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, MAY 24, 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 April 27, 2017 Regular Meeting.
   b. Approval of minutes May 4, 2017 Special Meeting.
   c. Approve excused absence from Board Member Bill Donahue for March 22, 2017 and April 27, 2017 Regular CVA Board Meeting.
   d. Approve excused absence from Board Member Bill Donahue and George Block for May 4, 2017 Special Meeting.

5) Update, discussion and possible action concerning the approval of the Revised Special Events Policy and Application. (Block)

6) Presentation and discussion of the CVB Staff Productivity Report. (Arnold)

   a. Departmental Updates:

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

   b. Update concerning the Summer Advertising Enhancement Plan.

   c. The Atkins Group Marketing Report

7) Presentation of Post Report from Special Events Funding Recipients: (Jones)

   a. Texas Gulf Surfing Association (TGSA)
   b. Sand Crab Run
   c. National Tropical Weather Conference
   d. Splash

8) Presentation and discussion concerning the project for Friends of the RGV Reef at SPI. (Arnold)

9) Consideration and approval of next month meeting date set for June 28, 2017.

10) Adjournment.

DATED THIS THE 19th DAY OF MAY 2017.

Rosa Zapata, CVB Executive Services Specialist

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE NOTICE OF MEETING OF THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT THE CITY HALL/MUNICIPAL BUILDING ON **May 19, 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.

Item No. 4

CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD
CONSENT AGENDA

MEETING DATE: May 24, 2017

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, 2017 Regular Meeting.
b. Approval of minutes May 4, 2017 Special Meeting.
c. Approve excused absence from Board Member Bill Donahue for March 22, 2017 and April 27, 2017 Regular CVA Board Meeting.
d. Approve excused absence from Board Member Bill Donahue and George Block for May 4, 2017 Special Meeting.

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

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

THURSDAY, APRIL 27, 2017

I. CALL TO ORDER.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Regular Meeting on Thursday, April 27, 2017 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Wally Jones called the meeting to order at 9:00 a.m. A quorum was present: CVA Board Members Jimmy Hawkinson, Will Greenwood, Arnie Creinin, Paul Curtin, George Block. Also present was Ex-Officio Jose Mulet and Robert Salinas.

Absent was Board Member Bill Donahue.

City Council Member present was Dennis Stahl.

Staff: CVB Director Keith Arnold, CVB Account I Lori Moore, Business Development Director Michael Flores, 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:

Board Member Block made the motion, seconded by Board Member Curtin to approve the Consent Agenda. The motion carried unanimously by those present.

a. Approval of minutes March 22, 2017 Regular Meeting.
b. Approval of minutes February 22, 2017 Workshop.

V. PRESENTATION AND POSSIBLE DISCUSSION BY DAN DECKER REGARDING THE RESULTS FROM THE CVA STRATEGIC PLANNING WORKSHOP.

Mr. Dan Decker gave a brief report on the results from the Strategic Planning Workshop held on February 22, 2017.

VI. Discussion and action concerning the funding proposal for Special Summer Advertising.

Board Member Curtin made a motion to supplement remaining FY advertising budget by $350,000.00 and the content be determined upon recommendations from CVB Staff and Board Members. Motion was seconded by Board Member Block. After due consideration, Board Member Curtin withdrew his motion.

Board Member Curtin made the motion to have a Special Meeting to approve the supplemental for ad spent and content from The Atkins Group for summer advertising. The motion was seconded by Board Member Creinin and carried unanimously by those present.

VII. Update and possible action concerning the approval of RFP's as follows:

Board Member Block made the motion, seconded by Board Member Creinin to approve staff submitting the RFP's listed below. Motion carried unanimously by those present.

a. Independent third party to evaluate the Special Events Economic Impact.
b. Comprehensive Leisure Marketing Research Plan

VIII. Update, discussion and possible action concerning Subcommittee Sand Castles Events/Trail meeting.

Vice Chairman Greenwood gave a brief update concerning Subcommittee Sand Castles Events/Trail meeting. Mr. Steve Atkins informed the CVA Board they can provide a quantify report on the Sand Castle Days/Trail. Chairman Jones recommended to use this resourceful tool to help quantify this event. No action taken.

IX. Update and possible discussion concerning the proposed Special Events Policy and revisions.

Board Member Block gave an update concerning the revisions for proposed Special Events Policy.

X. Presentation, possible action and discussion of The Atkins Group Marketing Report

Ms. Ryan Schneider and Mr. Steve Atkins gave an update concerning the Monthly Marketing Performance Report and La Semana Santa Social. Ms. Ryan Schneider also gave an update concerning the SPI App, survey winner, and possible dates for the research webinar. No action taken.

XI. Presentation of Post Report from Chad Hart with Inertia Tours

Presentation was given by Chad Hart.

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

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

Presentation on the Director's Summary Report was given by CVB Director Keith Arnold.

XIII. Discussion and possible action concerning setting new meeting date for May 2017.

New meeting date was set for May 24, 2017.

XII. ADJOURN.

There being no further business, Chairman Jones adjourned the meeting at 11:51 a.m.

Approved this ____24th____ day of ____May___, 2017.

_____
Wally Jones, CVA Chairman

Attest:

_____
Rosa Zapata, CVB Executive Services Specialist

MINUTES
CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS ADVISORY
SPECIAL MEETING

THURSDAY, MAY 4, 2017

I. Call to order.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Special Meeting on Thursday, May 4, 2017 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Wally Jones called the meeting to order at 9:00 a.m. A quorum was present: Will Greenwood, Wally Jones, Jimmy Hawkinson, Arnie Creinin, and Paul Curtin. Also present Ex-Officio Robert Salinas and Jose Mulet.

Absent: Board Members Bill Donahue and George Block.

Staff: City Manager Susan Guthrie, City Council Member Dennis Stahl, CVB Director Keith Arnold, and Executive Services Specialist Rosa Zapata.

II. Pledge of Allegiance.

Chairman Wally Jones led the Pledge of Allegiance.

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

No public comments were given at this time.

IV. Discussion and action concerning the revised proposal for Summer/Fall Marketing Enhancement Plan.

Presentation was made by Mr. Steve Atkins and staff via Google Hangouts. After some discussion, Board Member Curtin made a motion to approve recommendations for the supplemental spending on the Summer Marketing Enhancement Plan to City Council. CVB Director Keith Arnold informed the Board they were only voting on the Summer Marketing Enhancement Plan. The funding for the Fall Marketing Enhancement Plan will be considered in next FY budget. The motion was seconded by Chairman Jones and carried as follow:
Ayes: Chairman Jones, Vice Chair Greenwood, Board Members Creinin and Curtin
Nays: Board Member Hawkinson

V. Adjourn

There being no further business, Chairman Jones adjourned the meeting at 10:10 a.m.

Approved this ____24th____ day of ____May___, 2017.

_____
Wally Jones, CVA Chairman

Attest:

_____
Rosa Zapata, CVB Executive Services Specialist

Item No 5

CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM

MEETING DATE: May 24, 2017

NAME & TITLE: George Block, CVA Member

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Update, discussion and possible action concerning the approval of the Revised Special Events Guidelines and Funding Application.

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

Board members—

Attached is the 3rd Draft of our proposed changes to the HOT tax Use Guidelines and Procedures. The Key Changes are listed below. Changes and additions are listed in green (d2) and red (d3).

The sub-committee met this month to resolve our questions and those submitted by you. Please study this prior to our meeting, so that we approve this and move it on to the City Council for approval.

Thank you,
George, Paul and Jimmy

KEY CHANGES:

- We broke the document into 3 sections: State Law, City Policies and Compliance. Everything about the application form got moved to the application form.
- We made it clear that we are going to move from "last-minute reactive," to "long-term strategic," but allowed a 2-year transition period.
- Ended the terminology "Anchor event." Ideally, we want every event to grow in to an "Anchor event." The current bar is incredibly low. The Kite Fest made it and every dollar that we lock in to an existing event or facility, we can't invest in growing a new one.
- Started the use of expert sub-committees to work with staff on RfP events and non-solicited event requests to develop their plan, and either recommend approval or disapproval, before they ever get to the Board. If the sub-committees work well, every event will be improved and will have a member of our board or that sub-committee on their board.
- Prioritized ALL marketing and PR to Atkins or our current provider, with staff able to grant an exemption for a local provider with all creative pre-approved and funding on a reimbursement basis.
- Included a Quality of Life "Legacy" provision in the agreement.
- We asked for more data.
    - From our eventual Economic Impact Study provider, so we can match the application to their after-action report;
    - From the City, especially Sales Tax reports to accompany the HOT tax reports. When the bikers said they couldn't find enough rooms on the island, it was clear that the Winter Texans are not captured by the HOT tax reports. We need a better gauge of occupancy rates for determining blackout dates.
- We inserted the beginnings of a Policies and Procedures section for the Board and Sub-committees, including one ethics stipulation.

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 Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RfP's or accept 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 on the the official application by the below noted deadlines.

The Requests for Proposals shall generally be for five (5) years, with the goal of having a permanent, successful, self-funding event in place by the end of that period. The same timeline and goals shall apply to any person or group applying for SPI-CVA funding for an event. The SPI-CVA generally will not respond to "one off" events, unless they are MAJOR events with a **significant** impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.

The Convention and Visitors Advisory Board will review the application during one annual funding review period. Effective September 1, 2019, all applications must be presented at least two years prior to the date of the proposed event or expenditure.

Funding Application Deadline for 201~~8~~ and 2020 will be .

Application Process

Applications for funding will be submitted through the city application forms with required attachments provided by the applicants. City staff and the Convention and Visitors Advisory Sub-committees and Board will review the applications solely through the written applications, unless two or more Board members request an in-person presentation. In such a case, the applicant may be asked to be present at a 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:

Funding priority will be given to those events based on the three-pronged test referenced above. There must be a **significant** impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
~~1.~~3. Local (SPI/PI) participation.

Compliance

Selected applicants must:

1. **Place a link to the South Padre Island CVB listing of hotels on the applicants website;**
2. **Attend one of the annual informational seminars on hotel occupancy tax funding;**
3. **Coordinate all marketing, public relations and media through the SPI-CVA marketing contractor; and**
4. **Comply with all data collections requirements of the SPI-CVA Economic Impact contractor.**

Events requesting initial support 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**;
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 Sub-committees shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the sub-committees shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board. The Convention and Visitors Advisory Board may accept or amend the CVAB sub-committee's recommendations by a majority vote of the Committee.

There shall be a five-year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses. The Convention and Visitors Advisory Board has the discretion to shorten or terminate that limitation if deemed appropriate. All organizations should assume that potential SPI CVA funding will decrease every year for the term of this agreement.

Any event promoter/producer responding to a SPI-CVA RfP or making a request for funding must include a member of the SPI CVA Board, Staff or expert sub-committee on their organization's Board of Directors for the duration of the agreement.

Funding will be provided on a reimbursement basis, unless contracted otherwise. In all cases, the Convention and Visitors Advisory Board shall annually retain 25% of the hotel tax-funding award that will 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.

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. Additionally, one youth charity or

facility, in the same discipline as the event, should be designated as a "legacy project" of South Padre Island's funding of a particular event.

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

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 months of March, June and July

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-thirds vote, grant an event a variance from these blackout periods.

Application for Initial Funding

[This will be reviewed after we select our Economic Impact provider. Ideally, the final product would be a web-based form.]

Date: _____

Organization Information

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____ Contact Office Phone Number: _____

Contact Cell Phone Number: _____

Web Site Address for Event or Sponsoring Entity _____

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

Entity's Creation Date: _____

Purpose of your organization: _____

_____

_____

Event Information

Name of Event or Project: _____

Date of Event or Project: _____

Primary Location of Event or Project: _____

Amount Requested: $_____

Primary Purpose of Funded Activity/Facility:

_____

_____

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

_____

_____

_____

_____

_____

Percentage of Hotel Tax Support of Related Costs

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

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

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

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

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

_____
_____
_____

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

☐ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: $_____

☐ **b) Registration of Convention Delegates**: furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: $_____

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

☐ **d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to

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

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

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

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

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

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

_____

_____

_____

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

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

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

What percentage of the ridership will be local citizens? _____

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

What tourist attractions will be the subject of the signs?

_____

_____

_____

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: _____

2. Expected Attendance: _____

3. How many people attending the Event or Project will use South Padre Island lodging establishments? _____

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

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

   _____

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

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

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

   _____

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

8. Will the event charge admission? _____

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

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

    _____

    _____

    _____

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

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

    Anticipated Number of Press Releases to Media _____
    Anticipated Number Direct Mailings to out-of-town recipients _____

    Other Promotions _____

12. A link to the CVB must be included on your promotional handouts and in your website for booking hotel nights during this event. Are you able to comply?_____

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

    _____

    [If we have a tour operator, we will require them to use that service.]

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

    _____

    _____

    _____

15. What geographic areas does your event reach:

    _____

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

    Expected Visitation by Tourists Monthly/Annually: _____

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

17. What amount of event insurance do you have for your event and who is the carrier:
    _____.
    a. **(Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured)**

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

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

Supplemental Information Required With Application: Along with the application, please submit the following: *[Revise this after we get the Economic Impact template from our provider.]*

_____ Proposed Marketing Plan for Funded Event

_____ Schedule of Activities or Events Relating to the Funded Project

_____ Complete budget for the Funded Project

_____ Room night projections, with back-up, for the Funded Event

_____

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

SPI CVA Policies and Procedures **(for internal use only)**

1. An initial strategy meeting should be held as soon as possible after the adoption of this document to develop the initial strategy and supporting sub-committees.
    a. Subcommittee members do not have to be Board members, but a CVA Board member should chair each sub-committee.
    b. Initial sub-committees shall be: Fishing, Sports, Arts, Music, (any others?)
2. A Strategic Planning retreat should be held as close as possible to the beginning of each fiscal year to both re-visit and update the Strategic Plan, and re-visit and update the event strategy and calendar.
3. The vast majority of funded events should come from the Strategic and Events Plans, as opposed to unsolicited requests.
    a. The CVA Board will direct staff to develop RfP's for desired events.
    b. If the CVA Board already has a preferred provider, the CVA Staff will enter in to negotiations with that provider.
    ~~a.~~c. The Board should NOT have contact with any preferred provider during contract negotiations.

~~2.~~4. The staff shall develop line items in the annual budget for
    a. Events that are co-branded with Port Isabel; and
    b. Marketing-only support for select events.

Item No 6

CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM

MEETING DATE: May 24, 2017

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Presentation and possible discussion of the CVB Staff Productivity Report.

a. Departmental Updates
- *Administrative Updates
- *Group Sales Updates
- *Financial Updates
- *Communication Updates

b. Update concerning the Summer Advertising Enhancement Plan.

c. The Atkins Group Marketing Report

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

Item No 6a

CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM

MEETING DATE: May 24, 2017

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Departmental Updates:

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

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:

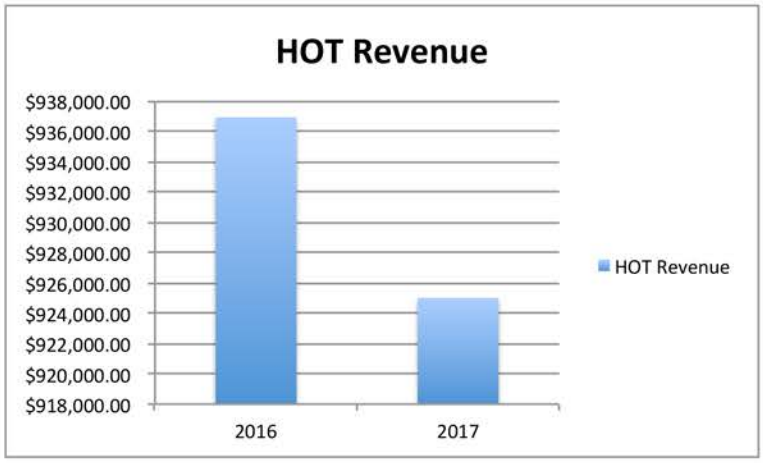
RECOMMENDATIONS/COMMENTS

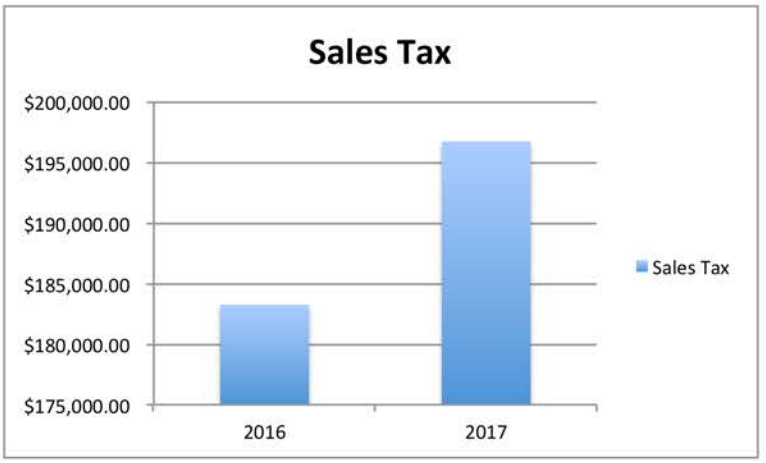
CONVENTION & VISITORS BUREAU PRODUCTIVITY REPORT

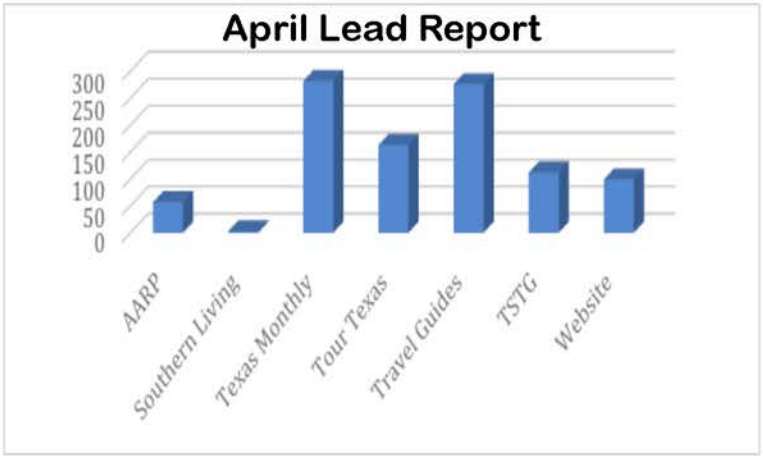
South Padre Island

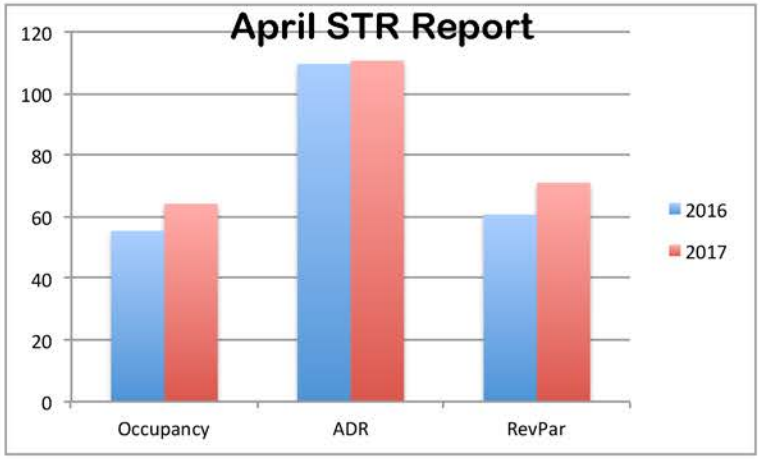
MAY 2017

PRODUCTIVITY REPORT









ADMINISTRATION

- Traveled to San Antonio and met with The Atkins Group to discuss Travel Industry, Reporting, PR, SPI App, Social Marketing and Media Planning with Ashley Guzman, Media Relations Manager.
- Attended and participated in Sand Castle Days/Event Subcommittee meeting held at the Convention Centre. Drafted and sent survey form to help clarify missing and objectives for Subcommittee.
- Attended the SPI Chamber Quarterly Luncheon . Guest speaker Eddie Trevino, Cameron County Judge gave his State of the County Address.
- Reviewed and discussed budget planning with Finance Director and CVB Accountant. Participated in the budget kickoff meeting held at City Hall.
- Participated in the TTIA Board of Directors on a "What I Like About Texas" coop public relations campaign concept to counter negative perceptions from controversial legislation and related publicity that are damaging the Texas travel and tourism brand via conference call.
- Planned the meeting Samuel Saldana with SPAW Glass and L&G to discuss Convention Centre paving project. Initiated rebidding process.
- Cooperatively designed the Sales Incentive Program.
- Attended and participated in the TTIA Board of Directors quarterly meeting.

TTIA
Life's Better in a State of Travel

SpawGlass

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MEDIA RELATIONS

- Led planning sessions.
- Planned a Mother's Day promotion campaign.
- Monitored press mentions.
- Wrote and distributed press releases.
- Responded to press inquiries.
- Worked with The Atkins Group to schedule activities for a blogger.

MARKETING COMMUNICATION

- Updated promo card for the 2017 National Youth Catch Photo Release Fishing Contest that is being hosted by Fishing's Future.
- Created a promotional photo gallery for the sales department using DropBox that will used to promote the island on several conventions.
- Sent request for Mother's Day deals to business partners to be published on our website.
- Designed info sheet to be distributed at the TTIA Conference in Amarillo, TX.
- Updated the Meeting Planner Guide on the website to the new 2017 edition.
- Designed 2 images for the Sales Department that will be used on Cvent.
- Updated the SPI Wahoo Classic logo and flyer.
- Updated the Dine & Shop Guide with the 2017 edition.
- Designed and uploaded feature banner for the following events: SPLASH, SPI Open, Sandcrab Beach Bike Ride, Sandcrab Beach Run, Jailbreak, Pedal to Padre, Dargel Boat Owners Fishing Tournament and Summer Causeway Run.
- Designed digital marquee, room and lobby signage for: Dorcas Apostolic Ladies Retreat, Sandcastle Sub-Committee Meeting, Region One - Inclusive, Instruction Institute, Region One - South Texas Early College High School Conference, and Red Cross Gala.

WEBSITE MARKETING

- Business Listing Created: 2
- Business Listing Updated: 14
- Event Created: 25
- Event Updated: 6
- Pages Updated: 7
- Deals Created: 6

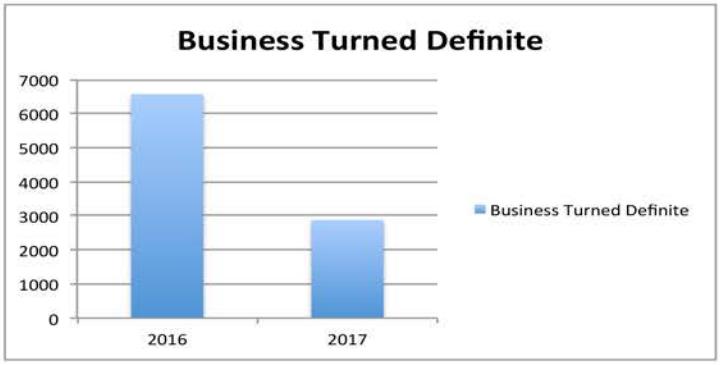
SOCIAL MEDIA

Facebook:
- Increased audience growth by .4% (2126 new page likes)
- Audience Engagement decreased by 2.5%
- 10.5 million total impressions (increased by 90%)
- 5 million users reached (increased by 43%)

Twitter:
- Increased audience growth by 2.5% (26 new followers)
- Increased number of engagements by 57.6%
- Increased number of impressions per tweet 39.1%

Instagram:
- Increased audience growth by 5.3% (213 new followers)
- Total number of engagements 5638 (80 comments received)
- Total number of impressions 43,194

SALES DEPARTMENT REPORT



April 2017
Business Turned Definite: 2,881 room nights: Plezzure Island (3 years/events), Iron Pigs Motorcycle Event, Texas Border Coalition, SPI Lantern Festival, Dargel Boat Owners Tournament, University College Station, South Texas Early College High School, Group Tour Media
Business Turned Definite Year to Date: 19,355 Room Nights (-1,030 room nights) year to year

Leads Sent: 5,708 room nights: Association of Aquatic Professionals 2023 and 2026, TFMA Fall Technical Summit, TFMA Spring Annual Conference, Plezzure Island 2018 and 2019, Generate 2018 by YM360, 24th Annual South Texas Family Support Conference, SPI Lantern Festival, Iron Pigs Motorcycle Event, 4 Leaf Kennel Dog Show, Frog Street Curriculum Training, Dargel Boat Owner's Tournament, SPI Open
Leads Sent Year to Date: 26,576 (+6,950)

Apri 1	El Paseo-- "Exit The Body"
April 6-8	Apostolic Church Ladies Retreat
April 21-22	Region One Inclusion
April 25-26	South Texas Early College
April 29	Red Cross Gala

Region One
Education Service Center

Item No 6b

CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM

MEETING DATE: May 24, 2017

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Update concerning the Summer Advertising Enhancement Plan.

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

Item No 6c

CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM

MEETING DATE: May 24, 2017

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Update concerning The Atkins Group Marketing Report.

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

REPORT
Monthly Marketing Performance

Prepared for **South Padre Island**
Period: April 2017
Date: 5/24/2017

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Monthly Highlights

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Highlights

Summary Of Media Activity

- Leisure Texas, La Semana Santa, and Mexico campaigns continued with the same campaign messaging from previous months
- April was the final month for La Semana campaign
- Site optimizations were made to increase tracking from advertising campaigns, including tracking clicks to partner sites and e-mail newsletter signups
- Campaigns are going to begin optimizing based on what keywords or target audiences have the highest likelihood of converting based on the data from our new tracking

KPIs

- Over **9 million ads impressions** were delivered this month from all digital ads
- Although Facebook total spend was reduced, the number of clicks increased MOM by **284%**
- With over **300,000 page views,** the SPI website saw over **6,400** goal completions (clicks to partner sites + newsletter signups)
- Nearly **620 thousand** display ads were served to retargeted visitors, who ultimately contribute to 60% of overall goal completions
- Improved tracking shows that over **6,000 people** clicked on partner websites after being driven to your site

Highlights

Monthly Insights

Assessment	Recommendations
Mobile devices with full browsers have the highest CTR and lowest CPC on AdWords campaigns	Install machine learning onto the AdWords campaign to improve the adjust bidding when mobile devices are conducting searches
Facebook ads lead have lower CPC and higher CTR	Facebook's budget will start gravitating toward prioritizing impressions on Facebook over Instagram
Mobile/tablet is outperforming desktop for standard display campaigns	Monitor budget and determine if device optimizations are necessary
Search engines supplied traffic that had the highest conversion rates	Research keywords that convert the most, then add them to our current campaign

Funnel Stage Performance

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

theatkinsgroup

Awareness

Tripadvisor April Performance

TARGETED MEDIA FLIGHT		April 2017				
Placement	Channel	Impressions	Clicks	Viewthroughs	CTR	Engagement
South Padre Destination Content	Desktop	64,311	59	774	0.09%	1.30%
ROS - DFW, SAT, HOU, AUS Ips + Beach Segment	Desktop	62,276	43	374	0.07%	0.67%
Competing Gulf Destinations Content (Biloxi, Gulf Shores, etc)	Desktop	60,141	41	8	0.07%	0.08%
Competing Texas Destinations Content (Galveston, etc)	Desktop	62,591	55	147	0.09%	0.32%
South Padre Destination Content	Mobile	59,423	141	303	0.24%	0.75%
ROS - DFW, SAT, HOU, AUS Ips + Beach Segment	Mobile	27,346	76	144	0.28%	0.80%
Competing Gulf Destinations Content (Biloxi, Gulf Shores, etc)	Mobile	19,738	33	1	0.17%	0.17%
Competing Texas Destinations Content (Galveston, etc)	Mobile	27,662	75	31	0.27%	0.38%
ROS ADDED VALUE	Desktop	23,174	16	25	0.07%	0.18%
	TOTALS	406,662	539	1,807	0.13%	0.58%

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*: A new SPI Google Analytic profile was created in January 2017.

Awareness

Ares April Performance

Purchase Date: 01/01/2016 - 12/31/2016; **Orders:** Booked; **Affiliate:** South Padres Island CVB, South Padre Island CVB; **Product Category:** Lodging

Purchase Month	Sell Price	Order Quantity (Room Nights/Tickets)	Number of Orders	_transactionYearMonthIndex
Jan-2016	$18,299.08	77	23	0
Feb-2016	$16,120.83	75	28	1
Mar-2016	$16,908.32	106	45	2
Apr-2016	$7,086.26	47	18	3
May-2016	$7,914.00	49	21	4
Jun-2016	$15,359.22	83	32	5
Jul-2016	$9,869.25	48	22	6
Aug-2016	$8,849.69	57	26	7
Sep-2016	$2,775.01	33	19	8
Oct-2016	$737.97	8	6	9
Nov-2016	$5,462.46	48	18	10
Dec-2016	$6,267.88	38	11	11

Purchase Date: 01/01/2017 - 04/30/2017; **Orders:** Booked; **Affiliate:** South Padres Island CVB, South Padre Island CVB

Purchase Month	Sell Price	Order Quantity (Room Nights/Tickets)	Number of Orders	_transactionYearMonthIndex
Jan-2017	$16,577.01	79	19	0
Feb-2017	$15,486.07	85	34	1
Mar-2017	$20,241.57	104	39	2
Apr-2017	$8,193.30	85	29	3

*: A new SPI Google Analytic profile was created in January 2017.

