

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 23, 2018
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 25, 2018 regular meeting.
 - b. Approval of minutes May 9, 2018 workshop meeting.
 - c. Approve excused absence for Board Member George Block for May 9, 2018 workshop.
- 5) Discussion and possible action regarding RGV Reef funding request. (Jones)
- 6) Discussion and possible action regarding setting new meeting date for Young Strategies final study workshop and regular board meeting in June 2018. (Jones)
- 7) Update regarding Marketing Subcommittee Meeting. (Arnold)
- 8) Discussion and action to approve the post event reports from the following special events funding requests:
 - a. Open Water Planet
 - b. Splash
 - c. Sand Crab Run
 - d. Run the Jail Break
 - e. National Weather Conference
- 9) Discussion and action to approve the JJ Zapata Fishing Tournament funding request for marketing. (Arnold/Flores)
- 10) Update and discussion of the CVB 1st generation dashboard. (Arnold)
- 11) Adjournment.

DATED THIS THE 18th DAY OF MAY 2018.


Rosa Zapata, CVB Executive Services Specialist

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE NOTICE OF MEETING FOR 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 18, 2018, 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.

THIS FACILITY IS WHEELCHAIR ACCESSIBLE AND ACCESSIBLE PARKING SPACES ARE AVAILABLE. REQUESTS FOR ACCOMMODATIONS OR INTERPRETIVE SERVICES MUST BE MADE 48 HOURS PRIOR TO THIS MEETING. PLEASE CONTACT BUILDING OFFICIAL DAVID TRAVIS; ADA RESPONSIBLE PARTY AT (956) 761-8103.

CITY OF SOUTH PADRE ISLAND ADVISORY BOARD CONSENT AGENDA
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MEETING DATE: May 23, 2018

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, unless discussion is desired, in which case that item will be removed from the Consent Agenda and considered separately.

Items to be considered are:

- a. Approval of minutes April 25 Regular Meeting.
- b. Approval of minutes May 9, 2018 Workshop Meeting.
- c. Approve excused absence from Board Member George Block for May 9, 2018 Workshop.

RECOMMENDATIONS/COMMENTS
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Approve Consent Agenda

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

MEETING DATE: May 23, 2018

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve minutes of April 25, 2018 Regular Meeting.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve meeting minutes.

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

WEDNESDAY, APRIL 25, 2018

I. CALL TO ORDER.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Regular Meeting on Wednesday, February 28, 2018 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 full quorum was present: Vice-Chairman Paul Curtin, CVA Board Members Jimmy Hawkinson, Arnie Creinin, George Block, Tom Goodman, and Daniel Salazar.

City Council: Mayor Dennis Stahl, Ken Medders

Staff: CVB Director Keith Arnold, CVB Account I Lori Moore, Executive Services Specialist Rosa Zapata, and Senior Marketing and Communications Manager Alisha Workman.

II. PLEDGE OF ALLEGIANCE:

Chairman Jones led the Pledge of Allegiance.

III. PUBLIC ANNOUNCEMENTS AND COMMENTS:

Public comment was given at this time.

IV. CONSENT AGENDA:

Board Member Block made the motion, seconded by Board Member Creinin to approve the Consent Agenda. Motion carried unanimously.

- a. Approval of minutes February 28, 2018 Regular Meeting.
- b. Approval of minutes March 6, 2018 and April 5, 2018 Special Meetings.

V. UPDATE AND DISCUSSION OF THE CVB STAFF PRODUCTIVITY REPORT.

Update was given by CVB Director Keith Arnold. A lengthy discussion ensued. CVB Director answered questions posed by CVA Chairman and Board Members.

- 1st Generation Dashboard

VI. DISCUSSION AND ACTION TO APPROVE THE ADOPTION OF THE ENTIRE CRM APPROACH FOR HANDLING INQUIRIES/LEADS.

After a lengthy discussion, Board Member Block made the motion, seconded by Board Member Salazar to approve the CRM Approach for handling inquiries/leads. Motion carried unanimously.

VIII. PRESENTATION, DISCUSSION AND POSSIBLE ACTION REGARDING FRIENDS OF RGV REEF PROJECT FUNDING REQUEST.

Minutes: April 25, 2018 CVA Board Meeting

Chairman Jones made a motion, seconded by Board Member Block to table this agenda item for further consideration, potentially by subcommittee. Motion carried unanimously.

IX. DISCUSSION AND POSSIBLE ACTION CONCERNING SETTING NEW MEETING DATE FOR MAY 2018.

New meeting date was set for May 23, 2018.

X. ADJOURNMENT

There being no further business, Chairman Jones adjourned the meeting at 11:00 a.m.

Approved this 25 day of April, 2018.

Wally Jones, CVA Chairman

Attest:

Rosa Zapata, CVB Executive Services Specialist

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

MEETING DATE: May 23, 2018

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve minutes of May 9, 2018 Workshop.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve meeting minutes.

MINUTES
CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS ADVISORY
WORKSHOP

WEDNESDAY, MAY 9, 2018

I. CALL TO ORDER.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Workshop on Wednesday, May 9, 2018 at the South Padre Island Convention Centre, Room 202, 7355 Padre Boulevard, South Padre Island, Texas. Chairman Wally Jones called the meeting to order at 9:00 a.m. A quorum was present: Wally Jones, Paul Curtin, Arnie Creinin, Tom Goodman, and Daniel Salazar. Absent was Board Member George Block.

City Council Members: Dennis Stahl, Theresa Metty.

Staff: City Manager Susan Guthrie, CVB Director Keith Arnold, Executive Services Specialist Rosa Zapata, Business Development Director Michael Flores, Senior Marketing and Communications Manager Alisha Workman, Social Media/Communications Specialist Jamie Whetstone.

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. FACILITATED DISCUSSION REGARDING FINDINGS OF THE TRAVEL AND TOURISM RESEARCH STUDY CONDUCTED BY YOUNG STRATEGIES FOR THE CONVENTION & VISITORS BUREAU:

Mr. Berkeley Young with Young Strategies spoke about the findings regarding the Tourism Research Study. The final report will be presented at the June 6th, 2018 CVA Workshop.

- **Hotel/Motel STR data**
- **Hotel/Motel & VRM surveys**
- **Visitor profile surveys**
- **Image/awareness surveys from key target markets**
- **Resident/community leader surveys**
- **Visitor economic impact data**

V. ADJOURNMENT.

There being no further business, Chairman Jones adjourned the meeting at 12:50 p.m.

Approved this ____9th____ day of ____May____, 2018.

Mr. Wally Jones, CVA Chairman

Attest:

Rosa Zapata, CVB Executive Services Specialist
DATED THIS THE **9th** DAY OF **MAY 2018**.

DRAFT

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

MEETING DATE: May 23, 2018

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve excused absence for Board Member George Block for May 9, 2018 workshop.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve excused absence.

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

MEETING DATE: May 23, 2018

NAME & TITLE: Wally Jones, CVA Board Chairman

DEPARTMENT: South Padre Island Convention and Visitors Advisory Board

ITEM

Presentation, discussion and possible action regarding Friends of RGV Reef project funding request.

ITEM BACKGROUND

Friends of RGV Reef requests funds in the amount of \$50,000 to be available no later than September 30, 2018, to augment this summer's deployment in RGV Reef located off South Padre Island. Additionally request is made for \$50,000 annually for the next four years, if funds are available. Friends of RGV Reef will refer to the reef as located off or at South Padre Island when it isn't awkward within good communication structure in its public footprint.

BUDGET/FINANCIAL SUMMARY

A total sponsorship of \$58,000.00 was granted for the 16/17 FY.

* 02-593-8099 (Special Events)	\$39,068.00
* 80-580-9178 (EDC)	\$19,534.00

A funding in the amount of \$26,000.00 has been granted for the deployment of artificial reef project from the South Padre Island EDC for 17/18 FY.

COMPREHENSIVE PLAN GOAL

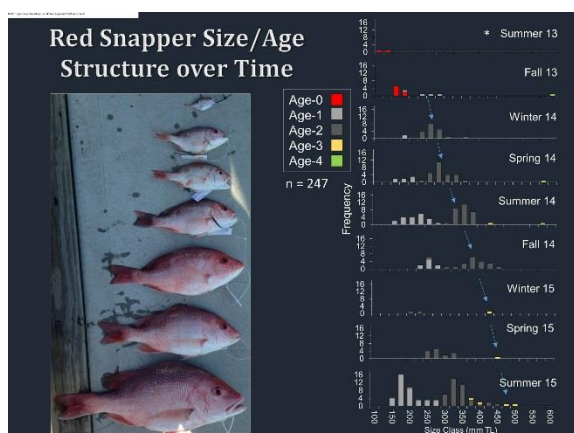
LEGAL REVIEW

Sent to Legal: YES: _____ NO: X

Approved by Legal: YES: _____ NO: X

Comments:

RECOMMENDATIONS/COMMENTS



Synopsis

The first thing to remember that is the reef, at 1650 acres is huge, almost 3 square miles, 20 times larger than most Texas reefs, and is the first reef to have an industrial scale nursery. We can grow many more fish than we can attract from elsewhere. This is half of what makes the reef unique. The other half is the efficiency that Friends of RGV Reef has hammered together to populate the reef with graduated steppingstones of material to build the complex habitat needed to maximize the number of species and total fish population in the reef. By all accounts it is unique in the Gulf, probably in the world.

Last years deployment was immediately occupied by an estimated 240,000 hand sized young snapper, which have grown to about 12 to 14" according to the charter for hire "head" boats that are catching them. Please note that these boats previously left South Padre Island every winter for Port Mansfield, but stayed this winter. Those snapper will be 16" and legal size this summer. There are also enough adult snapper attracted from elsewhere that fishing is good on the reef this spring with limits of snapper being caught on the reef.

This spring there is an \$800,000 CMP grant, \$400,000 from the GLO and \$400,000 from the grant administrator, TPWD to place 750 tons of material, mostly Reefing Pyramids in the western 1/3rd of the reef. Please note that this is \$1066/ton.

Friends budget is about \$500,000 this summer, and our ability to expand that budget is closing fast as available concrete on the scale we deploy isn't available on instantaneous demand. We have 1500 tons of concrete rip rap on our Port of Brownsville site and we will be placing concrete RR ties donated by BNSF Railroad in pic-up-stix like piles, one of which will be 45 feet tall and reach within 30' of the surface.

The amount of RR ties are the variable in this summer's deployment, and which amount can be increased by additional donations. We have enough money for 7000 tons. For a sense of scale

that's 350 diesel semi truckloads, or 90 railcars merely counting the RR ties. Yes, that's right, an entire train.

We can still expand our budget, and each \$13,000 or so moves one load on our deployment vessel. 180 tons/trip. Please note that this is \$72/ton.

Friends has several donated assets in place this summer and will place from 9500 tons of material on the bottom. Please note that we will be placing material for approximately ONE TENTH THE COST of normal reefing contracting by TPWD or CCA. This is why the reef will be productive in a couple of years rather than the couple - three decades that were anticipated.

This efficiency is ephemeral; the confluence of donated managerial skill, donated rail side and industrial dockside storage yards, donated or heavily discounted equipment and material and relatively cheap marine transport due to large economies of scale will probably not be available in the future. It takes an enormous amount of effort and skill, to mesh that many moving parts. We therefore urge the City, the EDC, and the CCVB to proceed with all reasonable speed and at the highest level possible to fund the reef while it is efficient to do so.

Thank you,

Josh Bennett



FRIENDS OF
RGV
REEF





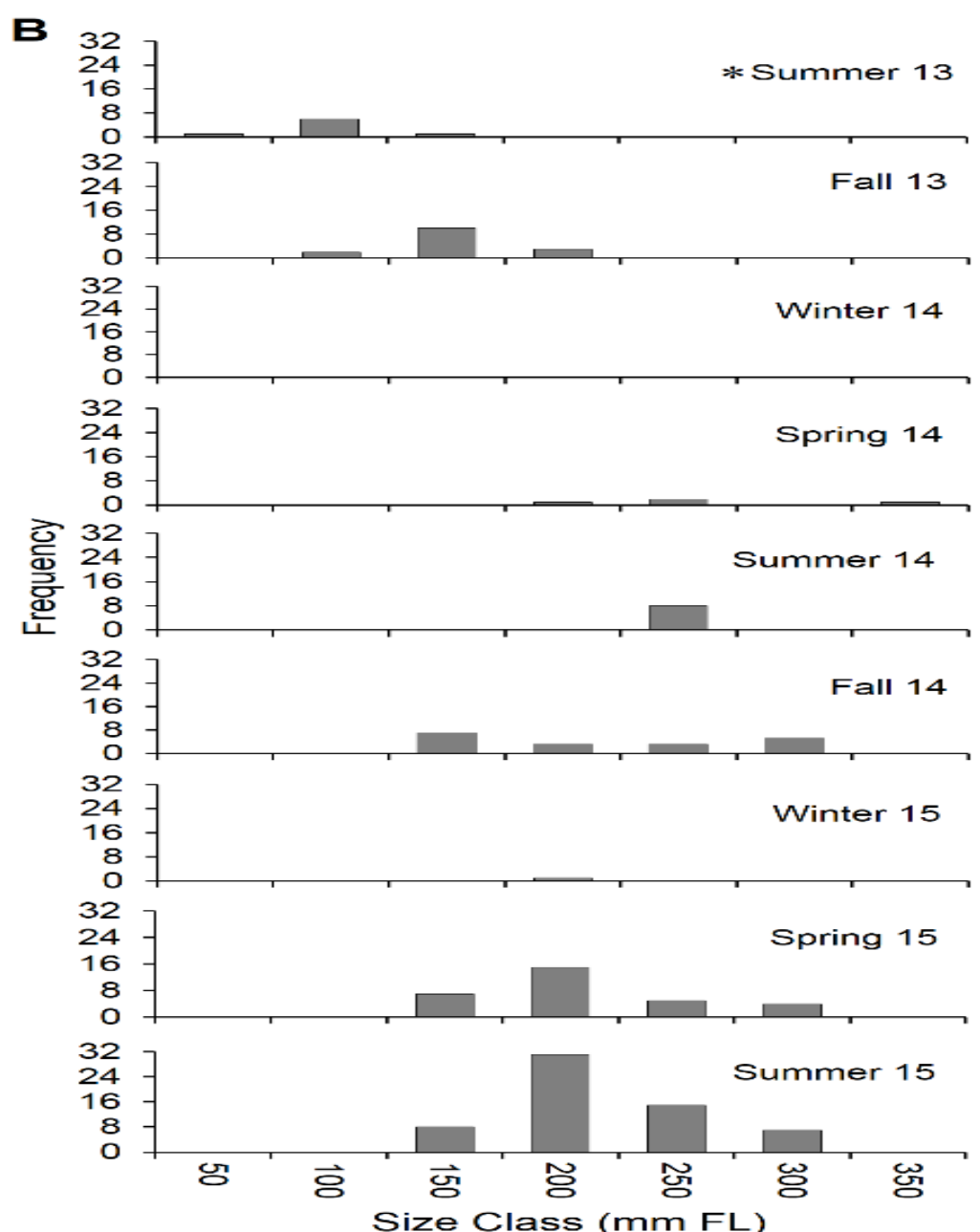
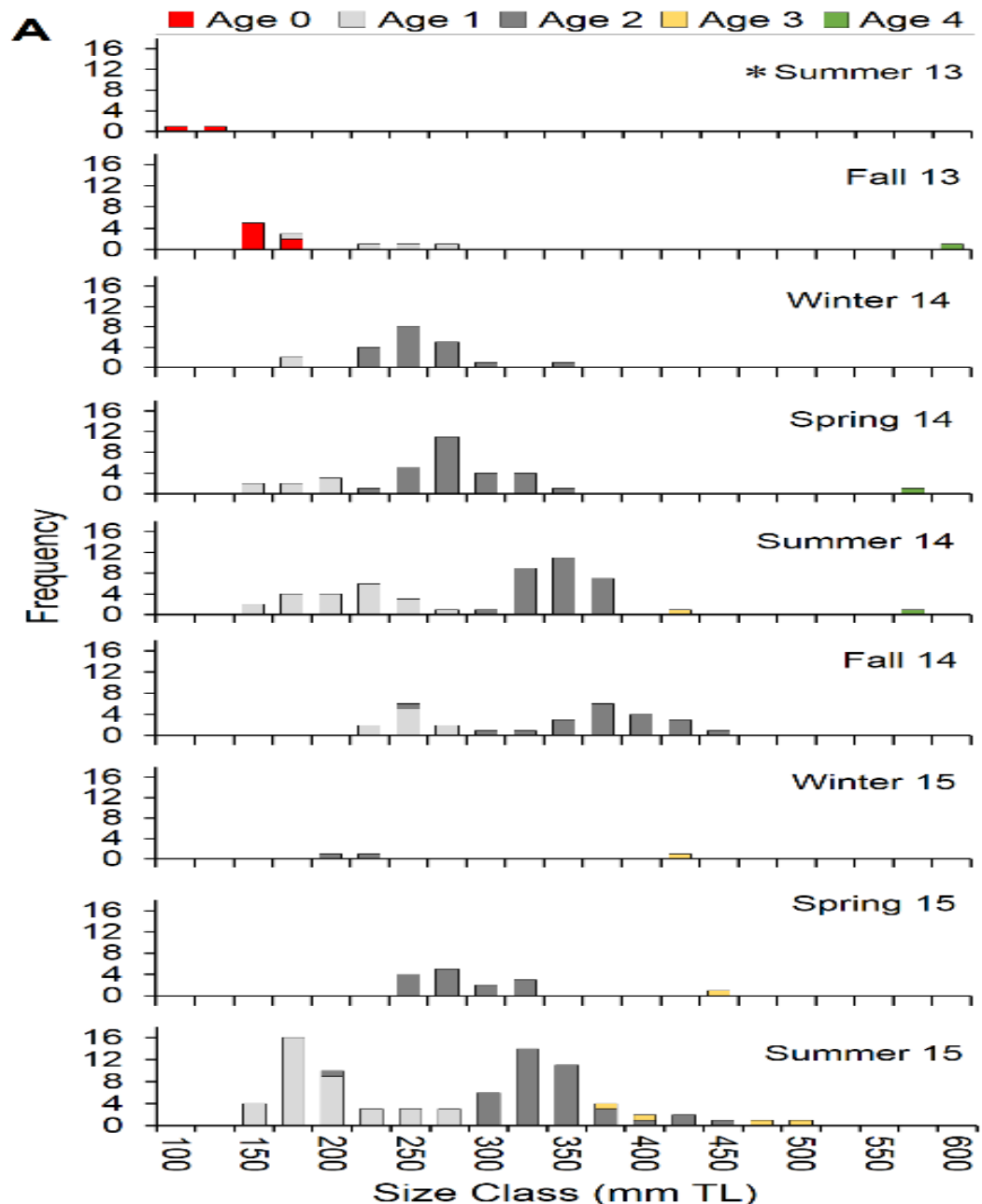
- | | | |
|-----------------|------------------|-------------|
| ● PATCH REEF | ● ROUND CULVERTS | ● LIMESTONE |
| ▲ PYRAMID REEF | ● OCTO-REEF | ● WATERMILL |
| ● BOX CULVERTS | ● SUNK BOAT | ● TILE |
| ● CINDER BLOCKS | ● CONCRETE | ● DIVIDERS |



RGV REEF (PS-1105) 1,650 Acres



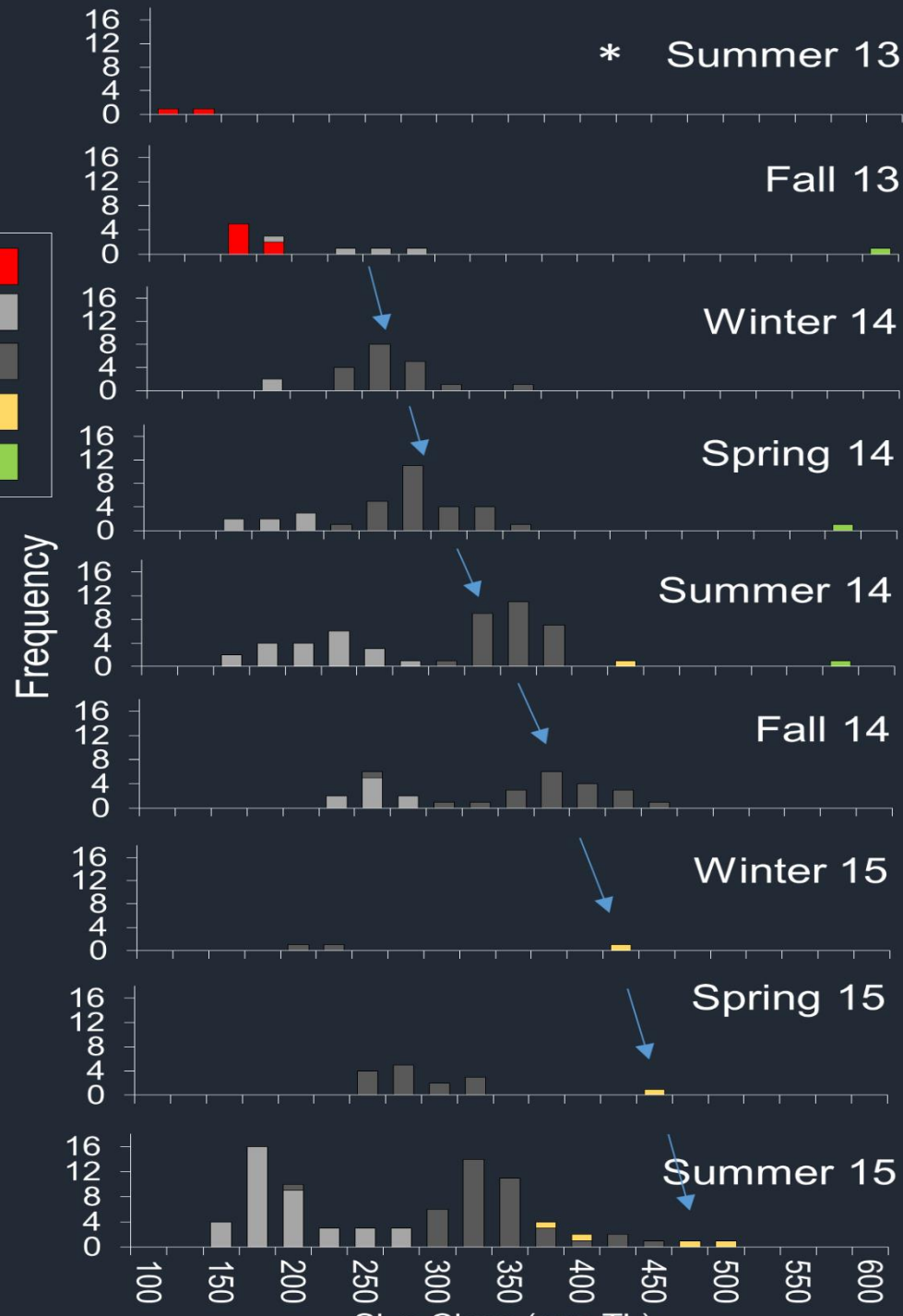
The most important thing to get from this graph is that you can follow a size/age class of fish through time – implying that once the age-0 or age-1 fish found the reef, they remained there (site fidelity) and were growing fast. By the end of the study in summer 2015, there are many more of each age class, especially age-3 fish – the size anglers will be able to harvest.



