
- Broken page checks
- Link checks
- Creative maintenance & design work

CVB

- Link checks
- Broken page checks
- Listing removals/updates
- Event Calendar Updates
- Deals/Packages removals/updates



Current Efforts

- Primary Page Content Updates
- Listing Update Ticketing System
- Update the events calendar with promoted events
- Managing the Spring Break Page
- Ad placements
- Booking API (book now) on the listings single level

Future Recommendations

- TripAdvisor API (real comments, reviews, photos)
- Conduct real user testing