Awareness

Funnel Performance

Public Relations Results

- Amarillo Sunday News Globe, "Escape to the Southwest for Some Family Fun"
- Coastal Living, "The 20 All-Time Best Seafood Dives"
- San Antonio Express News, "Save the Date - Crab Run"
- Texas Highways, "Try Flyboarding"

Metric	April 2017
Ad Impressions	9,687,700
Ad Clicks	276,140
Website Visits	144,930
Website Pageviews	305,500
Unique Visitors	128,990
Broadcast Impressions	700,297,920
OOH Impressions	4,310,000

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*: A new SPI Google Analytic profile was created in January 2017.

Engagement

Funnel Performance

Users visiting the landing pages stayed longer than 1.5 minutes.

This average session time shows users are reading and engaging with content on SoPadre.com.

Metric	Mar 2017
Avg Time on Website	1:35
Avg Website Pageviews	2.11
Website Bounce Rate	68%
Social Engagement	272,430

*: A new SPI Google Analytic profile was created in January 2017.

Conversion

Funnel Performance

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

In the coming months, the new tracking installed on the site will allow us to analyze month-over-month growth and the source of each lead.

Top Performing Lead Capture Forms	Email Leads 2017
Visitor's Guide Request	2,134
Spring Break Info Request	879
Trip Request	798
E-Newsletter Sign Up	749
Leisure Traveler Info Request	302

*All email leads are cumulated from the the past 30 days. Monthly breakouts are not available.

Item No. 7

CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM

MEETING DATE: May 24, 2017

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention & Visitors Advisory Board

ITEM

Presentation of Post Report from special events funding recipients:

a. Texas Gulf Surfing Association (TGSA)
b. Sand Crab Run
c. CMG Media Agency LLC & StudentCity.com
d. Splash

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

Item No. 7a

CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM

MEETING DATE: May 24, 2017

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention & Visitors Advisory Board

ITEM

Presentation of Post Report from Texas Gulf Surfing Association (TGSA).

ITEM BACKGROUND

More information to be given at the meeting.

BUDGET/FINANCIAL SUMMARY

$2,500 was awarded in 2016/17 FY.

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: 05-15-17

Organization Information

Name of Organization: Texas Gulf Surfing Association

Address: PO BOX 18616

City, State, Zip: Corpus Christi, Texas 78480

Contact Name: Aarin Hartwell Contact Phone Number: (956) 455-5238

Contact Cell Phone Number: (956) 455-5238

Event Information

Name of Event or Project: SPI OPEN presented by SPI CVB

Date of Event or Project: 04-29-17

Primary Location of Event or Project: Isla Blanca Park

Amount Requested: $ 2500

Amount Received: $

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

Awards, Judges & staff, Lifeguards, Permits, T-shirts
Transportation + Per Diem for Officials

How many years have you held this Event or Program: 28th Consecutive Year

Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: 40%.
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): 10%
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): 48%.
4. If staff costs were covered, estimate of actual hours staff spent on funded event: 20
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?
   (+) Division Entry Fee
   Full Funding of $2500 = Net Loss $500
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): 200-250
2. What would you estimate as the actual attendance at the event? 200
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 90-100
4. How many room nights do you estimate were actually generated by attendees of this event? 59
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 59
   Last Year 95
   Two Years Ago 70
   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.)?

Measurement was done following the event via phone calls to members. Please See Attached Doc.

7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? No. If the room block did not fill, how many rooms were picked up? Ø

This process needs more attention. It is timely and requires hoteliers response and follow-up. Judith, (SPI CVB Staff) was great to work with.

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:

When I sent out the press releases I wrote the editors a short message about why I thought covering this event would be impactful. It worked! We had wonderful and FREE press.

Newspaper:	$
Radio:	$
TV:	$
Other Paid Advertising:	$
Number of Press Releases to Media	5
Number Direct Mailings to out-of-town recipients	Ø
Other Promotions	~~Public Relations~~ PR: Please See Attached Documentation

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? Of Course!

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

yes / no

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

We shared our room block on our social media. We also supported the Painted Marlin Grille for hosting us Sunday afternoon.

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? 69

2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? 64

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?
We estimate 114 people in our group. Great feedback about dining experiences and the reggae show. Breakfast. Lunch. Dinner 2.5 Days

Additional Event Information

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

The Painted Marlin Grille - Sunday Award Ceremony

_____

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)

FYI The Random Lines in the form are akward. Obviously, we missed this too. Otherwise pretty harmless report. I think its great! :

	PayeeFN	PayeeLN	Nights	Rooms	Room Nights	People	Hotel Name	Times to Eat	Meals	
1	Ian	Appling	2	1	2	3	Blue Bay Inn & Suites	2	6	
2	Kalani	Balcom	2	1	2	3	Motel 6	2	12	
3	Paul	Balcom								with Paul Balcom
4	Ava	Bence	0	0	0	2	Personal residence	2	4	
5	Nicolas	Bertanga								with Scott Murphy
6	Bella	Bertero	2	1	2	3	?????	4	12	
7	Kelly	Brantner	2	1	2	2	????	3	6	
8	Andrew	Brooks	2	1	2	6	KOA	3	18	
9	Riley	Browns	2	1	2	4	White Sands & Southwind (PI)	4	16	
✓10	Gaines	Burns	0	0	0	3	Personal residence	2	2	
11	Ryan	Cobb	2	1	2	4	??????	4	12	
12	James	Cook II	2	1	2	2	??????	4	8	
✓13	Shawn	Cooksey	0	0	0	1	Personal residence	3	3	
14	Dallas	Cunningham								with Andrew Brooks
15	Grace	Cunningham								with Pressleys
16	Coral	Earwood	0	0	0	1	Local family	3	3	
17	Brandon	Elderkin	2	1	2	3	White Sands Hotel	4	12	
18	Reef	Ellison								with Rob Henson
19	Coryne	Farah								with Joey Farah III
20	Joey	Farah III	2	1	2	3	Blue Bay Inn & Suites	3	6	
21	Joey	Farah IV								with Joey Farah III
22	Kyle	Ferris	0	0	0	1	Personal residence	3	3	
23	Frank	Floyd	2	1	2	2	Flamingo Inn	4	8	
24	Nathan	Floyd								with Frank Floyd
25	Gage	Garcia-Nesloney	2	1	2	6	Motel 6	4	24	
26	Tres	Garcia-Nesloney								with Marie Pecore/Maria Nesloney
27	Maddy	Garlough								With Marrs
28	Scotty	Grundhauser	2	1	2	2	?????	4	8	
✓29	Aarin	Hartwell	2	1	2	3	Rented a home	3	3	
30	Bronson	Hilliard								with Aarin Hartwell
✓31	Keaton	Hoxtell	0	0	0	3	Personal residence	2	6	
32	Carly	Hudson	1	1	1	3	La Copa	3	9	
33	John	Johnson	2	1	2	3	Ramada	3	5	
34	John	Jones								With John Johnson
35	Andrew	Leal								with Scott Murphy
36	Jody	Marr	2	1	2	4	Super 8	3	12	
37	Mia	Marr								

	PayeeFN	PayeeLN	Nights	Rooms	Room Nights	People	Hotel Name	Times to Eat	Meals	
38	Zach	May	1	1	1	3	White Sands	2	6	
39	Bruce	McLaughlin	1	1	1	1	Cabana's at Jetty Park	1	1	
40	Robert	Murphy	2	1	2	4	Super 8	3	8	
41	Garrett	Nims								with Riley Brown
42	Arthur	Pecore								with Marie Pecore/Maria Nesloney
43	Phi	Pecore								with Marie Pecore/Maria Nesloney
44	Reef	Polderman	3	1	3	4	Ocean Vista Towers	0	0	
45	Veda	Pressley	2	1	2	6	Grand Isle	3	18	
46	Layton	Price	2	1	2	2	?????	4	8	
47	Zach	Rachui	1	1	1	2	White Sands	1	2	
48	Ann	Rogers	2	1	2	10	Rented a Condo	3	30	
49	Phoebe	Rogers								with the Rogers family
50	Ben	Schuette	3	2	6	3	Gulf View II and La Quina	4	12	
51	Kelly	Scroggs								With Riley Brown
52	Sam	Shook	1	1	1	2	Casa Rosa (Pl)	1	2	
✓ 53	Michael	Smith	0	0	0	1	Personal residence	2	2	
54	Olive	Smith	2	1	2	3	?????	3	6	
55	Keagan	Sohl								with the Rogers family
56	Kirra	Sohl								with the Rogers family
57	Walter	Sohl								with the Rogers family
58	Rylan	Sprayberry								with Andrew Brooks
59	Brooklynn	Teeter								with Pressleys
60	Christian	Villegas								with Brandon Elderkin
61	Sarah	Warner	0	0	0	1	Personal residence	2	2	
62	Shane	Wiggins	2	0	0	1	Stayed with Friends	4	4	
	Rob	Meza	2	1	2	2	Blue Bay Inn	3	6	
	Chris	Rachui								With Zach Rachui
	Jacob	Burks								with Aarin Hartwell
	Jimmy	Burks								with Aarin Hartwell
	Glen	Morrisse			0					
	Christina	Thompson								with Aarin Hartwell
	Kevin	Hudson								with Carly Hudson
	Rob	Henson	1	1	1	2	Motel 6	2	4	
		Totals	**58**	**31**	**59**	**114**			**309**	

SPI Financial Summary

7/1/2016 through 6/30/2017

Date	Num		Description	Memo	Category	Clr	Amount
4/30/2017	1913	S	Christina Thompson		SPI Open Expenses:Judges		-250.00
Life Guards							**-540.00**
4/27/2017	1909		Cameron County	SPI Open - Lifeguards	SPI Open Expenses:Life Guards		-540.00
Miscellaneous							**-18.25**
9/19/2016	1782	S	Aarin Hartwell	Notary fee for permit	SPI Open Expenses:Miscellaneous	R	-11.00
9/19/2016	EFT		Rockport Mail Center	Mailing trophy tags & ...	SPI Open Expenses:Miscellaneous	R	-7.25
Open Division Payout							**-550.00**
4/30/2017	1914		Shane Wiggins	SPI Open - 1st OSB	SPI Open Expenses:Open Division Payout		-450.00
4/30/2017	1915		Ryan Cobb	SPI Open - Open SB ...	SPI Open Expenses:Open Division Payout		-50.00
4/30/2017	1916		Ian Appling	SPI Open - Open SB ...	SPI Open Expenses:Open Division Payout		-50.00
Permits							**-200.00**
9/11/2016	1781		**VOID**Cameron C...	SPI Open Permit Fee	SPI Open Expenses:Permits	R	0.00
9/19/2016	1782	S	Aarin Hartwell		SPI Open Expenses:Permits	R	-100.00
5/30/2017			Aarin Hartwell	SPI Open Permit	SPI Open Expenses:Permits		-100.00
T-Shirts							**-666.50**
9/13/2016	EFT		Print The Planet	SPI Open	SPI Open Expenses:T-Shirts	R	-666.50
Transportation Costs							**-350.00**
4/30/2017	1903	S	Rob Meza		SPI Open Expenses:Transportation Costs		-250.00
				Gas for pulling trailer	SPI Open Expenses:Transportation Costs		-100.00
Travel Per Diem							**-1,500.00**
4/30/2017	1904	S	Jacob Burks		SPI Open Expenses:Travel Per Diem		-250.00
4/30/2017	1905	S	**VOID**Mike Kuff		SPI Open Expenses:Travel Per Diem	c	0.00
4/30/2017	1907	S	Chris Rachui		SPI Open Expenses:Travel Per Diem		-250.00
4/30/2017	1911	S	Glenn Morrisse		SPI Open Expenses:Travel Per Diem		-250.00
4/30/2017	1912	S	Jimmy Burks		SPI Open Expenses:Travel Per Diem		-250.00
4/30/2017	1913	S	Christina Thompson		SPI Open Expenses:Travel Per Diem		-250.00
5/2/2017	1917		Kevin Hudson	SPI Open	SPI Open Expenses:Travel Per Diem		-250.00
					OVERALL TOTAL		**-2,932.94**

SPI Financial Summary

7/1/2016 through 6/30/2017

Date	Num		Description	Memo	Category	Clr	Amount
INCOME							**4,155.00**
SPI Open Income							**4,155.00**
Divisional Entry							**3,755.00**
5/9/2017	DEP	S	Deposit		SPI Open Income:Divisional Entry		840.00
5/4/2017	DEP	S	Deposit		SPI Open Income:Divisional Entry		650.00
5/30/2017	DEP	S	Active 2739895		SPI Open Income:Divisional Entry		480.00
5/8/2017	DEP	S	Deposit		SPI Open Income:Divisional Entry		1,270.00
5/1/2017	EFT	S	Square		SPI Open Income:Divisional Entry		515.00
Open Division Entry							**400.00**
5/9/2017	DEP	S	Deposit		SPI Open Income:Open Division Entry		100.00
5/8/2017	DEP	S	Deposit		SPI Open Income:Open Division Entry		200.00
5/1/2017	EFT	S	Square		SPI Open Income:Open Division Entry		100.00
Sponsor							**0.00**
9/22/2016	DEP	S	Deposit	SPI CVB	SPI Open Income:Sponsor	R	1,625.00
1/6/2017	1841		South Padre Island ...	Refund of 2016 monies	SPI Open Income:Sponsor		-1,625.00
EXPENSES							**-7,087.94**
SPI Open Expenses							**-7,087.94**
Awards							**-313.19**
9/19/2016	1782	S	Aarin Hartwell		SPI Open Expenses:Awards	R	-313.19
9/14/2016	EFT		Crown Awards	SPI Awards (Tags)	SPI Open Expenses:Awards	R	-397.32
9/14/2016	EFT		Crown Awards	SPI Awards (Tags) S...	SPI Open Expenses:Awards	R	36.00
9/22/2016	EFT		Crown Awards	SPI Awards (Tags) R...	SPI Open Expenses:Awards	R	361.32
Flagger							**-100.00**
4/30/2017	1902		Joey Farah	SPI Open - Flager	SPI Open Expenses:Flagger		-100.00
Ground Crew							**-750.00**
4/30/2017	1899		Kevin Hudson	SPI Open - Comp Dir...	SPI Open Expenses:Ground Crew		-250.00
4/30/2017	1900		Yvonne Brooks	SPI Open - Ground C...	SPI Open Expenses:Ground Crew		-250.00
4/30/2017	1901		Bonnie Sprayberry	SPI Open - Tallier	SPI Open Expenses:Ground Crew		-250.00
Judges							**-2,100.00**
4/30/2017	1903	S	Rob Meza		SPI Open Expenses:Judges		-300.00
4/30/2017	1904	S	Jacob Burks		SPI Open Expenses:Judges		-300.00
4/30/2017	1905	S	**VOID**Mike Kuff		SPI Open Expenses:Judges	c	0.00
4/30/2017	1906		Mike Kuff	SPI Open - Judge	SPI Open Expenses:Judges		-250.00
4/30/2017	1907	S	Chris Rachui		SPI Open Expenses:Judges		-250.00
4/30/2017	1908		Scott Gangle	SPI Open - Judge	SPI Open Expenses:Judges		-250.00
4/30/2017	1911	S	Glenn Morrisse		SPI Open Expenses:Judges		-250.00
4/30/2017	1912	S	Jimmy Burks		SPI Open Expenses:Judges		-250.00

TGSA
TEXAS GULF SURFING ASSOCIATION
100 El Cid Dr., Rockport, TX 78382
(979) 709-1085

FOR IMMEDIATE RELEASE:

CONTACT:
Aarin Hartwell, South District Director
Texas Gulf Surfing Association
(956) 455- 5238
Aarin@hartwellproductions.com
www.surftgsa.org

Surf Contest to Be Held On South Padre Island

South Padre Island Open Presented By South Padre Island Convention And Visitors Bureau

South Padre Island, Texas, April 22nd and 23rd, 2017– The Texas Gulf Surfing Association will be holding its first surfing contest of the season on South Padre Island Saturday, the weekend of April 29th and 30th. Spectators are strongly encouraged to attend the event and support the competitors as they surf heat after heat for the win.

The event is sponsored by the South Padre Island Convention and Visitors Bureau and will be held at Isla Blanca Park. Saturday morning will begin the event with an 8:00am call. Spectators are also encouraged to join the T.G.S.A. members for an evening gathering at Causeway Cafe, located at 5908 Padre Blvd.

The Sunday morning 8:00am start will begin the first of the finals round with an award ceremony following at The Painted Marlin Grille, located at 111 W. Whiting. The Award Ceremony will approximately begin at 1:00pm and last only a few hours.

The 2016/2017 season is T.G.S.A.'s 28th consecutive year of competitive surfing and serves as the only member based governing body for amateur surfing in Texas. It was founded in 1988 to promote, preserve, and protect the sport of surfing along the Texas Coast.

The T.G.S.A. is a non-profit organization that is family oriented specializing in grassroots surfing events that are healthy and fun, while still placing an emphasis on maintaining academic excellence, good sportsmanship and environmental awareness. The T.G.S.A. also places a priority on increasing the Texas talent pool and the progression of Texas surfing through its different competitive levels. For more information regarding this year's competitive season, please visit www.surftgsa.org or contact Aarin Hartwell.

-END-

South Padre Island

Convention and Visitor's Bureau
City of South Padre Island, Texas

Friday, April 28, 2017

Texas Gulf Coast Surfing Association

Ms. Aarin Hartwell

Re: Letter of intent / SPI Open Sponsored by SPI CVB

Dear Ms. Hartwell,

The South Padre Island Convention and Visitors Bureau is thrilled that you have selected South Padre Island as the destination for your event in *April 2017*. This Letter of Intent is to verify South Padre Island will be the host city for your event as well as to confirm the CVB financial commitment for each year. As we understand it, you will be joining us over the dates of: *April 29, 2017 thru April 30, 2017* and you anticipate blocking approximately 120 total room nights at La Copa Inn as well as other overflow properties.

Year	SPI Open	CVB Financial Commitment
2017	April 29, 2017	$2,500.00 - 2017 Financial Commitment

Day	Friday	Saturday
Date	April 28, 2017	April 29, 2017
Rooms	60	60

To confirm the above information, please sign, date and return this letter to the CVB by April 28th, 2017. Again, we greatly appreciate your business.

Warmest Regards,

Judith M. Lehn

Judith M. Lehn, Convention Sales Manager

Aarin Hartwell T.G.S.A. Director 04-28-17

Client Signature Title Date

EY STAR

Coastal Current

www.coastalcurrent.com

Waves of Competition

Surfers of all ages gather for big event on SPI

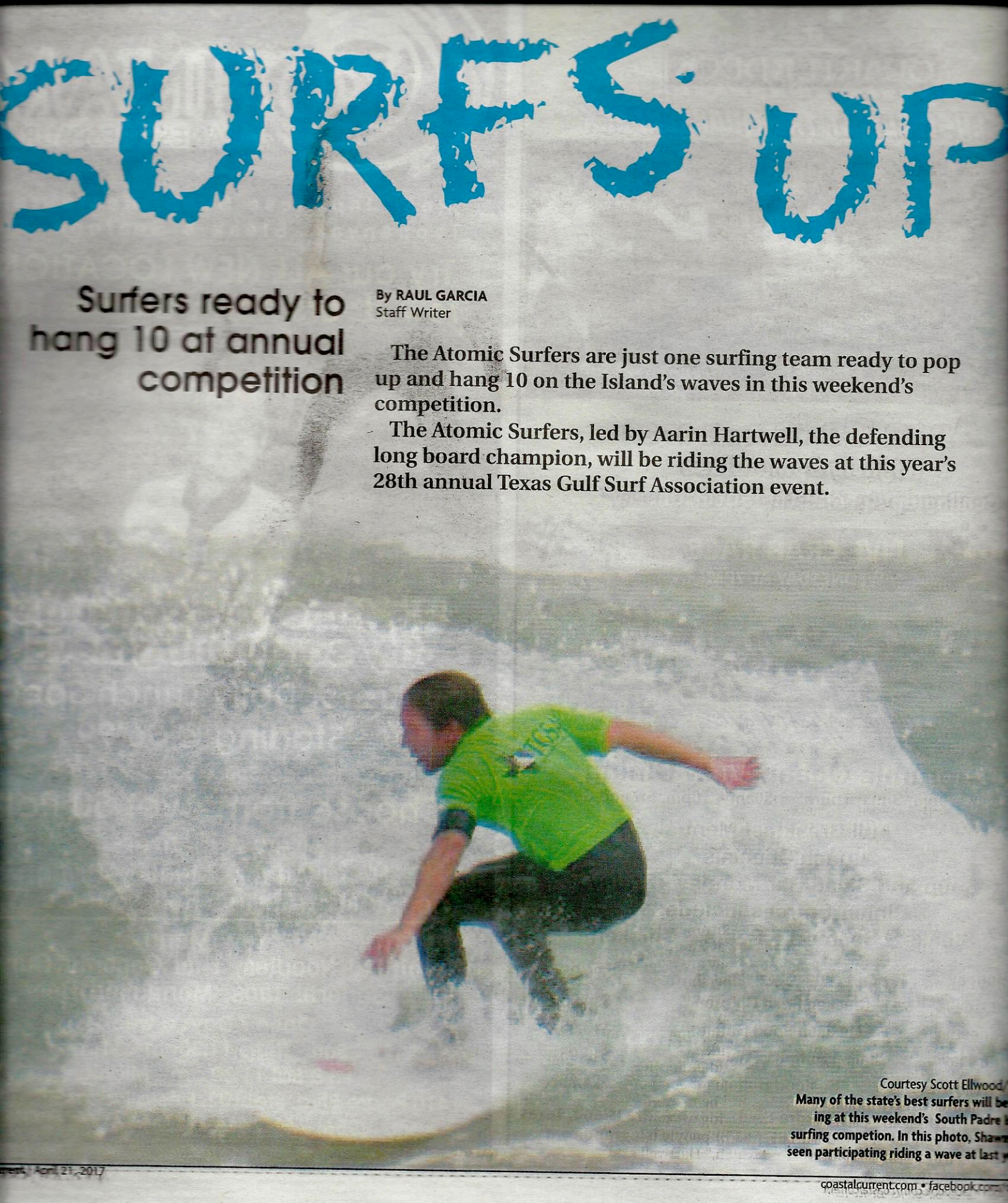
SURFS UP

Surfers ready to hang 10 at annual competition

By RAUL GARCIA
Staff Writer

The Atomic Surfers are just one surfing team ready to pop up and hang 10 on the Island's waves in this weekend's competition.

The Atomic Surfers, led by Aarin Hartwell, the defending long board champion, will be riding the waves at this year's 28th annual Texas Gulf Surf Association event.



Courtesy Scott Ellwood
Many of the state's best surfers will be ing at this weekend's South Padre surfing competion. In this photo, Shaw seen participating riding a wave at last

Kristlan Pressly was o
ticipants at last year
Open. The competi
Texas Gulf Surfin

IF YOU GO:
South Padre Island to host two-day Texas Gulf Surf Association sanctioned surfing competition.

- Saturday, April 22, surfers will begin riding the waves at 8 a.m. at Isla Blanca Park.
- Sunday, April 23, the final rounds begin at 8 a.m. at Isla Blanca Park.
- An awards ceremony will follow at approximately 1 p.m. at The Pained Marlin Grille, 202 W. Whiting St., South Padre Island.

Hartwell said more than 100 members between the ages of three and 70 will be competing.

Hartwell, one of the local surfers helping organize the annual event, said it is a heavily anticipated one.

"We have one of the best surf locations in the state of Texas," Hartwell said. "The Island has the bluest water and the surf is pretty consistent down here."

She said surfers on the Island like to say, "when the surf is good, it's good."

The South Texas Gulf Surf Association's mission is to promote the sport and spirit of surfing on the Texas coast through healthy competition, while promoting good sportsmanship, supporting education, and environmental awareness.

The association holds between eight and 10 amateur events per season that are healthy, family oriented and fun.

"People can sign up to compete in the morning, and registration starts at 7 a.m.," Hartwell said. "They are responsible for the membership fee and division registration."

The two-day event will be held on Saturday and Sunday at Isla Blanca Park.

Hartwell said if the surf is not strong enough for competition, the Open will be rescheduled for the following weekend.

"It is fun for people to come out and watch," Hartwell said. "Some of the best surfers in the state of Texas will all be there."

Hartwell said the surfers from around Texas will be competing for first place trophies in the South Padre Island Open.

The South Padre Island Convention and Visitors Bureau is a sponsor of the South Padre Island Open.

"We are excited to host this competition and are very supportive of surfing, paddle boarding, windsurfing, and kite boarding events in South Padre Island and throughout the state," said Keith Arnold, Director of the South Padre Island Convention and Visitors Bureau.

rgarcia@valleystar.com

ER FORECAST

SATURDAY

HIGH 92
LOW 62
Mostly sunny

Friday

VALLEY MORNING STAR

April 21, 2017 | © 2017

valleystar.com

HARLINGEN

In the limelight

Students haul in annual film awards A5

SPORTS

Lyford gearing up for postseason run after clinching 32-3A crown B1

by FERNANDO DEL VALLE
Staff Writer

HARLINGEN — Friends remember Charley Feldman as a big-hearted community leader who helped bring the arts to Harlingen.

Feldman died Monday in Dallas. He was 85.

"He was the very best of our community," former Harlingen City Commissioner Donna Bonner said yesterday.

Bonner said she met Feldman more than 50 years ago.

Feldman

hand through all kinds of grief and sadness."

Feldman served on boards including the Harlingen Industrial Committee, the South Texas Chorale and Harlingen Arts and Entertainment.

Bonner said.

In 1988, he was named one of top 10 package store retailers in the United States.

In 2001, Feldman sold his

See FELDMAN ★ A

Surf's Up

Surfers ready to hang 10 at annual competition

By RAUL GARCIA
Staff Writer

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See COMPETITION ★ A8

IF YOU GO

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Kristlan Pressly was one of year's South Padre Island sanctioned Texas Gulf Su

INDEX

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Follow us on Facebook: www.facebook.com/valleymorningstar

Today's Page 1 Editor
Eder S. Castillo

USPS 655-860

WEATHER FORECAST — Friday

TODAY: HIGH 90 LOW 72 Mostly sunny
SATURDAY: HIGH 92 LOW 62 Mostly sunny

VALLEY MORNING STAR

HARLINGEN

In the limelight
Students haul in annual film awards A5

SPORTS

Lyford gearing up for postseason run after clinching 32-3A crown B1

Friday, April 21, 2017 | © 2017

COMPETITION

FROM A1

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"We are excited to host this competition and are very supportive of surfing, paddle boarding, windsurfing and kite boarding events in South Padre Island and throughout the state," said Keith Arnold, director of the Convention and Visitors Bureau.

rgarcia@valleystar.com

This weekend's South Padre Island Open surfing competition. In this photo, Shane Wiggins is seen rid

Item No. 7b

CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM

MEETING DATE: May 24, 2017

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention & Visitors Advisory Board

ITEM

Presentation of Post Report from Sand Crab Run Event.

ITEM BACKGROUND

More information to be given at the meeting.

BUDGET/FINANCIAL SUMMARY

$6,500 was awarded in 2016/17 FY.

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: 5-22-17

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 Run

Date of Event or Project: April 30, 2016

Primary Location of Event or Project: Claytons

Amount Requested: $ 6500

Amount Received: $ 4875 PO#055140

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

Facebook ads, rack cards, hotel, meals, transportation, shirts, awards,

photography for event, security, and EMT's.

How many years have you held this Event or Program: 7

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 $6250

   Being used to organize other events and as a busieness, 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): 800
2. What would you estimate as the actual attendance at the event? 450 runners + supporters /family
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 1000
4. How many room nights do you estimate were actually generated by attendees of this event? 1000
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 600
   Last Year 800
   Two Years Ago 600
   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.)?

Questionaire 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? ?

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?

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?