Red Snapper Size/Age Structure over Time



n = 247









Material dumped in 2017



BNSF Railway hauling cement railroad ties to be sunk in 2018

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

MEETING DATE: May 23, 2018

NAME & TITLE: Wally Jones, CVA Board Chairman

DEPARTMENT: South Padre Island Convention and Visitors Advisory Board

ITEM

Discussion and possible action regarding setting new meeting date for Young Strategies final study workshop and regular board meeting in June 2018.

ITEM BACKGROUND

Young Strategies final study workshop is set for June 6, 2018 at 9:00 am at the South Padre Island Convention Centre.

BUDGET/FINANCIAL SUMMARY

No financial action.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: X

Approved by Legal: YES: _____ NO: X

Comments:

RECOMMENDATIONS/COMMENTS

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

MEETING DATE: May 23, 2018

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Update regarding Marketing Subcommittee Meeting.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: X

Approved by Legal: YES: _____ NO: X

Comments:

RECOMMENDATIONS/COMMENTS

CVA BOARD COMMITTEES

MARKETING

ONGOING

- Weekly scheduled calls with The Atkins Group (TAG)
- Weekly review CRM Development metrics

IN PROGRESS

- FY19 Planning
 - Review FY18 Media Plan, Added Value and media recommendations as a benchmark to begin FY19 Media Planning
 - Discuss with TAG planning efforts for upcoming fiscal year
- Reviewing reservation system software

COMPLETED

- SPI Photo & Video Shoot (5/17 & 5/18)

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

MEETING DATE: May 23, 2018

NAME & TITLE: Wally Jones, CVA Board Chairman

DEPARTMENT: South Padre Island Convention & Visitors Advisory Board

ITEM

Discussion and action to approve the post event reports from the following special events funding requests:

- a. Open Water Planet (April 2018)
- b. Splash (April 2018)
- c. Sand Crab Run (April 2018)
- d. Run the Jail Break (May 2018)
- e. National Weather Conference (April 2018)

ITEM BACKGROUND

These events took place during spring 2018 FY. The post event reports will be presented by CVB Staff.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve post reports.

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

MEETING DATE: May 23, 2018

NAME & TITLE: Wally Jones, CVA Board Chairman

DEPARTMENT: South Padre Island Convention & Visitors Advisory Board

ITEM

Discussion and action to approve the post event report for Open Water Planet (April 2018).

ITEM BACKGROUND

The South Padre Island (SPI) Open Water Festival consisted of two days of scheduled events held at the host hotel, Schlitterbahn Waterpark & Resort and at Pier 19. The post event reports will be presented by CVB Staff.

BUDGET/FINANCIAL SUMMARY

The SPI Open Water Festival was organized by Open Water Planet and had received \$15,000 from the SPI Convention and Visitors Bureau (CVB) to help fund the event.

Special Events Budget 02-593-8099

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve post report.

SPI Open Water Festival 2018



Event Attendance

100 registered participants
86 households
79 room nights
-5.9% change in pre event
day YoY occupancy



DEMOGRAPHICS

Average age 47
Average Income:
87.6%
\$50,000 or more

\$15,000

CVB Investment

\$462

Average spent
per household



2.67 visitors per
household

1.28 nights
spent

\$39,715

TOTAL SPENDING

\$155

Total City F&B sales tax

\$1,466

City HOT
ROI -90.2%

\$1,826

Total city sales tax
ROI -87.8%



79.3

NET PROMOTER SCORE
likely to recommend
South Padre Island

78.8%

likely to
return

South Padre Island **Open Water Festival**

April 28-29, 2018

Event Economic Impact Report

Prepared for

City of South Padre Island Convention and
Visitors Bureau

Prepared by

Business and Tourism Research Center
The University of Texas Rio Grande Valley

Research Team Leaders

Dr. Penny Simpson, Professor of Marketing and
Director

Dr. Sharon Schembri, Assistant Professor of Marketing
Oscar Ramos Chacon, Project Manager

The University of Texas Rio Grande Valley
Robert C. Vackar College of Business and Entrepreneurship
1201 West University Drive Edinburg, TX 78539-2999 USA
Tel: 956-665-2829 Cell: 956.240.0627
penny.simpson@utrgv.edu



Executive Summary and Survey Highlights

This report details the measured economic impact of the 2018 SPI Open Water Festival held from Saturday, April 28th through Sunday, April 29th. Promoted by Open Water Planet with \$15,000 funding support from the SPI Convention and Visitors Bureau (CVB), organizers expected to attract about 300 people for about 338 room nights over 1.5 nights. To examine the spending of the SPI Open Water Festival participants on SPI, a short survey incentivized with the opportunity to enter a drawing to win two nights at Schlitterbahn Beach Resort was conducted. The survey was administered onsite with a total of 38 contacts but eight surveys were from duplicate households or people not on the Island for the event. This yielded 30 responses from unique households on the Island specifically for the SPI Open Water Festival.

Demographically, the SPI Open Water Festival study sample had an average age of 47 years, was predominately female (60.0%), married (70.0%), with at least some college education (96.6%), works full-time (79.34%) and was primarily Hispanic (48.3%). In terms of household income, 87.6% of the survey sample reported an income above \$50,000. Survey respondents were primarily from the US (93.3%) with 3.3% from Mexico. On average, survey participants traveled an average of 225 miles with an average of 2.67 people and spent 1.28 nights on SPI during the event. A large percentage (79.3%) of survey respondents are considered promoters of the Island to others, resulting in a net promoter score of 79.3 and are likely to return to SPI for a future vacation (78.8%). Most respondents were satisfied with their SPI stay experience (92.8%) and with the event (93.3%).

Importantly, the survey analysis found that the 86 household groups attended the 2018 Open Water Festival and spent an estimated average of **\$462 per household** while on the Island for a **total spending of \$39,715**. This total spending resulted in \$4,463 in total sales tax revenue with the city's share of all taxes amounting to \$1,826. This means that the Open Water Festival resulted in an 87.8% loss to the City (-\$13,174) on the \$15,000 cash invested by the CVB in the event and a loss of 90.2% if only the HOT tax is considered.

Separately, lodging is the highest per household expenditure category with 72.3% of study respondents spending at least one night in paid lodging while on the Island and staying an average of 1.28 nights. This resulted in about 79 total room nights, most of which were in hotels (56.5%). With the average weighted lodging expenditure of \$235 per household that spent the night on the Island, revenue from lodging was a total of **\$20,179**. Of the total lodging expenditure, 17% or \$2,932 was for the Hotel Occupancy Tax (HOT), and half of that, or about **\$1,466**, goes toward the 8.5% City (HOT). Moreover, the estimated total spending on food and beverage of \$8,385 resulted in about \$657 in taxes at the 8.5% rate or \$155 at the City 2% tax rate. The combined City's share of all the HOT, food and beverage taxes and taxes on all other expenditures is \$1,826, which represents a deficit of \$13,173 or **an 87.8% loss on the \$15,000 cash investment** provided to the SPI Open Water Festival organizer.

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SPI Open Water Festival: Economic Impact

Introduction

The South Padre Island (SPI) Open Water Festival consisted of two days of scheduled events held at the host hotel, Schlitterbahn Waterpark & Resort and at Pier 19:

- Saturday, April 28th
 - 11:30am to 12:30 pm - Registration and check in at Schlitterbahn Resort lobby;
 - 1:00pm to 3:00pm – Open Water clinic and beach games;
 - 6:15pm to 7:30 – Welcome reception and pre-race meeting
- Sunday, April 29th –
 - 7:00am to 8:00 – Registration
 - 8:30am to 11:00am races
 - 12:30pm – Awards ceremony

The SPI Open Water Festival was organized by Open Water Planet and had received \$15,000 from the SPI Convention and Visitors Bureau (CVB) to help fund the event. About \$10,000 of the funding was to cover marketing and media expenses. The organization expected to promote the event mostly through national publications and onsite at similar events as well as on TV, their website, social media and other paid advertising. The funds were also to be used to issue eight press releases to media and send six direct mailings to out-of-town recipients. These marketing efforts were expected to reach people in the U.S., Canada, Mexico and Europe. The organizer expected that 65% of the total event costs would be covered by the Hotel Occupancy Tax (HOT). The SPI Open Water Festival event last held in 2016 yielded 181 hotel rooms. For this year's event, the organizer expected to attract about 300 people with about 75% of those (225) staying in SPI lodging for an average of 1.5 nights.

Method

To estimate the economic impact of the 2018 SPI Open Water Festival, UTRGV researchers conducted a survey (see Appendix A) among event attendees from 10:00am to 12noon on the day of races, Sunday, April 29th, at Pier 19, the race venue. To help recruit survey respondents, survey respondents were offered promotional products provided by the SPI CVB and were offered a chance to win two nights at Schlitterbahn Beach Resort. Respondents were asked to complete the survey by paper on clipboards although some event participants were given note cards (see Figure 1) inviting online survey participation.



FIGURE 1. HARD COPY NOTE CARDS USED TO ENCOURAGE ONLINE SURVEY COMPLETIONS

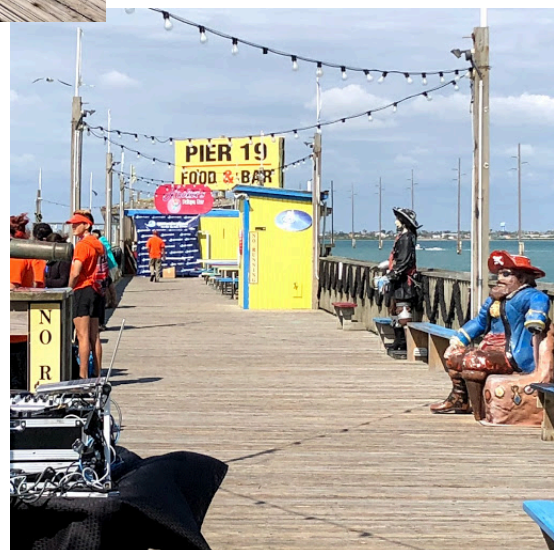
Interviews

A total of 13 trained interviewers, a project manager, and a supervisor attended the SPI Open Water Festival events on Sunday, April 29th at Pier 19 from 10:00am to 12noon. All interviewers were highly visible by wearing bright orange t-shirts and visors. Interviewers approached potential respondents in a professional manner and distributed hard copies of the questionnaire



on clipboards to facilitate survey administration or gave them a note card with a link to the online survey. Altogether, this methodology yielded 38 surveys although eight were considered as coming from duplicate households or as not being on the Island for the event and so were not counted.

This left 30 useable responses. No responses were submitted online. While this sample size is small, it represents 34.9% of all the estimated 86 households on the Island for the event. The sample sizes allows a 95% probability that the results found represent the populations with a confidence level of plus or minus 14.5%.



Estimated attendance

Knowing the number of people attending any event is crucial to estimating the economic impact of the event. Accordingly, the event organizer provided a listing of the names and zip codes. The listing included 100 names; however, 14 were duplicate households, which leaves 86 unduplicated registered event participant households.

Results

The onsite interviewers attempted to interview almost every different household encountered during the SPI Open Water Festival event at the race venue. In all, they interviewed 38 individuals but eight surveys were omitted from analysis as being from the same household as another interviewee or as not having come to the Island for the event. Given the estimate in this study of 86 households attending the SPI Open Water Festival, only 48 households were not interviewed. Thus, the interview response rate was 34.9%, which is sufficient to be at least 95% confident that the results vary by plus or minus 14.5%.

Survey participants and SPI stay characteristics

The following results are for all 30 unduplicated survey respondents who specifically came to SPI specifically to attend the SPI Open Water Festival.

Open Water Festival participation

In this study, attendees of SPI Open Water Festival were classified according to their attendance status. As seen in Figure 2, by far, most respondents self-identified as being spectators (53.3%) while only 40% indicated being a registered participant and 6.7% were staff, volunteers, or sponsors. This finding is not surprising given that most of Open Water spectators were observed to be parents, relatives, or friends of participants.



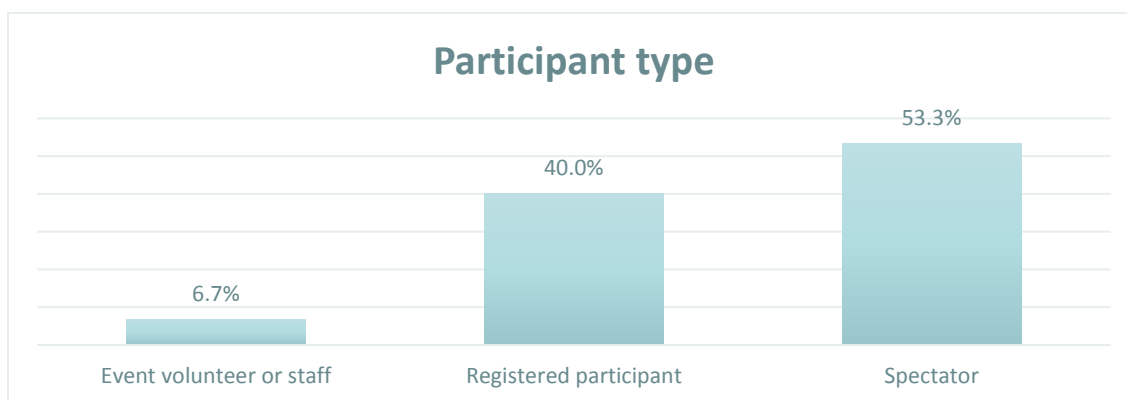


FIGURE 2. PARTICIPATION TYPE

Miles traveled, group size and stay characteristics

Survey respondents were asked to indicate the number of miles traveled to the event, how many people were in their household, how many nights they spent on SPI, and where they spent the night while at the SPI Open Water Festival. Data featured in Figure 3 shows that, on average, study participants traveled 225 miles to attend the event, although distances traveled ranged from 2 to 1,582 miles. The figure also shows that 2.67 people were, on average, in each household although the number per household ranged from 1 to 6. The average number of nights spent on SPI for the Open Water Festival is 1.28 nights with a range of 0 to 4 nights.

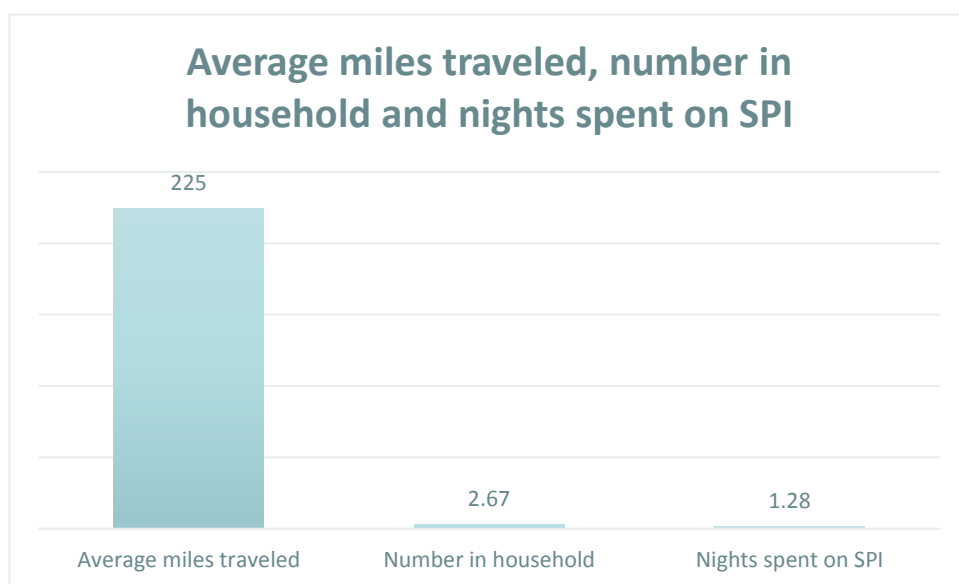


FIGURE 3. AVERAGE MILES TRAVELED, GROUP SIZE AND NIGHTS SPENT ON SPI

Figure 4 breaks down the number of nights spent on SPI and shows that most respondents (72.4%) spent the night on the Island, perhaps because the event was over two days. About 34.5% spent one night and 24.1% spent two nights on the Island for the SPI Open Water Festival.

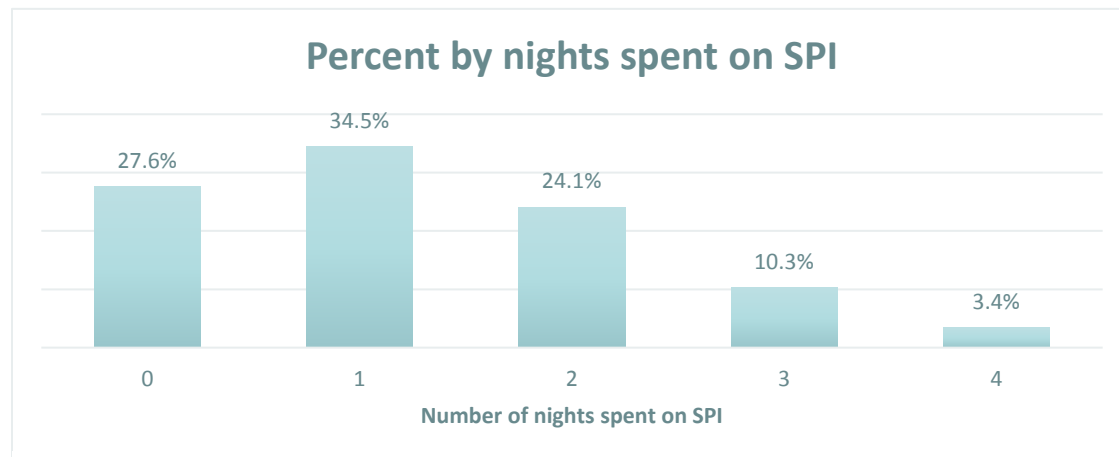


FIGURE 4. PERCENTAGE SPENDING THE NIGHT ON SPI

Figure 5 shows the types of lodging used by event attendees while on the Island. Most of the stayers (56.5%) stayed in a hotel/motel room, while 17.4% rented a condominium or beach house, a room, or stayed at their own SPI residents (4.3%).

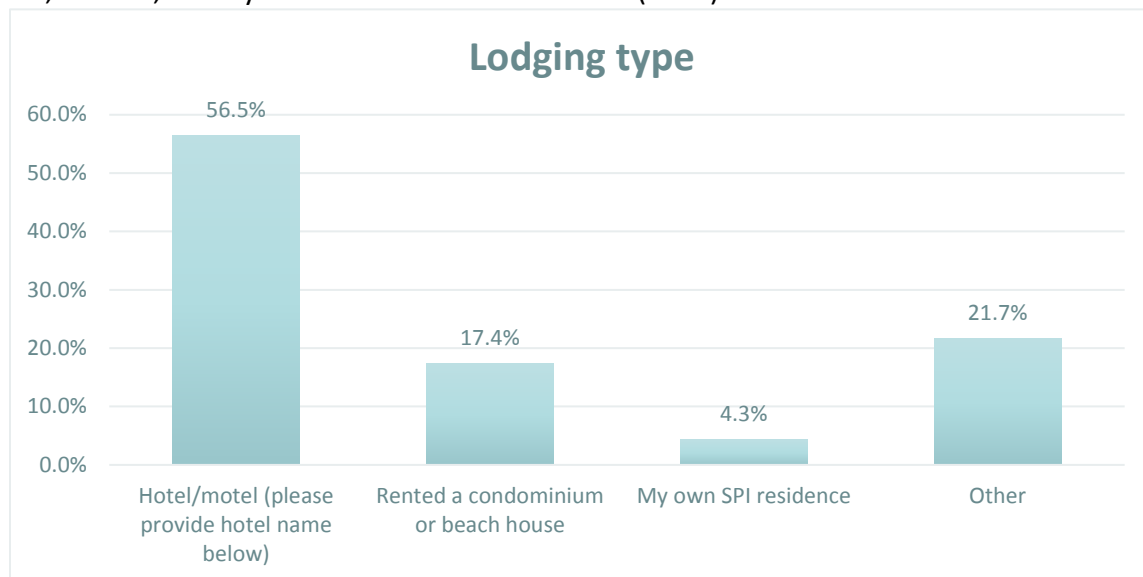


FIGURE 5. LODGING TYPE USED

Estimated spending

Study respondents were asked to identify how much money they spent in various expenditure categories. The total average reported expenditure by category was then multiplied by the percentage of respondents who reported spending in that expense category to arrive at the average weighted spending per expense category. For example, the results, shown in Table 1, indicate that the average amount spent on lodging for the stay duration was \$325 with a weighted average of \$235 when considering that 72.3% of respondent households spent money on lodging on the Island. Average spending on food and beverages was \$133 with a weighted average of \$98. In total, SPI Open Water attendees spent a total average of \$39,715 with the sum of the weighted average of spending at **\$462 per household** for the time they were on South Padre Island for the 2018 SPI Open Water Festival.

TABLE 1. TOTAL AVERAGE WEIGHTED SPENDING

Expenditure category	Total average	% spending in category	Weighted spending	Spending per household
Food & Beverages	\$133	0.73	\$98	\$8,385
Night life	\$27	0.10	\$3	\$235
Lodging	\$325	0.72	\$235	\$20,179
Attraction entertainment	\$82	0.13	\$11	\$937
Retail	\$86	0.17	\$14	\$1,233
Transportation	\$74	0.47	\$34	\$2,953
Parking	\$100	0.03	\$3	\$287
Admission fees	\$66	0.07	\$4	\$376
Clothing	\$100	0.20	\$20	\$1,720
Groceries	\$85	0.37	\$31	\$2,666
Other	\$130	0.07	\$9	\$745
Total	\$1,206		\$462	\$39,715

The total spending on South Padre Island that is specifically attributable to the SPI Open Water Festival is determined by multiplying the 86 identifiable households (see p4) by the total

weighted \$462 per household spending while on South Padre. The result is a total, direct spending by SPI Open Water Festival attendees of **\$39,715** on South Padre Island (see Table 1).

The estimated direct spending on South Padre Island as attributed to the 2018 SPI Open Water Festival is \$39,715 within a confidence interval of plus or minus \$2,837 given the assumptions of a random sample selection. This spending resulted in total taxes of about \$4,463; with \$1,826 as the City's share. This represents a \$13,175 loss (-87.8%) on the \$15,000 investment provided by the CVB to the event organizer or a 90.2% loss if only the HOT tax is considered.

Spending on food & beverage and lodging

The survey results indicated 73% of respondents spent an average of \$133 per household for food and beverages (F&B) (see Table 1). This means that Open Water attendees spent a total weighted average of \$8,385 on F&B. With an 8.5% tax rate, this amount resulted in about \$657 in total sales tax collected from F&B spending, of which **\$155** is the City's 2% tax rate share.

The survey results also indicated that 72.3% of respondents spent an average of \$325 for a weighted average spending of \$235 per household on lodging over an average of 1.28 nights (see Figure 3) spent on SPI for the SPI Open Water. These statistics indicate that the event generated about **79 room nights** for a total of about **\$20,179 spent on lodging**. This amount of spending results in total HOT taxes collected of about \$2,932 at a 17% HOT tax rate or **\$1,466** to the City of South Padre Island for their 8.5% share of the HOT taxes collected, a 90.2% loss on the \$15,000 investment in the event.

SPI Open Water attendees accounted for 79 room nights and spent \$20,179 ± \$2,837 while on the Island for the event.

The CVB provided \$15,000 cash to the SPI Open Water organizer. For this investment, the city of South Padre Island should recover 8.5% of the HOT tax or \$1,466. Total other spending by event attendee households on the Island of \$19,536 generated total taxes of \$1,531 with the City's return in taxes of 2% or \$360. Thus, the total return in taxes to the City as a result of the SPI Open Water is estimated at \$1,826; \$13,174 below the \$15,000 invested in the event or a net loss on the investment of 87.8%.

In summary, the total taxes accrued to the City of South Padre Island as a result of the 2018 *SPI Open Water* is estimated at \$1,826 ± 14.5% for a loss on the \$15,000 investment of -\$13,173.

The SPI Experience

The next section of the survey asked SPI Open Water Festival respondents about their stay on SPI. In this section, the “net promoter” question was used to determine how likely survey respondents are to recommend SPI as a place to visit to friends or colleagues. The results, shown in Figure 6 indicate that most study respondents (79.3%) are promoters of SPI while none are detractors. This yields a net promoter score (NPS) of 79.3, which is very good. For example, the hotel industry has a NPS of 39 (www.netpromoter.com/compare).

Respondents also indicated how likely they are to return to SPI for a future vacation (Figure 7) and how satisfied overall they were with their SPI experience (Figure 8) and with the event (Figure 9).

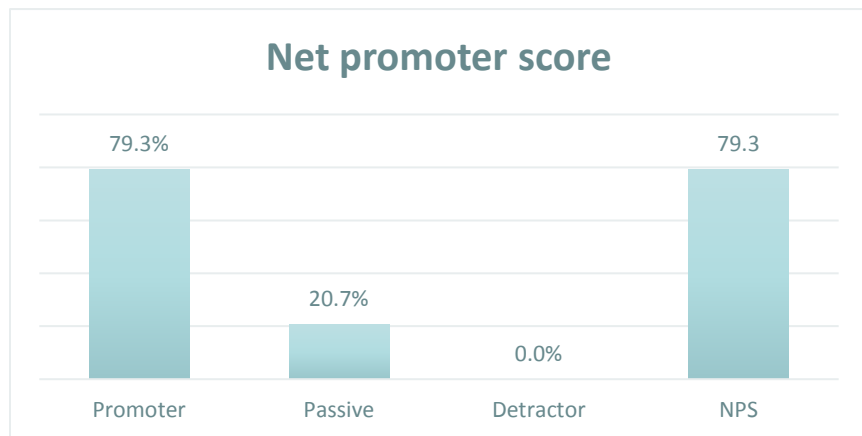


FIGURE 6. NET PROMOTER SCORE

Most respondents are somewhat likely or extremely likely to return to the Island (94%) in the

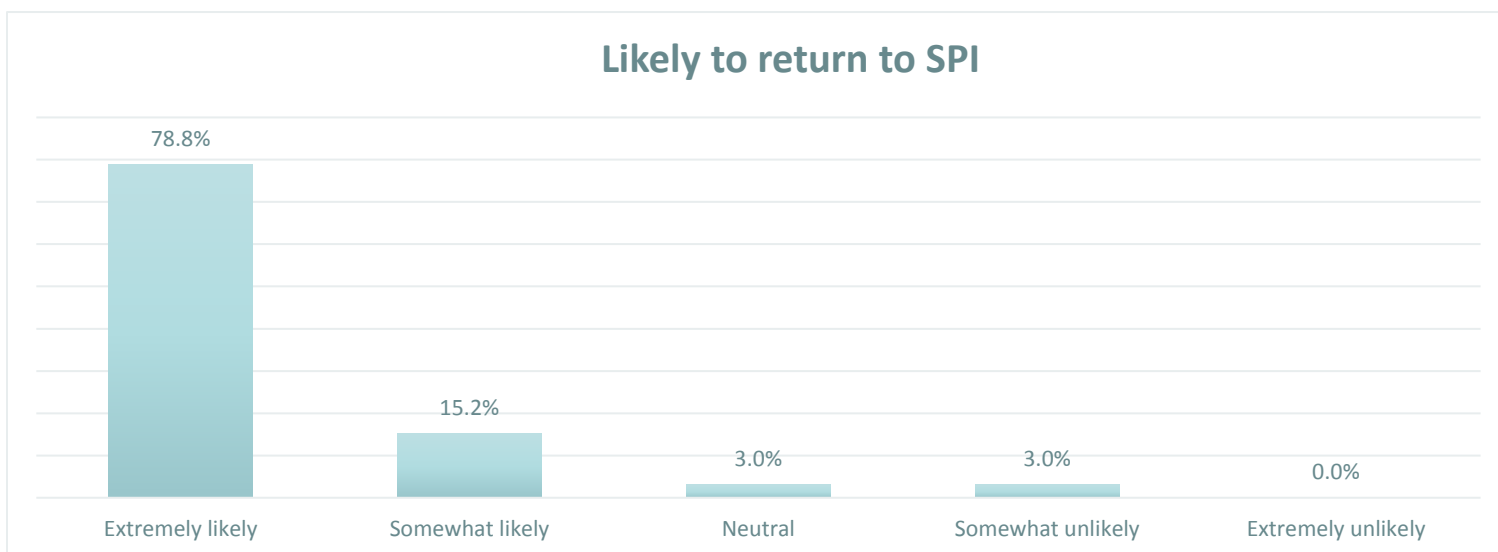


FIGURE 7. LIKELIHOOD OF RETURNING TO SPI IN THE FUTURE

future and were somewhat satisfied or extremely satisfied (92.8%) with their SPI experience and most were satisfied with the Open Water Festival event (93.3%).

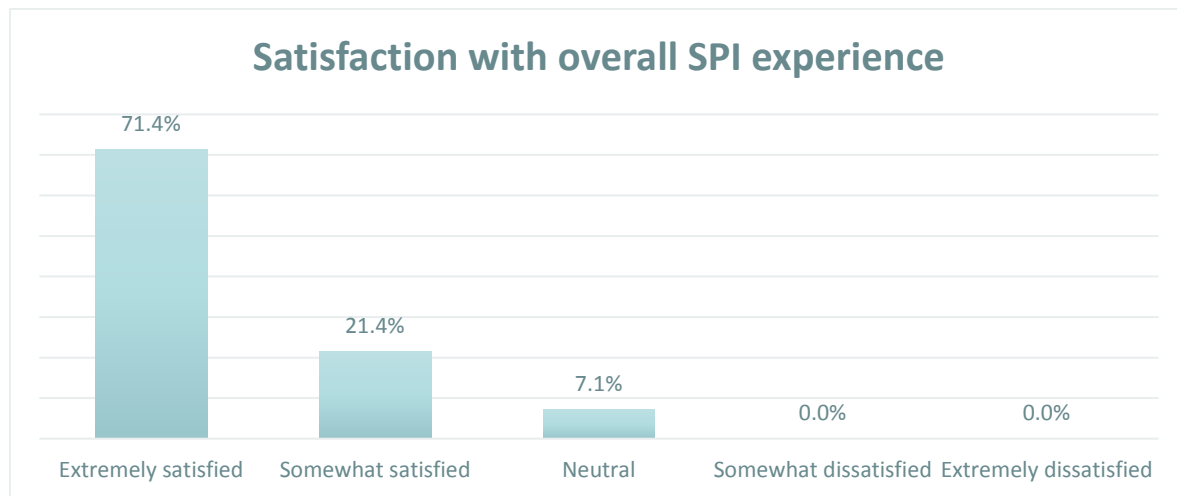


FIGURE 8. SATISFACTION WITH THE SPI EXPERIENCE

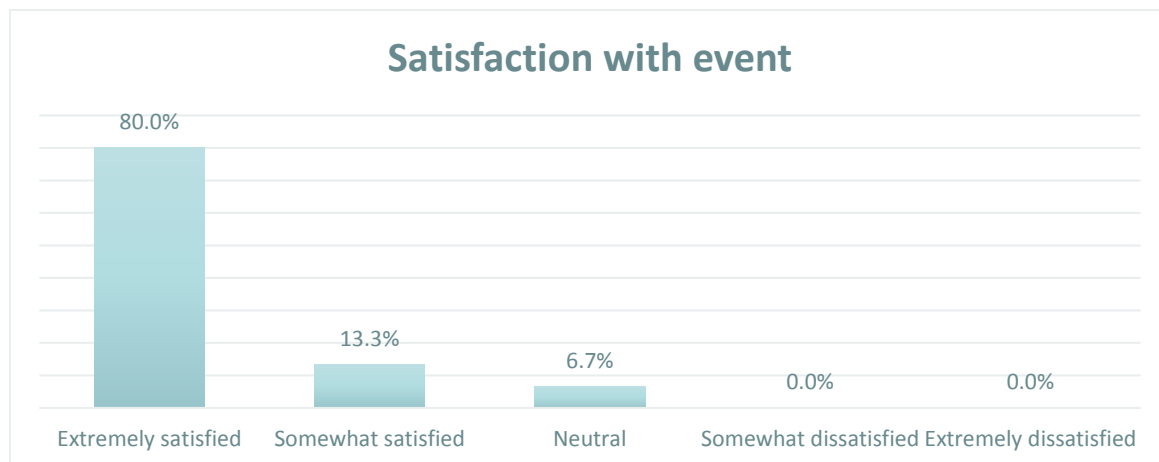


FIGURE 9. SATISFACTION WITH EVENT

NOTE: Respondents could provide suggestions for improving their stay on SPI. The only unedited comment was:

- Give top 3 finishes in each age group a medal or trophy

Respondent Demographics

The remainder of the study assessed respondent demographic characteristics.

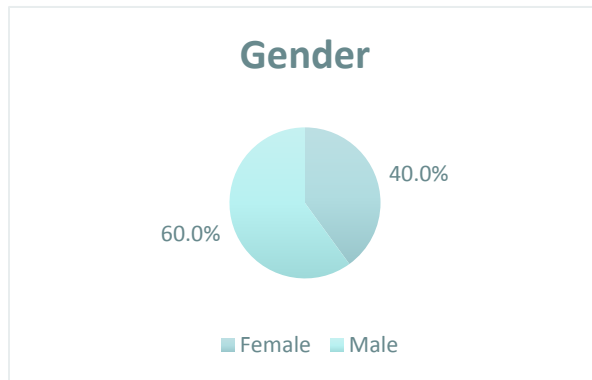


FIGURE 10. GENDER

Targeted survey respondents were those 18 + years and the average age of all respondents was 47 years-of-age although ages ranged from 23 to 68. Most respondents were female (60%) and married (70%) and had at least some college (96.6%) as shown in Figures 10 through 12, respectively.

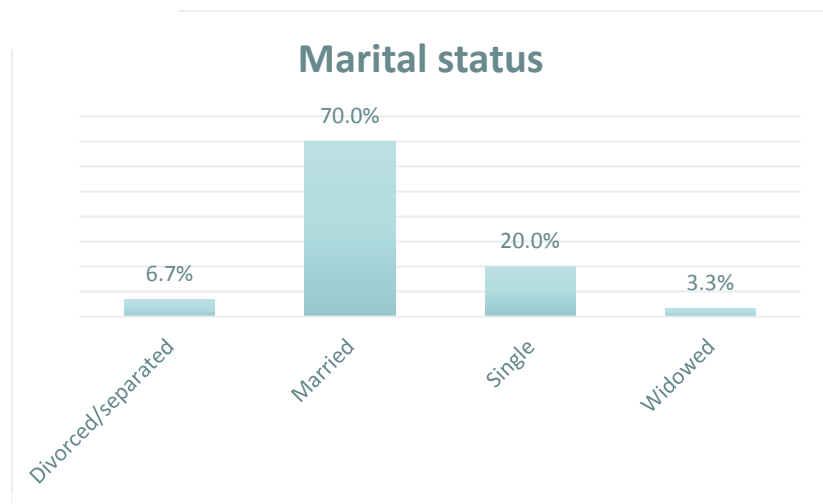


FIGURE 11. MARITAL STATUS

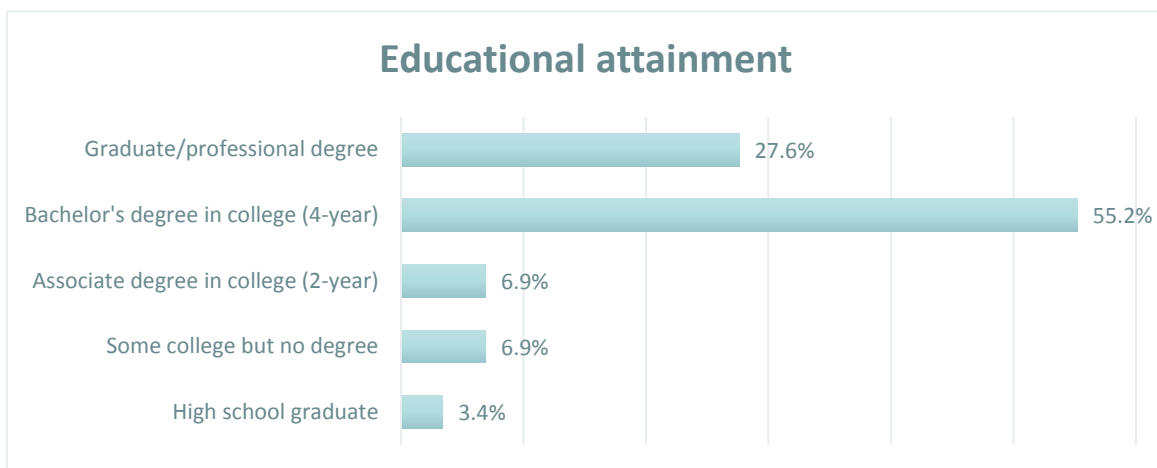


FIGURE 12. EDUCATIONAL ATTAINMENT

Most study respondents had a full-time job (79.34%), although 6.9% worked part-time and 3.4% were retired as seen in Figure 13.

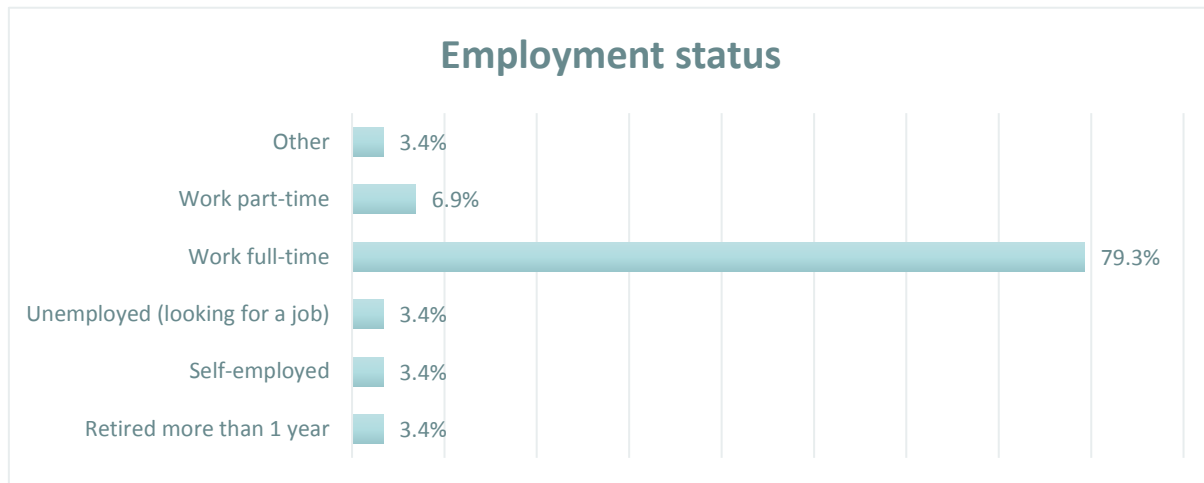


FIGURE 13. EMPLOYMENT STATUS

Study participants in the SPI Open Water Festival, in general, had a higher-than-average household income level with 87.6% reporting a household income above \$50,000 (Figure 14).