Facebook Advertising.

for the entire weekend

5. Please attach samples of documents showing how _____South Padre Island was recognized in your advertising/promotional campaign The name of the event is South Padre Island Night Beach Run/Bike. SPI is on the front of website, registrsation and shirts
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. 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

_____

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)

Awards	881.81
APPLICATION FEE	250
Costco- Water/ Gatorade	166.63
EMT	120
Facebook Ads	262.53
Footworks Vols	200
Hotel	550
Ice	75
Insurance	235
Meals for crew	616.15
Photographer	500
Police	150
Sea Turtle Inc Donation	1020.52
Shirts - Bike	768.62
Shirts- Run	4475
Timing	1511
T-posts for signage	75.67
TOTAL EXPENSES	***11857.93***
TOTAL REVENUE	15627
NET PROFIT	3769.07

Sand Crab Run April 2017 Room Nights

WHERE WILL YOU STAY?	How many nights ??	Last Name	City_Contact address	State_Contact	CountryCode_ Contact address
0	0	Perez	Pharr	TX	us
1	1	dominguez	Mercedes	TX	us
2	2	Escobedo	McAllen	TX	us
Air BNB	1	Parker	McAllen	TX	us
Airbnb	1	Krohn	Mission	TX	us
airbnb	2	Lam	long island city	ny	us
airbnb	1	Biestek	forest hills	ny	us
aquarius condos	3	ESPINOZA	MISSION	TX	us
AQUARIUS CONDOS	3	ESPINOZA	MISSION	TX	us
AQUARIUS CONDOS	3	WILKINSON	MISSION	TX	us
AQUARIUS CONDOS	3	WILKINSON	MISSION	TX	us
AQUARIUS CONDOS	3	ESPINOZA	MISSION	TX	us
AQUARIUS CONDOS	3	NGUYEN	MISSION	TX	us
AQUARIUS CONDOS	3	JACKSON	MISSION	TX	us
Bahia Mar	2	Lira	Brownsville	TX	us
Best Western	1	Kester	Harlingen	TX	us
Best western	1	rivera	Edinburg	Tx	us
Condo	1	Garza	Harlingen	Tx	us
Don't know	2	Ramirez	Edinburg	Tx	us
Dont' know yet	1	Gutierrez	McAllen	TX	us
family house	4	Pax	Austin	TX	us
Flamingo Inn	1	Barron	Lyford	Tx	us
Friends	1	Apodaca	San Antonio	TX	us
Friend's Beach Home	1	Chavez	San Benito	TX	us
gulfpoint condos	2	Salgado	Pharr	TX	us
Harlingen	1	Cantu	Roma	TX	us
Hilton	1	Nielsen	Hickory	NC	us
Hilton	1	De La Rosa	Hickory	NC	us
Hilton	2	ALKHDARAT	McAllen	TX	us
Hilton	1	Tovar	Weslaco	TX	us
Hilton	1	Lara	Selma	TX	us
Hilton	1	Mesa	Selma	TX	us
Holiday Inn Express	1	Tellez	Los Fresnos	Tx	us
Holiday Inn Express	1	McNabb	Los Fresnos	Tx	us
HomeAway	2	SCHENDEL	San Antonio	TX	us
HomeAway	2	SCHENDEL	San Antonio	TX	us
Hotel	1	Rico	San Benito	Te	us
KOA	2	Galvan	Edinburg	TX	us
Koa	2	Sanchez	Harlingen	Tx	us
KOA	2	Ozuna	Brownsville	TX	us
La Copa	1	Chavez	Brownsville	TX	us
La Copa	2	Ortiz	San Antonio	TX	us
La Quinta	1	Torres	Los Fresnos	TX	us
La Quinta	1	Torres	Los Fresnos	TX	us
La Quinta	1	Contreras	Mcallen	TX	us

La quinta	2	Rangel	Austin	Tx	us
La Quinta	1	Taylor	McAllen	TX	us
La Quinta	1	Silva	Edcouch	TX	us
La Quinta		Saenz	Edinburg	Tx	us
La Quinta Inn	1	Contreras	Harlingen	TX	us
La Quinta Inn	1	Contreras	Harlingen	TX	us
La Quinta Inn	1	Cantu	Harlingen	TX	us
La Quinta inn Resort Hotel	1	Sanchez	Mission	Tx	us
LaQuinta	1	Holmes	Dickinson	TX	us
las marinas	13	schoenfelder	aurora	co	us
live in laguna vista	0	Medrano	Laguna Vista	TX	us
maybe	1	Pena	Weslaco	Tx	us
My condo	2	Putnam	Harlingen	Tx	us
My condo	2	Groves	Harlingen	TX	us
N/a	0	Segura	Edinburg	Tx	us
N/A	0	Trevino	MCALLEN	Tx	us
NA	0	Villarreal	Weslaco	Tx	us
No	0	Garza	Harlingen	Tx	us
No	0	Rodriguez	Edinburg	TX	us
Not	0	De Leon	Harlingen	Tx	us
not sure	1	Dominguez	MERCEDES	TX	us
not sure	0	Moczygemba	mission	tx	us
Pearl	2	Rapelye	San Antonio	TX	us
Pearl	2	Gonzalez	weslaco	TX	us
Pearl	2	Gonzalez	weslaco	TX	us
Personal condo	1	Putnam	Harlingen	TX	us
private residence	1	De Leon	Mercedes	TX	us
Quinta inn	1	Ramos	Weslaco	Tx	us
ramada	1	Ramirez	Weslaco	Tx	us
Ramada	1	Ramirez	Weslaco	TX	us
Ramada Inn	2	Gonzalez	Weslaco	Tx	us
Ramada Inn	2	Gonzalez	Weslaco	Tx	us
Rental house	3	Polson	San antonio	Tx	us
Rental house	3	Polson	San antonio	Tx	us
rv park in port isabel	2	Estrada	Edinburg	TX	us
SAIDA	3	Hernandez	San Antonio	Tx	us
SPI KOA	1	abrigo	mcallen	tx	us
Super 8	2	Mendez	garland	TX	us
Super 8	2	Ruysenaars	Katy	TX	us
Super 8	2	Ruysenaars	Katy	TX	us
Super 8	2	Janssen	Marion	TX	us
Super 8	2	Janssen	Marion	TX	us
The Island inn	1	Pelegrino	McA6	TX	us
Tiki	2	Trevino	Harlingen	Tx	us
Tiki	2	Trevino	Harlingen	Tx	us
Tiki	2	Trevino	Harlingen	Tx	us
Unsure	1	Angell	Portland	Or	us

Wanna wanna	1	Flores	Edinburg TX	TX	us
Wanna Wanna	1	Ramirez	Edinburg	TX	us
Wanna wanna	1	Gonzalez	Edinburg	TX	us
Wanna Wanna Inn	1	Avila	Edinburg	TX	us
Wanna Wanna Inn	1	Bazan	Edinburg	TX	us
With Family	1	Perry	Schertz	TX	us
yes	3	cabrera	edimburg	tx	us
yes	2	Bell	Boerne	TX	us
Yes	1	King	Mcallen	TX	us
Yes	1	Neuder	McAllen	TX	us
	1	Diaz	McAllen	TX	us
	1	Garza	Rio Bravo	Tamaulipas	mx
	1	Ramos	mcallen	tx	us
	1	Ramos	mcallen	tx	us
	1	Ruiz	McAllen	TX	us
	1	Amos	Houston	TX	us
	1	Lopez	McAllen	tx	us
	1	Chiu	McAllen	TX	us
	2	Paut	SJO	Sj	us
	2	Greene	Canyon lake	Tx	us
	2	Logan	San antonio	Tx	us
	2	vleck	Edinburg	Tx	us
	3	Cordero	Austin	Tx	us
	3	Mejia	San Juan	TX	us

Total 181

Item No. 7c

CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM

MEETING DATE: May 24, 2017

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention & Visitors Advisory Board

ITEM

Presentation of Post Report from National Tropical Weather Conference.

ITEM BACKGROUND

More information to be given at the meeting.

BUDGET/FINANCIAL SUMMARY

$15,000 was awarded in 2016/17 FY.

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 19, 2017

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: 4/5 - 9/2017

Primary Location of Event or Project: Hilton Garden Inn SPI

Amount Requested: $ 20,000

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. JB Bush - transportation - Southern Wave - Osprey Crusies - E&F Visuals

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: 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? _____
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? _____
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 241
   Last Year 231
   Two Years Ago 198
   Three Years Ago 180

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

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 - Target 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:

_____

_____

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?

Hilton Garden Inn - Gabiellas, Blackbeards, Pier 19, Osprey Cruises, Zipline on Beach

B&S Kites, E&F Audio Visual, JB Bush International, Palm Street Pier, Painted Marlin

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)

GET YOUR OFFICIAL TROPICAL UPDATE

NATIONAL TROPICAL WEATHER CONFERENCE

APRIL 5-9, 2016
HILTON GARDEN INN
SOUTH PADRE ISLAND, TX
LIVE UPLINKS
BROADCAST CENTER
INTERVIEWS
MEDIA CENTER

MEDIA PRESS CONFERENCE FOR HURRICANE SEASONAL FORECAST ANNOUNCEMENT

Dr. Philip Klotzbach
Colorado State Univ.
HURRICANE SEASONAL FORECAST

Americas Top Tropical Experts
This is the only hurricane conference that is designed for **"broadcast meteorologists."**

Attendees go **"LIVE"** with our tropical experts from our satellite broadcast center for primetime newscasts! There are also interview opportunities for hurricane specials.

Learn about the newest tools available for the season, hurricane forecasting, and social media techniques.

Register Now - hurricanecenterlive.com

USAA South Padre Island, Texas USI


NATIONAL
TROPICAL
WEATHER
CONFERENCE
ENJOY
SOUTH PADRE

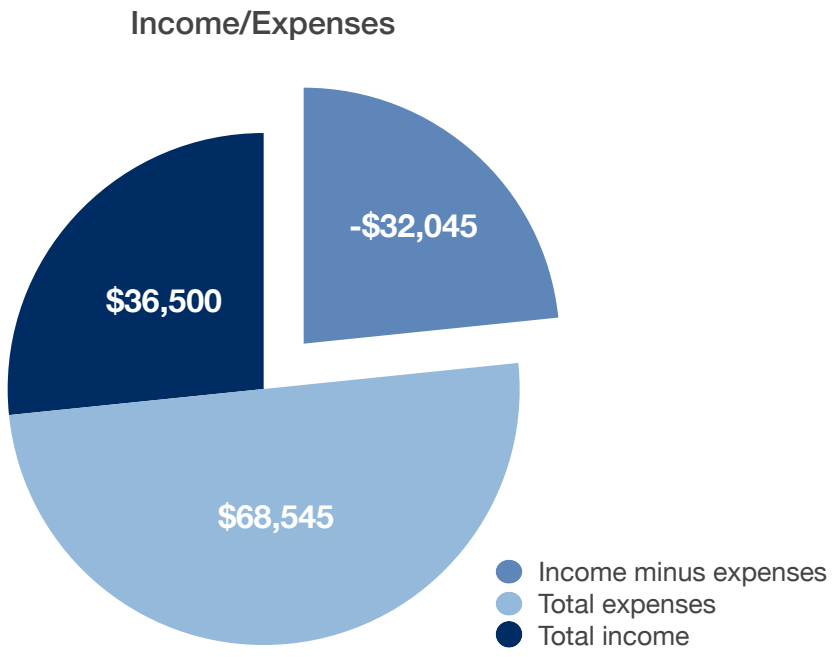

NATIONAL
TROPICAL
WEATHER
CONFERENCE

NTWC 2017 Budget

REVENUE	
Income 1	$16,000
Income 2	$15,000
Income 3	$4,500
Income 4	$1,000
TOTAL INCOME	$36,500

+/-	
Income minus expenses	-$32,045

BUDGETED ITEMS - OUTLAY	
HOTEL Block	$11,956
HOTEL Food	$13,716
Transportation (LOCAL)	$4,500
Media AV Rental	$942
Site Staff	$1,500
Travel - presenters	$3,200
Printing- Copying	$350
Conference Materials	$525
Conference Shirts	$535
Entertainment	$500
Satellite Truck - Live Crew	$8,500
Satellite Truck - Streaming	$6,500
Production Crew	$1,500
Satellite Uplink (two days)	$6,500



BUDGETED ITEMS - OUTLAY	
LIVE Streaming Production (two days)	$3,500
Printing	$1,250
Truck Rental	$1,071
Saturday Evening Dinner Cruise	$2,000
TOTAL EXPENSES	**$68,545**

Item No. 7d

CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM

MEETING DATE: May 24, 2017

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention & Visitors Advisory Board

ITEM

Presentation of Post Report from Splash Event.

ITEM BACKGROUND

More information to be given at the meeting.

BUDGET/FINANCIAL SUMMARY

$25,000 was awarded in 2016/17 FY.

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: 5/16/17

Organization Information

Name of Organization: Globalgroove Events

Address: 2617 Fort Brown Ave Apt 1

City,State,Zip: Edinburg, TX 78539

Contact Name: Paul Magee Contact Phone Number: 404-545-6264

Contact Cell Phone Number: 404-545-6264

Event Information

Name of Event or Project: Splash South Padre Island

Date of Event or Project: April 27-30,2017

Primary Location of Event or Project: Various Venues: Upperdeck, Clayton's, Louie's Backyard

Amount Requested: $25,000 ($5,000 in kind)

Amount Received: $25,000 ($5,000 in kind)

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

Expenses towards marketing and campaign creation for Splash, see attached expense reports

How many years have you held this Event or Program : 17 years

Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: 39%
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): n/a
4. If staff costs were covered, estimate of actual hours staff spent on funded event: n/a
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 varied based upon the number of days/events attended a minimal profit was made, will be used towards October Splash
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): 3,000
2. What would you estimate as the actual attendance at the event?: 3,743 over the weekend
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 2500
4. How many room nights do you estimate were actually generated by attendees of this event? 2500+ (room nights based on attendances)
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
   Last Year 813
   Two Years Ago 308
   Three Years Ago 289

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.)?

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? _____

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: $.0
Radio: $.0
TV: $.0
Other Paid Advertising: $22459.88

Number of Press Releases to Media 0
Number Direct Mailings to out-of-town recipients 0

Other Promotions Splash road tour, at major events for the LGBT across Texas.

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?
We negotiated various rates dependent on the hotel

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

We used paid digital advertising via Facebook, Twitter, Instagram, Snapchat, and digital remarketing via Atkins Group

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:

An increase in attendees

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?

Louie's Backyard, Claytons, Senor Donkey, Upperdeck Hotel

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)

SPLASH maine events
Profit & Loss
April 27 through May 2, 2017

	Apr 27 - May 2, 17	
Ordinary Income/Expense		
Income		
Claytons Gate		5,600.00
Louie's		16,180.00
Online Sales		23,299.60
Sponsors		
Monster Electronics	8,500.00	
SPI CVB	25,000.00	
Total Sponsors		33,500.00
Total Income		78,579.60
Expense		
Advertising & Marketing		
Arnett	555.00	
Atkins Group	5,000.00	
Facebook	4,854.66	
Fermin		
Expenses	351.94	
Fermin - Other	1,000.00	
Total Fermin	1,351.94	
Frank X Design	6,700.00	
Kendrick Expenses	220.00	
M13 Graphics	2,243.72	
Signs	64.95	
Snap, Inc.	204.61	
TJM Marketing	895.00	
Victor Expenses	370.00	
Total Advertising & Marketing		22,459.88
Boat Cruise		1,776.00
DJ		
Mandi	500.00	
Steve	300.00	
Total DJ		800.00
Entertainers		
Amanda Lepore Bal Due	1,400.00	
Amanda Lepore Deposit	1,807.20	
Carson Kressley		
Spectrum / Carson Kressley	6,000.00	
Carson Kressley - Other	2,500.00	
Total Carson Kressley	8,500.00	
Hershy Chocolate	400.00	
Lance Bass		
Spectrum / Lance Bass	7,000.00	
Lance Bass - Other	7,000.00	
Total Lance Bass	14,000.00	
Leah	200.00	
Naysha Lopez		
Naysha Lopez bal due	500.00	
Naysha Lopez - Other	1,000.00	
Total Naysha Lopez	1,500.00	
Summers MC	600.00	
Total Entertainers		28,407.20

SPLASH maine events
Profit & Loss
April 27 through May 2, 2017

	Apr 27 - May 2, 17	
Gate People		
Christy	120.00	
Eddie	60.00	
Gabriel	120.00	
Katy	120.00	
Mike	80.00	
Total Gate People		500.00
Meals		130.27
Photographer		
Melissa	300.00	
Total Photographer		300.00
Shuttle service		
Driver	455.00	
Gas	162.45	
Van Rental	724.58	
Total Shuttle service		1,342.03
Sound and Light		
Homer	4,300.00	
Total Sound and Light		4,300.00
Sun BBQ		594.87
T-Shirts Cost		220.00
Tickets		75.40
Travel Costs		
Carson Kressley	1,824.81	
Hershae Chocolatae	389.60	
Krystal Summers	237.92	
Naysha Lopez	431.60	
Total Travel Costs		2,883.93
Total Expense		63,789.58
Net Ordinary Income		14,790.02
Other Income/Expense		
Other Expense		
Paul 20% Sponsor Commissions		
CVB Com	5,000.00	
Monster Com	1,700.00	
Total Paul 20% Sponsor Commissions		6,700.00
Paul Advance # 1		300.00
Paul Advance # 2		6,464.00
Total Other Expense		13,464.00
Net Other Income		-13,464.00
Net Income		**1,326.02**

1650 Broadway, #1105
New York NY 10019

Deposit Payment Address
PO BOX 774
Blue Bell, PA 19422

Spectrum

TALENT AGENCY

Phone: (212) 268-0404
Fax: (212) 268-1114

ARTIST ENGAGEMENT CONTRACT

CONTRACT #: 3394

Agreement made this date, Wednesday, January 25, 2017 by and between Spectrum Talent Agency, Inc f/s/o Carson Kressley (hereinafter referred to as Artist) and Globalgroove Events (hereinafter referred to as Purchaser). It is understood and mutually agreed that the Purchaser engages the Artist to perform the following engagement upon all the terms and conditions hereinafter set forth:

ARTIST(S): **Carson Kressley** SPECIAL GUEST APPEARANCE

VENUE: **Splash** Louie's Backyard 2305 Laguna Blvd, South Padre Island, TX 78597
Phone: 956-761-6404 *Fax:* 956-761-2105

DATE(S): **Sat. April 29, 2017**

Artist to host party for approximately 90 minutes in length.

TICKETS:

Quantity	Grs Price	Cmp/Kls	Deduct	Net Price	Discrptn

GP:	$0.00	*Capacities*	*Merchandising*
Tax:		*Per Show:*	*Artist sell:*
Net:	$0.00	*Total tkts:* 0	*Build sell:*

No. Days/Shws:	1 / 1
Load In:	
Snd Chck:	per advance
Doors Open:	9:00pm
Showtime(s):	11:30pm
Onstage:	11:30pm
Ages:	+21
Curfew:	2am

TERMS: **$8,500.00 Flat Guarantee**

Plus two (2) hotel rooms (Suite & King) from arrival until departure and local ground transportation via SUV Outdoor Event: Artist to be paid 100% of guarantee rain or shine

PLUS Purchaser agrees to provide and pay for Local Sound and Lights based on the venue equipment..

ADDITIONAL PROVISIONS:

Purchaser shall provide and pay for, as per Artist's specifications and approval, at no cost to Artist any and all rider requirements.
**** Artist agrees to be Grand Marshall of Pride Parade on Sunday April 30, 2017. Purchaser to have artist at airport in time for their return flight at 4:50pm*
****Artist to arrive into South Padre Island, TX on Friday April 28, 2017*
Each party agrees to keep the provisions of this Agreement confidential and to refrain from revealing the terms of this Agreement to any third party unless compelled by government laws or regulations or court order, and to keep the other party's business practices confidential.

PAYMENTS: $6,000.00 US deposit payable to Spectrum by cashier's check or bank wire only due by: February 2, 2017

The balance of the guarantee ($2500usd) shall be paid to Artist or Artist's representative immediately prior to the performance via cash only.

Spectrum Talent Agency, Inc. **Bank Wire Information** Citizens Bank ABA#: 036076150
Account#: 6305558888 Swift Code: CTZIUS33 1760 Dekalb Pike, Blue Bell, Pennsylvania 19422

It is expressly understood by the Purchaser(s) and the Artist who are party to this contract that neither Spectrum Talent Agency, Inc. nor its officers nor its employees are parties to this contract in any capacity and that neither Spectrum Talent Agency, Inc. nor its officers nor its employees are liable for the performance breach of any provisions contained herein. ***No advertising until a signed contract & deposit are recieved by artist agent***

This contract shall not be binding unless signed by all parties hereto.. Should any Rider, Addendum and/or Expense sheet be annexed to this Agreement it/they shall also constitute a part of this agreement. and shall be signed by all parties to this contract..

IN WITNESS WHEREOF, the parties have executed this Agreement on the date first above written.

Spectrum Talent Agency, Inc f/s/o Carson Kressley
Marc Katz

X

Spectrum Talent Agency, Inc.
1650 Broadway, #1105 New York, NY 10019
(212) 268-0404 Fax: (212) 268-1114
BOOKING AGENT: Marc Katz NYC DCA #2038898

Globalgroove Events
Paul Magee

X

3043 West Alberta Road
Edinburg , TX. 78539
Phone: (404) Mobile: (404) 545-6264
CONTACT: Paul Magee

Slva TRAVEL SERVICE, INC.

100 W Big Beaver, Suite 180
Troy, Michigan 48084
Phone: 248 528-9070 • Fax: 248 528-3306

SPECTRUM TALENT AGENCY
MARC KATZ
1650 BROADWAY
NEW YORK NY 10019

SPECTRUM TALENT AGENCY
MARC KATZ
1650 BROADWAY
NEW YORK NY 10019

PASSENGER INFORMATION

Company Name: SPECTRUM TALENT AGENCY
Account No.: 2122680404
Date Issued: February 2, 2017
Agency Confirmation: 3FOGYY
Agent: VICKI
Invoice #: 170650
First Name: CARSON.LEE
Last Name: KRESSLEY

CONFIRMATION INFORMATION

TICKET CONFIRMATION FOR AMERICAN AIRLINES IS MYERWU
TICKET CONFIRMATION FOR AMERICAN AIRLINES OPERATED BY MESA AIRLINES AS AMERICAN EAGLE IS MYERWU

FLIGHT

American Airlines

Friday April 28, 2017

Air Vendor: AMERICAN AIR
Flight Number: 1611
From: PHILADELPHIA-PHL - PHL
Departs: 11:20 AM
To: DALLASFORT - DFW
Arrives: 02:17 PM
Seat: 02-A **RESERVED**
Confirmation #: MYERWU
Aircraft: 32B
Class of Service: [I] BUSINESS CLASS
Operated By: AMERICAN AIR
Flight Type: NON-STOP

BAGGAGE FEES MAY APPLY | MEAL- LUNCH | BAGS ALLOWED- 2PIECE | SEAT 02-A **RESERVED | KRESSLEY/CARSON.LEE | NOT VALID FOR TRAVEL-BEFORE 28APR/AFTER 28APR | DEPART TERMINAL A | ARRIVE TERMINAL 0 | MILES 1298 | FLIGHT DURATION 3.57 HRS**

FLIGHT

American Airlines

Friday April 28, 2017

Air Vendor: AMERICAN AIR
Flight Number: 5850
From: DALLASFORT - DFW
Departs: 03:15 PM
To: BROWNSVILLE - BRO
Arrives: 04:45 PM
Seat: 02-A **RESERVED**
Confirmation #: MYERWU
Aircraft: CR9
Class of Service: [I] BUSINESS CLASS
Operated By: MESA AIRLINES AS AMERICAN EAGLE
Flight Type: NON-STOP

BAGGAGE FEES MAY APPLY | BAGS ALLOWED- 2PIECE | SEAT 02-A **RESERVED | KRESSLEY/CARSON.LEE | NOT VALID FOR TRAVEL-BEFORE 28APR/AFTER 28APR | DEPART TERMINAL B | MILES 483 | FLIGHT DURATION 1.30 HRS**

INVOICE INFORMATION

Invoice #: 170650
Air Fare: $ 474.30
Taxes And Carrier Imposed Fees: $ 58.37
Total Air Fare: $ 532.67
Service Fee: $ 30.00
Total: $ 562.67
Total Payment: $ 562.67

PAYMENT HISTORY

Date	Form of Payment	Credit Card Number/Type	Amount
02/02/17	Credit Card	XXXX XXXX XXXX 8651/CA	$ 562.67

GENERAL INFORMATION

PASSENGER	TICKET NUMBER	AIR AMT
KRESSLEY/CARSON.LEE	E0017974150636	532.67

SERVICE FEE MCO: 8900710841148

REMARKS

THIS IS A SPECIAL FARE TICKET. CHANGES MAY RESULT
AN INCREASE IN FARE. OTHER RESTRICTIONS MAY APPLY
THIS TICKET IS NON-REFUNDABLE.

Sliva TRAVEL SERVICE, INC.

100 W Big Beaver, Suite 180
Troy, Michigan 48084
Phone: 248 528-9070 • Fax: 248 528-3306

SPECTRUM TALENT AGENCY
MARC KATZ
1650 BROADWAY
NEW YORK NY 10019

SPECTRUM TALENT AGENCY
MARC KATZ
1650 BROADWAY
NEW YORK NY 10019

PASSENGER INFORMATION

Company Name: SPECTRUM TALENT AGENCY
Account No.: 2122680404
Date Issued: February 2, 2017
Agency Confirmation: 3FOGP7
Agent: VICKI
Invoice #: 170652
First Name: MATTHEW.DAVID
Last Name: BYARS

CONFIRMATION INFORMATION

TICKET CONFIRMATION FOR AMERICAN AIRLINES IS MYAUCZ
TICKET CONFIRMATION FOR AMERICAN AIRLINES OPERATED BY MESA AIRLINES AS AMERICAN EAGLE IS MYAUCZ

FLIGHT

American Airlines

Friday April 28, 2017

Air Vendor: AMERICAN AIR
Flight Number: 1611
From: PHILADELPHIA-PHL - PHL
Departs: 11:20 AM
To: DALLASFORT - DFW
Arrives: 02:17 PM
Seat: 26-C **RESERVED**
Confirmation #: MYAUCZ
Aircraft: 32B
Class of Service: [O] ECONOMY CLASS
Operated By: AMERICAN AIR
Flight Type: NON-STOP

BAGGAGE FEES MAY APPLY | SEAT 26-C **RESERVED | BYARS/MATTHEW.DAVID | NOT VALID FOR TRAVEL-BEFORE 28APR/AFTER 28APR | DEPART TERMINAL A | ARRIVE TERMINAL 0 | MILES 1298 | FLIGHT DURATION 3.57 HRS**

FLIGHT

American Airlines

Friday April 28, 2017

Air Vendor: AMERICAN AIR
Flight Number: 5850
From: DALLASFORT - DFW
Departs: 03:15 PM
To: BROWNSVILLE - BRO
Arrives: 04:45 PM
Seat: 15-D **RESERVED**
Confirmation #: MYAUCZ
Aircraft: CR9
Class of Service: [O] ECONOMY CLASS
Operated By: MESA AIRLINES AS AMERICAN EAGLE
Flight Type: NON-STOP

BAGGAGE FEES MAY APPLY | SEAT 15-D **RESERVED | BYARS/MATTHEW.DAVID | NOT VALID FOR TRAVEL-BEFORE 28APR/AFTER 28APR | DEPART TERMINAL B | MILES 483 | FLIGHT DURATION 1.30 HRS**

INVOICE INFORMATION

Invoice #: 170652
Air Fare: $ 185.12
Taxes And Carrier Imposed Fees: $ 36.68
Total Air Fare: $ 221.80
Service Fee: $ 30.00
Total: $ 251.80
Total Payment: $ 251.80

PAYMENT HISTORY

Date	Form of Payment	Credit Card Number/Type	Amount
02/02/17	Credit Card	XXXX XXXX XXXX 8651/CA	$ 251.80

GENERAL INFORMATION

PASSENGER	TICKET NUMBER	AIR AMT
BYARS/MATTHEW.DAVID	E0017974150638	221.80

SERVICE FEE MCO: 8900710841149

REMARKS

THIS IS A SPECIAL FARE TICKET. CHANGES MAY RESULT
AN INCREASE IN FARE. OTHER RESTRICTIONS MAY APPLY
THIS TICKET IS NON-REFUNDABLE.

Slva TRAVEL SERVICE, INC.

100 W Big Beaver, Suite 180
Troy, Michigan 48084
Phone: 248 528-9070 • Fax: 248 528-3306

SPECTRUM TALENT AGENCY
MARC KATZ
1650 BROADWAY
NEW YORK NY 10019

SPECTRUM TALENT AGENCY
MARC KATZ
1650 BROADWAY
NEW YORK NY 10019

PASSENGER INFORMATION

Company Name: SPECTRUM TALENT AGENCY
Account No.: 2122680404
Date Issued: February 2, 2017
Agency Confirmation: NFOG3R
Agent: VICKI
Invoice #: 170651
First Name: CARSON.LEE
Last Name: KRESSLEY

CONFIRMATION INFORMATION

TICKET CONFIRMATION FOR UNITED AIRLINES OPERATED BY /EXPRESSJET AIRLINES DBA UNITED EXPRESS IS FEJPG5
TICKET CONFIRMATION FOR UNITED AIRLINES IS FEJPG5

FLIGHT

UNITED

Sunday April 30, 2017

Air Vendor: UNITED
Flight Number: 3803
From: BROWNSVILLE - BRO
Departs: 04:50 PM
To: GEORGE BUSH INTER - IAH
Arrives: 06:07 PM
Seat: 07-A **RESERVED**
Confirmation #: FEJPG5
Aircraft: ERJ
Class of Service: [T] ECONOMY CLASS
Operated By: /EXPRESSJET AIRLINES DBA UNITED EXPRESS
Flight Type: NON-STOP

BAGGAGE FEES MAY APPLY | SEAT 07-A **RESERVED | KRESSLEY/CARSON.LEE | NOT VALID FOR TRAVEL-BEFORE 30APR/AFTER 30APR | ARRIVE TERMINAL B | MILES 300 | FLIGHT DURATION 1.17 HRS**

FLIGHT

UNITED

Sunday April 30, 2017

Air Vendor: UNITED
Flight Number: 1115
From: GEORGE BUSH INTER - IAH
Departs: 07:28 PM
To: PHILADELPHIA-PHL - PHL
Arrives: 11:47 PM
Seat: 02-B **RESERVED**
Confirmation #: FEJPG5
Aircraft: 738
Class of Service: [P] BUSINESS CLASS
Operated By: UNITED
Flight Type: NON-STOP

BAGGAGE FEES MAY APPLY | MEAL- DINNER | SEAT 02-B **RESERVED | KRESSLEY/CARSON.LEE | NOT VALID FOR TRAVEL-BEFORE 30APR/AFTER 30APR | DEPART TERMINAL C | ARRIVE TERMINAL D | MILES 1329 | FLIGHT DURATION 3.19 HRS**

INVOICE INFORMATION

Invoice #: 170651
Air Fare: $ 395.23
Taxes And Carrier Imposed Fees: $ 52.44
Total Air Fare: $ 447.67
Total: $ 447.67
Total Payment: $ 447.67

PAYMENT HISTORY

Date	Form of Payment	Credit Card Number/Type	Amount
02/02/17	Credit Card	XXXX XXXX XXXX 8651/CA	$ 447.67

GENERAL INFORMATION

PASSENGER	TICKET NUMBER	AIR AMT
KRESSLEY/CARSON.LEE	E0167974150637	447.67

REMARKS

THIS IS A SPECIAL FARE TICKET. CHANGES MAY RESULT
AN INCREASE IN FARE. OTHER RESTRICTIONS MAY APPLY
THIS TICKET IS NON-REFUNDABLE.

Slva TRAVEL SERVICE, INC.