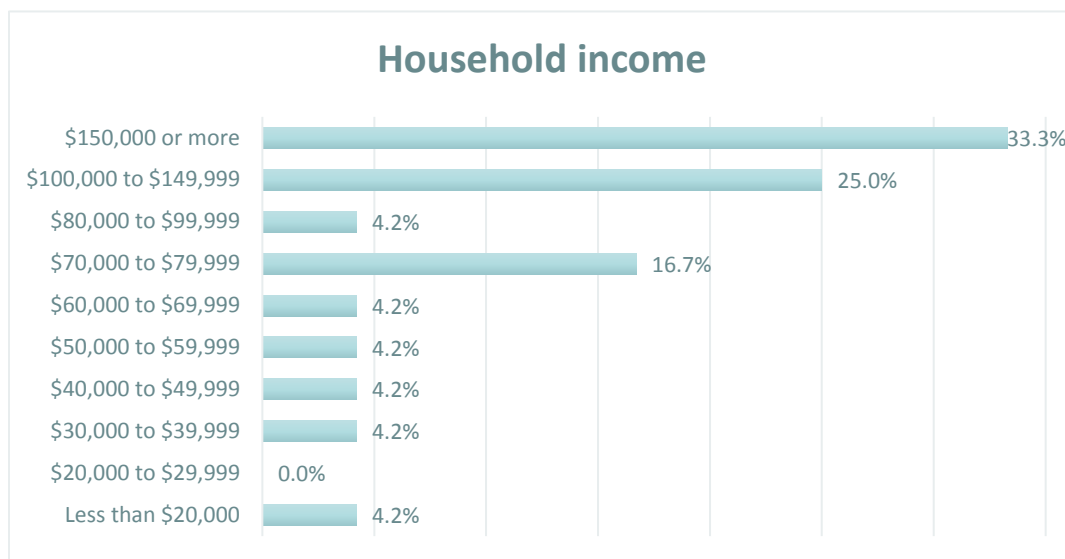


FIGURE 14. HOUSEHOLD INCOME

Respondents were also asked to indicate their ethnicity, but could select as many ethnicities as appropriate. Results in Figure 15 show that 48.3% of respondents considered themselves Hispanic while 41.4% indicated being white and 10.3% considered themselves to be of mixed ethnicities.

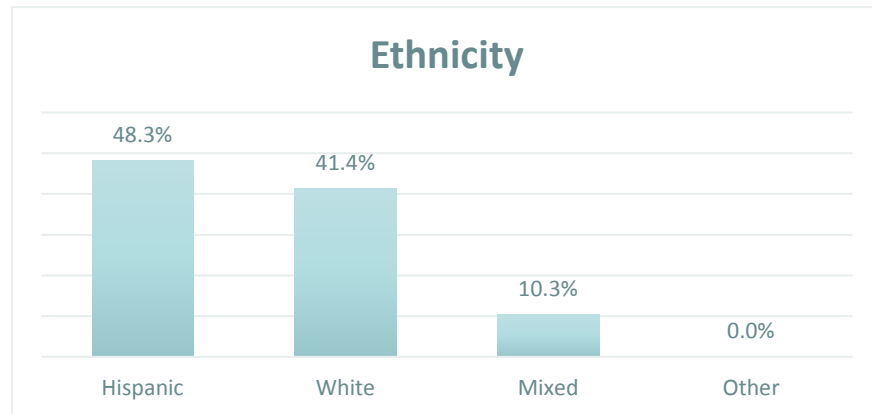


FIGURE 15. ETHNICITY

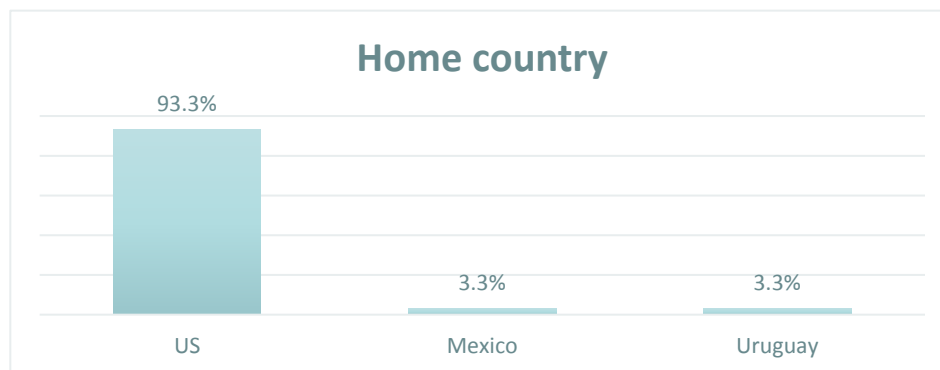


FIGURE 16. HOME COUNTRY

Finally, respondents were asked to indicate their home country and current residence zip/postal code. Most respondents reported the United States as their home country (93.3%). About 3.3% indicated being from Mexico as shown in Figure 16 and one respondent surveyed was from Uruguay.

The specific zip or postal codes of event registrants as provided by the even organizer as well as the zip codes of study respondents are listed in Appendix B.

Lodging manager's report

An email was sent to a listing of SPI lodging owner/managers, as provided by the SPI CVB. This email requested a response to the questions shown in Table 2 about SPI Open Water Festival guests at their facility. In total, six owner/managers responded to the survey and the results and averages of those reporting statistics are shown in the Table.

TABLE 2. SPI LODGING OWNER/MANAGER RESPONSES

QUESTION	AVERAGE	RANGE	COUNT
To the best of your knowledge, about how many different rooms did you rent to SPI Open Water Festival attendees?	3.2	0 to 10	5
On average, how many people attending the SPI Open Water Festival stayed in one room?	4.67	2 to 10	3
To the best of your knowledge, about how many nights did most SPI Open Water Festival attendees stay at your lodging facility?	4 Mode=1	1 to 10	3
Please estimate the amount of dollars the average person attending the SPI Open Water Festival spent per day at your lodging facility on the following (round to the nearest dollar): - Average room rate per night	\$178	\$125 to \$280	3
Please estimate the amount of dollars the average person attending the SPI Open Water Festival spent per day at your lodging facility on the following (round to the nearest dollar): - Food per day	\$22	0 to \$50	3
Please estimate the amount of dollars the average person attending the SPI Open Water Festival spent per day at your lodging facility on the following (round to the nearest dollar): - Beverages	\$28	0 to \$75	3
In total, how many rooms does your facility have to rent?	132	10 to 256	5

The results indicate that an average of 3.2 rooms were rented among the five lodging facilities responding to the survey. Three hotels reported having Open Water Festival attendees spend one or four nights with either two or ten people per room. The average cost per room was \$178 and guests spent an average of \$22 on food and \$28 on beverages.

The responding lodging managers may not be representative of SPI lodging units. Only five hotels responded to the survey and, of those, two had 30 or fewer rooms and two had more than 200 rooms. Thus, given the small number and uniqueness of responses, no conclusions can be made from the lodging managers' survey results.

STR Report

Additional data to provide evidence about impact of an event on the SPI economy comes from the STR Destination Report provided to the SPI CVB. STR is a “global data benchmarking, analytics and marketplace insights” firm that gathers, analyzes and reports data from hotel owners/operators for benchmarking purposes. The Report includes data regarding hotel occupancy, average daily rate (ADR), revenue per available room (RevPAR), supply, demand, and revenue as provided by reporting SPI hotel owner/operators for last year as compared to this year. This data may be viewed in two ways. One way is to examine the trends over the past month to determine whether the hotel metrics changed during the Open Water Festival event as compared to the rest of the month and the other way is to compare the metrics during the event time period to those of the same time period in the previous year.

The following figures show the hotel metrics for each day from April 1 through 28th (the month trend) for this year as well as for the same time period as last year (the year trend).

Because the SPI Open Water Festival took place beginning at about noon on Saturday, April 28th through the next day at about noon, the relevant STR data is for Saturday, April 28th. The occupancy rate for the Open Water Festival on Saturday, April 28th is 86%. This rate is lower

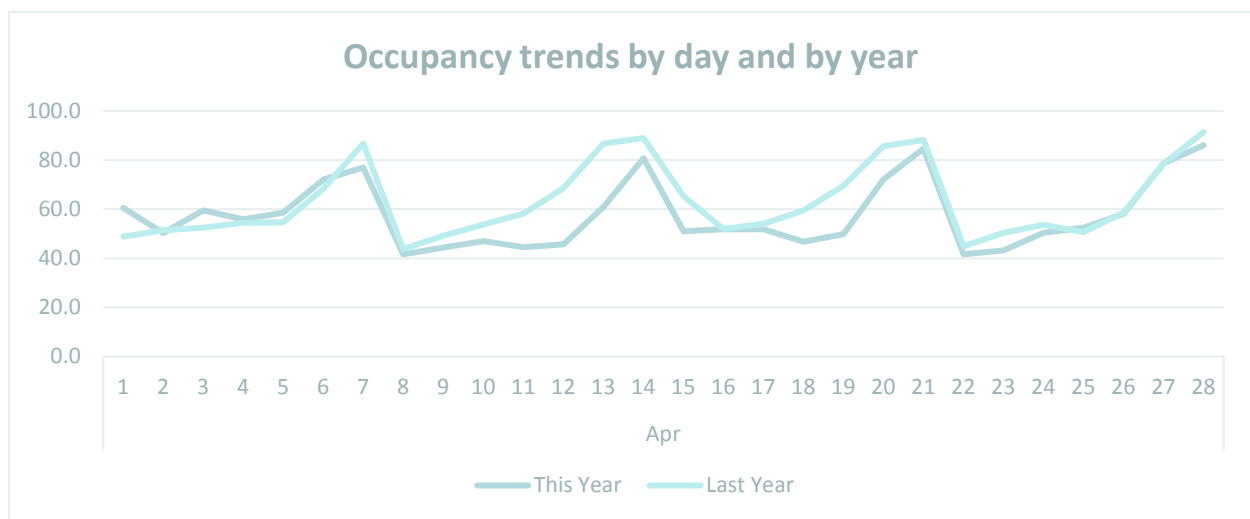


FIGURE 17. STR OCCUPANCY RATES BY DAY AND YEAR

than last year's rate of 91.4% for the same day period last year but is much higher than the month-long occupancy rate of 57.7% for this year and 63.2% for last year as seen in the trends Figure 17.

Overall, the average daily rate (ADR) of rooms for the SPI Open Water Festival night are higher than rates for most days in the month-long period for both this year and last year as shown in

Figure 18. The ADR for the night in 2018 averages \$136.46, higher than the ADR average of \$132.23 for the same day last year, but much higher than the

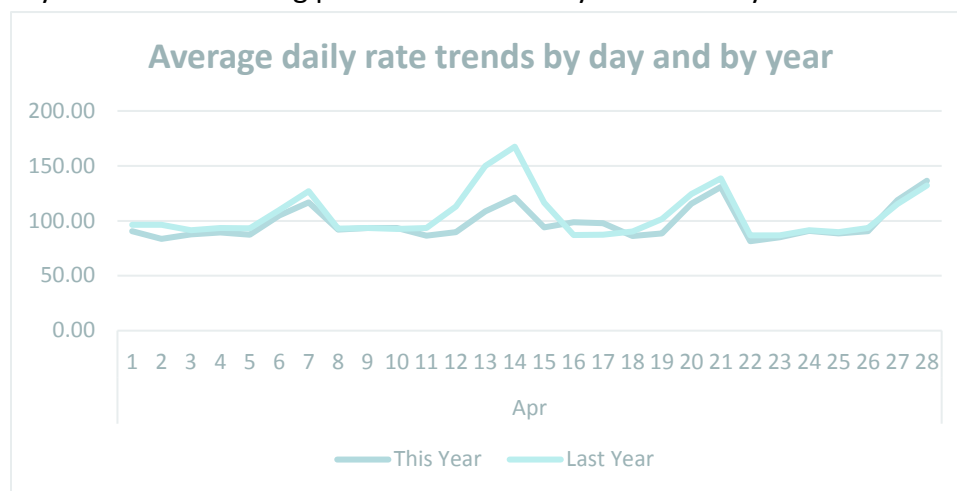


FIGURE 18. ADR TRENDS BY DAY AND YEAR

month-long average ADR of \$101.23 this year and of last years' month-long ADR of \$109.89.

Next, Figure 19 shows the revenue per available room (RevPAR) for the same month-long time period. The average RevPAR for the night of the Open Water Festival is \$117.43, which is

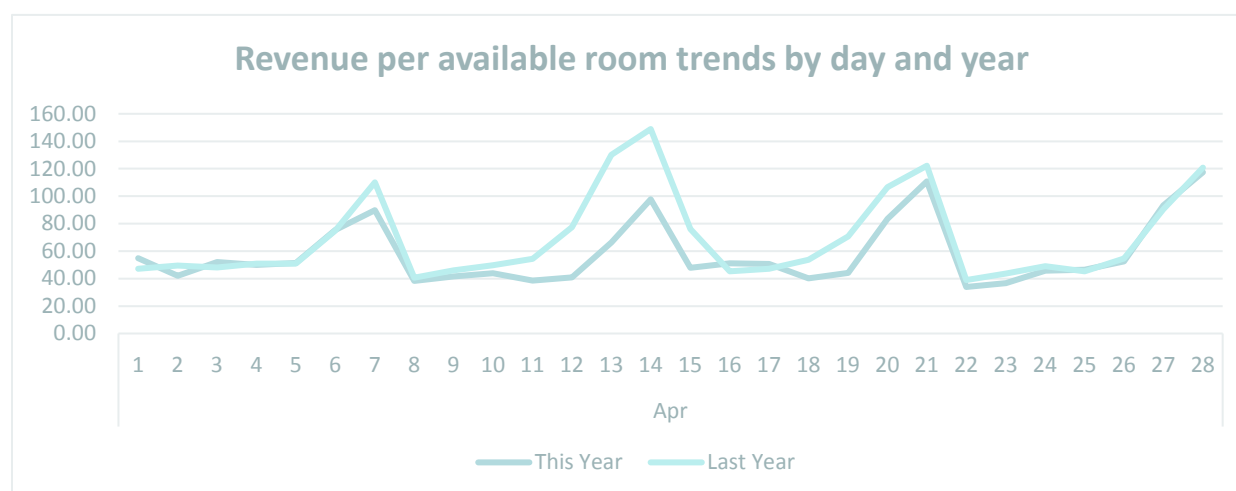


FIGURE 19. REVPAR BY DAY AND YEAR

slightly below the average rate of \$120.89 experienced during the same day last year. However, the RevPAR is substantially above the month-to-date rate of \$58.45 for this year.

For the month examined, Figure 20 shows the room demand trend. The average room demand for the night of the Open Water Festival is 2,338, which is 5.8% less than the demand during the same day last year.

However, the room demand for the day of the Open Water Festival exceeded the month-long average daily room demand of 1,569 and last year's average daily demand rate of 1,715 room.

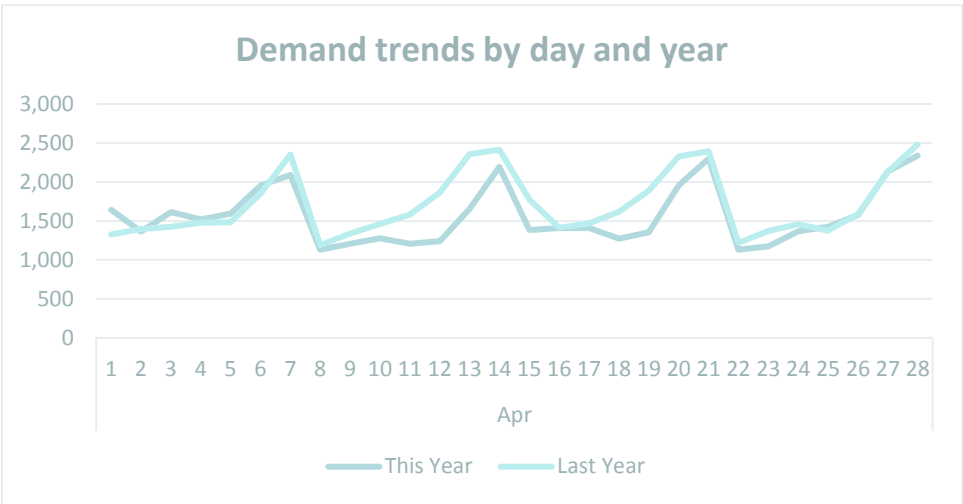


FIGURE 20. DEMAND TRENDS BY DAY AND YEAR

The average lodging revenue during the Open Water Festival night was \$319,052, about 2.8% below the average revenue of \$328,327 for the same night last year. Nevertheless, the revenue for the Saturday night of the Open Water Festival was also the peak revenue for the month as seen in Figure 21.

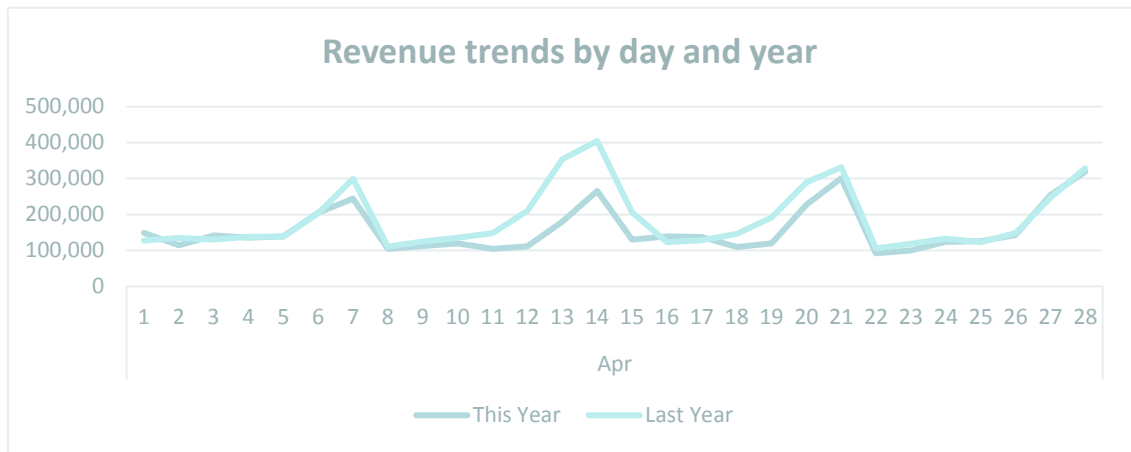


FIGURE 21. REVENUE TRENDS BY DAY AND YEAR

Figure 22 summarizes the percent change in hotel occupancy, ADR, RevPAR, demand and revenue for the night Open Water Festival participants would have spent the night on the Island.

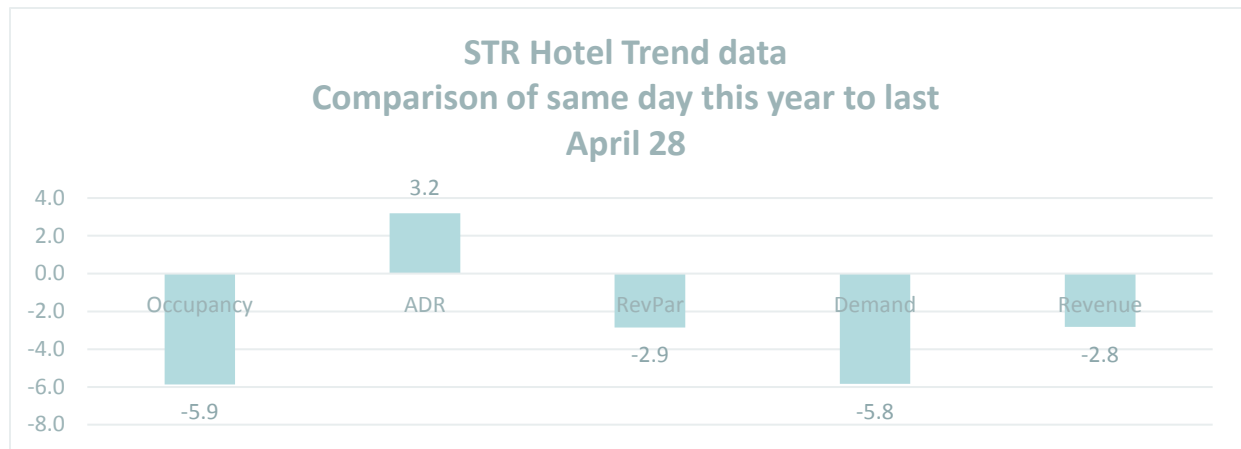


FIGURE 22. STR HOTEL TREND DATA 3-DAY COMPARISON

In summary, all metrics except for the ADR for Saturday, April 28th, the evening of the 2018 SPI Open Water Festival, were below the same metrics for the same day last year. While two other events—Splash South Padre and the Sand Crab Beach Run—were both held during the same time period last year, other factors may have accounted for the better 2017 performance on the metrics examined. For example, in 2017 there were Bands On the Beach performances with live music and fireworks and on Saturday, April 28, 2017, an American Red Cross Centennial Gala was held on the Island.

To summarize the STR data, all results indicate a decrease in occupancy, RevPar, demand and revenue for Saturday, April 28th, the night of the 2018 Open Water Festival.

Note: The STR data is derived from 11 hotel owner/operator reporting data for this year and last year. This represents 35.5 % of the census of 31 open hotels listed in the STR Census and 48.4% of the hotel rooms listed, thus all results should be interpreted accordingly without a high degree of assurances of generalizability.

Concluding remarks

This report has detailed the amount of money spent on South Padre Island by people associated with the 2018 SPI Open Water Festival held from Saturday, April 28th through Sunday, April 29th. The results of the study were obtained by administering a short onsite survey, which offered respondents an incentive to enter a drawing to win two nights at Schlitterbahn Beach Resort. A total of 38 surveys were completed but eight responses were eliminated because of household duplication as were responses from people who were not specifically on the Island for the SPI Open Water Festival. The result is 30 viable survey responses for a response rate of 34.9% of all estimated event attendee households.

Demographically, the study sample was comprised of predominately married females who were an average of 47 years-of-age, had at least some college education, were employed full-time, had a household income above \$50,000, and identify ethnically as Hispanic and white. Geographically, almost all respondents were from the US (93.3%). The average number of miles traveled by survey participants to attend the event was 225 miles, and 72.3% spent an average of 1.28 nights on SPI.