100 W Big Beaver, Suite 180
Troy, Michigan 48084
Phone: 248 528-9070 • Fax: 248 528-3306

SPECTRUM TALENT AGENCY
MARC KATZ
1650 BROADWAY
NEW YORK NY 10019

SPECTRUM TALENT AGENCY
MARC KATZ
1650 BROADWAY
NEW YORK NY 10019

PASSENGER INFORMATION

Company Name: SPECTRUM TALENT AGENCY
Account No.: 2122680404
Date Issued: February 2, 2017
Agency Confirmation: 3FOGYY
Agent: VICKI
Invoice #: 170650
First Name: CARSON.LEE
Last Name: KRESSLEY

CONFIRMATION INFORMATION

TICKET CONFIRMATION FOR AMERICAN AIRLINES IS MYERWU
TICKET CONFIRMATION FOR AMERICAN AIRLINES OPERATED BY MESA AIRLINES AS AMERICAN EAGLE IS MYERWU

FLIGHT

American Airlines

Friday April 28, 2017

Air Vendor: AMERICAN AIR
Flight Number: 1611
From: PHILADELPHIA-PHL - PHL
Departs: 11:20 AM
To: DALLASFORT - DFW
Arrives: 02:17 PM
Seat: 02-A **RESERVED**
Confirmation #: MYERWU
Aircraft: 32B
Class of Service: [I] BUSINESS CLASS
Operated By: AMERICAN AIR
Flight Type: NON-STOP

BAGGAGE FEES MAY APPLY | MEAL- LUNCH | BAGS ALLOWED- 2PIECE | SEAT 02-A **RESERVED | KRESSLEY/CARSON.LEE | NOT VALID FOR TRAVEL-BEFORE 28APR/AFTER 28APR | DEPART TERMINAL A | ARRIVE TERMINAL 0 | MILES 1298 | FLIGHT DURATION 3.57 HRS**

FLIGHT

American Airlines

Friday April 28, 2017

Air Vendor: AMERICAN AIR
Flight Number: 5850
From: DALLASFORT - DFW
Departs: 03:15 PM
To: BROWNSVILLE - BRO
Arrives: 04:45 PM
Seat: 02-A **RESERVED**
Confirmation #: MYERWU
Aircraft: CR9
Class of Service: [I] BUSINESS CLASS
Operated By: MESA AIRLINES AS AMERICAN EAGLE
Flight Type: NON-STOP

BAGGAGE FEES MAY APPLY | BAGS ALLOWED- 2PIECE | SEAT 02-A **RESERVED | KRESSLEY/CARSON.LEE | NOT VALID FOR TRAVEL-BEFORE 28APR/AFTER 28APR | DEPART TERMINAL B | MILES 483 | FLIGHT DURATION 1.30 HRS**

INVOICE INFORMATION

Invoice #: 170650
Air Fare: $ 474.30
Taxes And Carrier Imposed Fees: $ 58.37
Total Air Fare: $ 532.67
Service Fee: $ 30.00
Total: $ 562.67
Total Payment: $ 562.67

PAYMENT HISTORY

Date	Form of Payment	Credit Card Number/Type	Amount
02/02/17	Credit Card	XXXX XXXX XXXX 8651/CA	$ 562.67

GENERAL INFORMATION

PASSENGER	TICKET NUMBER	AIR AMT
KRESSLEY/CARSON.LEE	E0017974150636	532.67

SERVICE FEE MCO: 8900710841148

REMARKS

THIS IS A SPECIAL FARE TICKET. CHANGES MAY RESULT
AN INCREASE IN FARE. OTHER RESTRICTIONS MAY APPLY
THIS TICKET IS NON-REFUNDABLE.

1650 Broadway, #1105
New York NY 10019

Deposit Payment Address
PO BOX 774
Blue Bell, PA 19422

Spectrum

TALENT AGENCY

Phone: (212) 268-0404
Fax: (212) 268-1114

ARTIST ENGAGEMENT CONTRACT

CONTRACT #: 3391

Agreement made this date, Monday, January 23, 2017 by and between Freelance Ventures LLC (hereinafter referred to as Artist) and Globalgroove Events (hereinafter referred to as Purchaser). It is understood and mutually agreed that the Purchaser engages the Artist to perform the following engagement upon all the terms and conditions hereinafter set forth:

ARTIST(S): **Lance Bass** 100% HEADLINE

VENUE: **Clayton's** 6900 Padre Blvd , South Padre Island, TX 78597
Phone: (956) 761-5900 *Fax:*

DATE(S): **Fri. April 28, 2017**

Artist to host event for approximately 90 minutes in length.

TICKETS:

Quantity	Grs Price	Cmp/Kls	Deduct	Net Price	Discrptn
2,000					

GP: $0.00
Tax:
Net: $0.00

Capacities
Per Show: 2,000
Total tkts: 2,000

Merchandising
Artist sell:
Build sell:

No. Days/Shws: 1 / 1
Load In:
Snd Chck: per advance
Doors Open: 4:00pm
Showtime(s): 12:30am
Onstage: 12:30am
Ages: +21
Curfew: 2:00am

TERMS: **$14,000.00 Flat Guarantee**

plus one (1) suite / one (1) king hotel rooms for two (2) nights and location ground transportation via a commercial licensed car service.
OUTDOOR EVENT: Aritst to be paid 100% of guarantee, rain or shine
ARTIST IS UNDER NO OBLIGATION TO SING

ADDITIONAL PROVISIONS:

PLUS Purchaser Agrees to Provide and Pay for Sound & Lights and Monitors per Artist's Specifications and Approval.

Purchaser shall provide and pay for, as per Artist's specifications and approval, at no cost to Artist any and all rider requirements.
See attached rider addendum for details

ALL ADVERTISING AND MEDIA ARTWORK MUST BE PRE-APPROVED BY ARTIST MANAGEMENT PRIOR TO PRINTING OR POSTING, OR ENGAGEMENT IS SUBJECT TO CANCELLATION.
ALL TRAVEL ELEMENTS MUST BE PRE-APPROVED BY ARTIST MANAGEMENT PRIOR TO PURCHASE, OR ARTIST IS NOT OBLIGATED TO TRAVEL

OTHER ACT[S]: TBA

PAYMENTS: $7,750.00 US deposit payable to Spectrum by cashier's check or bank wire only due by: January 30, 2017

The balance of the guarantee ($6250usd) shall be paid to Artist or Artist's representative immediately prior to the performance via cash only.

Spectrum Talent Agency, Inc. **Bank Wire Information** Citizens Bank ABA#: 036076150
Account#: 6305558888 Swift Code: CTZIUS33 1760 Dekalb Pike, Blue Bell, Pennsylvania 19422

It is expressly understood by the Purchaser(s) and the Artist who are party to this contract that neither Spectrum Talent Agency, Inc. nor its officers nor its employees are parties to this contract in any capacity and that neither Spectrum Talent Agency, Inc. nor its officers nor its employees are liable for the performance breach of any provisions contained herein. ***No advertising until a signed contract & deposit are recieved by artist agent***

This contract shall not be binding unless signed by all parties hereto.. Should any Rider, Addendum and/or Expense sheet be annexed to this Agreement it/they shall also constitute a part of this agreement. and shall be signed by all parties to this contract..

IN WITNESS WHEREOF, the parties have executed this Agreement on the date first above written.

Freelance Ventures LLC
Melinda Bell f/s/o L.Bass Fed ID #: 522283710

X

Spectrum Talent Agency, Inc.
1650 Broadway, #1105 New York, NY 10019
(212) 268-0404 Fax: (212) 268-1114
BOOKING AGENT: Marc Katz NYC DCA #2038898

Globalgroove Events
Paul Magee

X

3043 West Alberta Road
Edinburg , TX. 78539
Phone: (404) Mobile: (404) 545-6264
CONTACT: Paul Magee

peace bisquit

INVOICE

Angelo “Pepe” Skordos
963 Kent Avenue, Building E - #3
Brooklyn, NY 11205
Phone: 718.789.1689 Fax: 718.789.1665
Email: angelo@peacebisquit.com

DATE: 1/31/17

Via email

Bill To:
Paul Magee
CEO / Globalgroove Events
127 W. Shasta Avenue
McAllen, TX 78504
Phone: 404.545.6264
Email: paul@globalgrooveevents.com

Reference: Amanda Lepore in South Padre Island, TX
Due: Upon receipt

Notes	Date	Description	AMOUNT
Appearance Fee	April 28th 2017	Live (15-20 min) PA & Meet & Greet @ Clayton’s	$2,000.00
		SUBTOTAL	$2,000.00
		TAX	N/A
		TOTAL DUE	**$2,000.00**

If you have any questions about this invoice, please contact the issuing department above.

Issuing party is not affiliated with beneficiary. If your financial institution requires additional information, please contact our office.

Monies can be sent via wire to:

AMANDA LEPORE
TD BANK
47 Third Avenue
New York, NY 10003
Swift Code: NRTHUS33
Bank Account# 8915598190
Routing Code# 026013673

(Please cover ALL Wire Transfer Fees that your financial institution might be charging for this transaction)

THANK YOU FOR YOUR BUSINESS!

Frank Salinas <frank@globalgrooveevents.com>

Re: Your United reservation for Harlingen, TX, US (HRL) is processing

Paul Magee <paul@globalgrooveevents.com> Wed, Feb 8, 2017 at 8:56 AM
To: Angelo Pepe Skordos <angelo@peacebisquit.com>, "Michele L. Ruiz" <michele@peacebisquit.com>, Frank Salinas <frank@globalgrooveevents.com>

FLIGHT 1-

frank- can you file and note for expenses.

On Feb 8, 2017, at 8:51 AM, United Airlines, Inc. <unitedairlines@united.com> wrote:

Add UnitedAirlines@news.united.com to your address book. See instructions.

UNITED

Wednesday, February 08, 2017

Thank you for choosing United

We're processing your reservation and will send you an eTicket Itinerary and Receipt email once completed. This process usually takes less than an hour, but in rare cases it could take longer. If you don't receive an eTicket Itinerary and Receipt email within 24 hours, please call the United Customer Contact Center

Confirmation number:

J9W7FQ

New York, NY, US (LGA - LaGuardia)
to Harlingen, TX, US (HRL)

Manage reservation

Purchase summary

1 Adult (18-64)	$314.41
Taxes and fees	$69.19
Total	**$383.60**

Credit card payment: $383.60 (Visa-**4401)

Trip summary

Thu, Apr 27, 2017

UA 1782 — 1 Connection — 7h 46m total

3:45 pm New York, NY, US (LGA - LaGuardia) → **6:57 pm** Houston, TX, US (IAH - Intercontinental)

Duration: 4h 12m
United Economy (T)
Meals for purchase

Long layover Terminal change

2h 23m Layover

UA 5979 Operated By SKYWEST DBA UNITED EXPRESS

9:20 pm Houston, TX, US (IAH - Intercontinental) → **10:31 pm** Harlingen, TX, US (HRL)

Duration: 1h 11m
United Economy (T)

Long layover Terminal change

Sat, Apr 29, 2017

UA 5346 Operated By SKYWEST DBA UNITED EXPRESS — 1 Connection — 8h 28m total

5:20 am Harlingen, TX, US (HRL) → **6:32 am** Houston, TX, US (IAH - Intercontinental)

Duration: 1h 12m
United Economy (L)

Long layover Terminal change

3h 48m Layover

UA 689

10:20 am **Houston, TX, US (IAH - Intercontinental)**	✈	**2:48 pm** **New York, NY, US (LGA - LaGuardia)**	Duration: 3h 28m United Economy (L) Meals for purchase

Long layover Terminal change

Travelers

lawrence diaz	LGA to IAH IAH to HRL HRL to IAH IAH to LGA	24A	Email address: paul@globalgrooveevents.com Home phone: +1 (404) 545-6264

Additional trip planning tools

Baggage Policies: View current baggage acceptance allowances.
Passport and Visa Information: International Travel Documentation requirements

Carry-on baggage allowed

United accepts the following items, per customer to be carried on the aircraft at no charge:

One carry-on bag no more than 45 linear inches or 114 linear centimeters
One personal item (such as a shoulder or laptop bag)

Due to FAA regulations, operating carriers may have different carry-on requirements. Please check with the operating carrier for more information or go to united.com/baggage.

Checking bags for this itinerary

Checked baggage service charges are collected at any point in the itinerary where bags are checked. The bag service charges below reflect a maximum outside linear dimension of 62 linear inches (157 cm).

First and second baggage service charges per traveler as listed below:	1st bag		2nd bag		Weight per bag
Thu, Apr 27, 2017 New York, NY, US (LGA - LaGuardia) to Harlingen, TX, US (HRL)	$25	per traveler	$35	per traveler	50 lbs (23 kgs)
Sat, Apr 29, 2017 Harlingen, TX, US (HRL) to New York, NY, US (LGA - LaGuardia)	$25	per traveler	$35	per traveler	50 lbs (23 kgs)

These amounts represent an estimate of the first and second checked baggage service charges that may apply to your itinerary. If your itinerary contains multiple travelers, the service charges may vary by traveler, depending on status or memberships.

First and second bag service charges do not apply to active-duty members of the U.S. military and their accompanying dependents. For additional information regarding baggage charges, allowances, weight/size restrictions, exceptions or embargoes, or charges for overweight, oversized, excess, odd-sized baggage, special items or sporting equipment, visit united.com/baggage.

Check Your First Bag for Free

Save up to $100 per roundtrip. Primary Cardmembers and one companion on the same reservation can check their first bag free on United-operated flights when purchasing tickets with their Explorer Card.

Learn more

My account

STAY CONNECTED

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E-mail Information
Please do not reply to this message using the "reply" address.
The information contained in this e-mail is intended for the original recipient only.

United MileagePlus
900 Grand Plaza Dr.
Houston, TX 77067 USA

Globalgroove LONDON

Frank Salinas <frank@globalgrooveevents.com>

Fwd: Your trip confirmation-CVAURC 26APR- splash

1 message

Paul Magee <paul@globalgrooveevents.com> Thu, Feb 16, 2017 at 9:17 PM
To: Frank Salinas <frank@globalgrooveevents.com>

Paul Magee-CEO
Globalgroove Events
www.globalgrooveevents.com

Begin forwarded message:

From: Nikki Civetti <nikkicivetti@gmail.com>
Date: February 16, 2017 at 7:55:07 PM CST
To: Paul Magee <paul@globalgrooveevents.com>
Subject: Fwd: Your trip confirmation-CVAURC 26APR

Here is the receipt for Naysha Lopez.

Nikki
---------- Forwarded message ----------
From: **American Airlines@aa.com** <notify@aa.globalnotifications.com>
Date: Tue, Feb 14, 2017 at 9:50 PM
Subject: Your trip confirmation-CVAURC 26APR
To: "NIKKICIVETTI@GMAIL.COM" <NIKKICIVETTI@gmail.com>

American Airlines

Hello Fabian Rodriguez! Issued: Feb 14, 2017

Your trip confirmation and receipt

Record locator: **CVAURC**

View your trip

Wednesday, April 26, 2017

ORD
5:15 AM
Chicago O'hare

DFW
7:43 AM
Dallas/Fort Worth

Seats: 10A
Class: Economy (N)
Meals: Food For Purchase

American Airlines 1264

DFW
9:05 AM
Dallas/Fort Worth

BRO
10:46 AM
Brownsville

Seats: 10F
Class: Economy (N)
Meals:

American Airlines 5917 OPERATED BY MESA AIRLINES AS AMERICAN EAGLE.

Friday, April 28, 2017

BRO
11:16 AM
Brownsville

DFW
12:57 PM
Dallas/Fort Worth

Seats: 10F
Class: Economy (N)
Meals:

American Airlines 5917 OPERATED BY MESA AIRLINES AS AMERICAN EAGLE.

DFW
2:35 PM
Dallas/Fort Worth

LAX
4:04 PM
Los Angeles

Seats: 14A
Class: Economy (N)
Meals: Food For Purchase

American Airlines 2460

Fabian Rodriguez

AAdvantage # 8U98MV0 GLD

Ticket # 0012114513356

Your trip receipt

Visa XXXXXXXXXXXXX4401

Fabian Rodriguez

FARE-USD	$ 367.45
TAXES AND CARRIER-IMPOSED FEES	$ 64.16
TICKET TOTAL	$ 431.61

Book a hotel » Book a car » Buy trip insurance » Remind me to Uber »

Contact us | Privacy policy

Get the American Airlines app

Frank Salinas <frank@globalgrooveevents.com>

Fwd: Flight reservation (5UZKE7) | 27APR17 | DAL-HRL | krystal summers-

2 messages

Paul Magee <paul@globalgrooveevents.com> Thu, Apr 6, 2017 at 9:48 AM
To: Frank Salinas <frank@globalgrooveevents.com>, Fermin Garcia IV <fgarciaiv77@gmail.com>, Kendrick Hackett <Krhackett@gmail.com>

frank- please add to expense-

fermin- please send to krystal

ken- please not for pick up/ drop off

thanks all-

paul-

Begin forwarded message:

From: "Southwest Airlines" <SouthwestAirlines@luv.southwest.com>
Subject: Flight reservation (5UZKE7) | 27APR17 | DAL-HRL | Welborn/Casey
Date: April 6, 2017 at 9:39:55 AM CDT
To: paul@globalgrooveevents.com
Reply-To: "Southwest Airlines" <reply@wnco.com>

Thanks for choosing Southwest® for your trip.

Southwest

Log in | View my itinerary

Check In Online | Check Flight Status | Change Flight | Special Offers | Hotel Offers | Car Offers

Ready for takeoff!

Thanks for choosing Southwest® for your trip. You'll find everything you need to know about your reservation below. Happy travels!

Air itinerary

AIR Confirmation: 5UZKE7

Confirmation Date: 04/6/2017

Passenger(s)	Rapid Rewards #	Ticket #	Expiration	Est. Points Earned
WELBORN/CASEY	Join or Add #	5262499456617	Apr 6, 2018	1073

Rapid Rewards points earned are only estimates. Not a member - visit **Southwest.com/rapidrewards** and sign up today!

Date	Flight	Departure/Arrival

Thu Apr 27	17	Depart **DALLAS (LOVE FIELD), TX** (DAL) on Southwest Airlinesat **11:00 AM** Arrive in HOUSTON (HOBBY), TX (HOU) at 12:05 PM Wanna Get Away
	267	Change planes to Southwest Airlinesin HOUSTON (HOBBY), TX (HOU) at 1:55 PM Arrive in **HARLINGEN, TX** (HRL) at **2:55 PM** Travel Time 3 hrs 55 mins Wanna Get Away

Date	Flight	Departure/Arrival
Sat Apr 29	4054	Depart **HARLINGEN, TX** (HRL) on Southwest Airlines at **06:45 AM** Arrive in HOUSTON (HOBBY), TX (HOU) at 07:50 AM Wanna Get Away
	12	Change planes to Southwest Airlinesin HOUSTON (HOBBY), TX (HOU) at 09:00 AM Arrive in **DALLAS (LOVE FIELD), TX** (DAL) at **10:05 AM** Travel Time 3 hrs 20 mins Wanna Get Away

Check in for your flight(s): 24 hours before your trip on Southwest.com or your mobile device to secure your boarding position. You'll be assigned a boarding position based on your check-in time. The earlier you check in within 24 hours of your flight, the earlier you get to board.

Bags fly free®: First and second checked bags. Weight and size limits apply. One small bag and one personal item are permitted as carryonitems, free of charge.

30 minutes before departure: We encourage you to arrive in the gate area no later than 30 minutes prior to your flight's scheduled departure as we may begin boarding as early as 30 minutes before your flight.

10 minutes before departure: You must obtain your boarding pass(es) and be in the gate area for boarding at least 10 minutes prior to your flight's scheduled departure time. If not, Southwest may cancel your reserved space and you will not be eligible for denied boarding compensation.

If you do not plan to travel on your flight: In accordance with Southwest's No Show Policy, you must notify Southwest at least 10 minutes prior to your flight's scheduled departure if you do not plan to travel on the flight. If not, Southwest will cancel your reservation and all funds will be forfeited.

Air Cost: 237.92

Fare Rule(s): 5262499456617: NONREF/NONTRANSFERABLE/STANDBY REQ UPGRADE TO Y.
Valid only on Southwest Airlines. All travel involving funds from this Confirmation Number must be completed by the expiration date. Unused travel funds may only be applied toward the purchase of future travel for the individual named on the ticket. Any changes to this itinerary may result in a fare increase. Failure to cancel reservations for a Wanna Get Away fare segment at least 10 minutes prior to travel will result in the forfeiture of all remaining unused funds.

DAL WN X/HOU WN HRL93.19SLAVVNRO WN X/HOU WN DAL85.71NDAVNNRO 178.90 END ZPDALHOUHRLHOU XFDAL4.5HOU4.5HRL4.5HOU4.5 AY11.20$DAL5.60 HRL5.60

Learn about our boarding process

Learn about inflight WiFi & entertainment

Cost and Payment Summary

AIR - **5UZKE7**

Base Fare	$ 178.90	**Payment Information**
Excise Taxes	$ 13.42	Payment Type: Visa XXXXXXXXXXXX4401
Segment Fee	$ 16.40	Date: Apr 6, 2017
Passenger Facility Charge	$ 18.00	Payment Amount: $237.92
September 11th Security Fee	$ 11.20	
Total Air Cost	**$ 237.92**	

Useful Tools

Check In Online
Early Bird Check-In
View/Share Itinerary
Change Air Reservation
Cancel Air Reservation
Check Flight Status
Flight Status Notification
Book a Car
Book a Hotel

Know Before You Go

In the Airport
Baggage Policies
Suggested Airport Arrival Times
Security Procedures
Customers of Size
In the Air
Purchasing and Refunds

Special Travel Needs

Traveling with Children
Traveling with Pets
Unaccompanied Minors
Baby on Board
Customers with Disabilities

Legal Policies & Helpful Information

Privacy Policy
Notice of Incorporated Terms
Customer Service Commitment
FAQs
Contact Us

Book Air | Book Hotel | Book Car | Book Vacation Packages | See Special Offers | Manage My Account

This is a post-only mailing from Southwest Airlines. Please do not attempt to respond to this message. Your privacy is important to us, Please read our Privacy Policy.

[1] All travel involving funds from this Confirmation Number must be completed by the expiration date.
[2] Security Fee is the government-imposed September 11th Security Fee.

See Southwest Airlines Co. Notice of Incorporation
See Southwest Airlines Limit of Liability

Southwest Airlines
P.O. Box 36647-1CR
Dallas, TX 75235

Contact Us

Paul Magee <paul@globalgrooveevents.com> Thu, Apr 6, 2017 at 10:01 AM
To: Frank Salinas <frank@globalgrooveevents.com>, Fermin Garcia IV <fgarciaiv77@gmail.com>, Kendrick Hackett <Krhackett@gmail.com>

Frank Salinas <frank@globalgrooveevents.com>

Fwd: Orbitz travel confirmation - Apr 28 - (Itinerary # 7257369784572)- hershae

2 messages

Paul Magee <paul@globalgrooveevents.com> Thu, Apr 6, 2017 at 6:22 PM
To: Frank Salinas <frank@globalgrooveevents.com>, Kendrick Hackett <Krhackett@gmail.com>

frank-please add to expenses and print out for folder to give to jay with rest of expenses-

ken- please send to hershae and add to your pick up / drop off itinerary.

thanks-

Begin forwarded message:

From: Orbitz <support@mailer.orbitz.com>
Subject: Orbitz travel confirmation - Apr 28 - (Itinerary # 7257369784572)
Date: April 6, 2017 at 6:16:10 PM CDT
To: paul@globalgrooveevents.com
Reply-To: support@mailer.orbitz.com

ORBITZ

Thanks!

Your reservation is booked and confirmed. There is no need to call us to reconfirm this reservation.

Brownsville

Apr 28, 2017 - Apr 30, 2017

Because you booked a flight, you qualify for up to 55% off Brownsville hotels.

Expires Sun, April 16

See hotels

See live updates to your itinerary, anywhere and anytime.

See your itinerary

Or get the free app:

Before you go

- **E-ticket:** This email can be used as an E-ticket.
- Remember to bring your itinerary and government-issued photo ID for airport check-in and security.

Contact the airline to confirm:

- specific seat assignments
- special meals
- frequent flyer point awards
- special assistance requests

Flight overview

Travel dates
Apr 28, 2017 - Apr 30, 2017

Itinerary #
7257369784572

Your reservation is booked and confirmed. There is no need to call us to reconfirm this reservation.

Confirmation
DJCQTQ (United)

Booking ID
2HS3IF

Ticket #
0167979183982 (hershaun gardner)

Departure Fri, Apr 28

United 6262 operated by OPERATED BY MESA AIRLINES DBA UNITED EXPRESS

Detroit (DTW)
11:52AM
Terminal: N

→

Houston (IAH)
2:05PM
Terminal: B

ECONOMY
Cabin: Economy / Coach (T)

Included
- Seat Choice
- Carry On Bag
- Bonus Miles

Fee applies
- Bags
- Cancellation
- Changes
- Priority Boarding
- Premium Seat

3h 13m duration

55m stop Houston (IAH)

United 4387 operated by OPERATED BY EXPRESSJET AIRLINES DBA UNITED EXPRESS

Houston (IAH)
3:00PM
Terminal: B

→

Brownsville (BRO)
4:17PM

ECONOMY
Cabin: Economy / Coach (T)

Included
- Seat Choice
- Carry On Bag
- Bonus Miles

Fee applies
- Bags
- Cancellation
- Changes
- Priority Boarding
- Premium Seat

1h 17m duration

Total Duration

5h 25m

Return Sun, Apr 30

United 3803 operated by OPERATED BY EXPRESSJET AIRLINES DBA UNITED EXPRESS

Brownsville (BRO)
4:53PM

→

Houston (IAH)
6:10PM
Terminal: B

ECONOMY
Cabin: Economy / Coach (T)

Included
- Seat Choice
- Carry On Bag
- Bonus Miles

Fee applies
- Bags
- Cancellation
- Changes
- Priority Boarding
- Premium Seat

1h 17m duration

1h 55m stop Houston (IAH)

United 6348 operated by OPERATED BY MESA AIRLINES DBA UNITED EXPRESS

Houston (IAH)
8:05PM
Terminal: B

→

Detroit (DTW)
11:58PM
Terminal: N

ECONOMY
Cabin: Economy / Coach (T)

Included

- Seat Choice
- Carry On Bag
- Bonus Miles

Fee applies

- Bags
- Cancellation
- Changes
- Priority Boarding
- Premium Seat

2h 53m duration

Total Duration

6h 5m

Traveler(s)

hershaun gardner

No frequent flyer details provided

Frequent flyer and special assistance requests should be confirmed directly with the airline.

Price summary

Traveler 1: Adult	$389.60
Flight	$320.00
Taxes & Fees	$69.60

ORBITZ REWARDS

$7.80 in Orbucks
for this trip

See all your rewards

Subtotal	$389.60
Total	**$389.60**

All prices are quoted in **USD**.

Additional information

Additional fees

The airline may charge additional fees (Opens in a new window) for checked baggage or other optional services.

Please read the complete penalty rules for changes and cancellations (Open in a new window) applicable to this fare.

Tickets are nonrefundable, nontransferable and name changes are not allowed.

Please read important information regarding airline liability limitations(Opens in a new window) .

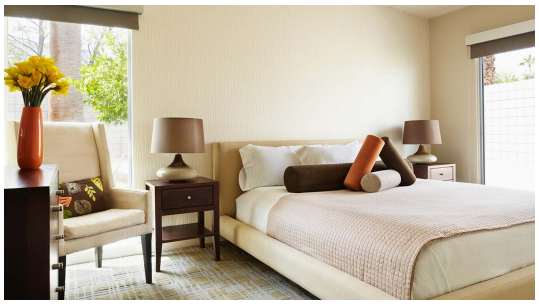
More help

Visit our Customer Support page.

Call Orbitz customer care at 844-663-2266

For faster service, mention **itinerary #7257369784572**

Complete your trip



Rooms are filling up quick!

Check out popular hotels in Brownsville before they sell out!

Find a hotel

Tickets sell out fast!

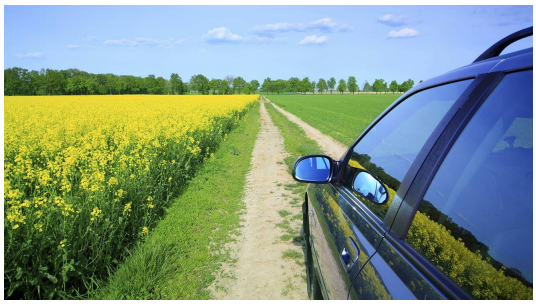
Book your Brownsville activities now.

Get Activities

Avoid the stress of traffic!

Let someone else do the driving

Get a ride



How will you get around Brownsville?

Explore Brownsville with your own set of wheels.

Rent a car

---

mentioned herein may be the property of their respective owners. CST# 2056372-50

emlcid=PT-ETM-ENSPC-teid70201.0-issu1-testX-lang1033-verX-mcidX-segaX-segbX-segmX-key-paid-date20170406000000-link-wave0

Kendrick Hackett <krhackett@gmail.com> Thu, Apr 6, 2017 at 7:08 PM
To: Paul Magee <paul@globalgrooveevents.com>
Cc: Frank Salinas <frank@globalgrooveevents.com>

10-4

K.H.
[Quoted text hidden]

Frank Salinas <frank@globalgrooveevents.com>

Re: Your United reservation for Harlingen, TX, US (HRL) is processing

Paul Magee <paul@globalgrooveevents.com> Wed, Feb 8, 2017 at 8:57 AM
To: "Michele L. Ruiz" <michele@peacebisquit.com>, Angelo Pepe Skordos <angelo@peacebisquit.com>, Frank Salinas <frank@globalgrooveevents.com>

2 nd passenger flight-

file and expense frank.

ty

paul-

On Feb 8, 2017, at 8:46 AM, United Airlines, Inc. <unitedairlines@united.com> wrote:

Add UnitedAirlines@news.united.com to your address book. See instructions.

UNITED

Wednesday, February 08, 2017

Thank you for choosing United

We're processing your reservation and will send you an eTicket Itinerary and Receipt email once completed. This process usually takes less than an hour, but in rare cases it could take longer. If you don't receive an eTicket Itinerary and Receipt email within 24 hours, please call the United Customer Contact Center

Confirmation number:

J9S4BY

[Quoted text hidden]

Purchase summary

1 Adult (18-64)	$314.41
Taxes and fees	$69.19
Total	**$383.60**

Credit card payment: $383.60 (Visa-**4401)

Trip summary

Thu, Apr 27, 2017

UA 1782 — 1 Connection — 7h 46m total

3:45 pm
New York, NY, US (LGA - LaGuardia)

6:57 pm
Houston, TX, US (IAH - Intercontinental)

Duration: 4h 12m
United Economy (T)
Meals for purchase

Long layover Terminal change

2h 23m Layover

UA 5979 Operated By SKYWEST DBA UNITED EXPRESS

9:20 pm
Houston, TX, US (IAH - Intercontinental)

10:31 pm
Harlingen, TX, US (HRL)

Duration: 1h 11m
United Economy (T)

Long layover Terminal change

Sat, Apr 29, 2017

UA 5346 Operated By SKYWEST DBA UNITED EXPRESS — 1 Connection — 8h 28m total

5:20 am
Harlingen, TX, US (HRL)

6:32 am
Houston, TX, US (IAH -

Duration: 1h 12m
United Economy (L)

Intercontinental)

Long layover Terminal change

3h 48m Layover

UA 689

10:20 am
Houston, TX, US (IAH - Intercontinental)

2:48 pm
New York, NY, US (LGA - LaGuardia)

Duration: 3h 28m
United Economy (L)
Meals for purchase

Long layover Terminal change

Travelers

amanda lepore	LGA to IAH [Quoted text hidden]	24B	Email address: paul@globalgrooveevents.com Home phone: +1 (404) 545-6264

Additional trip planning tools

Baggage Policies: View current baggage acceptance allowances.
Passport and Visa Information: International Travel Documentation requirements

Billing | Search | Frank | Help

Paul Magee (62851295)

Account: Paul Magee

Transactions By Page | Jan 25, 2017 – Apr 25, 2017

Splash South Padre Island
15,717 Likes

Amount Spent:
$4,854.66

DATE BILLED	CAMPAIGN NAME
Apr 12, 2017	Campaign: Conversions
Apr 12, 2017	Campaign: Post: "🌈🏝☀️ Who's ready for the biggest and best pride..."
	Campaign: Conversions
	Campaign: Post: "Splash South Padre Island, April 27th-30th is..."
	Campaign: Post: "🏳️‍🌈☀️🏝From fun in the sun to dancing beneath..."
	Campaign: Post: "🏳️‍🌈 SPLASH FAMILY 🏳️‍🌈 We have officially SOLD..."
	Campaign: Post: "🏳️‍🌈 Limited number of 4-Day VIPs with Party..."
	Campaign: Post: "🏳️‍🌈 Only 3 weeks to Splash South Padre Island..."
	Campaign: Post: "🚨 RED ALERT 🚨 SPLASH FAMILY, THE GA BUY C
	Campaign: Post: "Time is ticking, secure your ticket specials..."
	Campaign: Post: "🏳️‍🌈 DUE TO POPULAR DEMAND we have added an e
	Campaign: Post: "Counting the days down to Splash South Padre..."
	Campaign: Post: "SECURE YOUR TICKETS TODAY for Splash South P
	Campaign: Post: "SECURE YOUR TICKETS TODAY for Splash South P
	Campaign: Post: "Counting the days down to Splash South Padre..."
	Campaign: Post: "Counting the days down to Splash South Padre..."
	Campaign: Post: "Counting the days down to Splash South Padre..."
	Campaign: Post: "SHARE & LIKE for your CHANCE to WIN 3 shots with.
Apr 5, 2017	Campaign: Post: "A wonderful message from Lance Bass , special..."
	Campaign: Post: "🏳️‍🌈☀️🏝From fun in the sun to dancing beneath..."
	Campaign: Post: "Splash South Padre Island, April 27th-30th is..."
	Campaign: Post: "💀 Ticket special ends at midnight tonight!..."
	Campaign: Post: "You've asked and we've listened, TICKET SPECIAL..."
	Campaign: Conversions
	Campaign: Post: "**TREAT YOURSELF AND FRIENDS TO VIP, YOU DE
	Campaign: Post: "Splash South Padre Island, April 27th-30th is..."
	Campaign: Post: "🏳️‍🌈 NEWS SPLASH! 🏳️‍🌈 JUST 15 VIPS REMAIN!"
	Campaign: Post: "Ready to set sail? Very limited boat party..."
	Campaign: Post: "Splash South Padre Island, April 27th-30th is..."
	Campaign: Post: "Splash South Padre Island, April 27th-30th is..."
	Campaign: Post: "🏳️‍🌈 SPLASH FAMILY 🏳️‍🌈 We have officially SOLD..."
	Campaign: Post: "🏳️‍🌈 SPLASH FAMILY 🏳️‍🌈 We have officially SOLD..."

Report a Problem

Laredo Sportswear

MAYOREO Y MENUDEO
956-740-7437
603 Flores Ave. Ste 4, Laredo TX 78040

anvil
Hanes

eras · gorras · sudaderas · fotos · numeros · todo tipo de estampa

mer Paul Magee. Phone 956-212-7

UANTITY	DESCRIPTION
22	@ $10.00 each front & back

TOTAL $220.00

Paid

credit Card

Merchant Copy
Senor Donkey

Current Batch 01212017
Sat 1/21/2017 3:06:56 PM
Check 41 Table 94
Angelica R

Cardholder acknowledges receipt of goods
and/or services in the amount of the
TOTAL shown hereon and agrees to perform
the obligations set forth in the
Cardholder agreement with the Issuer

VISA XXXXXXXXXXXX4401
Approval AP814728

BASE $110.23

TIP 20.00

TOTAL $130.23

SIGN X _____
MAGEE/ PAUL
Merchant Copy

INVOICE

Paid

Peace Bisquit

William Coleman
963 Kent Avenue, Building E - #3
Brooklyn, NY 11205
United States

Phone: 718-789-1689
bill@peacebisquit.com

Invoice #: 0008
Invoice date: Mar 2, 2017
Reference: AL082817
Due date: Mar 2, 2017

Amount due:
$0.00

Bill To:

paul@globalgrooveevents.com

Description	Quantity	Price	Amount
Amanda Lepore in South Padre Island, TX AMANDA LEPORE: Live @ Clayton's in San Padre Island, TX (April 28th 2017)	1	$1,000.00	$1,000.00
		Subtotal	$1,000.00
		PayPal Fees (4%)	$40.00
		Total	$1,040.00
		Amount paid	-$1,040.00
		Amount due	**$0.00 USD**

Attachments

AMANDA LEPORE Invoice - Live @ Clayton's in South Padre Island, TX (April 28th 2017).pdf

AMANDA LEPORE Performance Agreement - Live @ Clayton's in South Padre Island, TX (April 28th 2017) - EXECUTED.pdf

Notes

Attached is the agreement and invoice.

Please do not hesitate to contact me, should you have any questions.

michele@peacebisquit.com

Terms and Conditions

*Please note, PayPal charges 4% for fees, and all fees must be covered by Purchaser. Should you choose to send via PayPal directly, if you select "send payment to friends and family" option, there are no fees incurred.

Payment can be made via PayPal by sending directly to bill@peacebisquit.com

TJM PROMOS
511 NW48th Terrace Ocala, FL 34482
Tel. 800.423.0449 - Fax. 866.841.0416

Sales Receipt

Date	Sale No.	Job #
4/13/2017	201698	295007

Sold To	Ship To
Global Groove Events Paul Magee 127 W Shasta McAllen, TX 78504	South Padre Beach and Condos Paul Magee-Global Groove Events 3800 Padre Blvd South Padre Island, TX 78597

NLT	Payment	Rep	FFO	Promo	Ship Via	Tracking #
4/24	Visa	898	Yolanda			

Item	Description	Qty	Rate	Class	Amount
73420	202mm Painted Debossed Wristbands	1,500	0.53	TWF	795.00
Inside Mold Fee	Inside Mold Fee	1	40.00	TWF	40.00
88004	Rush Fee	1	60.00	TWF	60.00

TWF www.the-wristband-factory.com

Subtotal	$895.00
Sales Tax (0.0%)	$0.00
Total	$895.00

1-800-423-0449

E-mail
service@tjmpromos.com

M13 Graphics

1300 Basswood Rd. Suite 100
Schaumburg, IL 60173

Sales Receipt

Date	Sale No.
4/20/2017	109405

Sold To
Global Grooves Paul McGee 127 W Shasta Ave McAllen, TX 78504

Payment Method
Visa

Item	Description	Qty	Amount
16pt	535765 - Splash - Pride At The Beach - Splash Schedule 5x7	2,500	135.78
Southwest Cargo			70.92
16pt	535768 - Splash - Pride At The Beach - Splash Informati 4x6	2,500	95.73
Southwest Cargo			65.43
16pt	35771 - Splash - Pride At The Beach - Monster Rave 3.5x2	2,500	37.47
Southwest Cargo			61.25

Total $466.58

ARNETT DESIGNS, INC.
23372 Madero Rd.,Suite C | Mission Viejo, CA | 92691
949.716.5852 | Fx: 949.716.5902

QUOTATION

Contact
Frank Salinas
956-994-9964
frank@globalgrooveevents.com

Globalgroove Events
8840 Liberty Loop
Laredo, TX 78750

Ship To
Frank Salinas
956-994-9964
frank@globalgrooveevents.com

Globalgroove Events
2617 Fort Brown Ave, Apt 1
Edinburg , TX 78539

Date	Due Date
12/5/2016	

Quote # 13-30677
Terms Credit Card
P.O. #
Sales Rep Aaron

Project Name: South Texas Comic Con

All orders shipped to CA will be subject to CA Sales Tax.

Item	Description	Quantity	Unit Price	Line Price
Cloth Wristbands Dyesub	Dyesub C-Bands w/Black Oval Lockers. Full Color - 1 sided	1000	$0.53	$530.00
Set Up Fee	Proof and setup artwork submitted by client	1	$25	$25.00

Shipping Not Included Unless Otherwise Noted on Quote.
Shipping will be determined on completion of project. Sales tax applies to orders shipping within California.

Subtotal	$555.00
Discount	$0.00
Tax	$0.00
Shipping	
Total	**$555.00**

client signature date

The above price are based on our present cost of labor and materials and is good for 1 month from quote date. New account will require a credit card of 50% deposit of the total amount due when the order is placed, with the remaining balance paid in full before shipping the completed job. OVER-RUNS & UNDER-RUNS: All orders are subject to 10% over-runs and under-runs regardless of variable data.. Upon approval of a credit application, open account will be extended to established clients. We accept authorized P.O.'s from city or state organizations and Universities. Arnett Designs, Inc. reserves that right to refuse service to anyone.

Splash South Padre

April 27 - April 30, 2017

Paid to	Description	Amount
M13	Schedule, Info, and Cards	$466.58
M13	Trifolds	$1,777.14
frankxdesign	Web Development	$2,200.00
frankxdesign	Social Media Campaign	$1,500.00
frankxdesign	Graphic Design	$3,000.00
Laredo Sportswear	T-shirts	$220.00
Senor Donkey	Staff Meal	$130.27
Facebook	Boosts / Ads	$4,854.66
Lean Ticket	Promo Tickets	$75.40
Snap, Inc	Snapchat Filter - Upperdeck all week	$145.94
Snap, Inc	Snapchat Filter - Clayton's night	$50.09
Snap, Inc	Snapchat Filter - Louie's	$8.58
Splash South Padre Team	State Wide Marketing Tour	$5,000.00
		$19,428.66

Splash South Padre			
April 27 - April 30, 2017			
Paid to	**Description**	**Amount**	
Spectrum Talent Agency	Lance Bass Deposit	$7,750.00	($6,250) due
Spectrum Talent Agency	Carson Kressley Deposit	$6,000.00	($2,500) due
Peace Bisquit	Amanda Lepore Deposit	$1,040.00	($960) due
LRI Talent	Naysha Lopez Guarantee	$1,000.00	
Silva Travel Service	Carson Kressley Travel	$1,824.81	
United Airlines	Amanda Lepore Travel	$767.20	
American Airlines	Naysha Lopez Travel	$431.60	
Orbitz	Hershae Chocolatae Travel	$389.60	
Arnett	Laminates	$555.00	
TJM Promos	Wristbands	$895.00	
Southwest	Krystal Summers Travel	$237.92	
		$20,891.13	

Order Summary

Order Number:	#524297
Type:	Brochure
Status:	Completed
Delivery Method:	FedEx Ground
Order Placed:	2/20/2017

Delivery Information

Tracking #:	724812749653

Order Information

Job Name:	Splash Pride At The Beach
Turnaround:	Fast
Estimated Due Date:	Monday, February 27, 2017
Quantity:	7500
Paper Stock:	12pt C2S Cardstock
Coating:	High Gloss UV
Print Job Size:	15 x 7
Sides:	Double Sided (4/4)
Selected Options:	Folding: Tri Fold (3 Panel) Score: Yes
Added Files:	No files uploaded Add Files
Notes:	No notes entered

Pricing

Print Price:	$1084.99
Option Price:	$380.00
Shipping Price:	$312.15
Total Price:	$1777.14

Shipping Information

Delivery Method:	FedEx Ground
Name:	Fermin Garcia
Address:	830 Fasken Blvd Suite 1210 Laredo, TX 78045
Address Type:	Commercial
Airport Code:	SAT
Alternate Email:	frank@globalgrooveevents.com
Blind Shipping:	No

Billing Info

Name:	Paul Magee
Address:	127 West Shasta Ave McAllen, TX 78504
Card Number:	xxxx-xxxx-xxxx-4401
Exp. Date:	

THE MONITOR

WWW.THEMONITOR.COM | 15

CINCO DE MAYO

SPLASH SPI

Splash South Padre Island, an LGBT Pride event, was held April 27 to April 30 and featured celebrity guests Carson Kressley and Lance Bass.

MONSTER RAVEBOX™
BOOMBOX REIMAGINED

PROUDLY PRESENTS

SPLASH

PRIDE AT THE BEACH

APRIL • 27-30 • 2017 • SOUTH PADRE ISLAND, TX

SPLASH SCHEDULE

FOR ALL DETAILS VISIT SPLASHSOUTHPADRE.COM

Item No. 8

CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM

MEETING DATE: May 24, 2017

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention & Visitors Bureau

ITEM

Presentation and discussion concerning Friends of RGV Reef Project @ SPI.

ITEM BACKGROUND

Received the following funding for 2016/17 FY:

CVB Special Events Fund $39,068.00
SPI General Fund $19, 534.00

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

Friends of RGV Reef
Fall 2017 / Spring 2018 Deployment Proposal

CURRENT DEPLOYMENT, SPRING 2017

RGV Reef, located 13 miles North of the South Padre Island jetties in State waters is Texas's largest reef at 1650 acres. It was permitted large to include the first industrial scale reef fish nursery. In the scientific literature it appears that juvenile Red Snapper survival rates suffer from a habitat bottleneck revolving around a lack of low profile (small rock, small hole) habitat. The reef will support and enhance habitat and fishing for multiple species of reef and coastal pelagic species, but most of the research and the opportunities to increase total biomass are on Red Snapper. That is where there is scientific backing for what we are proposing, not just wild yarns inspired by too much rum.

Starting in May Friends of RGV Reef, with much help from stakeholders including CCA and BCT will deploy 3000 tons high and low relief materials in the eastern 825 acres of RGV Reef. We could not be more pleased. Stakeholders including the 2 local CCA chapters are very enthusiastic.

Low relief (and this will be the first large scale deployment of nursery reef in the Gulf that we are aware of, covering 175 acres) will consist of 63,000 new production cinder blocks in three different sizes, 200 tons of 3" to 6" purchased limestone and 600 tons of donated S - shaped concrete roof tiles. All these materials will be placed in several different density /quantity iterations to determine the most efficient disposition of materials. Dr. Richard Kline of UT RGV will help with the reef design so that if the linkages exist we will be able to draw statistically significant conclusions, with the primary question being how to best use low relief reef to cure a lack of habitat survival bottleneck and boost juvenile survival of Red Snapper during the first two years. Dr. Rooker of A & M Galveston, Dr. Greg Stuntz of the Harte Institute and Dr. Kline will also jointly research ultra-low relief and immediate post settlement out of the water column of snapper fry in the reef this summer, their materials piggybacked on our deployment. Recent Seamap data shows the densest juvenile Red Snapper population in the Gulf occurs between South Padre Island and Port Aransas making RGV Reef a good location to both study and grow Red Snapper juveniles. By the numbers, the reef will lose about half what we grow to migration, swept up the Texas coast by the Western Gulf Loop Current as they age and move seeking adult habitat. See below images of our materials.

High relief in our spring 2017 deployment will consist of fifty purchased pyramids, materials of opportunity consisting of ninety 10' box culverts and fifty or so piles of 6 each of 8' long highway dividers augmenting two 60' boats sunk last fall. Friends will place 15 high relief reef patches on 50 meter centers in a triangle in the southeast corner of the reef. These patches will consist of either 3 each 10 foot box culverts or 4 each 6 foot round culverts, 4 each highway dividers, and 2 pallets of cinder blocks. This will be the CCA Corner on our map, which we will also hyperlink to TPWD's map. We are also building 11 reef patches in a one mile line between the CCA Corner and a shrimp boat we sank, that will be named the BCT Trolling Trail.

Then in late summer TPWD will place approximately 200 Reef pyramids and a similar number of low relief modules which will be flat concrete octagons with embedded oyster shell and limestone in the western half of the reef. This placement is half funded by a Coastal Management Plan Grant, Robertson-Pitman money passed through the Texas General Land Office, the remainder by TPWD Match.

PROPOSED FALL 2017 / 2018 DEPLOYMENT

What RGV Reef will then be lacking is mid-relief complex habitat, and we intend to cure that by going back and placing mid relief concrete reef patches thus providing the middle stepping stone in the habitat progression. We will also be adding to the high relief patches, sprinkling them with broken concrete rubble, increasing complexity of the patches. We think that we can have two to four thousand tons accumulated by this fall, and failing that by spring of 2018.

It also occurred to Friends that a fabulous opportunity to benefit the Gulf of Mexico is presenting itself. There are thousands of pyramid in monoculture reefs up the Gulf Coast and reports are that they are good places to fish. Pyramids are relatively predictable in price and deployment expense, critical aspects in the wildly expensive and hugely variable marine deployment environment. In contrast, broken concrete, box culverts, and other materials of opportunity require intense local involvement and attention to detail to gather and store, and since they are non-standard in size, shape and weight, increase deployment uncertainty and cost. All this increases project management time demands, which are in short supply. So, the Gulf will see more pyramids.

It is well proven in the scientific literature, and well understood by fishermen that increasing complexity in reefs benefits both reef and pelagic fish communities. We see how incredibly productive and durable to fishing pressure those rare large and varied naturally occurring reef complexes are compared to solitary or uniform reefs. It is clear that reefs constructed solely of pyramids could be more productive with the addition of increased rugosity and complexity, and/or with the addition of nursery areas. The question is, how to best add that complexity within the constraints of funds and management availability. What materials and quantities work the best from cost/availability/project management/economy of scale standpoints?

So, here's the proposition. Included in the above deployment, we will place cinderblocks, limestone rip rap, and broken concrete in varying densities/quantities around our 50 pyramids from the spring deployment and determine best practices to enhance pyramid reefs. We will have TPWD's large pyramid monoculture in the western half of the reef for comparison. What works? What works the best? Or what works well and is simple/cheap/predictable enough to actually come to fruition?

We would be looking to CCA-BCT to help fund the deployment of materials and to possibly help fund research performed by Dr. Kline from UT RGV and his graduate students to determine best industrial scale practice. The research probably needs to span at least two years, while the snapper grow to catchable size. Opportunities to study increasing pelagics will also present

themselves, and be of good use to Reef managers/planners. The object would be to learn how to best multiply the productivity of existing pyramid reefs. Dr. Kline will submit his proposal separately.

We think we can accumulate the material and raise $105,000 locally, and would need approximately $250,000 fo the project. So we are about $150,000 short, and are requesting some or all of this funding from some or any combination of CCA-HTFT and/or BCT.

Note: If adequate Material cannot be accumulated by fall of 2017, then deployment will be in 2018

Materials (Note: Some portion of materials will have land transportation donated, and cost less)

	Quantity	Price	Cost
Medium Profile Material			
Broken concrete, 6" to 5' pieces, tons			
Cinder blocks and Limestone	4000	$12	$48,000
Total			**$48,000**

Seagoing Transport, Barge or Landing Craft

Barge Daily Rate	14	$1,500	$21,000
Oceangoing Tug	14	$6,500	$91,000
Fuel (towing) varies	12	$2,500	$30,000
3 yard Loader	20	$880	$17,600
Excavator with thumb	12	$960	$11,520
General Loading			
Dock Space/ Ramp const.		?	
20 ton forklift	12	500	$6,000
Contingency		?	20,000
Sub Total Transport			**$197,120**
TOTAL MATERIALS AND TRANSPORT			**$245,120**
Funds Available			
City of SPI			$50,000
Ram Foundation			$25,000
Friends of RGV Reef			$30,000
Total			**$105,000**
Shortfall (with no reserves)			**($140,120)**

Nursery test patch

Spring 2017 materials

Cinderblocks accumulating (this is 160 pallets, final total 667 pallets)


OVERHEAD
POWER LINES

Reviews in Fisheries Science, 17(1):48–67, 2009

ISSN: 1064-1262 print
DOI: 10.1080/10641260802160717

Taylor & Francis
Taylor & Francis Group

A Life History Review for Red Snapper in the Gulf of Mexico with an Evaluation of the Importance of Offshore Petroleum Platforms and Other Artificial Reefs

BENNY J. GALLAWAY,[1] STEPHEN T. SZEDLMAYER,[2] and WILLIAM J. GAZEY[3]

[1]LGL Ecological Research Associates, Inc., Bryan, Texas, USA
[2]Department of Fisheries and Allied Aquacultures, Auburn University, Alabama, USA
[3]Gazey Research, Victoria, British Columbia, Canada

Red snapper mature as early as age 2, have high fecundity (a 10-year-old female produces 60 million eggs per year), and may live for over 50 years. Eggs, larvae, and post-settlement juveniles typically show high rates of natural mortality. For example, of the 60 million eggs produced annually by a 10-year-old female, only about 450 would survive to 5 cm, the size at which they enter the shrimp fishery. Changes in abundance by size and age appear to be consistent with density dependence in survival rate from ages 0 to 1 and likely ages 0 to 2. Red snapper are attracted to structure or reef habitat at all ages, but larger, older fish also occur over open habitat once they have reached a size that renders them largely invulnerable to predation. Artificial reefs comprise a small fraction of the overall high-relief reef habitat, but harbor a large fraction of the present-day age 2 red snapper populations. Prior to the proliferation of artificial reefs in the northern Gulf, age 2 red snapper may have historically occurred mainly over open-bottom, sand-mud benthic habitat where natural and shrimp trawl bycatch mortality was high. Age 2 fish dominate red snapper populations at artificial reefs, whereas the age composition of red snapper at natural reefs usually show older ages are dominant. The present day red snapper fishery is heavily dependent on catches at artificial reefs. Evidence is presented that suggests red snapper production in the northern Gulf likely has been increased by the establishment of significant numbers of artificial reefs.

Keywords red snapper, *Lutjanus campechanus*, oil and gas platforms, density-dependent mortality, life history, artificial reefs

INTRODUCTION

The red snapper *Lutjanus campechanus* is an unusual finfish. In the Gulf of Mexico (Gulf), red snapper mature at age 2 and can live for over 50 years (Szedlmayer and Shipp, 1994; Render, 1995; Wilson and Nieland, 2001). They are also characterized by high fecundity. A female age 0 red snapper recruit produces, on average, 55.5 million eggs over its lifespan (SEDAR7, 2005). This is more than an order of magnitude higher than any of the finfishes listed in the Ransom Myers' Stock Recruitment Database (2007).

Despite these attributes, the Gulf population of red snapper has been in an overfished condition since at least 1994 (Goodyear, 1994), and rebuilding efforts to date have been unsuccessful (SEDAR7, 2005). Generally, this failure is believed to have been attributable to the inability to reduce shrimp trawl bycatch while maintaining a high total allowable catch (TAC) in the directed fishery. However, shrimp trawl bycatch mortality of red snapper has plummeted since 2003, but there has not been any evidence that the abundance of age 1 juveniles

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has increased substantially. A possible explanation is that habitat limitation (or compensatory mortality) may be an important population control, particularly during the early life stages of red snapper.

Shipp (1999) noted that the addition of large amounts of artificial reef habitat (over 20,000 individual reefs installed) in an area offshore of Alabama was coincident with the establishment of a significant red snapper fishery. This area had formerly been devoid of all but relatively diminutive soft-bottom fish species of little or no economic importance. He noted that the ichthyofauna of a quarter century prior had been transformed from an economically depauperate biomass to one supporting an industry valued at $60 million annually. He rhetorically asked if this change had resulted in a change in total biomass? His answer was: "We don't know, but did it matter in terms of management decisions?" (Shipp, 1999:54).

Cowan et al. (1999) responded that "yes, it mattered" because a fundamental change in habitat (the placement of artificial reefs) had occurred at the expense of the small benthic fisheries in a region of the shelf that had formerly provided a nursery function to many species of fishes. They argued that nursery function had been traded for adult habitat, complete with a rich set of predators, without any consideration of the ecosystem consequences of the tradeoffs. They suggested that large-scale deployment of artificial reefs could result in large-scale modification of ecosystem function, with effects good and bad depending on specifics of critical habitat requirements and recruitment bottlenecks.

Trawl samples of today (e.g., Wells, 2007) suggest that the addition of artificial reef habitat offshore Alabama has not resulted in an area-wide displacement or loss of the soft-bottom ichthyofauna as characterized by Shipp (1999). These species still occur and dominate trawl samples. However, an increase in adult reef species has occurred that has been coincident with artificial reef placement. As will be shown below, these new populations of large predators indeed forage on prey species inhabiting the surrounding soft bottoms, as well as on reef-associated and water column organisms. The magnitude of the overall effects of artificial reefs on productivity and ecosystem function remains unanswered. Also, the question of whether the placement of artificial reefs actually increases production or merely aggregates species such as red snapper remains contentious.

In this article, we review the literature describing the life history, distribution, and ecology of the red snapper in the Gulf of Mexico. Specifically, we examine the role and relative importance of offshore oil and gas platforms and other artificial reefs as factors affecting the Gulf of Mexico red snapper population. We begin by noting that red snapper is characterized as a reef fish, and their reef association begins almost immediately after they leave the planktonic stage and settle to the bottom (e.g., Szedlmayer and Howe, 1997; Szedlmayer and Conti, 1999; Workman et al., 2002). This association has been well documented for ages 0–8, but it may weaken considerably at older ages (e.g., Render, 1995; Nieland and Wilson, 2003; Szedlmayer, 2007). We also note that, on a spatial basis, reef habitat is a relatively scarce commodity in the northern Gulf where red snapper occur (Ludwick, 1964; Parker et al., 1983). In this context, we also examine the issue of habitat limitation (or compensatory mortality) and the life stages at which habitat limitation may be important.

LIFE HISTORY SYNTHESIS

For descriptive and management purposes, we first divide the life history of red snapper into pre-recruit (<50 mm total length, TL) and post-recruit (>50 mm TL) phases. The pre-recruit life stages include eggs, larvae, and post-settlement juveniles <50 mm TL. At 50 mm TL, they enter the Gulf penaeid shrimp trawl fishery as bycatch. The post-recruit life stages include early juveniles (ages 0 and 1), young adults (ages 2 to 7), and mature adults (ages 8+). Early juveniles are taken as bycatch in the shrimp fishery, whereas young and mature adults are taken in the directed fishery.

Pre-Recruit Life Stages

Eggs

Spawning of red snapper in the northern Gulf of Mexico extends from April through September, with peak spawning occurring in June–August (Render, 1995; Bradley and Bryan, 1975; Futch and Burger, 1976; Collins et al., 1996). The eggs are pelagic, spherical, transparent, and about 0.8 mm in diameter (Rabalais et al., 1980). After spawning, the eggs are buoyant and float to the surface. In the laboratory, on the order of 50% of the eggs hatch within 20–27 hr after fertilization (Rabalais et al., 1980; Minton et al., 1983). Gallaway et al. (2007) estimated an egg stage duration of 1 day, with an instantaneous daily rate of natural mortality of M = 0.4984 (Table 1).

Larvae

At hatching, the larvae are about 2.2 mm total length (TL), and they remain pelagic until metamorphosis and settlement, which occurs when they are 16–19 mm TL and between 26 and 30 days in age (Rabalais et al., 1980; Szedlmayer and Conti, 1999; Rooker et al., 2004). Gallaway et al. (2007) used a mean larval stage duration estimate of 27 days and an estimated instantaneous daily natural mortality rate for this stage of 0.3014. That estimate is revised herein to reflect a mean larval stage duration of 28 days and an instantaneous daily rate of natural mortality of 0.2413. The estimated total mortality for this stage is M = 6.7564 (Table 1).