By combining the actual number of people registered to participate in the SPI Open Water Festival with survey results, the Open Water Festival generated about 79 SPI room nights. With an average total weighted lodging expenditure per household of \$235, event attendees spent about \$20,179 for lodging in total, resulting in about \$2,932 in total Hotel Tax with half, or \$1,466, the City's share of the Hotel Occupancy Taxes. Considering only the HOT tax, the return on the \$15,000 investment is a loss of 90.2%. However, spending on food and beverage also contributed significantly to the taxes generated by the event attendees. The F&B spending estimates of \$8,385 should have yielded \$657 in sales tax at the 8.5% rate or \$155 for the City at a City tax rate of 2%. Considering all spending, the City of SPI should have received \$1,826 in taxes for a loss of \$13,174 or -87.8% return on the \$15,000 cash investment provided to the event organizer.

While it is impossible to know the actual number of lodging rooms booked as a result of the SPI Open Water Festival, the lodging manager's survey and the STR Destination Report data for the period supports the study's finding that the event did have some effect on the number of rooms booked during the event night since that night had the highest occupancy rate for the month of April.

Fortunately, most SPI Open Water Festival survey participants are "promoters" in recommending SPI to others, are likely or extremely likely to return to SPI for a future vacation and are satisfied with their overall SPI experience during the event. While the spending of SPI Open Water Festival attendees was minimal considering the significant CVB-provided funding, the overall SPI experience of the event attendees will likely result in many event attendees returning to the Island for future vacations.

Appendix A: Survey

SPI Open Water Festival, April 28-29, 2018																									
This survey is to understand your household experience and spending during the South Padre Island Open Water Festival. The one person, older than 18, best able to report on spending for all people in your household at the Festival should complete this survey. Responses are very important to planning future events. As a thank you, you may enter a drawing for a 2-night stay at the Schlitterbahn Beach Resort. Responses are confidential and individual information will not be included in survey results or shared with others. Contact the Business and Tourism Research Center at UTRGV at businessresearch@utrgv.edu or call 956.665.2829 for questions.																									
1. Have you or someone else in your household already completed this survey? ☐ Yes ☐ No If yes, please return this survey. We thank you! 2. Did you come to South Padre Island specifically for the Open Water Festival? ☐ Yes ☐ No: If no, return this survey. Thanks! 3. About how many miles did you travel to attend the SPI Open Water Festival? _____ miles 4. Which of the following best describes your participation in the SPI Open Water? ☐ Registered swimmer ☐ Swim volunteer/staff ☐ Spectator ☐ Did not attend ☐ Other _____ 5. Including yourself, how many people from your household attended the Festival? _____ Number in household 6. How many nights did you (or will you) spend on South Padre Island while attending Festival? _____ nights 7. Where are you staying (or did stay) while on South Padre Island for the SPI Open Water Festival? ☐ Hotel/motel (1) ☐ Rented condo/beach house (2) ☐ Campground/RV park (3) ☐ Rented a room (4) ☐ Friend/family's home (5) ☐ My own SPI residence (7) ☐ Other (please specify) _____ (6) 8. For each of the following types of expenses, please give your best estimate of the total amount you and your household spent (or will spend) during your entire time on South Padre Island for the Festival. (List only the total dollar amounts spent on SPI) <table border="1" style="width: 100%; border-collapse: collapse;"> <tbody> <tr> <td>Food & beverages (restaurants, concessions, snacks, etc.)</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Night clubs, lounges & bars (cover charges, drinks, etc.)</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Lodging expenses (hotel, motel, condo, room)</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Retail shopping (souvenirs, gifts, film, etc.)</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Transportation (gas, oil, taxi, etc.)</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Parking fees</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>SPI Admission fees</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Clothing or accessories</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Groceries</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Other (please specify)</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Total</td> <td style="text-align: right;">\$</td> </tr> </tbody> </table> 9. On a scale from 0-10, how likely are you to recommend South Padre Island as a place to visit to a friend or colleague? Not at all likely 0 1 2 3 4 5 6 7 8 9 10 Extremely likely	Food & beverages (restaurants, concessions, snacks, etc.)	\$	Night clubs, lounges & bars (cover charges, drinks, etc.)	\$	Lodging expenses (hotel, motel, condo, room)	\$	Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)	\$	Retail shopping (souvenirs, gifts, film, etc.)	\$	Transportation (gas, oil, taxi, etc.)	\$	Parking fees	\$	SPI Admission fees	\$	Clothing or accessories	\$	Groceries	\$	Other (please specify)	\$	Total	\$	10. How likely are you to return to South Padre Island for a vacation at some time in the future? ☐ Extremely likely ☐ Somewhat likely ☐ Neutral ☐ Somewhat unlikely ☐ Extremely unlikely 11. How satisfied are you with your overall South Padre Island experience? ☐ Extremely satisfied ☐ Somewhat satisfied ☐ Neutral ☐ Somewhat dissatisfied ☐ Extremely dissatisfied 12. How satisfied are you with the Open Water Festival? ☐ Extremely satisfied ☐ Somewhat satisfied ☐ Neutral ☐ Somewhat dissatisfied ☐ Extremely dissatisfied 13. What suggestions do you have for improving the Open Water Festival or your stay on South Padre Island? (write on back) 14. What is your home zip or postal code? _____ code 15. What is your home country? ☐ US ☐ Mexico ☐ Canada ☐ Other _____ 16. What is your age? _____ (years of age) 17. What is your gender? ☐ Male ☐ Female 18. What is your marital status? ☐ Married ☐ Single ☐ Widowed ☐ Divorced/separated 19. What is your highest educational attainment? ☐ Less than high school ☐ Associate's degree ☐ High school graduate ☐ Bachelor's degree ☐ Some college, no degree ☐ Graduate/professional degree 20. What is your current employment status? ☐ Work full-time ☐ Retired within past year ☐ Work part-time ☐ Retired more than 1 year ☐ Unemployed (looking for a job) ☐ Other (Please specify) 21. What is your combined annual household income? ☐ less than \$20,000 ☐ \$60K-\$69,999 ☐ \$20K-\$29,999 ☐ \$70K-\$79,999 ☐ \$30K-\$39,999 ☐ \$80K-\$99,999 ☐ \$40K-\$49,999 ☐ \$100K-\$149,999 ☐ \$50K-\$59,999 ☐ \$150,000 or more 22. What is your ethnicity? (Select all that apply) ☐ White ☐ Hispanic ☐ Mixed ☐ Black ☐ Asian ☐ Other _____ Enter the drawing for a 2-night stay at the Schlitterbahn Beach Resort. Contact information is confidential and will be deleted after the drawing. Name _____ Phone number: _____ Email: _____ Winners will be notified no later than 2 weeks after event. THANK YOU VERY MUCH!!!
Food & beverages (restaurants, concessions, snacks, etc.)	\$																								
Night clubs, lounges & bars (cover charges, drinks, etc.)	\$																								
Lodging expenses (hotel, motel, condo, room)	\$																								
Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)	\$																								
Retail shopping (souvenirs, gifts, film, etc.)	\$																								
Transportation (gas, oil, taxi, etc.)	\$																								
Parking fees	\$																								
SPI Admission fees	\$																								
Clothing or accessories	\$																								
Groceries	\$																								
Other (please specify)	\$																								
Total	\$																								

Appendix B: SPI Open Water Festival respondents' current zip or postal codes

Registered zip codes:	78418	78573
27606	78418	78573
27606	78501	78577
32080	78504	78577
32084	78504	78577
33901	78504	78577
48002	78504	78578
66102	78504	78589
75006	78504	78589
77025	78504	78589
77055	78504	78611
77092	78504	78641
77099	78520	78681
77355	78520	78681
77355	78520	78704
77355	78521	78738
77381	78521	78741
77382	78521	78746
77702	78521	79110
77702	78521	81427
77904	78521	89130
78006	78521	90001
78006	78526	Study respondents:
78006	78526	77055
78006	78539	77092
78006	78550	77099
78041	78550	78247
78163	78550	78248
78163	78552	78250
78216	78557	78504
78230	78557	78520
78231	78566	78521
78247	78566	78526
78250	78566	78539
78250	78572	78550
78250	78572	78552
78258	78572	78566
78258	78572	78572
78258	78572	78574
78258	78572	78577
78261	78572	78676
		87398
		90069

POST EVENT REPORT FORM HOTEL OCCUPANCY TAX FUNDING

Post Event Report Form

Date: 5-14-18

Organization Information

Name of Organization: Open Water Planet

Address: PO Box 215

City,State,Zip: Cape Girardeau, MO 63702

Contact Name: Bobby Brewer Contact Phone Number: 573-382-0609

Contact Cell Phone Number: 573-382-0609

Event Information

Name of Event or Project: South Padre Open Water Festival

Date of Event or Project: April 28-29, 2018 (rescheduled from Nov 4-5, 2017)

Primary Location of Event or Project: Pier 19

Amount Requested: \$ 15,000

Amount Received: \$ 11,250

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

See Attached

How many years have you held this Event or Program: 2

Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: 100%
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): 0%
4. If staff costs were covered, estimate of actual hours staff spent on funded event: 200 hrs
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- Yes.
Profit- No
6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.
Revenue was approximately \$5200. Expenses were over \$23,000. See attached expense sheet

Event Attendance Information

1. How many people did you predict would attend this event? (number submitted in application for hotel occupancy tax funds): 250+
2. What would you estimate as the actual attendance at the event?: 100
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 150-200
4. How many room nights do you estimate were actually generated by attendees of this event?
100
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 100
Last Year 25 (cancelled event date) These people stayed the weekend anyway in 2017
Two Years Ago 130
Three Years Ago N/A

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.)?

Total attendance plus UTRGV research report on the event.

7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? No block 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: \$ 6,000

Number of Press Releases to Media 5

Number Direct Mailings to out-of-town recipients 1000

Other Promotions On site event marketing in Austin, New Braunfels, San Antonio, Florida. Direct Sales calls to coaches and teams

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?

We used a mixture of traditional ads to the swimming media and editorial content featuring facts about South Padre and the event participants.

5. Please attach samples of documents showing how _____ South Padre Island was recognized in your advertising/promotional campaign

<https://swimswam.com/how-a-turbulent-mind-found-solitude-in-open-water-swimming/>

<https://swimswam.com/triton-series-postpones-spi-open-water-festival-spring/>

<https://swimswam.com/2nd-annual-south-padre-island-open-water-festival-november-4-5/>

<https://swimswam.com/open-water-planet-debuts-triton-series-2017-race-schedule/>

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.

<https://www.youtube.com/watch?v=YIZgLWStTjQ>

<https://www.youtube.com/watch?v=tWe7PGwqUos>

http://www.valleymorningstar.com/coastal_current/news/the-summer-is-over-not-on-spi/article_afef7266-8f2d-11e7-b356-1f3fa3722f78.html

<https://swimswam.com/open-water-planet-changing-game-latest-dryrobe/>

All ads on the Open Water section of www.swimswam.com are owned by OWP. They have rotated through general and event specific ads with the premier featured event for OWP being South Padre Island Open Water Festival

<https://swimswam.com/open-water/>

7. Please note any other success indicators of your event:

Please account for our need to reschedule this event. Many of our racers stayed for weekend during the original dates even though we had to cancel for the weather. Most of them then returned for a second trip for the re-schedule in the spring.

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? 88
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? 76
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?

Our participants are mostly from out of town and the majority of our participants considered our event an opportunity to travel with their family for a 'mini-vacation.' So while they were there to race, they almost all stayed overnight and planned additional activities.

We also set up a mandatory race meeting the night before at the Schlitterbahn and catered a meal with the hotel and negotiated special rates with the hotel if they also purchased a day at the waterpark.

Additional Event Information

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

Schlitterbahn Hotel, Waterpark and Catering, Pier 19 venue and meals for volunteers, local printer (not sure of business name), local hardware store, several restaurants for staff meals, local DJ

Please Submit no later than Thursday, May 17th, 2018 at 5pm to

Marisa Amaya, 7355 Padre Blvd. South Padre Island, Texas 78597 - marisa@sopadre.com or
Michael Flores, 7355 Padre Blvd. South Padre Island, Texas 78597 - michael@sopadre.com

<u>Travel</u>		
Initial Nov 4/5 date		
-Event Airfare	\$1500.00	flights for 3 staff
-Event Staff Accommodations	\$1200.00	2 staff members Hotels
-Event Staff Meals	\$600.00	Meals expenses for our staff while in town
-Event Staff Transportation	\$400.00	Passenger Van
Rescheduled Date		
- Event Airfare	\$1800	flights for 4 staff
- Statt Accommodations	\$1500	4 staff members hotels
- Staff Meals	\$800	Meals, expenses for staff in town
- Staff Transport	\$400	Van plus car
<u>Professional Fees</u>		
	\$1000.00	Gregg Cross- Event Director
-Co-Host/Race Director		
<u>Insurance</u>		
-Liability Insurance	\$900.00	1.5 million liability policy on the entire event with host city as additionally insured
<u>Race Expenses</u>		
Timing	\$100.00	
DJ	\$300.00	
Kayaks/Paddleboards for Escorts	\$300.00	
Shipping	\$200	
Dock Rental (local)	\$150	
Boat Rental (local)	\$300	
<u>Printing</u>		
Posters & Invites first round (Nov 4/5)	\$250.00	Event specific, sent to teams/swim shops, training groups
Posters & Invities second round	\$250.00	
T-shirts	\$1800.00	Event t-shirts given to participants
Caps	\$600.00	Custom Swim caps for event promotion, safety measure for sighting swimmers
<u>Marketing/Advertising</u>		
<u>Media Buys</u>		
SwimSwam.com	\$6000.00	Swim Swam Media Editorial/Ads (Largest swim media site in the world. > 1.5 Million monthly unique visitors, > 2.8 Million monthly visits > 5.0 Million monthly page views > Facebook 512,000+ likes > Instagram, 180,000+ followers
Grassroots Marketing @ Sports Events	\$3000.00	Travel and marketing materials to visit swim teams and promote the event. Attend larger, select swim meets and events to promote destination. San Antonio Age Group Championships, New Braunfels Trip, Austin Trip, Swim Miami, Ft. Myers Open Water Festival, US Lifeguarding Championships

<u>Additional Activities</u>		
Dinner	\$600.00	Welcome Reception & Mandatory Race Briefing
Clinic	\$500.00	*Open water clinic with Olympian for event participants
		This encourages participants to stay longer encouraging an entire weekend of events wrapped around the event.
<u>Event Totals</u>	\$23.100	

South Padre Island

Open Water Festival



South Padre Open Water Festival

We Know We Can Do Better

The South Padre Open Water Festival is a unique concept designed to add swimming as one of the premier draws for sport tourism on South Padre Island. Year one of the event set us up for a great future. In year two, we had an unfortunate cancellation due to weather forcing the event to re-engage the swimming public on new dates but with no additional budget for marketing and operations. That was certainly a hardship for this event that should not be taken into consideration. BUT, even with that considered, that is part of our sport and part of our business in event management. It happens.

That leads us the question of what happened in year two then? *Why were numbers down by 1/2? Why was this event not managed better?* We have to accept that management is to blame. That personnel and planning have to change with concrete, strategic solutions for this event to continue and be successful.

We pledge to do that. And we hope to start that pledge by providing you our **SWOT (Strengths, Weaknesses, Opportunities, & Threats)** business analysis in addition to some of the suggestions we believe will make for a much better event if you choose to continue to support Open Water Swimming in South Padre.

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Strengths



With as much humility as we can possibly muster up, we would like to outline some strengths that we have thus far:

- a. This is an Existing Event. There is name and location recognition already established locally and nationally
- b. Knowledge of the course and experienced Race Director
- c. Knowledge of the potential markets and how their decisions are made after two years of learning
- d. Knowledge and relationships with the teams

South Padre Open Water Festival

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Capitalizing on Our Strengths



- I. Existing Event -
 - a. Good working relationships with teams across the RGV but we can expand this with local help and a host team
 - b. We currently have the support of the local South Texas Open Water LSC
 - c. Good understanding of what drives coaches and parents decisions based on destination and team planning.
- II. The Course- It is a challenging course but we can use this as part of the marketing direction

South Padre Open Water Festival

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Weaknesses

It did not take a genius to see that we need to revamp operations. We understand that and accept that. In fact, we've already taken action to change it. Most would make excuses. We take the blame and we are taking action.

- a. Operational Management- Needs to be completely revamped. This includes management personnel changes, a new strategic management system put in place, and a more centralized participant communication.
- b. Marketing- Our Marketing was heavily focused on National marketing due to previous success in that realm. In hindsight we would aim to change our marketing structure and plan to a completely different, mostly local (Texas) system.
- c. Distance to Event- This was the number one reason most people said they did not attend- We must get around that?
- d. Course- The course is tough one and needs adjustments to be marketed to a larger, less experienced crowd including beginners.

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New Management and Addressing Our Weaknesses

- A. Operations- We will appoint a new operations director and a local representative, Hector Becerra.
- B. New Management Structure- Like all swim meets, we must take advantage of the amazing resources of a Local Swim Team and their volunteers. McAllen Swim Team has offered to do this with help from South Texas LSC.
- C. The organizational structure will have a head volunteer/director to lead each segment of the management process from timing, awards, local vendors, officials, team contact, coach hospitality, and more. This was always a part of our process but it take a strong operations director who understands delegation to properly execute.
- D. We would appoint a local Board of Advisors to help recruit additional staffing and resources and input on all things local. We want to engage the community and make them proud of this event.
- E. We would appoint an at-large Board of Advisors- People of influence that can help grow the event (experts in Open Water, local experts, event experts, etc) in key locations such as Austin, San Antonio, Houston, and more.

South Padre Open Water Festival

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Addressing Weaknesses (cont.)

Marketing- Switch all marketing to direct marketing

- i. swim meet marketing, heat sheet ads, booths, giveaways, etc
- ii. triathlete event marketing- booths, flyers in tri-shops, coffee shops, etc
- iii. Coaches Incentives - Coaches need a reason to want to go. Anything we can do for the coaches while they're to make it fun for them.
- iv. International competitors from Mexico, apply same strategy as above



South Padre Open Water Festival

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Addressing Weaknesses (cont.)

Distance to Event- The number one reason many coaches and parents decided not to come. We can aim to offset this through:

- i. Coaches incentives- make them want to come- perhaps a coaches clinic? Coaches party? Some way to get away from their kids and be with other coaches for a bit?
- ii. Participant Incentives- Has to be about more than just the race- We've had Olympians in the past but its too expensive.
- iii. Further promote Social scene, nightlife, local food, local arts, promote all that the city has to offer
- iv. More actively plan additional activities for families and teams coming into town.

D. The Challenge of the Course

- i. If we stay with the same course we need to line the entire south side of the course with kayaks, etc. Police said they have a big 65 medical boat we could put out there.
- ii. Look into Potentially moving the course to a new location. Probably not possible but could give us a way more centralized and calmer location. Worth re-checking on that.



South Padre Open Water Festival

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Opportunities

- A. Swim meet the day before- We've discuss this with the McAllen Swim Team and have support for this. Expand on concept maybe?
- B. Training swims before event- As simple as having a local "guide" for groups to utilize for training swims and clinics. We have a local coach that wants to start a "training group on the island. We would strongly support this.
- C. Coaches clinic during the event to get the coaches interested. With Facilities like the convention center and with local connections like ASCA Board Member George Block this is very feasible.
- D. Get people training ON the island- We have an opportunity to engage the community through the training program above.
- E. Create an overall "get swimming" campaign on the island!!!- Again, comes down to having a local presence.

South Padre Open Water Festival

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Threats

- A. Disorganized operations managers- We have already solved that. Meet Hector and McAllen Swim Team!
- B. Weather- Be better prepared with a backup course and a pre-determined reschedule day and plan
- C. Distance to the event- Make it worth it for coaches and teams to want to be there. Eventually offer transportation options hosted by our board members from select cities like Austin, Houston, etc.
- D. Other Swimming events- We can only do the best we can on this. There will always be other events we will need to compete against. The key is getting our event on team calendars early enough for them to make the decision on our event.
- E. Other Triathlons- Same as above.
- F. Safety Issues - We must continue to be diligent with safety and find ways to make the course better each year. First and foremost, we must find ways to plug up the south line of the course to avoid drifting and provide better spotting and support.

In Conclusion

We know what we need to do to be better. The city of South Padre has been wonderful to our event. Michael, Marisa, and Keith with the city were outstanding and very supportive. We know where this event went wrong. An unfortunate cancellation and re-schedule put us on a shoe-string budget. And our management personnel failed us. But we immediately identified the problem and made changes.

We hope you will give us the chance to show that we care about this event, this city, and the potential South Padre Island has to be a premier Open Water destination.

We know budget will be an issue and we are prepared to accept that. We assume you will want less risk on your end and we are willing to work with you to figure out ways to minimize risk such as:

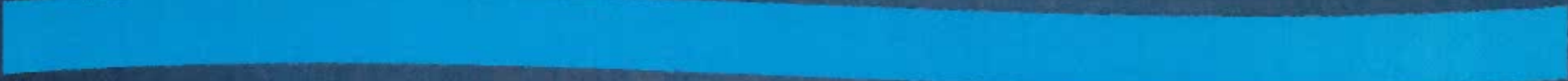
- a. Guaranteed numbers by us at set date before anything gets spent.
- b. A new funding structure based on less money upfront but more reward on the backend for a successful event.