Lyczkowski-Shultz et al. (2005) showed that larval abundance determined from the SEAMAP (Southeast Area Monitoring and Assessment Program, National Marine Fisheries Service, NMFS) neuston net sampling was directly correlated

Table 1 Life history stages and natural mortality estimates for red snapper over the first two years of life

Age	Stage	Duration	Dates	M	Total	Reference
0*	Egg	1	1 July–1 July	0.4984	0.4984	Gallaway et al. (2007)***
	Larvae	28	2 July–29 July	0.2413	6.7564	Gallaway et al. (2007)
	Juvenile 1	38	30 July–5 Sept	0.1196	4.5448	Rooker et al. (2004)
Totals		*67			11.7996	
0**	Juvenile 2	117	6 Sept–30 Dec	0.0054	0.6318	Szedlmayer (2007)
0/1**	Juvenile 3	181	1 Jan–31 June	0.0054	0.9774	Szedlmayer (2007)
Totals		298			1.6092	
1**	Juvenile 4	365	1 July–31 June	0.0033	1.2	Gazey et al. (submitted)

*Pre-recruit.
**Recruit.
***M_{egg} values of 13.3 in Gallaway et al. (2007) revised to 11.8 and larval- and juvenile 1-stage durations changed from the Gallaway et al. (2001) estimates of 27 and 39 days to 28 and 38 days, respectively. These changes reflect new data utilized in the methodology described in Gallaway et al. (2007).

with estimates of adult abundance ($r = 0.813$, $p = 0.004$, and $r^2 = 0.661$). Lyczkowski-Shultz and Hanisko (2007) reported occurrence and abundance patterns for red snapper larvae in the Gulf of Mexico. During summer (mid-June through July), the highest mean station abundance values were observed off central and western Louisiana at depths between 50 and 100 m. In addition, red snapper larvae were consistently taken off south Texas, Mississippi, and Alabama, but abundance was lower east of the Mississippi River as compared to areas to the west of the river.

Lyczkowski-Shultz and Hanisko (2007) also observed that abundance from 50- to beyond 100-m depths off central and south Texas in the fall was markedly higher than had been observed in this area during summer. Based upon data from the fall plankton survey, red snapper larvae are encountered much less frequently and in lower numbers in the eastern Gulf than in the western Gulf. Lyczkowski-Shultz and Hanisko (2007) noted that the consistent presence of red snapper larvae in samples taken between the 100- and 200-m depth contours in both the western and eastern Gulf supports the contention that red snapper spawn over a wide depth range, i.e., from mid-shelf to the continental slope.

Post-Settlement Juveniles

3/4" to 2"

We define this stage as early juveniles 19–50 mm TL, 29–66 days in age (Szedlmayer and Conti, 1999; Rooker et al., 2004). Assuming eggs were deposited on July 1 as a start date, these fish would be present for a 38-day period between July 30 and September 5 (see Table 1). Based on Gallaway et al. (2007) and Rooker et al. (2004), the instantaneous daily mortality rate for this stage is estimated to be 0.1196 ($r^2 = 0.918$). The total mortality for this stage would thus be M = 4.5448 (0.1196 × 38 days).

As for most species, natural mortality is high for pre-recruit red snapper (Table 1). The duration of the three pre-recruit stages is 67 days and total M = 11.8. Assuming that a 10-year-old female red snapper produces 69.44 million eggs per year (SEDAR7, 2005), a total of 521 juveniles would survive to 50 mm TL and be susceptible to shrimp trawl bycatch.

Newly settled red snapper quickly move to structured habitat such as low-relief, relic-shell habitat (Workman and Foster, 1994; Szedlmayer and Howe, 1997; Szedlmayer and Conti, 1999; Rooker et al., 2004; Lingo and Szedlmayer, 2006; Piko and Szedlmayer, 2007). These fish grow rapidly in summer and fall and quickly outgrow their initial habitat. As they became larger, they seek larger, more structured habitat (Szedlmayer and Lee, 2004).

Post-Recruit Life Stages

2"

These stages begin with age 0 red snapper greater than 50 mm TL, the size at which they enter the Gulf penaeid shrimp fishery as bycatch. They continue to be taken by this fishery as age 1 red snapper. Red snapper enter the directed fishery at age 2 and are harvested throughout the balance of their lifespan, which can last for over 50 years (Szedlmayer and Shipp, 1994; Render, 1995; Wilson and Nieland, 2001).

Ages 0 and 1

Age 0 red snapper enter the Gulf penaeid shrimp trawl fishery at about 67 days in age and 50 mm TL. Assuming a July 1 start date, they would enter the fishery in early September but would not be fully recruited until they reached about 100 mm TL (Goodyear, 1995). Age 0 and age 1 red snapper densities are highest in the northern Gulf at depths between 18 and 55 m, from the Alabama-Florida border to the Texas-Mexico border (Gallaway et al., 1999). Our review of the NMFS post-1998 observer data file showed that red snapper juveniles are only occasionally taken in the eastern Gulf offshore Florida.

Within the 18- to 55-m depth range in the western Gulf, red snapper settle over all substrates but show an immediate attraction to low-relief, relic shell habitat that provides protection

from predation. This oyster shell habitat provides adequate shelter for new settlers, but as their size increases the fish need larger "hole" sizes for protection. Lingo and Szedlmayer (2006) and Piko and Szedlmayer (2007) conducted *in situ* studies using predator exclusion cages. Shell habitat with predator exclusion cages had significantly more age 0 red snapper than habitat without cages. However, as the fish became larger (>60 mm TL), they moved to concrete block habitat with larger holes and adequate predator protection such that the cage effects were no longer evident.

Szedlmayer and Lee (2004) and Wells (2007) provide strong evidence of an ontogenetic shift from low-relief to higher-relief habitat with size and age. Szedlmayer and Lee (2004) documented a transition in age 0 red snapper from open or low-relief habitat to artificial reefs having relief consisting of 1-m^3 concrete blocks. Settlement was observed in July and the newly settled (most <40 mm TL) fish were mostly found over open habitat. At the time of settlement, the reef habitat was occupied by age 1 fish between 100 and 200 mm TL. Age 0 fish began moving onto the reefs as they reached sizes approaching 100 mm TL and by December age 0 fish were found almost entirely on the reefs from which the age 1 fish had abruptly disappeared (Figure 1). Wells (2007), also working offshore Alabama, observed an increase in mean size corresponding to a shift from sand (96.1 mm TL) to low-relief shell (127.0 mm TL) to high-relief habitat (172.3 mm TL).

Szedlmayer and Lee (2004) examined diets of juvenile red snapper between 70- and 160 mm standard length (SL) collected from both reef and non-reef habitat. They observed a diet shift as fish moved from open to reef habitat. The dietary shift reflected feeding more on reef prey than on open-water prey. The shift in habitat and diet suggested differential habitat value based not just on predation refuge but increased access to additional food resources. In contrast, Wells (2007) suggested that red snapper relied on sand- and mud-associated prey regardless of the habitat from which they were collected. However, it is difficult to evaluate this finding because the taxonomic resolution used by Wells (2007) does not appear to be at the level needed to assign the prey species to a specific habitat type.

Once the age 0 fish have occupied reef habitat having sufficient relief and complexity to afford protection from predation and provide additional food resources, they appear to show a high degree of fidelity to these habitats (Workman et al., 2002; Chapin et al., in press). Tagged fish were repeatedly sighted at the same reef over a two-month period, and fish that dispersed as far away as 0.43 km returned to the capture reef within about 25 min. Workman et al. (2002) also observed that the presence of age 1 fish appeared to limit recruitment of age 0 fish to a reef, but as age 1 fish left the reefs, new age 0 recruits were observed. These observations were supported by laboratory studies in which larger red snapper excluded smaller red snapper from reef structures (Bailey et al., 2001).

In summary, larval age 0 red snapper undergo metamorphosis and settle to the bottom in late July at sizes between 16 and 19 mm TL. They are attracted to any low-relief habitat providing cover, but the cover requirements change as the fish grow. Initially, relic shell-ridge habitats are ideal for these small fish, and the greatest known extent of these habitats occur in the mid-shelf zone offshore Alabama (Schroeder et al., 1988; Parker et al., 1992; Schroeder et al., 1995; Dufrene, 2005). In this region, shell-ridge habitat covers about 15% of the sea floor (Dufrene, 2005). Coverage by natural rock reef having greater relief and complexity than relic shell ridges is likely much smaller. Overall, Parker et al. (1983) estimated that 3% of western Gulf mid-shelf seafloor between Pensacola, Florida, and Pass Cavallo, Texas, contained reef habitat, with only 1.6% of this area consisting of reefs having relief >1 m.

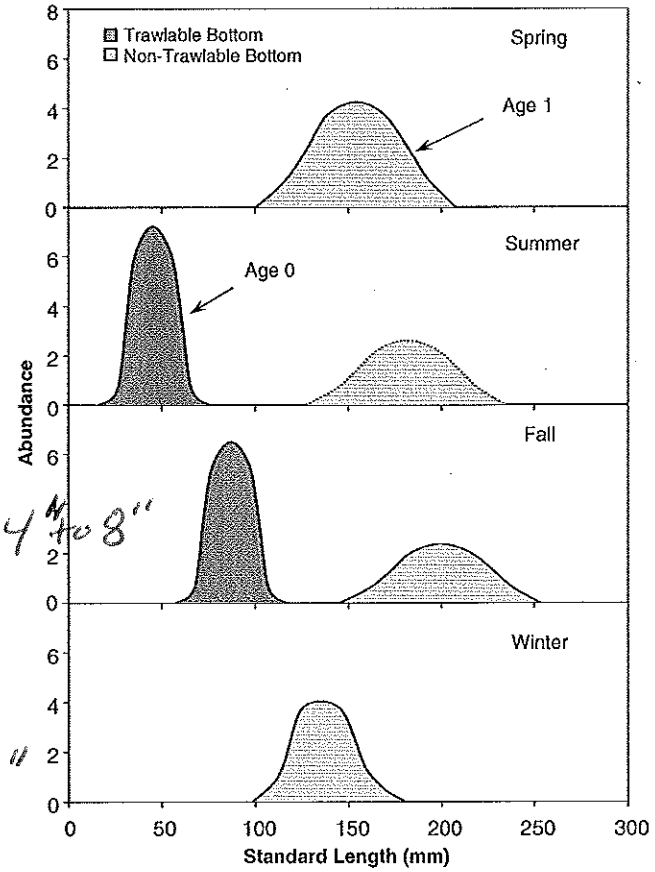

Figure 1 A diagrammatic representation of the shift in distribution of age 0 red snapper (small size group) from trawlable bottom (dark shade) to non-trawlable reefs having intermediate relief (light shade) when age 1 fish move to large, complex reefs in winter. Based on Figure 2 in Szedlmayer and Lee (2004).

Most age 0 fish move onto reefs with intermediate relief (e.g., 1-m^3 structures) by December and appear to occupy these reefs until the following December. At this time, the 18-month-old fish have grown to sizes of approximately 200 mm TL and may require greater relief than is afforded by the intermediate-sized reefs. They begin recruiting to large reefs like natural rock outcroppings, offshore petroleum platforms, and large artificial reefs during their second winter at about 18 months of age (Stanley, 1994; Nieland and Wilson, 2003). In January, these

fish are classified as age 2 fish, even though they are only 18 months old in biological age.

The natural mortality rates for age 0 and age 1 fish are not well documented. Nichols et al. (2005) used the SEAMAP size, age, and abundance data for red snapper in conjunction with shrimp effort data to estimate M = 0.6 per year (SE = 0.36) for age 1 fish. Assuming M = 0.6, SEDAR7 (2005) estimated that F for age 1 red snapper in the western Gulf was 0.62. Thus, total mortality for age 1 red snapper was estimated to be Z = 1.2.

The estimate of M = 0.6 for age 1 red snapper was used by SEDAR7 (2005) to infer M = 1.0 for age 0 based upon the Goodyear (1995) stock assessment, which assumed M for age 1 was 60% of M for age 0. Based on this value of M, SEDAR7 (2005) estimated an age 0 F of 0.52 such that Z_{age0} was 1.52.

However, Wells (2007) estimated instantaneous daily rates of M = 0.017 (or more) for age 0 red snapper between age 140 and 200 days that were trawled from a low-relief shell-bed habitat in an area offshore Alabama where commercial shrimp trawling does not occur. Projected to an annual rate, M would be estimated to be on the order of 6.2. Assuming a July 1 start date, this 61-day period would be between November 18 and January 16. This period corresponds to the timeframe when age 0 fish would be moving to high-relief habitat where they are not vulnerable to trawling. We believe the estimates of M derived by Wells (2007) are unrealistically high because they reflect both emigration and mortality.

Szedlmayer (2007) provided diver counts of juvenile red snapper (ages 0 and 1) on artificial shell and shell/concrete block habitat off coastal Alabama for the years 1998 to 2002. When these data are arrayed by year class (Figure 2), estimates of Z ranged from 2.1 to 3.2, averaging 2.6. The habitat studies were in the artificial reef area off coastal Alabama where commercial shrimp trawling does not normally occur, and the habitats showed no sign that trawling occurred in this area over the life of the study. This suggests most, if not all, of the Z values would consist of M or natural mortality. This estimate of M may also be confounded by not accounting for emigration of fish to larger structures. Overall, Szedlmayer (2007) estimated M for age 0 red snapper to be on the order of 2.0 (1.96), and also suggested higher mortality for stronger year classes than for weaker year classes (Figure 2). Szedlmayer and Conti (1999) observed a similar pattern of increased mortality with more abundant year classes based upon trawl collections from the same region. Collectively, these observations are consistent with the premise that habitat is a limiting factor for juvenile red snapper at observed levels of recruitment.

Gazey et al. (2008) conducted a length-based, age-structured modeling analysis for juvenile red snapper using monthly size and abundance data collected by observers on shrimp vessels. These preliminary results suggest Z for age 0 red snapper appears to be about 2.2, reasonably consistent with the independent estimates of Z = 2.6 by Szedlmayer (2007). Both of these estimates are higher than Z = 1.5 estimated by SEDAR7 (2005). The Gazey et al. (2008) Z estimates for age 1 fish was 1.3 as opposed to the Z = 1.2 used by SEDAR7 (2005). The observer data reflect higher mortality for stronger year classes than for weaker year classes, also supporting the contention that habitat limitation is an important factor governing the dynamics of juvenile red snapper.

Overall, we suggest the best estimate of average M for age 0 fish is 2.0, based largely on estimates from artificial shell and concrete block habitats in areas without trawling (Szedlmayer, 2007), and size and abundance data collected by observers on

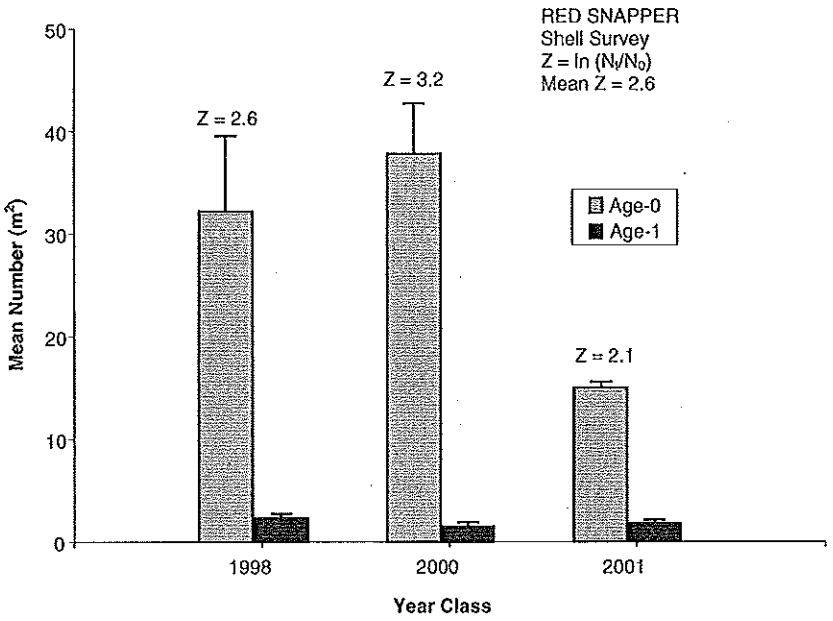

Figure 2 Estimates of annual mortality for age 0 to age 1 red snapper based upon data from Szedlmayer (2007). Samples were taken in the artificial reef area off the coast of Alabama where shrimp trawling does not occur. Thus, Z should consist entirely of natural mortality (M).

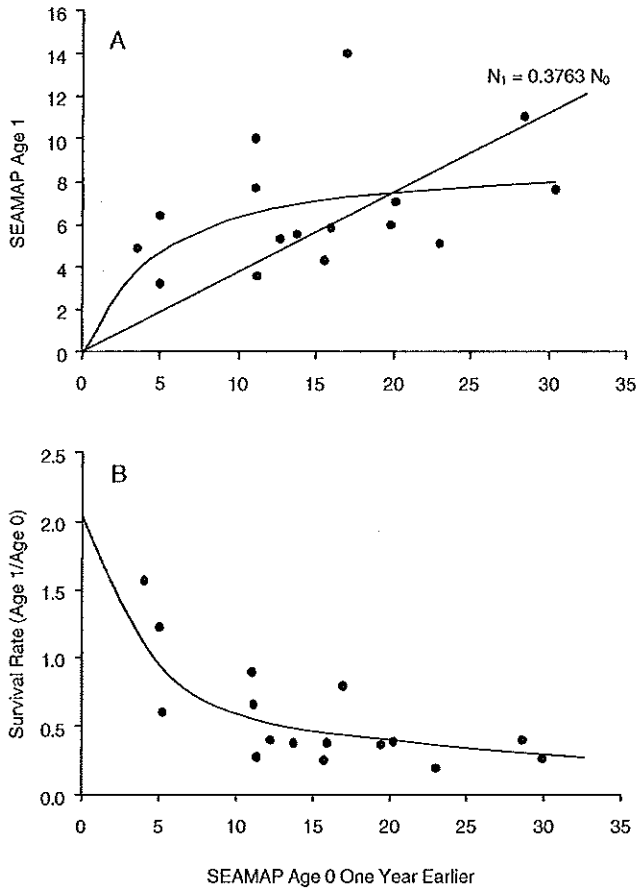

Figure 3 Evidence of density dependence in red snapper mortality rate from age 0 to age 1 is present in the SEAMAP data, when age 0 numbers are used to predict either age 1 numbers the next year (no density dependence would result in proportional response on average, e.g., $N_1 = 0.3763\ N_0$) or survival rate to age 1. Note that the appearance of a flat response in Panel A and the decreasing response in Panel B could be due to an errors-in-variables effect; i.e., age 0 measurement errors (Source: SEDAR7 Stock Assessment Report).

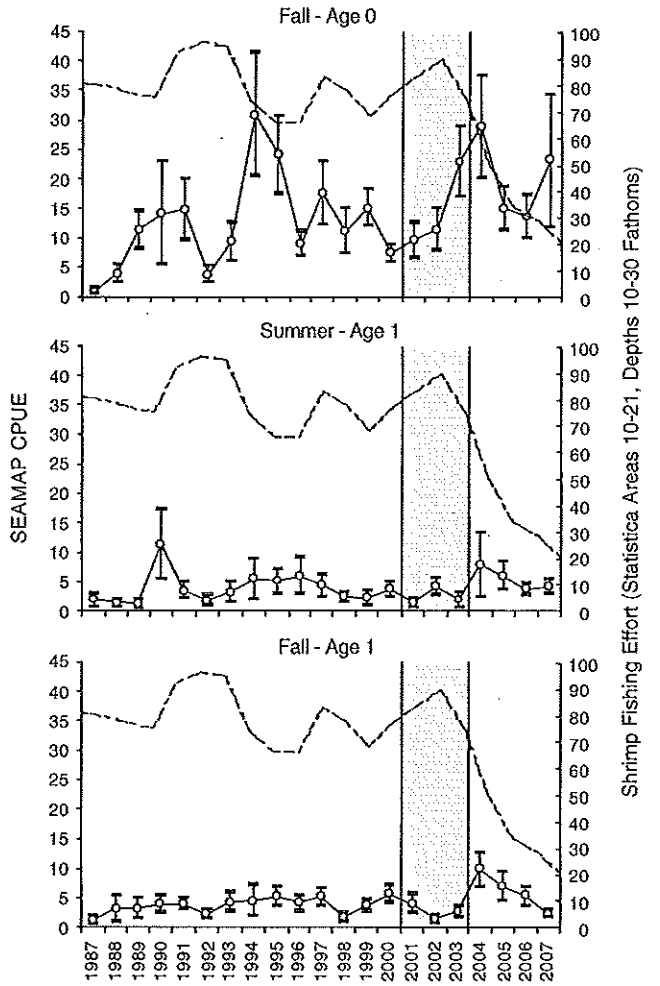

Figure 4 Shrimp fishing effort (nominal days fished, dashed line) from LGL (2007) and juvenile red snapper abundance, 1987–2007, provided by B. Pellegrin, NMFS, Pascagoula Laboratory. Shaded area represents the reference period for evaluating shrimp fishing effort and juvenile red snapper bycatch mortality reductions.

shrimp vessels (Gazey et al., 2008). If M for age 0 is about 2.0, as suggested, then following Goodyear (1995) and SEDAR7 (2005), M for age 1 would be 1.2 (0.6 × 2.0).

The annual natural mortality rates for age 0 = 2.0 and for age 1 = 1.2 equate to daily rates of M = 0.0054 and 0.0033. As shown by Table 1, total natural mortality for age 0 red snapper recruits over the 298-day balance of their first year would be 1.6 and 1.2 for their second year. An estimated 31 of the initial 521 survivors entering the fishery following the pre-recruit stages, as described above, would live to age 2.

SEAMAP data provide evidence consistent with density dependence in red snapper mortality rate from age 0 to age 1 (Figure 3; SEDAR7, 2005). In addition, the results of a stock reduction analysis (SRA) conducted as part of SEDAR7 also suggested that density dependence for these young age groups was occurring (SEDAR7, 2005). Last, shrimp trawl bycatch mortality for juvenile red snapper has undergone a 75% reduction since the 2001–2003 baseline period, yet only moderate (if any) rather than exponential increases in age 1 abundance has been realized (Figure 4). The combination of habitat scarcity, site fidelity, exclusion of smaller conspecifics from reef habitat by larger fish, and variation in juvenile M with abundance, as described above, suggests habitat is a limiting factor for juvenile red snapper.

Ages 2–7

Red snapper enter the directed fishery at about age 2 and are heavily exploited by directed and recreational fishers for most of their remaining life. They occur across the shelf to the shelf edge and demonstrate an affinity for vertical structures (Patterson et al., 2001a), especially between 2 and 7–10 years of age. They show very rapid growth during the first 8 to 10 years of life (Szedlmayer and Shipp, 1994; Patterson, 1999; Nelson and Manooch, 1982; Patterson et al., 2001b; Wilson and Nieland, 2001; Fischer et al., 2004) (Figure 5). After this period, fish continue to grow but at slower rates. Although still found

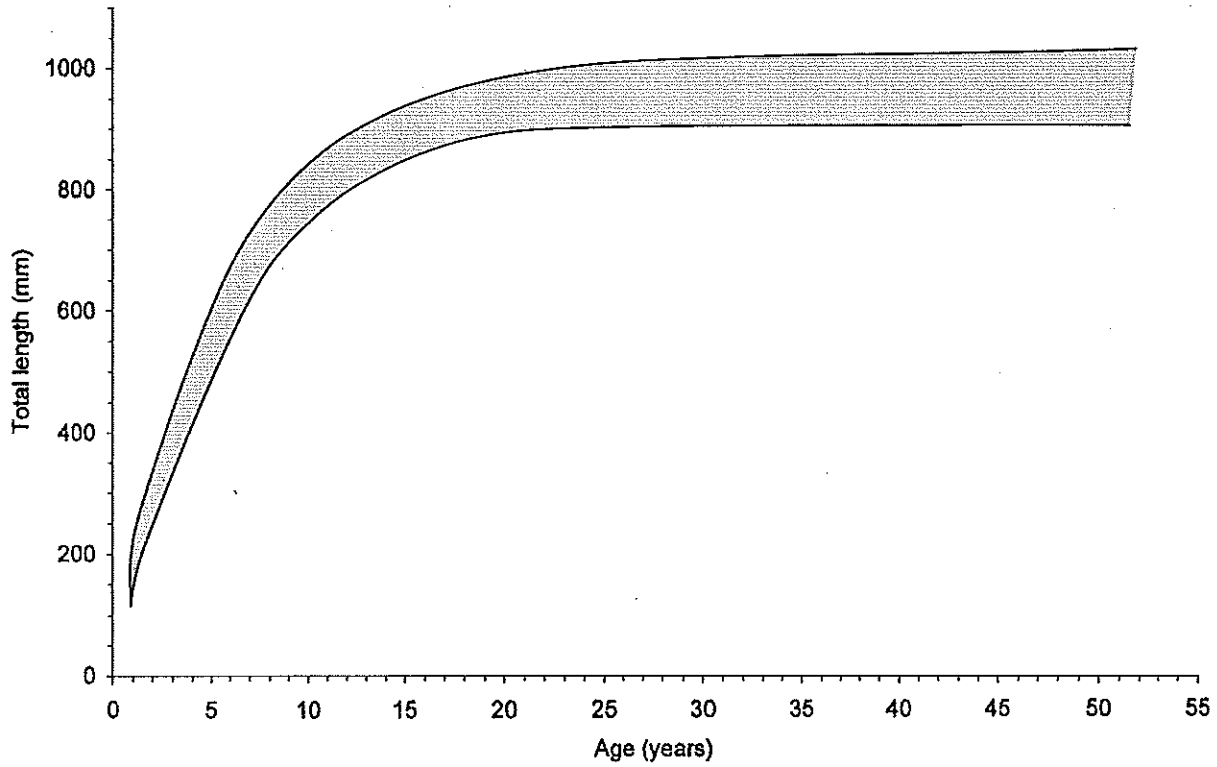

Figure 5 Envelope of von Bertalanffy growth model results for Gulf of Mexico red snapper based upon Nelson and Manooch (1982), Szedlmayer and Shipp (1994), Manooch and Potts (1997), Patterson (1999), and Wilson and Nieland (2001).

on reef structures, these larger fish expand their habitat and may use open areas as well (Szedlmayer, 2007). Because of these differences, we break our discussion into age groups 2 to 7 and ages 8+.

At the beginning of age 2, young red snapper are generally between 200 and 375 mm TL (Goodyear, 1995). It is at these sizes that they enter the directed fishery and recruit to large reefs. These include natural hard substrates with relief on the order of meters, e.g., reef pinnacles, exposed rock ledges, and shelf-edge banks, as well as artificial reefs like offshore oil and gas structures, shipwrecks, and constructed artificial reef areas. Wells (2007) states that "the premise that natural reefs are scarce is a misconception" (103), citing the presence of extensive shell ridges in the north-central Gulf (Schroeder et al., 1995; McBride et al., 1999; Dufrene, 2005) and inner-shelf reef banks and ledges as evidence to the contrary. We disagree with the identification of shell substrate as "reef" habitat. These habitats are actually shifting shell substrates, the distribution of which can change from year to year. They have little similarity to hard limestone reef habitat. In a geological survey, Dufrene (2005) characterized the inner-shelf area offshore eastern Louisiana to panhandle Florida and suggested that this benthic habitat was about 15% shell and 85% soft sand mud substrate. The vast majority of the inner shelf in this area, as well as elsewhere, is composed primarily of sand, mud, and silt, with little or no vertical relief (Ludwick, 1964; Kennicutt et al., 1995).

On a larger spatial scale, Parker et al. (1983) estimated that 2,571 km^2 of natural reef habitat (3.3% of the bottom) are present at depths between 18 and 91 m in the region between Pensacola, Florida, and Pass Cavalla, Texas. Of this, only 1.6% (1,285 km^2) was comprised of reefs having relief >1 m. Offshore areas known to contain large natural reefs are protected by the Minerals Management Service (MMS) by imposing "No Activity Zones" around them. In the northern Gulf, the total area of these zones is about 293 km^2 (Stanley and Wilson, 2003). Most of these areas are outside the depths surveyed by Parker et al. (1983). On a total area basis, natural reef habitat suitable for age 2 to 7- to 10-year-old red snapper is a scarce commodity (1,578 km^2, 1,285 km^2+ 293 km^2) in the northern Gulf relative to the amount of sand- and mud-bottom habitat.

The primary artificial reef habitats in the Gulf include offshore oil and gas platforms and a 3,108-km^2 area offshore Alabama within which about 10,000 artificial reefs are present (Minton and Heath, 1998). The footprint areas of the Alabama artificial reefs are typically small, about 9.3 m^2 on average. Assuming 10,000 structures are presently in place, this would equate to a total area of 23 acres or about 0.1 km^2 of artificial reef. The northern Gulf of Mexico also contains on the order of 4,000 oil and gas platforms. These structures provide about 12 km^2 of artificial reef habitat (Gallaway and Cole, 1997). On a spatial basis, the artificial reef contribution to total high-relief reef habitat in the northern Gulf has been small (an additional 12.1 km^2 to a natural reef area of about 1,578 km^2).

In summary, reef habitat with relief on the order of meters constitutes a small fraction of the total shelf area of the western Gulf of Mexico. Considering both natural and artificial reefs, the

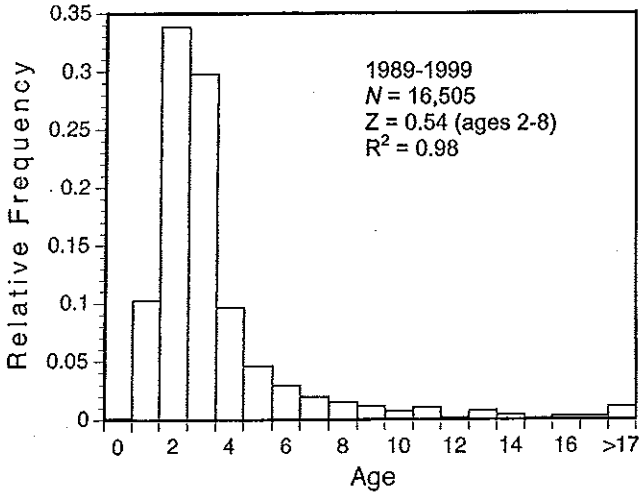

Figure 6 Estimated age frequency of red snapper residing at offshore oil and gas platforms in the northern Gulf of Mexico estimated from fish killed by explosive structure removals (Source: Gitschlag et al., 2003).