As you know, it takes money to get an event off the ground and most events take 3-4 years to become a solid, self-sustaining mainstay. We admit, we are behind, but we will work to make this feasible for everyone with as much compromise as allows for the event to continue.

Thank you.

South Padre Open Water Festival

We Know We Can Do Better



Contact

Bobby Brewer, Founder/C.E.O.

bobby@bdoubleconsulting.com

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

MEETING DATE: May 23, 2018

NAME & TITLE: Wally Jones, CVA Board Chairman

DEPARTMENT: South Padre Island Convention & Visitors Advisory Board

ITEM

Discussion and action to approve the post event report for Splash (April 2018).

ITEM BACKGROUND

This report details the measured economic impact of the 2018 Splash South Padre held from Thursday, April 26th through Sunday, April 29th. The post event reports will be presented by CVB Staff.

BUDGET/FINANCIAL SUMMARY

Splash South Padre received \$25,000 funding support from the SPI Convention and Visitors Bureau (CVB) to help fund the event.

Special Events Budget 02-593-8099

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve post report.



Splash South Padre

Event Economic Impact Report
April 26-29, 2018

Prepared for

City of South Padre Island Convention and Visitors Bureau

Prepared by

Business and Tourism Research Center
The University of Texas Rio Grande Valley

Research Team Leaders

Dr. Penny Simpson, Professor of Marketing and Director
Dr. Sharon Schembri, Assistant Professor of Marketing
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Executive Summary and Survey Highlights

This report details the measured economic impact of the 2018 Splash South Padre held from Thursday, April 26th through Sunday, April 29th. Promoted by Globalgroove Events with \$25,000 funding support from the SPI Convention and Visitors Bureau (CVB), organizers originally (November 14, 2016) expected to attract 4,000 people with 2,000 staying on SPI over four days. To examine the spending of the SPI Splash South Padre participants on SPI, a short survey incentivized with the opportunity to enter a drawing to win two nights at Schlitterbahn Beach Resort was conducted. The survey was administered onsite with a total of 222 contacts but 31 surveys were from duplicate households or people not on the Island for the event. This yielded 191 responses from unique households on the Island specifically for Splash South Padre.

Demographically, the Splash South Padre study sample had an average age of 34 years, was predominately male (65.1%), single (70.9%), with at least some college education (81.9%), works full-time (81.4%) and was primarily Hispanic (78.4%). Only about 39% of the sample reported having a household income above \$50,000. Survey respondents were primarily from the US (87.9%) although 11.1% were from Mexico. On average, survey participants traveled 201 miles, accompanied by an average of 2.33 people, and spent 2.48 nights on SPI during the 4-day event. A large percentage (85%) of survey respondents are considered promoters of the Island to others, resulting in a net promoter score of 82.8 and are likely to return to SPI for a future vacation (93.7%). Most respondents were satisfied with their SPI stay experience (96.3%) and with the event (93.5%).

Importantly, the survey analysis found that 269 household groups attended the 2018 Splash South Padre event and spent an estimated average of **\$679 per household** while on the Island for a **total of \$182,772**. This total spending resulted in **\$18,775 in total sales tax revenue with the City's share of taxes amounting to \$6,978, which gives a 72.1% loss to the City (-\$18,022) on the \$25,000 cash invested by the CVB in the event. Considering only the City's share of the Hotel Occupancy Tax (HOT), the loss is 80.7% on the investment.**

Separately, lodging is the highest per household expenditure category with 88% of study respondents spending at least one night of paid lodging on the Island and staying an average of 2.48 nights. This resulted in about 591 total room nights, most of which were in hotels (75.7%). With the average weighted lodging expenditure of \$247 per household that spent the night on the Island, revenue from lodging was a total of \$66,562. Of the total lodging expenditure, 17% or \$9,671 was for the HOT, and half of that, or about \$4,836, goes toward the 8.5% City (HOT). This amount accrued from the HOT represents a negative return of 80.7% on the \$25,000 investment. However, the estimated total spending on food and beverage of \$39,416 resulted in about \$3,088 in taxes at the 8.5% rate or \$727 at the City 2% tax rate. The combined City's share of all the HOT, food and beverage taxes and taxes on all other expenditures is \$6,978, which represents a deficit of \$18,022 or a 72.1% loss on the \$25,000 cash investment provided to the SPI Splash South Padre organizer.

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Splash South Padre: Economic Impact

Introduction

The Splash South Padre event consisted of four days of scheduled events held at the host hotel, Upper Deck Hotel & Event Venue and other venues:

- Thursday, April 26th – Welcome party
 - 5:00pm to 2:00am at the Upper Deck Hotel & Event Venue
- Friday, April 27th – Wet n Wild Pool Party
 - 12noon to 6:00pm at the Upper Deck Hotel & Event Venue
 - 9:00pm to 2:00am Carnival at Clayton's Beach Bar
- Saturday, April 28th
 - 12noon to 6:00pm Wet n Wild Pool Party at the Upper Deck Hotel & Event Venue
 - 6:00pm to 8:00pm – Splash Party Cruise
 - 9:00pm to 2:00am A Night in White at Louie's Backyard
- Sunday, April 29th – Parade and Farewell Party
 - 12noon – A Splash of color Pride Beach Parade, commencing at 2:30pm. From Clayton's Beach Bar to Upper Deck Hotel & Event Venue
 - 12noon to 2:00am Farewell Party at the Upper Deck Hotel & Event Venue.

The Splash South Padre was organized by Globalgroove Events and Paul Magee which received \$25,000 from the SPI Convention and Visitors Bureau (CVB) to help fund the event. The organizers expected to spend funds on newspaper, radio, TV, website, social media and other paid advertising. These marketing efforts were expected to reach prospective attendees in the U.S. and Mexico. The organizer expected that 65% of the total event costs would be covered by Hotel Occupancy Tax (HOT). The last report of Splash event results was in 2016 and indicated that 813 hotel rooms were rented for event attendees.

Method

To estimate the economic impact of the 2018 Splash South Padre (Splash Padre), UTRGV researchers administered surveys (see Appendix A) among Splash Padre attendees on SPI on Saturday, April 28th and Sunday, April 29th at four different venues. As an incentive, survey respondents were offered a chance to win two nights at Schlitterbahn Beach Resort and were also offered other promotional products provided by the CVB which substantially helped to recruit respondents. Respondents were asked to complete the survey by paper although some event participants were given note cards (see Figure 1) inviting online survey participation.



FIGURE 1. ONLINE NOTE CARDS

Interviews

A total of 21 trained interviewers, a project manager, a supervisor and a drone operator attended Splash Padre during events on Saturday, April 28th and Sunday, April 29th. On Saturday, 17 interviewers, the project manager and a supervisor were at the Upper Deck Hotel venue from 1:00pm to 4:30pm. Three interviewers and the supervisor also sought survey respondents at the launch of the



Splash Cruise event on Saturday from about 5:30pm until 6:15pm. On Sunday, five interviewers were at Clayton's Beach Bar from noon until 2:00pm for the beginning of the Splash parade and five proceeded on to the Upper Deck Hotel venue for the parade's conclusion and the closing pool party from 2:00pm to 4:00pm. All interviewers were highly visible by wearing bright orange t-shirts and

visors. Interviewers approached potential respondents in a professional manner and distributed hard copies of the questionnaire on



clipboards to facilitate survey administration or were given a note card with a link to the online survey.

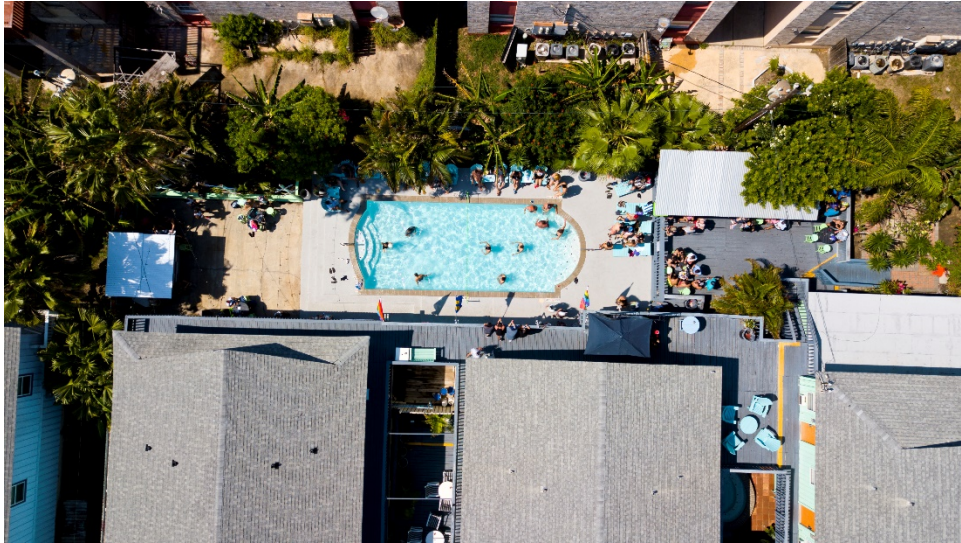


FIGURE 2. DRONE PICTURE AT UPPER DECK

Altogether, this methodology yielded 222 surveys although 18 were deleted as from duplicate households and 13 were omitted given that those respondents were not on the Island for Splash Padre event. This left **191** useable responses. No responses were submitted online.



FIG

Estimated attendance

Knowing the number of people attending any event is crucial to estimating the economic impact of the event. Accordingly, the event organizer provided a listing of the names, zip codes and ticket types of event registrants. A total of 269 registered to purchase 467 tickets with 154 or 57.2% tickets for weekend events and 115 or 42.8% tickets for events over the four-day event period. Because the main events at which the interviews were conducted were private, ticketed events, the number of households attending Splash South Padre is assumed to be 269, the number of people purchasing tickets for the event. As Table 1 shows, most registrants purchased two tickets, with most purchasing either one ticket (43.5%) or two (47.2%).

TABLE 1. NUMBER OF PEOPLE PURCHASING BY NUMBER OF TICKETS BOUGHT

Number of tickets per person	Number of people purchasing	% purchasing by tickets purchased
1	117	43.5%
2	127	47.2%
3	12	4.5%
4	10	3.7%
6	2	0.7%
8	1	0.4%
Total	467	

Results

The onsite interviewers attempted to interview almost every different household encountered during the Splash South Padre event over two days in three different venues. In all, they interviewed 222 individuals but 31 surveys were omitted as being from the same household as another interviewee or as not having come to the Island for Splash. Given the estimate in this study of 269 households attending Splash, only 72 households were not interviewed. Thus, the interview response rate was 75.5%, which is sufficient to be at least 95% confident that the results vary by plus or minus 3.26%.

Survey participants and SPI stay characteristics

The following results are for all 191 unduplicated survey respondents who came to SPI specifically to attend Splash South Padre.

Miles traveled, group size and stay characteristics

Survey respondents were asked to indicate the number of miles traveled to the event, how many people were in their household, how many nights they spent on SPI, and where they spent the night while at Splash South Padre. Data featured in Figure 4 shows that, on average, study participants traveled 201 miles to attend the event, although distances traveled ranged

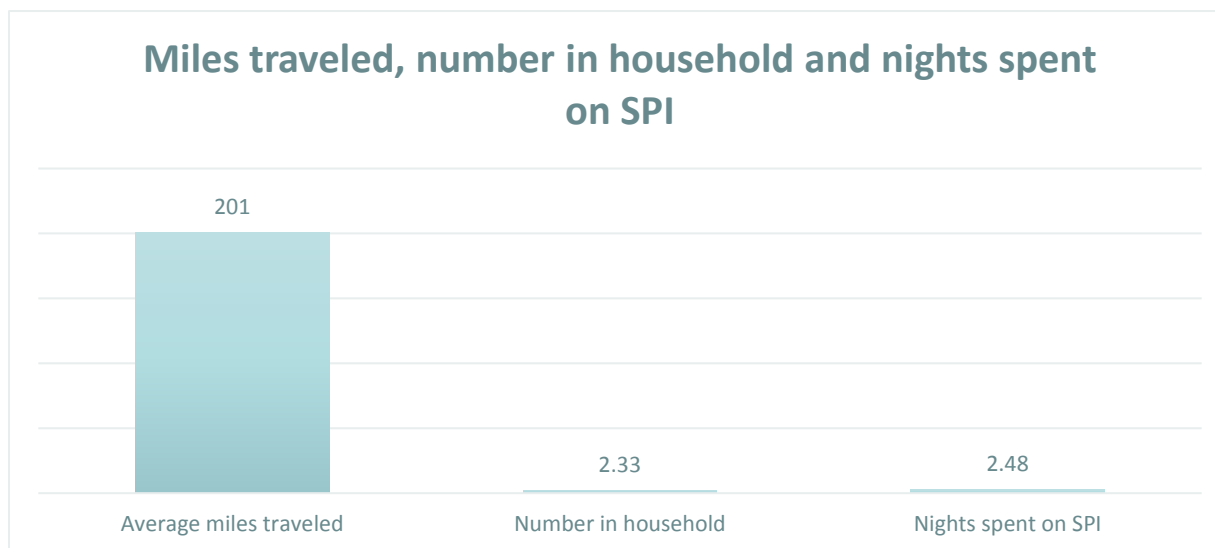


FIGURE 4. AVERAGE MILES TRAVELED, GROUP SIZE, AND NIGHTS SPENT ON SPI

from 0 to 2,000 miles. Figure 4 also shows that an average of 2.33 people were in each household although the number per household ranged from 1 to 15. The average number of nights spent on SPI for Splash South Padre is 2.48 nights with a range of 0 to 6 nights.

Figure 5 breaks down the number of nights spent on SPI and shows that almost all respondents spent the night on the Island, perhaps because the event was over four days and because some major events involved evening and nightlife performances. As shown in Figure 5, most respondents spent two (34.8%) or three nights (26.2%) on the Island.

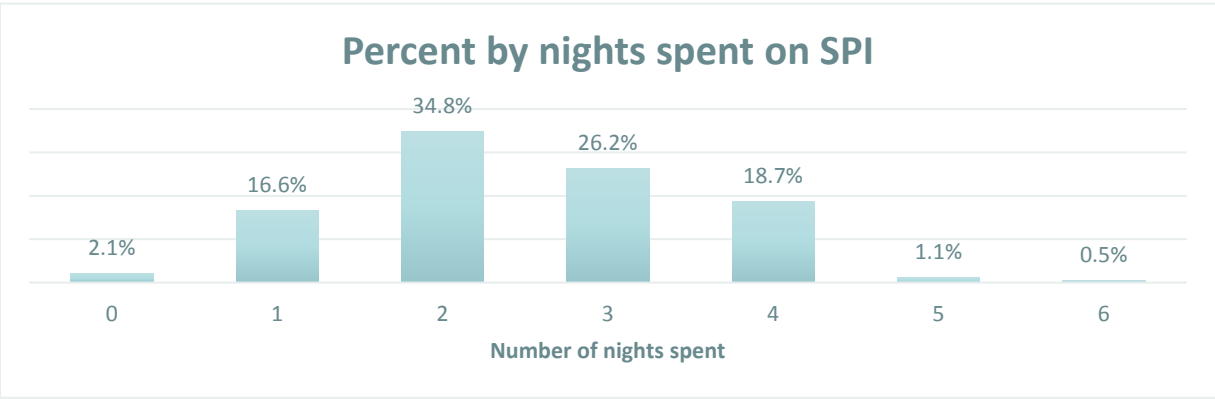


FIGURE 5. PERCENTAGE SPENDING THE NIGHT ON SPI

Figure 6 shows the types of lodging used by Splash South Padre attendees while on the Island. All but four respondents indicated spending a night on the Island. Most (75.7%) stayed in a

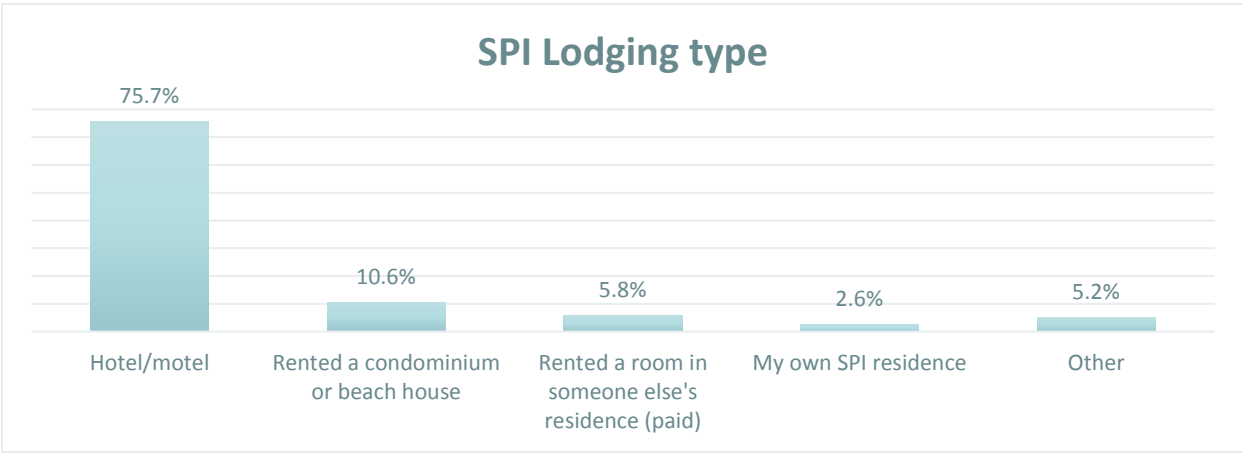


FIGURE 6. LODGING TYPE USED

hotel/motel room, while 10.6% rented a condominium or beach house, a room (5.8%), or

stayed at their own SPI residents (2.6%) or some other accommodation, including sleeping in their car (5.2%).

At the request of the event sponsor, respondents were asked to name the place they spent the night while on the Island. Results, shown below in Table 2, indicate that the Inn at South Padre was the most popular single hotel identified, with 30.2% of respondents indicating this chosen location.

TABLE 2. STAY LOCATION

Hotel location	% respondents staying at hotel
The Inn at South Padre	30.2%
Upper Deck	17.2%
Rented a condominium or beach house	17.2%
Rented a room	9.5%
Own SPI residence	4.3%
Flamingo	4.3%
Ramada	2.6%
Sun Chase Suites	2.6%
Super 8	1.7%
Casa Bella	1.7%
Hilton Garden Inn	1.7%
Holiday Inn Express	1.7%
La Copa	1.7%
La Quinta	1.7%
Coral	0.9%
Executive Inn	0.9%

Estimated spending

Study respondents were asked to identify how much money they spent in various expenditure categories. The total average reported expenditure by category was then multiplied by the percentage of respondents who reported spending in that expense category to arrive at the average weighted spending per expense category. For example, the results, shown in Table 3, indicate that the average amount spent on lodging for the stay duration was \$280 with a weighted average of \$247 when considering that 88% of respondent households spent money on lodging on the Island. Average spending on food and beverages was \$147 with a weighted average of \$147, assuming that 100% purchased food while on the Island for the multi-day event. In total, Splash South Padre attendees spent a total average of \$182,772 with the sum of the weighted average of spending at **\$679 per household** for the time they were on South Padre Island for the 2018 Splash South Padre.

TABLE 3. TOTAL AVERAGE WEIGHTED SPENDING

Expenditure category	Total average	% spending in category	Weighted spending	Spending per household
Food & Beverages	\$ 147	1.00	\$147	\$ 39,416
Night life	\$ 159	0.79	\$126	\$ 33,855
Lodging	\$ 280	0.88	\$247	\$ 66,562
Attraction entertainment	\$ 88	0.22	\$ 19	\$ 5,205
Retail	\$ 72	0.31	\$ 22	\$ 6,048
Transportation	\$ 58	0.63	\$ 36	\$ 9,799
Parking	\$ 32	0.08	\$ 3	\$ 682
Admission fees	\$ 52	0.27	\$ 14	\$ 3,842
Clothing	\$ 81	0.31	\$ 25	\$ 6,690
Groceries	\$ 62	0.38	\$ 24	\$ 6,329
Other	\$ 206	0.08	\$ 16	\$ 4,345
Total	\$1,235		\$ 679	\$ 182,772

Total spending on South Padre Island that is specifically attributable to Splash South Padre is determined by multiplying the 269 event attendee households (see p5) by the total weighted \$679 per household spent while on South Padre (see Table 3, p9). The result is a total, direct spending by Splash South Padre attendees of **\$182,772** on South Padre Island.

The estimated direct spending on South Padre Island as attributed to the 2018 Splash South Padre is \$182,772 within a confidence interval of plus or minus \$5,958 given the assumptions of a random sample selection. This spending resulted in total taxes of about \$18,775; with \$6,978 as the City's share. This represents a 72.1% loss on the \$25,000 investment provided by the CVB to the event organizer when considering all of the City's share of taxes and an 80.7% loss when considering only the HOT.

Spending on food & beverage and lodging

The survey results indicated 88% of respondents spent an average of \$147 per household for food and beverages (F&B) (see Table 3, p9). This means that Splash South Padre attendees spent a total weighted average of \$39,416 on F&B. With an 8.5% tax rate, this amount resulted in about \$3,088 in total sales tax collected from F&B spending, of which **\$727** is the City's 2% tax rate share.

The survey results found that 88% of respondents spent an average of \$280 for a weighted average spending of \$247 per household on lodging over an average of 2.48 nights (see Figure 4, p6) spent on SPI for Splash South Padre. These statistics indicate that the event generated about **591 room nights** for a total of about **\$66,562 spent on lodging (see Table 3, p9)**. This amount of spending results in HOT revenues of about \$9,671 at a 17% HOT tax rate or **\$4,836** to the City of South Padre Island for their 8.5% share of the HOT taxes collected.

Splash South Padre attendees accounted for 591 room nights and spent \$182,772 ± \$5,960 while on the Island for the event.

The CVB provided \$25,000 cash to the Splash South Padre organizer. For this investment, the city of South Padre Island should recover 8.5% of the HOT tax or \$4,836, an 80.7% loss on the investment. However, total other spending by event attendee households on the Island of \$116,210 generated total taxes of \$9,104 with the City's return in taxes of 2% or \$2.142. Thus, the total return in taxes to the City as a result of the Splash South Padre is estimated at \$6,978, which is \$18,022 below the \$25,000 invested in the event; a loss on investment of 72.1%.

In summary, the taxes accrued to the City of South Padre Island as a result of the 2018 Splash South Padre is estimated at \$6,978 ± 3.26% for a net loss on the \$25,000 investment of \$18,022 or -72.1%.

The SPI Experience

The next section of the survey asked respondents about their stay on SPI. In this section, the “net promoter” question was used to determine how likely survey respondents are to recommend SPI as a

place to visit to friends or colleagues. The results, shown in Figure 7, indicate that most study respondents (85%)

are promoters of SPI while only 2.2% are detractors. This yields a net promoter score (NPS) of 82.8, which is very good. For example, the hotel industry has a NPS of 39 (www.netpromoter.com/compare).

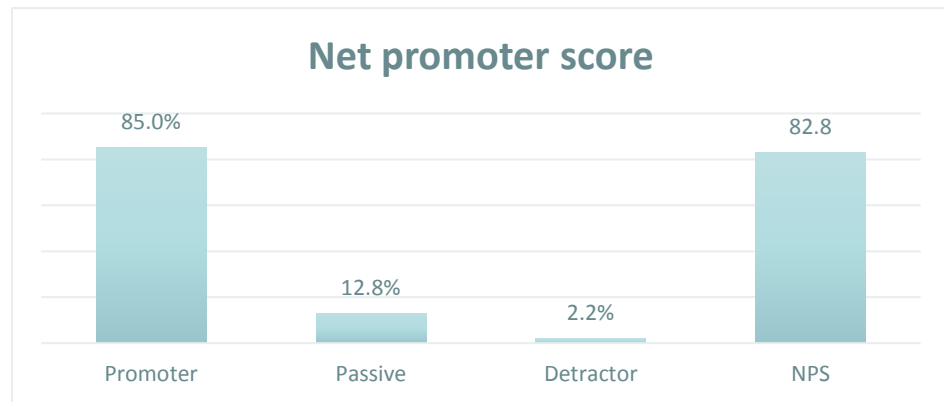


FIGURE 7. NET PROMOTER SCORE

Respondents also indicated how likely they are to return to SPI for a future vacation (Figure 8)

and how satisfied overall they were with their SPI experience (Figure 9) and with the event (Figure 10).

Most respondents

were somewhat or extremely likely to

return to the Island (93.7%) in the future, were somewhat or extremely satisfied (96.3%) with their SPI experience, and most were satisfied with the Splash South Padre event (93.5%).

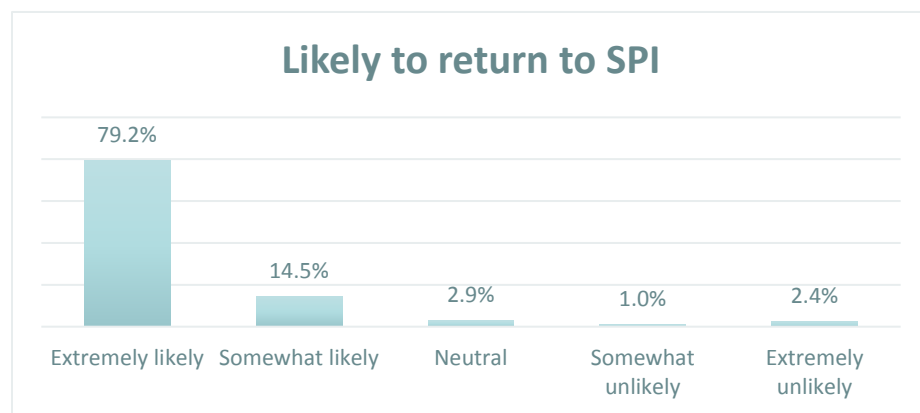


FIGURE 8. LIKELIHOOD OF RETURNING TO SPI IN THE FUTURE

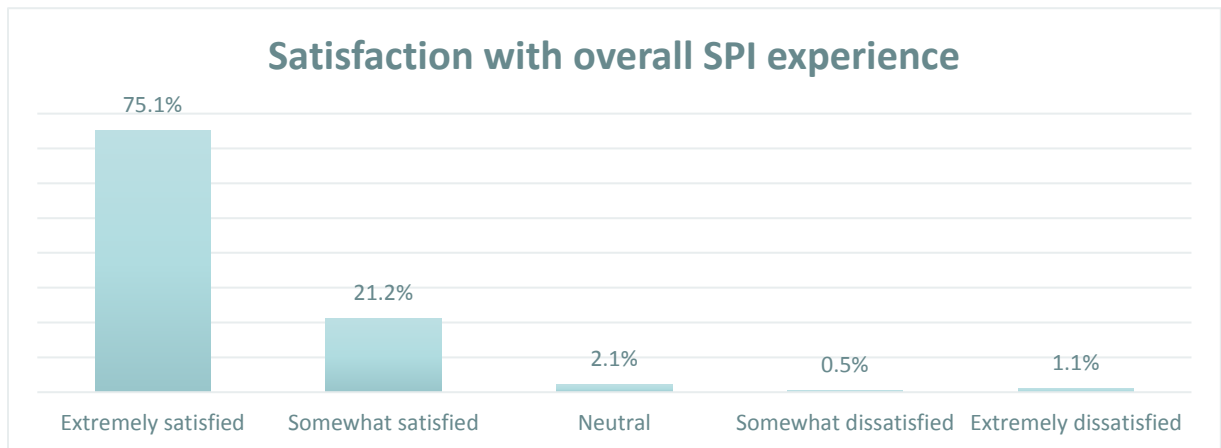


FIGURE 10. SATISFACTION WITH THE SPI EXPERIENCE

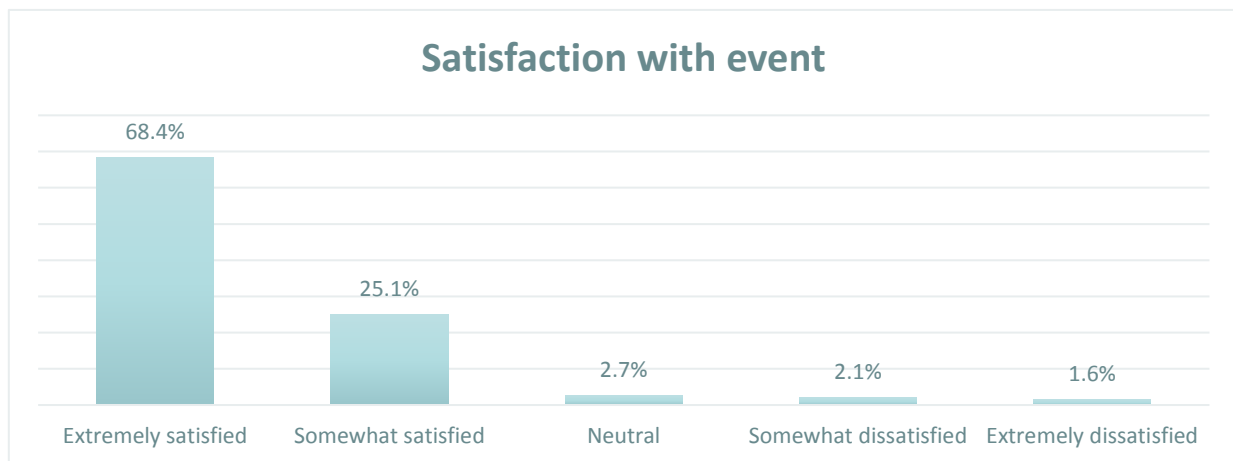


FIGURE 9. SATISFACTION WITH EVENT

NOTE: Some respondents suggested improving their stay on SPI as follows:

- #13 different events Better ML Louder music (city ord)
- Bring uber services to the island
- Did not contact anyone that headliner was not attending. False advertising. Blocked review section online. Wants refund
- Drag Queen did not come
- Glass bottles, no tickets
- More latin music please
- More parking
- If an entertainer cannot make it, let the public know in advance. Especially if it is a famous one. People pay to see them.
- Need more entertainers to motivate people to participate.
- Parking and traffic
- Uber never showed up, better transportation, shuffles to and from events

Respondent Demographics

The remainder of the study assessed respondent demographic characteristics.

The average age of all respondents was 34 years-of-age although ages ranged from 19 to 78.

Most respondents self-identified as male (65.1%) and single (70.9%), and had at least some college (81.9%) as shown in Figures 11, 12, and 13, respectively.

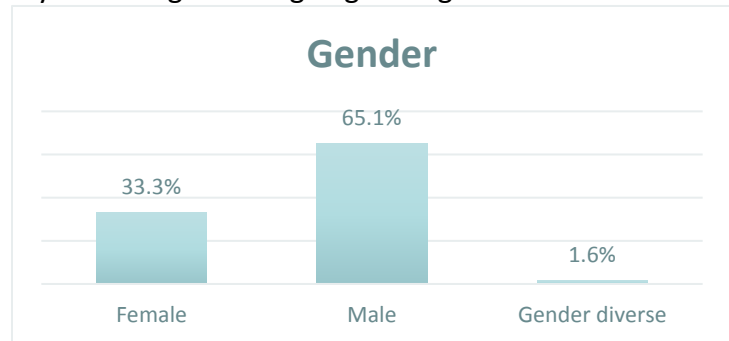


FIGURE 11. GENDER

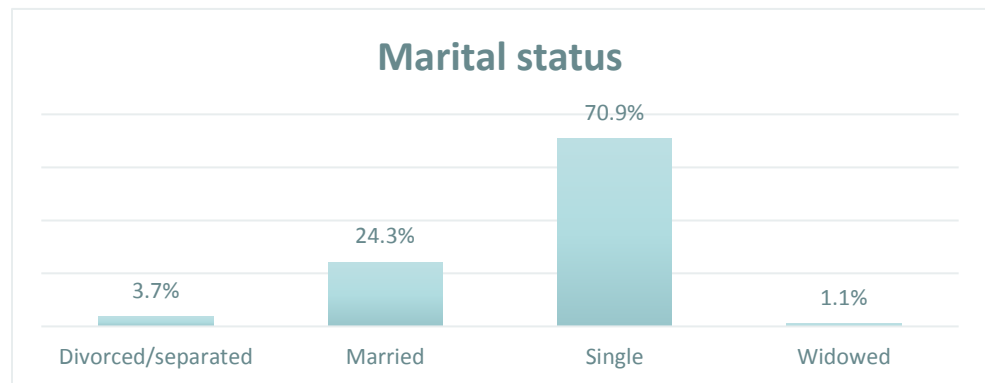


FIGURE 12. MARITAL STATUS

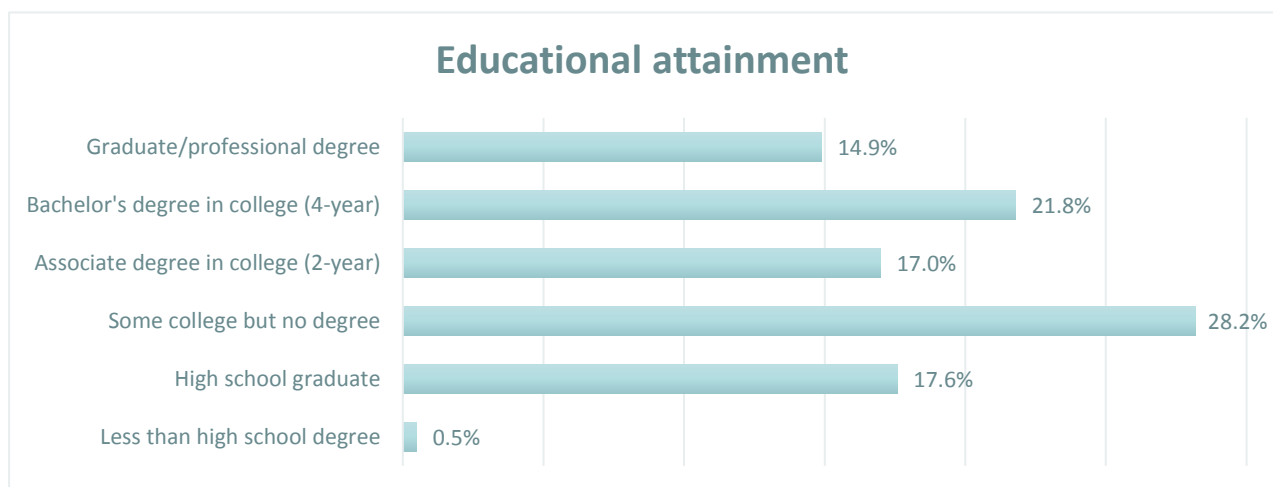


FIGURE 13. EDUCATIONAL ATTAINMENT

Most study respondents had a full-time job (81.4%), although 10.1% worked part-time and 4.3% were retired as seen in Figure 14.

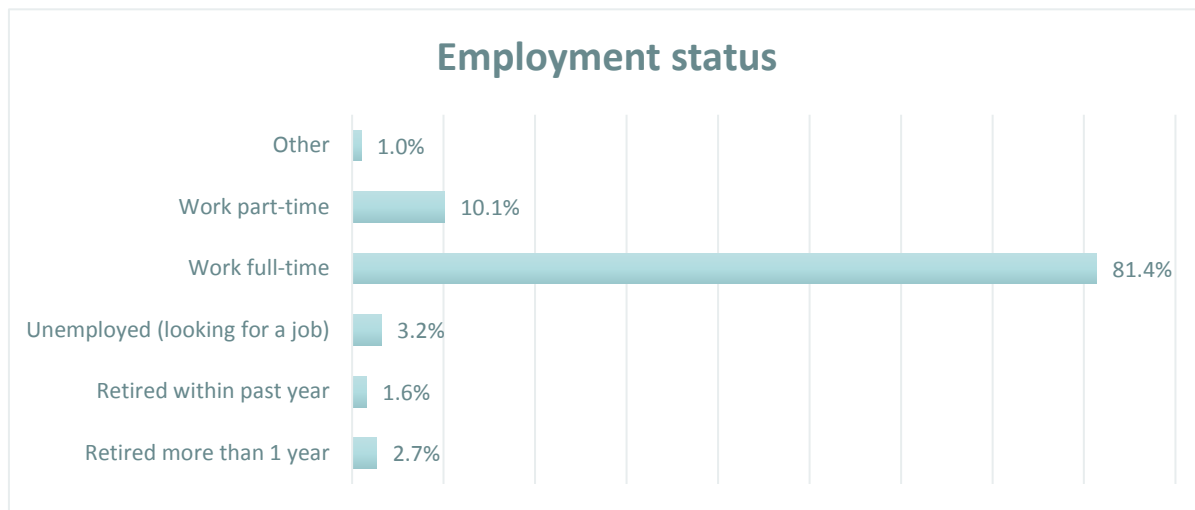


FIGURE 14. EMPLOYMENT STATUS

Study participants in the SPI Splash South Padre, in general, have an average-to-somewhat lower household income levels than the general US population. Only (39.0%) reported having a household income above \$50,000 (Figure 15).

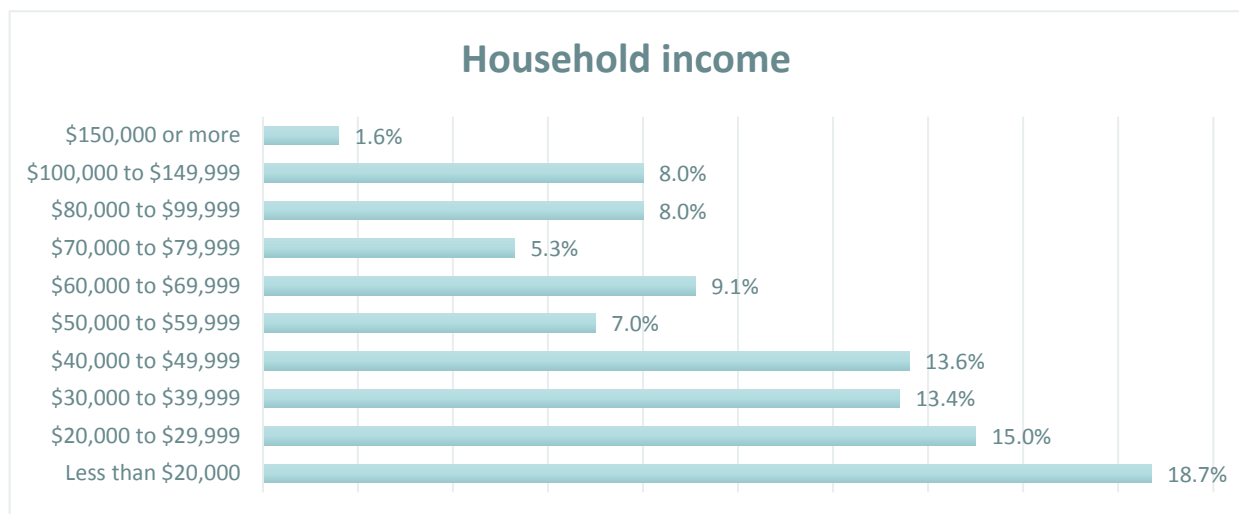


FIGURE 15. HOUSEHOLD INCOME

Respondents were also asked to indicate their ethnicity, but could select as many ethnicities as appropriate. Results in Figure 20 show that most respondents considered themselves Hispanic (78.4%), while 16.2% indicated being white.

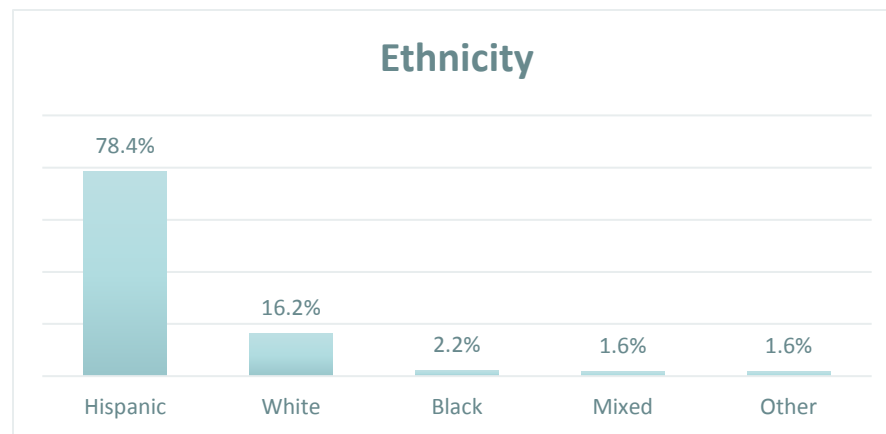


FIGURE 16. ETHNICITY

Finally, respondents were asked to indicate their home country and current residence zip/postal code. Most respondents reported the United States as their home country (87.9%) and 11.1% indicated being from Mexico as shown in Figure 17. One respondent surveyed was from El Salvador and one from Romania.

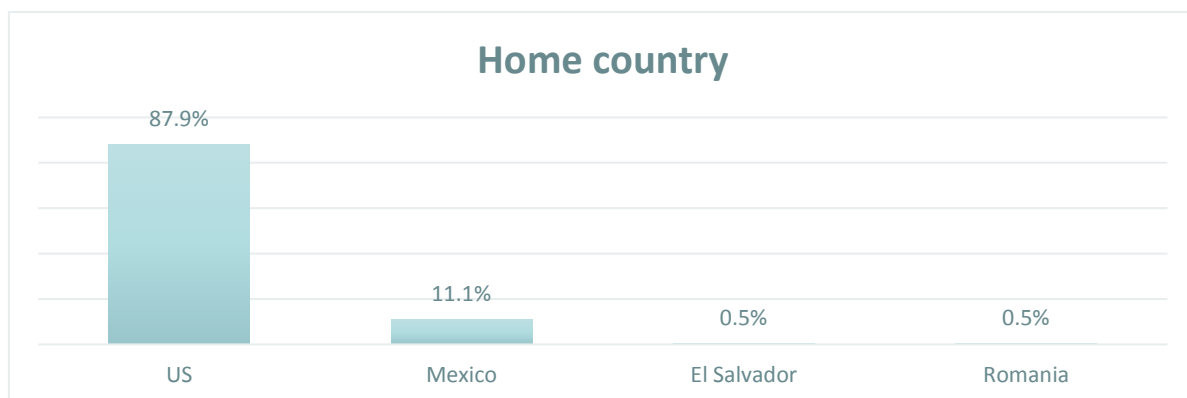


FIGURE 17. HOME COUNTRY

The specific zip or postal codes of study respondents are listed in Appendix B and the zip codes of Splash participants as provided by the event organizer are shown in Appendix C.