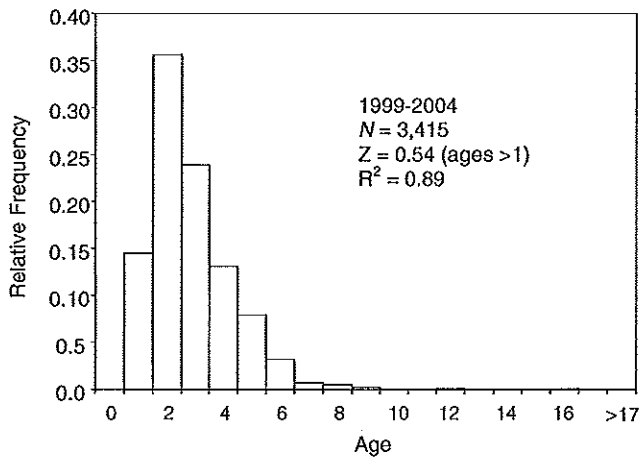

Figure 7 Estimated age frequency of red snapper residing at artificial reefs. Total mortality estimate from fishery independent age frequency distribution in the northeast Gulf of Mexico (Source: Szedlmayer, 2007).

total area of reef habitat on the western Gulf shelf is 1,578 km^2, less than 2% of the total shelf area. The area offshore Alabama where shell substrate habitat comprises an estimated 15% of the bottom area, and there are over 10,000 artificial reefs and numerous oil platforms, is an exceptional area compared to other regions of the northwestern Gulf because it contains relatively large amounts of both juvenile and adult red snapper habitat. Western Louisiana has a large number of offshore oil and gas structures but lacks the vast expanses of juvenile shell substrate habitat that occurs offshore Alabama.

Offshore oil and gas structures and other artificial reefs are, however, used by large numbers of red snapper between ages 2 and 7, and older fish may also occur at these habitats. Explosive removals of these platforms have been monitored and provide a fishery-independent measure of the age structure of resident red snapper (Gitschlag et al., 2003). Red snapper recruit to these habitats as early as age 1 (10%), but the populations appear dominated by age 2 (34%) and age 3 (29%) fish (Figure 6). Age 4 was the only other age group representing as much as 10% of the total population. The red snapper age distribution from these platforms suggested a high rate of total mortality ($Z = 0.54$; Figure 6). Red snapper are known to stratify by size at different depths around platforms in the western Gulf, with smaller fish located higher in the reef than larger fish (Render, 1995). Render (1995) also observed larger individuals to be less obligate in their association with platforms than smaller fish.

Szedlmayer (2007) estimated ages from otoliths for 3,415 red snapper collected from 94 different benthic artificial habitats off coastal Alabama (Figure 6). Age 1 fish comprised about 14%, age 2 (36%). and age 3 fish comprised 25% of the total population. No other age group comprised as much as 10% of the total population (Figure 7). These data also suggested the same high rate of total mortality at artificial reefs ($Z = 0.54$; Figure 7) as shown by Gitschlag et al. (2003).

Population Size. Stanley (1994) estimated that, on average, 5,307 (95% CI = 2,756, range 1,200 to 8,200) red snapper occupied each major oil platform offshore of western Louisiana in favorable red snapper habitat during the fall to winter period of 1992. Gallaway and Cole (1997) used this estimate along with distribution and platform size and count data to estimate that the total age 2 red snapper population present at oil platforms in the northern Gulf of Mexico was about 3 million (1.7–4.2 million) fish at the beginning of 1992. This compared to Goodyear's (1995) estimate of 4.2 million age 2 fish in the total red snapper population at the beginning of 1992. SEDAR7 (2005) estimated that the age 2 population size at the beginning of 1992 was about 3.7 million fish. If all these estimates were correct, the observations suggest that 70–80% of the total age 2 population occurred at oil and gas platforms in 1992. If this is true, then the platforms are used by age 2 fish much more than their proportional area would suggest. A possible explanation for such a distribution will be provided below.

Gitschlag et al. (2003) estimated red snapper population sizes at western Gulf offshore oil and gas platforms based on mortality counts associated with the explosive removals of nine of these structures. Results were provided for one platform removed in each of the years 1993, 1998, and 1999; for two platforms in 1994; and for four platforms removed in 1995. The 1995 removals were made during the May–September period and the mean number of red snapper believed to have been residing at these four platforms ranged from 487–1,193, averaging 774.5 (95% CI = 482.2 to 1,066.8). In 1995 there were on the order of 4,000 offshore oil and gas structures in the Gulf, which, multiplied times the average abundance estimated by Gitschlag et al. (2003), yields a total estimate of about 3.1 million red snapper at offshore oil and gas platforms in the western Gulf. Based on Gitschlag et al.'s (2003) age frequency estimates (see Figure 6), about 34% of these (1.1 million fish) would be age 2 fish. In 1995, the total number of age 2 red snapper in the western Gulf was estimated to have been 1.6 million red

snapper (SEDAR7, 2005). Again, approximately 70% of the age 2 red snapper population was suggested to reside at offshore oil and gas structures. Thus, results from at least two independent studies (Stanley, 1994; Gitschlag et al., 2003) suggest that a high proportion of the age 2 red snapper population in the western Gulf of Mexico reside at offshore oil and gas platforms.

Food Habits. The food habits of age 2 and older red snapper in the Gulf of Mexico range from the historical observations of Stearns (1884), Collins (1885), and Adams and Kendall (1891) to present-day investigations. The first comprehensive study of red snapper food habits in the northern Gulf after the turn of the century was reported by Moseley (1966). He collected 712 red snapper stomachs of which 187 contained food. Moseley (1966:96) suggested that red snapper should be considered polyphagous, as both juveniles and adults "ate most anything that was readily available." On a volumetric basis, fish comprised 44% and 80% of the adult diet at two locations offshore Louisiana and from 40% to 59% of the diet at three locations sampled offshore Texas. Fish comprised less than 50% of the diet in only 2 of the 5 samples and, in each case, the sampled fish had gorged on tunicates, which are seasonally very abundant. Of interest, one of the tunicates (*Distalpia* sp.) was a colonial reef form, whereas the other (*Salpa confederate*) was a free-swimming, pelagic form.

Moseley (1966:98) also observed that red snapper "do not always feed on reef forms," observing that, in addition to reef species, they fed on prey occurring over soft bottoms rather than at reefs. He noted that the availability of food found in snapper stomachs was probably comparable for mud, sand, and rocky-type habitats. He also observed that, while it appeared that red snapper may have foraged over soft bottoms, it might also be true that motile, soft-bottom prey species were not necessarily confined to sand and mud habitats, but may have ventured onto or near reefs.

Moseley's (1966) study was followed by red snapper investigations conducted by Bradley and Bryan (1975) offshore Texas. They collected 1,139 snapper at natural reefs along the 40-fm curve from Port Isabel to Galveston, Texas. Of these, 190 contained prey. Fish made up the highest percentage by volume for every season except summer, when the diet was dominated by the swimming crab *Callinectes danae* (39.2%). Bradley and Bryan (1975) also showed extensive feeding on tunicates (13% by number, 21% by volume) in spring samples. They noted that red snapper feed on those items that are most readily available, and the spring blooms of tunicates in some areas provide abundant grazing material. They concluded that fish (other than eels) constituted the primary food each season, and other important foods included eels, mantis shrimp, and rock shrimp in spring; crabs and rock shrimp in summer; and eels in winter.

Red snapper diet studies were conducted in the eastern Gulf offshore Florida by Beaumariage and Bullock (1976) and Futch and Bruger (1976). In this part of the Gulf, invertebrates appeared more important than fish in the diet of red snapper. The Florida shelf habitat is markedly different than the shelf habitat of the western Gulf (Alabama to Texas) based on oceanic currents, freshwater discharge, sediments, and biota (Gallaway, 1981).

Gallaway et al. (1981) characterized the food habitats of red snapper at the Buccaneer Gas and Oil Field platforms located offshore Galveston, Texas, at depths of about 10 fathoms. They suggested that red snapper moved away from the platforms during the late night to early morning period to feed over soft bottoms. Hastings et al. (1976) obtained similar results for lutjanids at research platforms in the northeastern Gulf. Peabody and Wilson (2006) also suggested that nocturnal movements of red snapper away from Louisiana platforms was related to feeding behavior.

Ignoring squid, which was used for bait, Gallaway et al. (1981) reported that the gut contents of red snapper in winter contained mainly fish (small carangids, mainly the platform-associated rough scad). In spring, the diet was dominated by mantis shrimp (69%), and in summer the diet was dominated by fish (unidentified fish 23.5%, Atlantic cutlass fish 19.3%, and carangids, probably scad, 18.6%) and mantis shrimp (29.5%). In fall, crustaceans (shrimp 53.2% and crabs 17.2% for a total of 70.4%) and fish (26.6%) dominated the diets. Clearly, soft-bottom prey were a major component of the diet, but reef-associated fish were taken when abundant.

Siegel (1983) described red snapper food habits for habitats sampled offshore Alabama and some samples from Louisiana and Florida. For adults, fish and crabs constituted the main part of the diet. Of interest, all sizes of adults were noted to consume crabs, rock shrimp, penaeid shrimp, larval decapods, and larval mantis shrimp.

Ouzts and Szedlmayer (2003) examined the diets of red snapper collected from the artificial reef area offshore Alabama among four diel feeding periods (dawn, day, dusk, and night) and among three standard-length size classes: small (200–299 mm SL), medium (300–399 mm SL), and large (400–499 mm SL). A total of 432 stomachs were examined, of which 164 contained prey. Prey items were assigned a habitat association based upon the literature, personal observations made by the authors, and consultations with experts on the prey group in question. Small red snapper fed mostly on reef and sand prey types; medium red snapper fed on similar portions of reef, sand, and mixed habitat prey types; and large red snapper fed mainly on prey observed to use a variety of habitats. Red snapper were indicated to feed throughout the 24-hr cycle, with mean gut fullness being significantly lower at dusk than for the day period. Fish were the dominant prey throughout the 24-hr cycle. The second-most important prey group changed with period: shrimp were codominant for dawn, tunicates for day, and crabs were codominant for dusk and night periods.

The Szedlmayer and Lee (2004) food habitat studies of red snapper from open bottom and artificial reefs offshore Alabama were dominated by juveniles <200 mm SL as described above. However, 61 specimens were collected from reefs that ranged from 200 to 250 mm SL. For these fish, the principal prey categories on a volumetric basis were fish (59.7%), shrimp (27.8%), and crabs (12.5%). For the fish-prey category,

approximately 65% were reef-associated taxa, including blennies (37.7%), *Halichoeres* sp. (13.0%), Serranidae (9.0%), *Serranus* sp. (2.9%), and *Centropristes* sp. (2.3%). The dominant "shrimp" taxa in the large red snapper stomachs included mantis shrimp (42.4%), rock shrimp (29.3%), Alpheidae (13.4%), Hippolytidae (11.5%), and unidentified shrimp (3.4% of the total shrimp component).

Szedlmayer and Lee (2004) classified rock shrimp, Alpheidae (pistol shrimp), and Hippolytidae (cleaner shrimp) as reef-associated taxa and mantis shrimp as open-bottom residents. On this basis, reef shrimp constituted 54.2% of the shrimp eaten as compared to 42.4% that were from open-bottom habitats. Rock shrimp have been treated as open-bottom species by other investigators. This species is most abundant on hard mud and/or shell substrates (NOAA, 1985). Offshore Alabama, the high density areas for rock shrimp mapped by Darnell et al. (1987) generally correspond to the area of shell-ridge or "ragged bottom" habitats described above, thus the reef designation by Szedlmayer and Lee (2004). However, this species is not typically found in high numbers on reefs having high vertical relief like that used by adult red snapper. If one treats rock shrimp as an open-habitat organism, approximately 72% of the shrimp in the diet of red snapper come from open bottoms as compared to about 25% from reefs, mainly pistol and cleaner shrimp.

The Szedlmayer and Lee (2004) data indicate that red snapper in the 200–250 mm SL length range on artificial reefs offshore Alabama fed on both reef and open habitat prey types. Even if all crabs and all the shrimp but pistol and cleaner shrimp are treated as soft-bottom species, reef prey still constituted about 46% of the total diet based upon this data set.

McCawley and Cowan (2007) evaluated red snapper food habitats for fish from the Alabama artificial reef area that were mainly caught by recreational fishermen between May 1999 and April 2000. They examined 656 red snapper stomachs, of which 268 contained prey. The empty and bait-only stomachs were excluded from further analyses. The fish with prey ranged from 240–913 mm fork length (FL) (mean = 463 mm FL). On an average percent weight basis, unidentified material contributed the largest proportion to the observed diets (35.9%) followed by crab (20.2%), fish (19.5%), adult mantis shrimp (12.6%), and pelagic zooplankton (8%). McCawley and Cowan (2007) also recalculated the mean% weight values after removing the unidentified material from the analyses. On this basis, fish dominated the diet (28.7%), followed by crabs (26.8%), pelagic zooplankton (23.5%), mantis shrimp (16.1%), and miscellaneous benthic species (2.2%).

McCawley and Cowan (2007) estimated only 1.3% of the red snapper diet (excluding unidentified material) consisted of reef-associated organisms, 1.3% of the diet consisted of *Sargassum*-associated species, and 0.7% consisted of species occupying a variety of habitats. In contrast, the dominant components of the diets were species associated with sand and mud habitats (41.2%) and the water column (31%, mainly larval mantis shrimp and larval fish). Their interpretation of these data was that adult red snapper were almost, if not entirely, trophically independent of the reefs on which they lived.

McCawley et al. (2006) collected diel food habitat data for red snapper in the Alabama artificial reef areas in July and August 2000. A total of 109 red snapper stomachs were collected from fish 295 to 560 mm FL (mean = 382 mm FL). Of these, 46 contained prey. When examined on a diel basis, red snapper appeared to feed throughout the day and night, with no obvious pattern in feeding periodicity. Unidentified material was the dominant food category in both day (35.1%) and night (31.4%) periods, followed by fish (34.7% day and 30.6% night), crabs (12.7% day and 12.2% night), and rock shrimp (10.4% day and 9.3% night). Mantis shrimp were not observed in stomachs collected during the day but comprised 9.4% by weight in the night samples. Once more, over half of the fish and crab category consisted of unidentified specimens. McCawley et al. (2006) concluded that less than 2% of the red snapper diet came from reef-associated organisms based upon the defined habitat associations of the identified prey organisms.

In summary, red snapper appear to be opportunistic feeders that feed throughout the day and night. They have been documented to feed on abundant swarms of water column organisms like pteropods and free-swimming tunicates when these occur, as well as on fish, crabs, and shrimp from surrounding soft bottoms, and on reef-associated fish, crabs, encrusting tunicates, and shrimp. However, more accurate estimates of the relative proportions of their diet derived from different habitats are needed. It is clear, however, that many studies show substantial feeding on reef prey types, which supports the contention that red snapper are obtaining significant food resources from reef habitats.

Site Fidelity. The degree of movement and/or site fidelity shown by red snapper in the young adult age group has been addressed by historical and recent studies. Beaumariage (1969) tagged and released 312 red snapper off the coast of Florida and reported a return rate of 26%. All but eight of these were reported to have been recaptured at the release site after being at liberty for an average of 113 days. These data indicated a high degree of site fidelity (>90%) over at least the short term (113 days or about 3.8 months). Beaumariage and Bullock (1976) also reported that red snapper in shallow water showed a high degree of site fidelity and that the only extensive movements occurred in water deeper than 15 fathoms.

Fable (1980) tagged 299 red snapper at natural reefs off the coast of Texas and 17 fish were recaptured. Of these, 16 were recaptured at the release location, and one that had been at liberty for 162 days, or about 5 months, had moved 5 km. Gallaway et al. (1981) reported very high short-term fidelity for red snapper at platforms in the Buccaneer Gas and Oil Field offshore Galveston, Texas, over the summer months. All of the tags returned by fishermen or noted during visual SCUBA census were found at the site where the fish had been released. However, fishing pressure was intense in the Buccaneer Oil and Gas Field, and most of the entire annual recruitment was estimated to have been harvested each year.

Several other mark-recapture studies have been conducted at artificial reefs offshore Alabama. Szedlmayer and Shipp (1994) tagged and released 1,155 relatively small red snapper (mean ± SE = 287 ± 0.9 mm TL; size range 177–410 mm TL). A total of 146 tagged fish were recovered, but only 37 of these had known recapture locations. A total of 27 (74%) of these fish were recaptured within 2 km of their release site, and 21 of these were caught in the immediate vicinity of their release location. The greatest distance moved by an individual fish was 32 km, and distance moved was not related to time at large (see Figure 6 in Szedlmayer and Shipp, 1994). These data were interpreted to suggest a high degree of site fidelity.

Watterson et al. (1998) reported results of a red snapper mark-recapture study conducted off the coast of Alabama from March 1995 to January 1997. Nine artificial reef sites, with three each being placed at 21-, 27-, and 37-m depths, were constructed 18 months prior to the start of the study. A total of 1,604 fish were tagged between March 1995 and October 1996. The tagged fish had a mean TL (±SE) of 336 mm (±1.84), and 80% were less than 400 mm TL. The majority of these fish were 3-year-olds or less. A total of 167 individual fish were recaptured. Hurricane Opal passed within 40 km of the reef sites in October 1995, about eight months into the study. Eighty percent of recaptured red snapper that were not at liberty during Opal were recaptured at their site of release, suggesting strong site fidelity. Fish that were at liberty during Opal showed greater movement. They had a significantly higher likelihood of movement away from their site of release and moved far greater distances than fish not at liberty during Opal. The at-liberty fish moved an average of 32.6 km, with eight fish moving over 100 km and three fish moving over 200 km. The fish not at liberty during Opal moved much shorter distances, from 1.7 to 2.5 km. Clearly, Hurricane Opal affected the movement and site fidelity of the fish.

Patterson et al. (2001a) continued the mark-recapture study of Watterson et al. (1998) through August of 1999. Another strong hurricane occurred during the extended study. Hurricane George passed within 50 km of the reef sites in September 1998. In total 2,932 red snapper were tagged, with 2,053 released at their capture site and 879 released at locations other than their capture site. Mean TL (±SE) of these tagged fish was 335.1 ± 1.34 mm; thus, most were age 3 or less. Overall, 519 individual fish were recaptured, with 193 recaptured on tagging trips and 326 recoveries made by fishers. Of the fish recaptured at tagging sites, 188 (97%) were captured at the site where they had been released while five had changed location.

Location of recapture was reported for 232 recoveries reported by fishers (Patterson et al., 2001a). Mean time at liberty was 404 days, which was 2 to 3.5 times longer than the mean time at liberty for recaptures from previous studies. Of the fish recaptured by fishers, 36% were captured within 2 km of the release site. One fish, which had been at liberty for 598 days, moved 352 km to the east; another, which had been at liberty for 1,367 days, moved 259 km southwest of its release site. In contrast, the maximum time at liberty for a tag recovery by fishers was 1,501 days, and this fish was caught only 3.5 km from its release site. The mean vector of reported movement was 42.4 km to the east for individuals at liberty during hurricanes and 7.4 km to the east-northeast for individuals not at large during the two hurricanes. The movement observed by Patterson et al. (2001a) was greater than had been previously reported for red snapper in the northern Gulf.

Patterson and Cowan (2003) used the data described by Patterson et al. (2001a) to estimate site fidelity by modeling the decline in recaptures at the tagging sites over time to obtain an annual instantaneous rate of decline or D (daily rate × 365 days). This value would be equal to the sum of total annual instantaneous mortality (Z) and total annual instantaneous emigration defined as Q. The authors assumed that no fishing mortality occurred at the site and calculated M following Royce (1972) and Hoenig (1983). These approaches yielded M estimates of 0.0868 and 0.0855, or an average of 0.08615. Once D and M (or Z) were calculated, Q was obtained by subtraction. Site fidelity (SF) was estimated as e^{-Q}. Estimated SF values ranged from 24.8% for all recaptures to 25.3% for all recaptures of fish that were released at their original capture location, to 26.5% for recaptures for fish tagged and recaptured in the intervals between hurricanes.

The above estimates of SF assumed that all tagged fish were recognized. However, these authors also recognized in an earlier publication that tag shedding occurs (Patterson et al., 2001a), but did not account for this tag shedding in their latter SF estimations. For example, the estimated 95% confidence interval for probability of tag retention for a fish at liberty for 200 days was 0.87–0.96, but for a fish at liberty for 755 days, the 95% confidence interval for probability of tag retention was only 0.05–0.37. We suggest that a major component in the decline in recapture fish was related to tag shedding, and this factor needs to be accounted for in SF estimation.

The estimates of Z = 0.09 (or M, since no fishing was believed to have occurred) are highly conservative for the age of the fish in question. As described above, Szedlmayer (2007) estimated ages from otoliths for 3,415 red snapper collected from 94 different artificial habitats offshore Alabama (see Figure 7). Based upon these data, Z for ages 2 to 16 was estimated to be 0.54. If this Z value is used, Q = 0.93 and SF would be on the order of 40%, which is still low as compared to historical studies.

Two additional studies have used conventional mark-recapture methods. Strelcheck et al. (2007) tagged 4,317 red snapper at 14 experimental artificial reefs off coastal Alabama between January 1999 and October 2002. Mean length at tagging was 335 mm TL (±63.3 mm SD). Some 629 recaptures were reported, of which 412 (65%) were made by the researchers at the original release site, and 217 recaptures were reported by fishers. Mean time at liberty was 401 days, with a range of 1 and 1,587 days. Most fish (86%) showed little movement, 2 km or less, from the release site. Mean and maximum distances moved were 2.1 km and 201 km. The mean dispersion rate from release sites was 8.6 m day^{-1}. Annual SF estimates were made following Patterson and Cowan (2003) and ranged from 48 to

52%. If Z for this area is 0.54 (Szedlmayer, 2007), SF would be estimated to be above 75%.

Strelcheck et al. (2007) concluded that the observations of high SF and low dispersal rates provided support for the hypothesis that artificial reefs offshore Alabama provide suitable habitat for adult red snapper. However, they suggested the ratios of instantaneous growth (G = 0.54) in weight to total mortality (Z = 0.7 to 0.9) were <1, indicating that the reefs off Alabama were not producing new biomass at current fishing mortality rates. In contrast, if Z = 0.54 (Gitschlag et al., 2003; Szedlmayer, 2007) was used, the G/Z ratio would be equal to 1.

In another conventional mark-recapture study, 5,614 red snapper were tagged between July 2002 and August 2005 (Diamond et al., 2007). Tag returns provided location information for 82 fish. Of these, 54% moved an average distance of 20.4 km. In the second program, over 9,000 fish were tagged by "Fish Trackers" (research personnel, volunteer anglers aboard charter headboats, and private boats) between 1983 and 2006. In that study, 60 returns were analyzed for movement. Most (72%) were recaptured at their release site, with 28% showing an average movement of 19.1 km. Diamond et al. (2007) concluded that the spatial scale of movements in this study was small enough to support the idea that red snapper stocks in the northern Gulf are relatively isolated and that there may be a separate demographic stock off Texas. Similarly, genetic studies have indicated that red snapper in the Gulf maintain a complex of semi-isolated populations in which relatedness is maintained over geologic time by gene flow, yet the populations are demographically independent over the short term (Gold and Salliant, 2007). Thus, all of these later studies (Strelcheck et al., 2007; Diamond et al., 2007; Gold and Salliant, 2007) support the view of limited movement and relatively high SF.

While there have been extensive mark-recapture studies of red snapper as described above, they all have the inherent difficulty of reliance on private fishers for accurate positional information for recaptures. Positional information from private fishers, especially for red snapper, is unreliable at best, and can only be counted on to add variance to SF estimations. This issue of confidence about positional information from private fisher returns has prompted a number of ultrasonic telemetry studies (Szedlmayer, 1997; Szedlmayer and Schroepfer, 2005; Schroepfer and Szedlmayer, 2006; Peabody and Wilson, 2006). Szedlmayer (1997) reported residence times on artificial reefs of 17–597 days, and Szedlmayer and Schroepfer (2005) estimated red snapper were resident on an artificial reef for a mean of 212 days, with an individual fish staying at one reef for up to 597 days. Using the previously published information along with new ultrasonic tagging studies, Schroepfer and Szedlmayer (2006) used event analysis described by Allison (1995) to provide a newer estimate of residence time on reefs. Fish were larger than previous studies (mean ± SD = 518 ± 140, range 301–840 mm TL, $n = 77$), which may account for some of the differences from previous conventional tagging studies. In this later study, however, the median residence time increased to 373 days or about one year.

Peabody and Wilson (2006) released 125 red snapper with acoustic transmitters at oil platforms arrayed in a circle around a salt dome about 50 km south of Port Fourchon, Louisiana. The mean size of these fish was 360 mm TL, and the range in length was 280–470 mm TL. Remote receivers were deployed on the platforms at 10–20 m depths and on artificial reefs within the circle of platforms. They detected 97 of 125 tagged red snapper released with transmitters. The majority (94%) of the tracked red snapper showed no movement between receiver locations on a daily, weekly, or monthly basis. There were 36 recaptures from fishers, with most (81%) captured at their release site. Seven recaptures were reported at locations other than their release site. Days at liberty for these seven fish ranged from 5 to 130 days, and distance traveled ranged from 2 to 25 km, but again, these reported recapture locations are subject to the same error as conventionally tagged red snapper. Peabody and Wilson (2006) estimated a maximum estimate of SF for six months was 90%. Assuming constant emigration rate over the next six months, they projected the annual SF would be 80%.

The higher estimates of SF obtained by Szedlmayer and Shipp (1994) and Strelcheck et al. (2007) as compared to the lower estimates of Watterson et al. (1998) and Patterson et al. (2001a), all working in the same general area off coastal Alabama, may be explained, in part, by the differences in the artificial reefs at the study sites. Reefs used in the Patterson et al. (2001a) studies were largely constructed of 55-gallon drums and newspaper dispenser machines, whereas the reefs used in the other studies were considerably more substantial (e.g., concrete tetrahedrons, concrete mats over pipelines, etc.). The small artificial reefs used by Watterson et al. (1998) and Patterson et al. (2001a) may have been more altered or dispersed by storms and hurricanes compared to the larger more stable artificial reefs used by Szedlmayer and Shipp (1994) and Strelcheck et al. (2007).

The natural mortality rate for age 2–7 red snapper may be higher than is the case for older fish. At present, it is assumed that M = 0.1 for age 2+ red snapper; i.e., this value is assumed to be constant across all ages from 2 to 53 (SEDAR7, 2005). We suggest that it is more reasonable to assume, based upon growth and habitat use patterns for young versus older fish, that natural mortality is higher at age 2–7 compared to fish greater than age 7. We also suggest that, given the scarcity of reef habitat and the relatively high estimates of SF, habitat limitation is a significant factor governing the dynamics of age 2–7 red snapper.

Age 8+

As described above, red snapper grow rapidly over the first 8 to 10 years of life, after which growth slows (e.g., Fischer et al., 2004; see Figure 6). During this timeframe, snapper take up residence on structured habitat, and as the fish grow larger, there is an ontological shift to reef habitats with greater vertical relief and complexity. The reefs may provide protection from

predation and increased prey resources (Szedlmayer and Lee, 2004; Piko and Szedlmayer, 2007). Small and intermediate (up to about age 10) red snapper show greater SF to reefs compared to the largest (greater than age 10) red snapper (Render, 1995; Szedlmayer, 2007). The most plausible explanation for these changes in SF is that older fish (age 8–10) reach sizes that render them largely invulnerable to predation, and they may spend a larger portion of their time over soft bottoms, especially areas with sea bottom depressions and lumps, etc. (Boland et al., 1983; Render, 1995; Nieland and Wilson, 2003).

In 1999, the National Marine Fisheries Service (NMFS) initiated an offshore bottom-longline survey designed to address the abundance, size, and age distribution of red snapper across the shelf of the Gulf of Mexico (Mitchell et al., 2004). Pilot studies were conducted in 1999 and 2000, sampling in two areas at depths between 64 and 146 m. In 2001, the annual longline survey was expanded to cover depths between 9 and 366 m (or 5 and 200 fm) across the entire Gulf. The longline sets were randomly located, stratified only by depth and longitude rather than by habitat.

Red snapper catches varied geographically and with depth (Mitchell et al., 2004). Only 12 red snapper were caught at the 269 stations east of the Mississippi River as compared to 232 snapper caught at the 324 stations sampled west of the Mississippi River. Differences in age and size of fish were also observed, with older, larger red snapper found in the western Gulf (up to 53 years in age, median 12 years, and median TL = 784 mm) and younger, smaller fish found in the eastern Gulf (up to 19 years old, median age of 6 years, median TL of 625 mm). Red snapper were most abundant at depths ranging from 55 m to 92 m, with catches declining both inshore and offshore of these depths (Mitchell et al., 2004).

The relative age distribution observed in these studies (see Figure 5 in Mitchell et al., 2004, summarized herein by Figure 8) showed that red snapper were fully recruited to the longline gear at age 8. Abundance declined from these levels in a linear fashion through age 22 and remained relatively consistent thereafter. The populations of red snapper vulnerable to longline fishing over soft bottoms appears to consist of fish larger than those that occur around reefs (compare Figures 6, 7, and 8). One explanation is that once the fish reach 8 to 10 years of age, they are no longer totally dependent upon structured habitats and can forage over open habitat with little threat from predation.

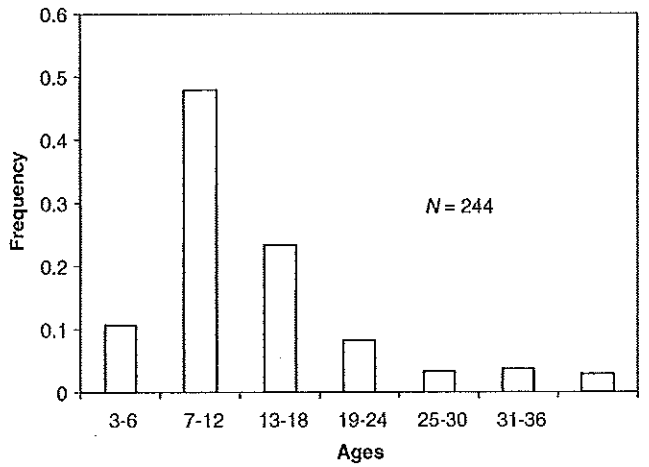

Figure 8 Age frequency of red snapper caught during NMFS research longline surveys from 1999 to 2002 in depths of 9–366 m (Source: Mitchell et al., 2004).

The prohibition of longline fishing inside of 92 fm in the western Gulf likely has been one of the most significant management actions taken by the Gulf of Mexico Fisheries Management Council (GMFMC). In some areas, large numbers of large fish may be dispersed over open habitat where they are not highly vulnerable to vertical line fishing. However, they can be efficiently harvested using longlines (e.g., Prytherch, 1983). This soft bottom pool of fish is now protected.

DISCUSSION

Site fidelity provides an annual estimate of reef fish immigration or emigration from a reef. For red snapper, 2- to 3-year-old fish at artificial reef structures in shallow water show high fidelity to a site on temporal scales of months to a year, albeit the probability of detecting ultrasonically tagged red snapper at a site one year after release was only 50% (Schroepfer and Szedlmayer, 2006). Diamond et al. (2007) provided a list of factors that have been suggested to be important in affecting the percentage of fish that move compared to the percentage of fish that remain at a site. These included size or age of fish (Moseley, 1966), depth of capture (Beaumariage, 1969; Watterson et al., 1998), seasonal patterns due to water temperature or reproductive condition (Topp, 1963; Beaumariage and Bullock, 1976), hurricanes (Watterson et al., 1998; Patterson et al., 2001a), and translocation from the tagging site (Watterson et al., 1998; Patterson et al., 2001a; Peabody, 2004). The accuracy of positional data reported for tag returns by fishers can also be an issue regarding SF.

It has also been hypothesized that SF of reef-associated organisms is dependent both upon prey availability and the availability of suitable refuge, i.e., the resource mosaic hypothesis (Lindberg et al., 1990; Frazier and Lindberg, 1994) and density-dependent habitat selection (Lindberg et al., 2006). Reef-associated fish species that rely on benthic prey as the primary component of their diet may create a gradient of prey depletion (or feeding halo) around the reefs, resulting in negative feedbacks to reef fish energetics, residence times, and local abundance, particularly when the feeding halos of adjacent reefs overlap (Lindberg et al., 2006). The degree of prey depletion and associated negative feedback can alter the potential for sustained productivity of an artificial reef or reef complex. Bioenergetic demands increase as foraging area increases, resulting in increased emigration from resource-depleted reefs to reefs containing a greater abundance of prey.

In contrast, reefs or reef complexes that can sustain prey resources over time may potentially benefit reef fishes and fishery

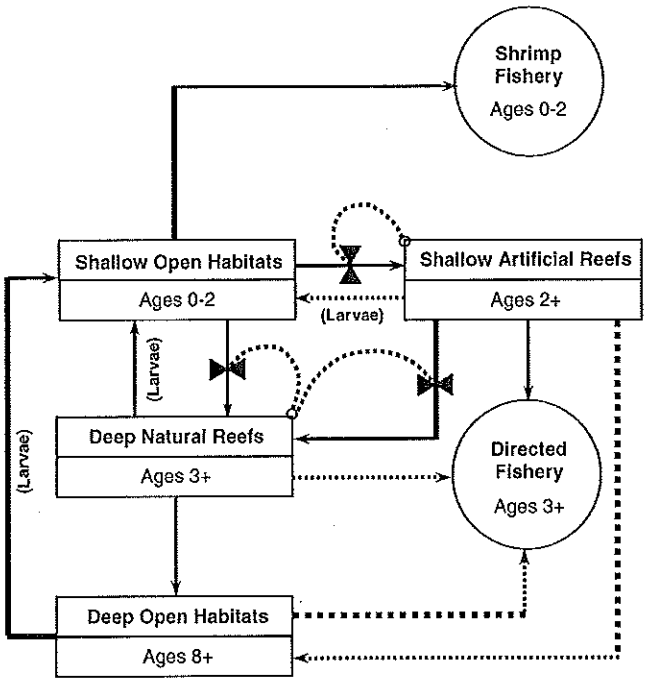

Figure 9 Conceptual model of habitat use by age of red snapper. The fishery is heavily dependent on young fish inhabiting artificial reefs.

production by reducing the costs of foraging, increasing growth rates, and increasing SF. Under these conditions, the fish would tend to show less movement during foraging due to increased risks of predation and reduced proximity to shelter (Strelcheck et al., 2007). However, if reef densities are high in an area, the distances between them are shorter, and reef fish may move among these habitats more readily than they would otherwise, resulting in increased movement and an expanded home range. Red snapper in clustered habitats may be able to explore nearby alternative habitats with very little cost.

Mark/recapture studies support the idea that movement occurs on two scales. Large-scale climate events such as hurricanes increase the proportion of fish that move and the distances that these fish move. On the other end of the spectrum, many fish may move but only for distances of a few kilometers. These observations are well illustrated by Figure 1 in Strelcheck et al. (2007). Diamond et al. (2007) observed that almost all red snapper will relocate at some time during their lives if they survive long enough. They also noted, however, that the scale of movements they observed supported the hypothesis that, on a geographic basis, red snapper stocks in the northern Gulf are relatively isolated, with periodic long-range dispersement caused by hurricanes or some other factor that triggers long-range movements. They interpreted their data from Texas to be consistent with the idea of a separate demographic stock off Texas, as implied by Fischer et al. (2004) and Salliant and Gold (2004).

Once red snapper grow to about 8 years old, they are large enough to be invulnerable to most predation and occur over open habitat as well as at reef habitat. In the western Gulf, these fish are most abundant in longline sets at depths between 55 and 92 m (Figures 9 and 10). In this region, the zone of highest abundance of early larvae corresponds to the distribution of 8+ year adults taken by longlines (Figure 10). However, spawning is also known to occur across the shelf. The eggs and larvae are planktonic for about one month and then settle to the bottom as early age 0 fish. The natural mortality during this period is high, on the order of M = 11.8 (see Gallaway et al., 2007).

Although spawning occurs over most of the shelf, the age 0 new recruits are most abundant at depths between about 18

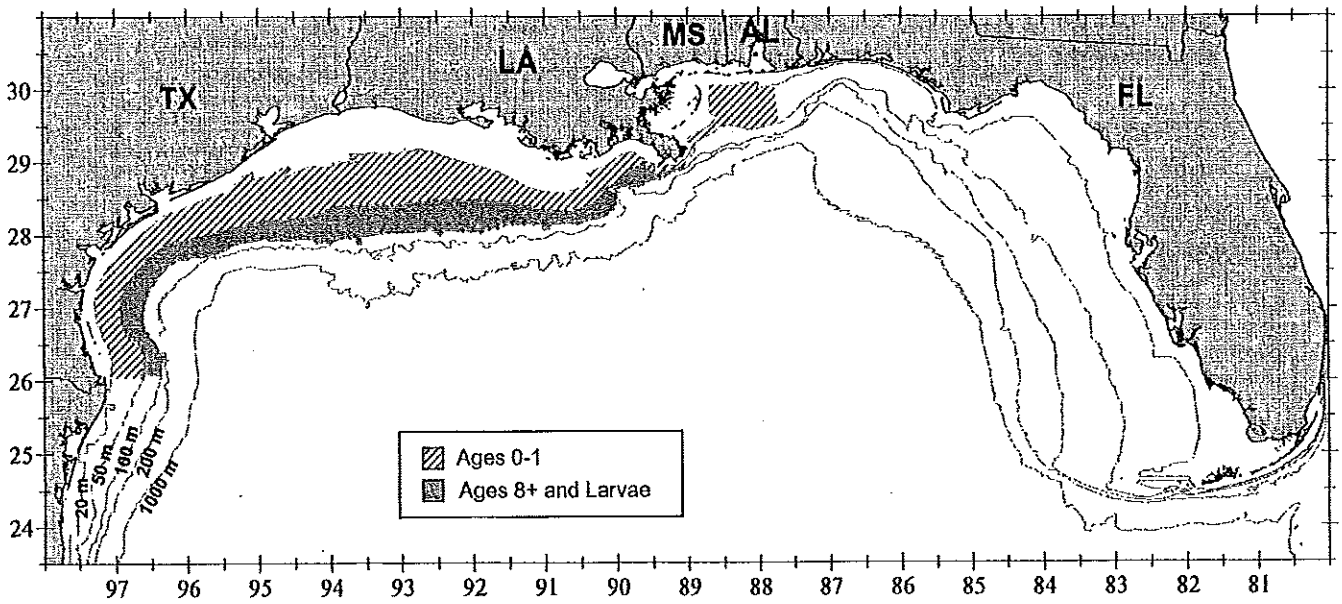

Figure 10 Distribution of age 8+ red snapper (based on Mitchell et al., 2004), red snapper larvae (based on Lyczkowski-Shultz and Hanisko, 2008), and age 0–1 red snapper (based on Gallaway et al., 1999). These data suggest spawning mainly occurs in the western Gulf at depths between 50 and 100 m, and that the larvae are transported toward shore and settle at depths between 20 and 50 m.

and 55 m (Figure 10). Initially, they are abundant over all substrates but quickly become aggregated at low-relief habitats like relic oyster-shell beds (relief in cm), which affords protection from predation. As the fish grow, the degree of protection from predators provided by low-relief habitats diminishes, and they become large enough to be taken as bycatch in the shrimp fishery. Bycatch losses are greatest during the period from October to December.

By December, fish are able to occupy larger reefs (vertical relief about 1 m), which become vacant when their previous occupants (age 1 red snapper) move to reefs with even greater relief. The age 0 fish occupy these reefs from December of one year to December of the next year. All of the evidence is consistent with the premise that habitat is a limiting factor for age 0 to age 1 fish, as described above. The evidence includes habitat scarcity, site fidelity, exclusion of smaller conspecifics by larger fish, and variation in M with abundance.

Fish tend to move to larger artificial reefs as late age 1 or early age 2 fish. At offshore oil and gas platforms in the western Gulf, the younger, smaller fish occupy the upper water column, and larger, older fish occupy the deeper areas of the reefs. Offshore petroleum platforms may be particularly valuable because they provide shelter and feeding opportunities throughout the water column. The fish at artificial and natural reefs are known to forage on reef prey types but also forage away from the reefs, and small fish feed on water column prey as well. Small and intermediate fish at artificial reefs in shallow water (<50 m) show the highest degree of SF. Sometime after about age 8, red snapper begin to show less dependence on structured habitat and can also be found over open habitat. We suggest that this is essentially a size refugia, enabling them to spend greater amounts of time over benthic foraging grounds.

Other than the large shelf-edge banks and features like the pinnacle region off coastal Alabama, little is known about the distribution and spacing of natural reefs in the northwestern Gulf. As compared to natural reefs, artificial reefs are relatively small and occur in two main clusters: (1) oil and gas platforms off central and western Louisiana, and (2) the extensive artificial reef zones off Alabama. Off Alabama, the artificial reefs are clustered within specifically permitted artificial reef areas. The offshore platforms also occur as closely spaced clusters of platforms representing individual oil fields. Most of the artificial reefs are located in water <100-m deep, in the same zone where age 0 and age 1 fish are most abundant. Parker et al. (1983) noted that depths between 91 and 183 m in the Gulf were not surveyed for the presence of natural reefs because of gear and time constraints. They also noted that these depths were already known to contain "prime reef fish habitat and probably contribute significantly to the total amount" (Parker et al., 1983:937). However, the MMS designation of no activity zones to protect known reefs suggests the total area of shelf-edge reef habitat is small.

The creation of artificial reefs off Alabama and the deployment of petroleum platforms in the northwestern Gulf have been coincident with a shift in the fishery from a few well-known natural reef sites on the shelf to extensive artificial reef areas off Alabama and Louisiana (Camber, 1955; Carpenter, 1965; Goodyear, 1995). We suggest that there is evidence that a high (±70%) proportion of the entire age 2 red snapper population occurs at these artificial habitats. These observations and the relative scarcity of high-relief natural reefs (<1.6% of the shelf bottom area) have led us and others to speculate that natural reef habitat is a limiting factor for age 2–7 fish, and that artificial reefs have increased red snapper production in the western Gulf (Szedlmayer and Shipp, 1994; Shipp, 1999; Szedlmayer, 2007). Others (e.g., Cowan et al., 1999; Patterson and Cowan, 2003) have disagreed, arguing that based on Bohnsack's (1989) gradients of reef dependency, fishing intensity, reef availability, population control mechanisms, and behavior, red snapper are merely being attracted to artificial reefs rather than experiencing increased production because of these sites.

The observations that (1) younger (<10 year) adult fish appear to show higher SF than older fish, (2) natural mortality for age 0 appears to vary with year class strength, (3) red snapper recruitment today is higher than the estimated historical maximums, (4) fishing intensity on pre-recruit fish (ages 0 and 1) has been reduced in recent years by over 65% yet age 1 abundance has not increased, and (5) the decline in abundance of age 2 fish over open habitats (shrimp trawls and longline evidence) and their disproportionate abundance at artificial reefs all suggest increased production of young red snapper that is based on habitat enhancement by artificial structures.

As described above, a large fraction of the estimated total population of age 2 red snapper has been estimated to occur at artificial reefs, a very small component of the overall high-relief reef habitat. If true, one interpretation is that age 2 fish are being differentially attracted to these habitats, perhaps due to the predominance of artificial reefs and platforms in mid-shelf zones, where juvenile red snapper are most abundant. Once there, they show high SF for months to up to a year or more. Overall, relatively high survival and SF is shown for red snapper at artificial reefs between ages 2 and 3 (see Figures 6 and 7). Abundance between age 3 and 4, however, typically declines dramatically (e.g., Figure 6), suggesting higher fishing mortality and/or increased movement. Based upon Gitschlag et al. (2003), few fish survive or remain at offshore oil and gas platforms beyond ages 5 or 6.

There are few data describing the size/age distribution of red snapper at natural reefs in the northern Gulf. However, red snapper length and age data based on scales were collected at the Flower Garden Banks, large natural reefs in the northern Gulf, by Zastrow (1984). Samples were also obtained from south Texas fishing banks (i.e., Aransas, Baker, South Baker Dream, and Big Adam Rock) and from headboats fishing out of Galveston. The Galveston fish may have come from artificial reefs (platforms) rather than natural reefs. At the East and West Flower Garden Banks, age 2 fish were scarce, and peak abundances were observed for age 3–5 fish (middle panel of Figure 11). These data suggest that red snapper populations at deep natural reefs in the northern Gulf consist mainly of fish

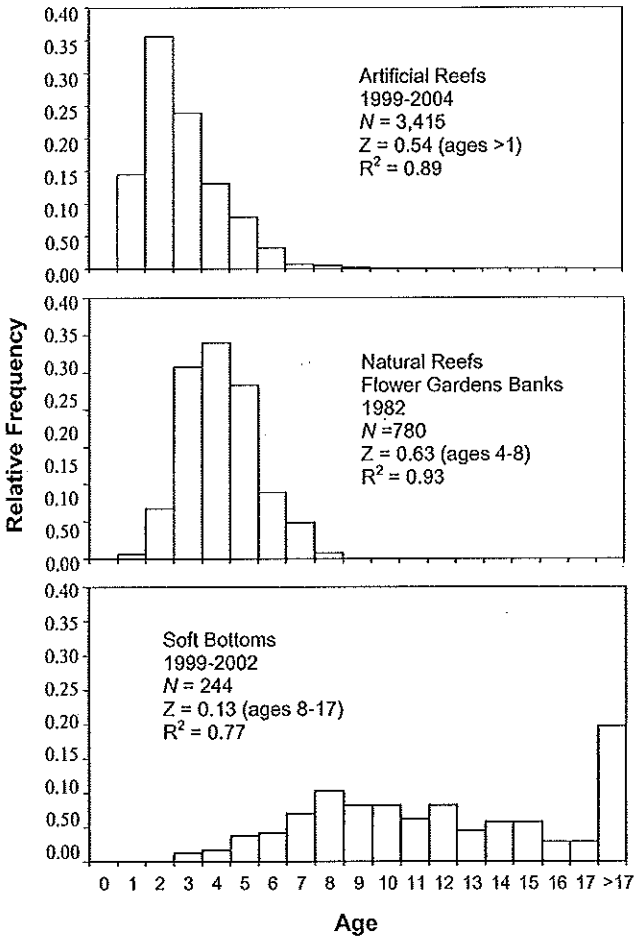

Figure 11 Age distribution of red snapper at artificial and natural reefs and over soft bottoms. Top panel based on Szedlmayer (2007), middle panel based on Zastrow (1984), and bottom panel based on Mitchell et al. (2004).

age 3 and older, whereas fish at artificial reefs are recruited at age 2.

Collectively, we suggest that prior to the proliferation of offshore oil and gas platforms and artificial reefs (e.g., pre-1980s), young new recruits occurred over open substrates between age 0 and age 2. In this habitat, natural mortality was high due to the lack of cover affording protection from predation, and the fish were subject to shrimp trawl bycatch as well (see Figure 9). Age 2 fish were commonly taken in shrimp trawls along with age 0 and age 1 fish until about 1990, which demonstrated their abundance on open habitats (Goodyear, 1995). After this stage, natural reefs in the northern Gulf would then harbor red snapper age 3 and greater (see Figure 9). We suggest that recruitment of the age 0–2 fish to the natural reefs was inhibited by the presence of adult or larger fish occupying the reefs. After age 8, red snapper would increase their foraging range to include open soft-bottom habitat because they had reached a size that reduced predation mortality.

Not surprisingly, the construction history of oil and natural gas platforms as well as other artificial reefs has corresponded to changes in habitat distribution patterns for red snapper. In 1960, there were only about 351 offshore oil and gas platforms in the northern Gulf, but these increased to 1,520 by 1970, and reached 2,540 by 1980 (Figure 12). From 1990 to the present, the number of platforms has averaged about 4,000, considering both new installations as well as removals. Catch-per-unit effort of commercial-sized red snapper in shrimp trawls (mostly age 2) fluctuated at a level of about 3 kg/1,000 nominal days fished from 1967 to 1974, after which a decline occurred through 1989 when CPUE reached a low of 0.13 kg (Figure 12). This period of decline in abundance corresponded to the increase in platforms to present-day levels. No landings were reported after 1989 because changes in fishing regulations prohibited the sale of red

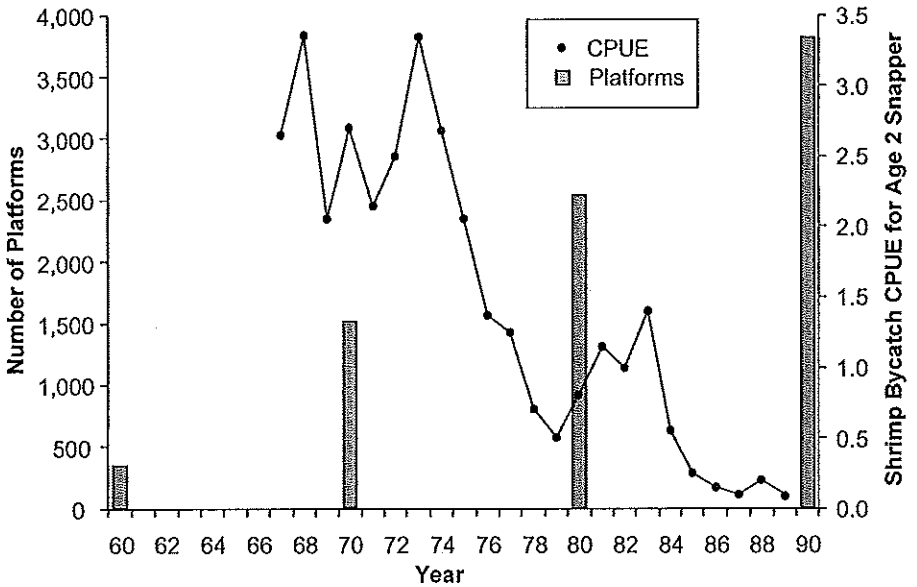

Figure 12 Catch-per-unit effort for age 2 red snapper in shrimp trawls, 1967–1989 (Goodyear, 1995), and cumulative increase of offshore oil and gas platforms in the northern Gulf of Mexico (data provided by the Minerals Management Service, New Orleans, LA).

snapper caught by shrimp trawls (Goodyear, 1995). We suggest that this increased construction of oil and gas platforms as well as other artificial habitats has provided new protective habitat for age 2 fish that would have otherwise suffered higher mortality over open habitats. Although fishing mortality can be high at these new habitats (Nieland and Wilson, 2003), we suggest that prior to their construction mortality was even higher for age 2 fish over open habitat. This being the case, we suggest that removal of production platforms and other artificial reefs will likely result in a large reduction of red snapper available to the directed fisheries.

Cordue (2005) recommended that future red snapper stock assessments should model post-recruitment density-dependent mortality, "as this is critical for determining the impact of shrimp trawl bycatch on red snapper rebuilding." We concur and have demonstrated that the information in the existing literature is consistent with the premise of density-dependent natural mortality in red snapper for at least age 0 and age 1 fish, and likely for older fish as well. If this aspect is incorporated in the assessment models, management advice may be substantially altered.

ACKNOWLEDGEMENTS

This article was enabled by funding from the Minerals Management Service (Contract 1435–01–05–39082) to VERSAR, Inc. This project provided for a literature search and data synthesis of biological information for use in management decisions concerning decommissioning of offshore oil and gas structures in the Gulf of Mexico. We especially thank Ed Weber and Jon Vølstad of VERSAR, Inc., for their support on this project. This is a contribution of the Department of Fisheries and Allied Aquacultures, Auburn University, and the Alabama Agricultural Experiment Station.

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Site Fidelity, Movement, and Growth of Red Snapper: Implications for Artificial Reef Management

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Abstract

Red snapper, Lutjanus campechanus, (n = 4,317) were captured and tagged at 14 experimental artificial reefs of two designs during quarterly research cruises (n = 17) off coastal Alabama between January 1999 and October 2002. Six-hundred and twenty nine recaptures were reported, representing 578 tagged red snapper. Sixty-five percent of recaptures (n = 412) were made at the site of release on subsequent research cruises, while 217 recaptures were reported by fishers. Eighty-six percent of individu-als with known recapture locations moved 2 km or less from the site of release; mean and maximum distances moved were 2.1 km and 201 km, respectively. Nine red snap-per moved greater than 80 km. Mean dispersion rate from release sites was 8.6 m d −1 . Annual site fidelity of tagged fish was estimated using nonlinear decay models. Estimated annual site fidelity ranged from 48% to 52% year −1 and was not significantly affected by artificial reef design, reef fish biomass at the site of release, or artificial reef densities surrounding each tagging site. Growth rates were estimated by regressing the change in red snapper total length versus the days a fish was at liberty. Mean growth rate for all recaptured fish was 0.206 mm d −1 . Growth rates were significantly affected by reef size (faster at larger experimental reefs) and reef fish biomass (slower at tagging sites supporting low reef fish biomass), but were not affected by artificial reef density. Moderate site fidelity and low dispersion rates during our study provide support for the hypothesis that artificial reefs off Alabama are suitable habitat for adult red snap-per. However, characteristics of artificial reefs, such as reef size and standing stock biomass, may affect red snapper growth. Furthermore, ratios of instantaneous growth in weight to total mortality (G/Z) suggest artificial reefs off Alabama serve as net sinks (i.e., G/Z < 1) of red snapper biomass at current fishing mortality rates.

Site Fidelity, Movement, and Growth of Red Snapper: Implications for Artificial Reef Management

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Abstract.—Red snapper, *Lutjanus campechanus*, (n = 4,317) were captured and tagged at 14 experimental artificial reefs of two designs during quarterly research cruises (n = 17) off coastal Alabama between January 1999 and October 2002. Six-hundred and twenty nine recaptures were reported, representing 578 tagged red snapper. Sixty-five percent of recaptures (n = 412) were made at the site of release on subsequent research cruises, while 217 recaptures were reported by fishers. Eighty-six percent of individuals with known recapture locations moved 2 km or less from the site of release; mean and maximum distances moved were 2.1 km and 201 km, respectively. Nine red snapper moved greater than 80 km. Mean dispersion rate from release sites was 8.6 m d^{-1}. Annual site fidelity of tagged fish was estimated using nonlinear decay models. Estimated annual site fidelity ranged from 48% to 52% $year^{1}$ and was not significantly affected by artificial reef design, reef fish biomass at the site of release, or artificial reef densities surrounding each tagging site. Growth rates were estimated by regressing the change in red snapper total length versus the days a fish was at liberty. Mean growth rate for all recaptured fish was 0.206 mm d^{-1}. Growth rates were significantly affected by reef size (faster at larger experimental reefs) and reef fish biomass (slower at tagging sites supporting low reef fish biomass), but were not affected by artificial reef density.

Moderate site fidelity and low dispersion rates during our study provide support for the hypothesis that artificial reefs off Alabama are suitable habitat for adult red snapper. However, characteristics of artificial reefs, such as reef size and standing stock biomass, may affect red snapper growth. Furthermore, ratios of instantaneous growth in weight to total mortality (G/Z) suggest artificial reefs off Alabama serve as net sinks (i.e., $G/Z < 1$) of red snapper biomass at current fishing mortality rates.

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They have No Low Relief component to Grow Babies

Introduction

Tagging studies are used both to assess fish migration and movement and to estimate fish growth, mortality, and abundance (Hilborn et al. 1990). In artificial reef research, tagging studies often are used to assess experimental design assumptions (i.e., independence), homing, and movement of reef fishes (Hixon and Beets 1989, 1993; Beets and Hixon 1994; Eggleston et al. 1997; Watterson et al. 1998; Patterson and Cowan 2003). Tag-recapture studies also are used to estimate site fidelity of reef fishes at artificial and natural reefs (Lindberg and Loftin 1998; Szedlmayer 1997; Patterson and Cowan 2003; Szedlmayer and Schroepfer 2005; Schroepfer and Szedlmayer 2006). Site fidelity provides an annual estimate of reef fish immigration or emigration from an artificial reef. Estimates of site fidelity, distance moved, and reef fish growth rates obtained from tagging studies all can be used to make inferences about the resource value of a particular habitat (in this case an artificial reef) or complex of habitats (Lindberg et al. 1990).

It has been hypothesized that site fidelity of reef-associated organisms is dependent on both prey availability and the availability of suitable refuge (resource mosaic hypothesis: Lindberg et al. 1990; Frazer and Lindberg 1994; density-dependent habitat selection: see Lindberg et al. 2006). Reef-associated fish species that rely on benthic prey as a primary component of their diet, such as young-adult red snapper *Lutjanus campechanus*, create a gradient of prey depletion (i.e., feeding halo) around artificial reef structures (Frazer and Lindberg 1994; Lindberg 1996; Bortone et al. 1998) resulting in negative feedbacks to reef fish energetics, residence times, and local abundance, especially if the feeding halos of closely spaced reefs overlap (Lindberg et al. 2006). As a result, the degree of prey depletion and associated negative feedbacks alters the potential for sustained productivity of an artificial reef and artificial reef complexes. It is theorized that bioenergetic demands increase with greater abundance of prey (optimal foraging theory, Charnov 1976).

Artificial reefs or artificial reef complexes that sustain prey resources over time may potentially benefit reef fishes and fishery productivity more by reducing the energetic costs of foraging, increasing growth rates, and increasing site fidelity. While past research has demonstrated reef fish abundance increases both with increasing reef size (see review by Pickering and Whitmarsh 1997) and with spacing (Schroeder 1987; Frazer and Lindberg 1994; Lindberg et al. 2006), the size and spacing of artificial reefs can alter growth rates, site fidelity, and population dynamics of reef fishes (Lindberg 1996; Lindberg and Loftin 1998; Lindberg et al. 2006). Although larger, more widely dispersed reefs may hold greater benefit to fishers (increased catch rates), smaller, more isolated reefs may serve to better benefit marine resources through increased growth rates. In theory, this occurs through reductions in competition and bioenergetic demands at more widely spaced reefs provided that mortality rates do not change as a function of spacing.

In the current study, information obtained from a mark–recapture study was used to estimate site fidelity, movement, growth, and productivity of red snapper at artificial reefs off coastal Alabama. Movement and growth parameters were evaluated in relation to the distribution, abundance, and demographic characteristics of artificial reefs. We first evaluated site fidelity, movement, and growth of all tagged fish captured during our study. We then examined whether habitat characteristics (e.g., density of artificial reefs, reef design/size, and biomass of reef fish residing at tagging sites) affected site fidelity and growth rates of red snapper. Finally, we compared instantaneous rates of growth in weight to total mortality estimates for red snapper from the eastern Gulf of Mexico (SEDAR 2005). We hypothesized red snapper residing at smaller reefs, surrounded by lower densities of artificial reefs, would have higher site fidelity and growth rates than red snapper residing at larger reefs, sur-