Lodging manager's report

An email was sent to a listing of SPI lodging owner/managers, as provided by the SPI CVB. This email requested a response to the questions shown in Table 4 about Splash South Padre guests at their facility. In total, five owner/managers responded to the survey and the results and averages of those reporting statistics are shown in the Table.

TABLE 4. SPI LODGING OWNER/MANAGER RESPONSES

QUESTION	AVERAGE	RANGE	COUNT
To the best of your knowledge, about how many different rooms did you rent to Splash South Padre attendees?	6	0 to 15	5
On average, how many people attending the Splash South Padre stayed in one room?	3.3	2 to 4	3
To the best of your knowledge, about how many nights did most Splash South Padre attendees stay at your lodging facility?	1.67	0 to 10	3
Please estimate the amount of dollars the average person attending the Splash South Padre spent per day at your lodging facility on the following (round to the nearest dollar): - Average room rate per night	\$168	\$120 to \$260	3
Please estimate the amount of dollars the average person attending the Splash South Padre t spent per day at your lodging facility on the following (round to the nearest dollar): - Food per day	\$26.67	\$10 to \$50	3
Please estimate the amount of dollars the average person attending the Splash South Padre spent per day at your lodging facility on the following (round to the nearest dollar): - Beverages	\$35	\$10 to \$75	3
In total, how many rooms does your facility have to rent?	72.33	10 to 256	5

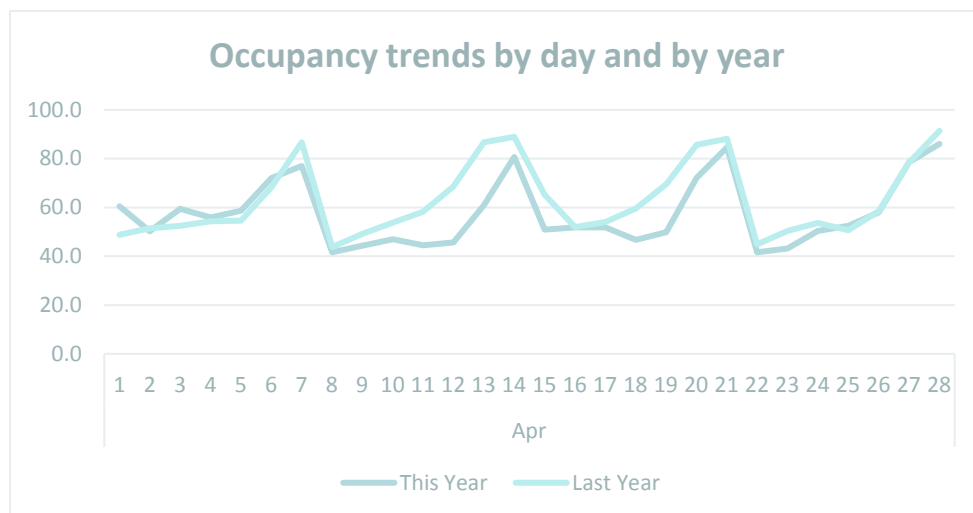
The results indicate that only three of the five responding hotels rented a room to a Splash attendee with the number of rooms ranging from 5 to 15. On average, lodging managers reported that Splash attendees spent 1.67 nights with an average of 3.33 people per room. The average cost per room was \$168 and guests spent an average of \$26.67 on food and \$35 on beverages. However, the responding lodging managers do not appear to be representative of SPI lodging units. For example, three of the two of the responses came from facilities that reported having a 30 or fewer rooms for rent and two had more than 200 rooms for rent. Thus, given the small number and uniqueness of responses, no conclusions can be made from the lodging managers' survey results.

STR Report

Additional data to provide evidence about impact of an event on the SPI economy comes from the STR Destination Report provided to the SPI CVB. STR is a “global data benchmarking, analytics and marketplace insights” firm that gathers, analyzes, and reports data from hotel owners/operators for benchmarking purposes. The Report includes data regarding hotel occupancy, average daily rate (ADR), revenue per available room (RevPAR), supply, demand, and revenue as provided by reporting SPI hotel owner/operators for last year as compared to this year. This data may be viewed in two ways. One way is to examine the trends over the past month to determine whether the hotel metrics changed during the Splash South Padre event as compared to the rest of the month and the other way is to compare the metrics during the event time period to those of the same time period in the previous year.

The following figures show the hotel metrics for each day from April 1 through 28th (the month trend) for this year as well as for the same time period as last year (the year trend).

The occupancy rates for the Splash weekend from Thursday, April 26th through Saturday, April 28th are 58%, 78.7% and 86.1%, respectively, for an average rate of 74.2%. This rate is lower than last year’s rate of 76.1% for the same day period but is much higher than the month-long



occupancy rate of 57.7% for this year and 63.2% for last year as seen in the trends Figure 18.

FIGURE 18. STR OCCUPANCY RATES BY DAY AND YEAR

Overall, the average daily rate (ADR) of rooms during the Splash South Padre period are higher than rates for most days in the month-long period for both this year and last year as shown in

Figure 19. The ADR for the days of Splash in 2018 averages \$115.20, slightly higher than the ADR of \$113.63 for the same day period last year, but much higher than

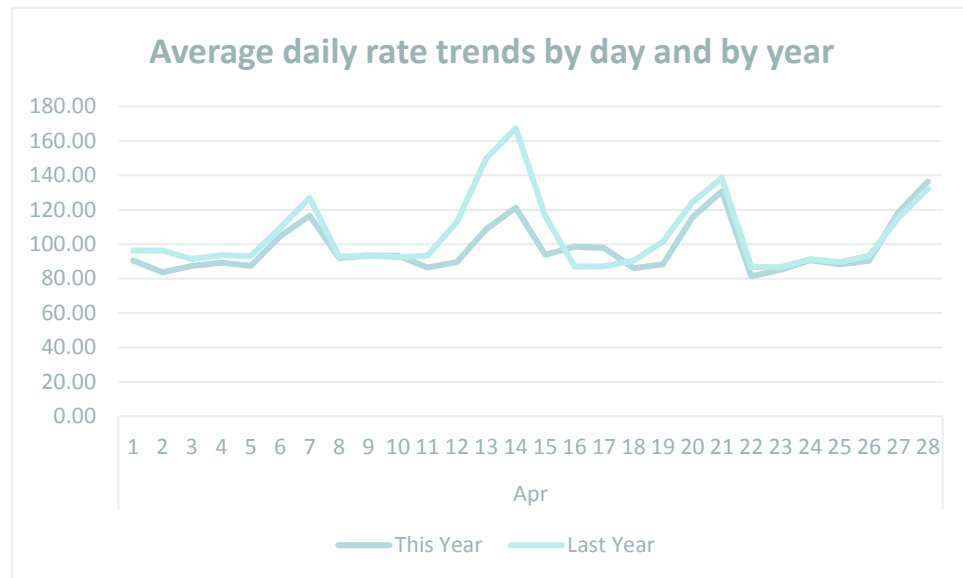


FIGURE 19. ADR TRENDS BY DAY AND YEAR

the month-long average ADR of \$101.23 this year and of last years' month-long ADR of \$109.89.

Next, Figure 20 shows the revenue per available room (RevPAR) for the same month-long time period. The average RevPAR for the three days of Splash is \$87.76, which is slightly below the month average of \$88.67 experienced during the same day-period last year. However, the Splash RevPAR is also substantially above the month-to-date rate of \$58.45 for this year.

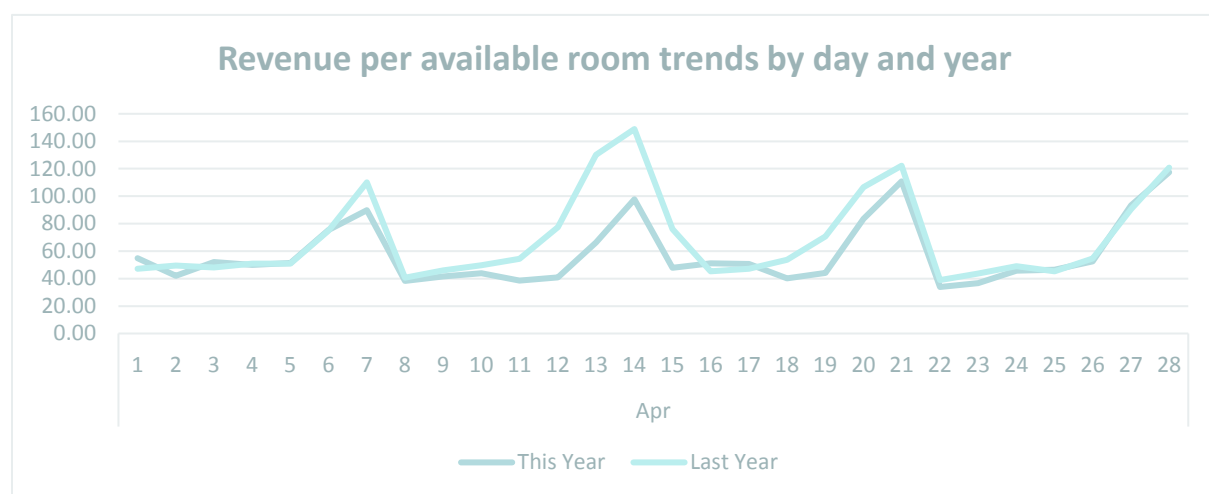


FIGURE 20. REVPAR BY DAY AND YEAR

For the time period examined, Figure 21 shows the room demand trend. The average room demand for the three nights of Splash is 2,017, which is 2.1% less than the demand during the same three-day period last year.

However, the room demand for each day of Splash exceeded the month-long average daily room demand of 1,569 and last year's average daily demand rate of 1,715 room.

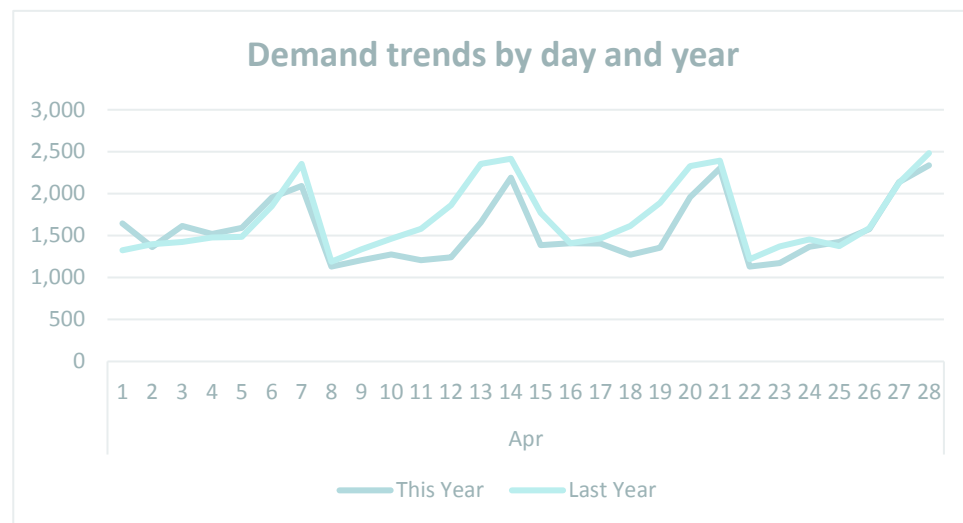


FIGURE 21. DEMAND TRENDS BY DAY AND YEAR

The average lodging revenue during the three days of Splash was \$238,442, about 1.2% below the same three-day total revenue of \$240,832 last year. Nevertheless, the revenue for the peak day of Splash, Saturday, was \$319,052 was also this year's peak revenue for the month as seen in Figure 22.

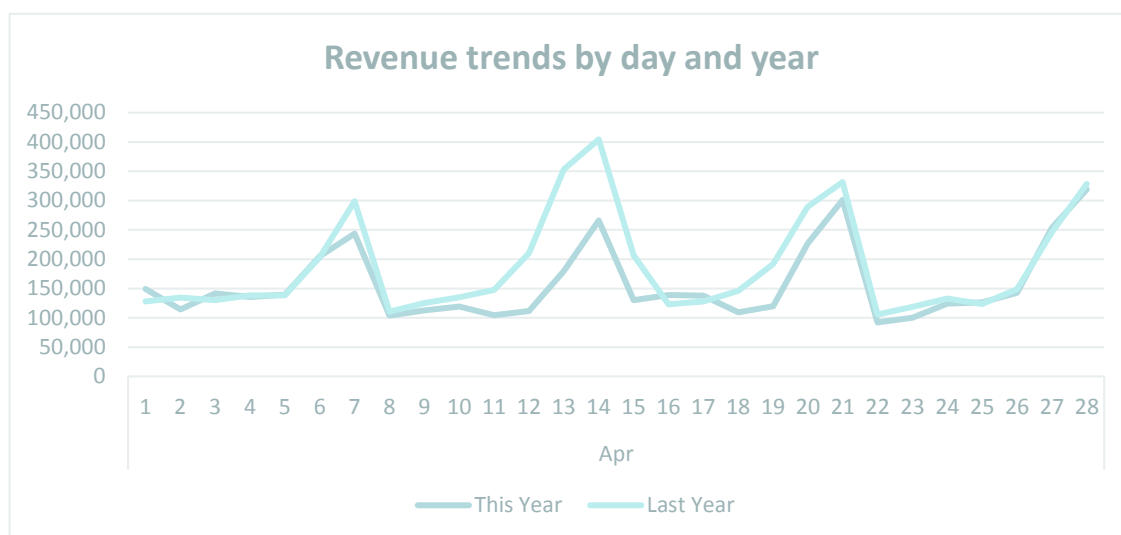


FIGURE 22. REVENUE TRENDS BY DAY AND YEAR

Figure 23 summarizes the percent change in hotel occupancy, ADR, RevPAR, demand and revenue for the three-day period when Splash South Padre participants would have been spending the night on the Island.

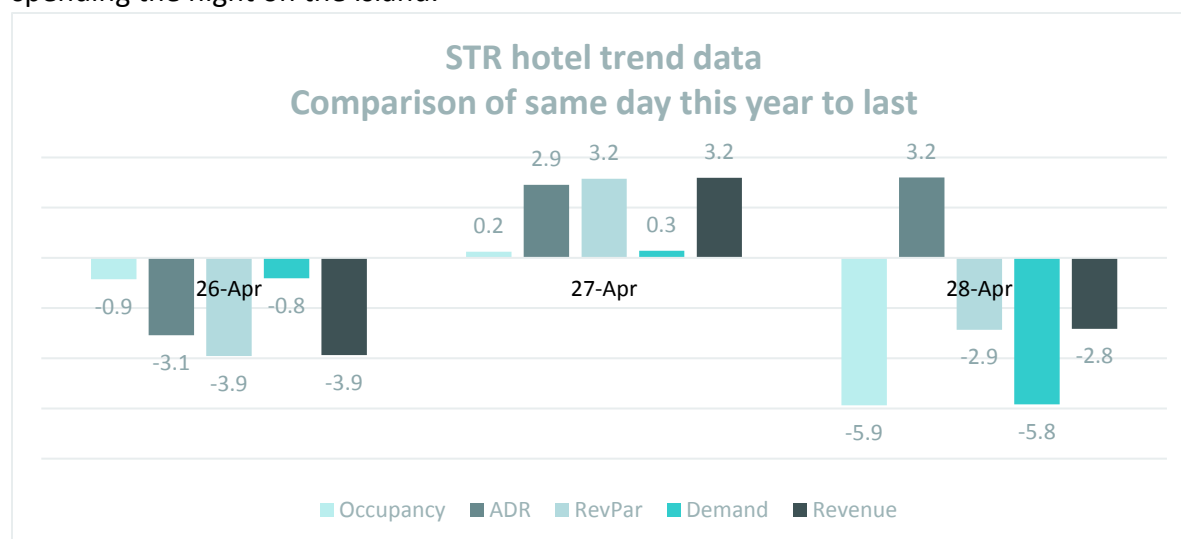


FIGURE 23. STR HOTEL TREND DATA 3-DAY COMPARISON

In summary, all metrics on Thursday, April 26th of 2018 Splash South Padre were below the same time in the prior year but were significantly above last year's numbers only for Friday, April 27th and for ADR on Saturday, April 28th. While two events—Splash South Padre and the Sand Crab Beach Run—were both held during the same time period last year, other factors may have accounted for the better 2017 performance on the metrics examined. For example, in 2017 there were Bands On the Beach performances with live music and fireworks and on Saturday, April 28th 2017, an American Red Cross Centennial Gala was held on the Island.

To summarize the STR data, all results indicate a significant increase in occupancy, RevPar, demand, and revenue only for Friday, April 27th, the second day of 2018 Splash South Padre.

Note: The STR data is derived from 11 hotel owner/operator reporting data for this year and last year. This represents 35.5 % of the census of 31 open hotels listed in the STR Census and 48.4% of the hotel rooms listed, thus all results should be interpreted accordingly without a high degree of assurances of generalizability.

Concluding remarks

This report details the amount of money spent on South Padre Island by attendees of Splash South Padre held from Thursday, April 26th through Sunday, April 29th, 2018. The results of the study were obtained by administering a short onsite survey, which offered respondents an incentive to enter a drawing to win two nights at Schlitterbahn Beach Resort. A total of 222 surveys were completed but 31 responses were eliminated because of household duplication as were responses from people who were not specifically on the Island for Splash South Padre, resulting in 191 viable survey responses from about 71% of all estimated event attendee households.

Demographically, the study sample was comprised of predominately single males who were an average of 34 years-of-age, had at least some college education, were employed full-time, had a household income below \$50,000, and identify ethnically as Hispanic. Geographically, almost all respondents were from the US (87.9%) although about 11.1% were from Mexico. The average number of miles traveled by survey participants to attend the event was 201 miles, with 88% spending an average of 2.48 nights on SPI.

By combining the actual number of people registered to participate in the Splash South Padre with survey results, Splash South Padre generated about 591 SPI room nights. With an average total weighted lodging expenditure per household of \$247, event attendees spent about \$66,562 for lodging in total, resulting in about \$9,671 in total Hotel Tax with half, or \$4,836, the City's share of the Hotel Occupancy Taxes. Considering only the HOT revenue, the event resulted in a net loss of 80.7% on the CVB's investment of \$25,000. However, spending on food and beverage also contributed significantly to the taxes generated by the event attendees. The F&B spending estimates of \$39,416 should have yielded \$3,088 in sales tax at the 8.5% rate or \$727 for the City at a City tax rate of 2%. Considering all spending, the City of SPI should have received \$6,978 in taxes for a total deficit \$18,022 or -72.1% return on the \$25,000 cash investment provided to the event organizer.

While it is impossible to know the actual number of lodging rooms booked as a result of the SPI Splash South Padre, the lodging manager's survey and the STR Destination Report data for the period supports the study's finding that the event, as well as other events on the same weekend, had an effect on lodging occupancy rates. However, as compared to last year, the lodging metrics of this year's Splash days exceeded the metrics of the same day-period only on Friday, April 27th.

Gladly, most Splash South Padre survey participants are "promoters" in recommending SPI to others, are likely or extremely likely to return to SPI for a future vacation and are satisfied with their overall SPI experience during the event. While the spending of Splash South Padre attendees did not generate sufficient tax revenue to cover the CVB-provided funding, the overall SPI experience of the event attendees will likely result in many event attendees returning to the Island for future vacations.

Appendix A: Survey

Splash South Padre, April 26 - 29, 2018

This survey is to understand your household experience and spending during the SPLASH South Padre. *The one person, older than 18, best able to report on spending for all people in your household at SPLASH should complete this survey.* Responses are very important to planning future events. As a thank you, you may enter a drawing for a 2-night stay at the Schlitterbahn Beach Resort. Responses are confidential and individual information will not be included in survey results or shared with others. Contact the Business and Tourism Research Center at UTRGV at businessresearch@utrgv.edu or call 956.663.2829 for questions.

- Have you or someone else in your household already completed this survey? ☐ Yes ☐ No
If yes, please return this survey. We thank you!
- Did you come to South Padre Island specifically for SPLASH South Padre? ☐ Yes ☐ No: If no, return this survey. Thanks!
- About how many miles did you travel to attend the SPLASH South Padre? _____ miles
- Which of the following best describes your participation in SPLASH South Padre (Check all that apply)?
☐ Registered participant ☐ Event volunteer/staff
☐ Spectator ☐ Did not attend
☐ Other _____
- Including yourself, how many people from your household attended SPLASH South Padre? _____ Number in household
- How many nights did you (or will you) spend on South Padre Island while attending SPLASH? _____ nights
- Where are you staying (or did stay) while on South Padre Island for the SPLASH South Padre?
☐ Hotel/motel—Name? _____
☐ Rented condo/beach house ☐ Campground/RV park
☐ My own SPI residence ☐ Rented a room
☐ Other (please specify) _____

8. For each of the following types of expenses, please give your best estimate of the total amount you and your household spent (or will spend) during your entire time on South Padre Island for SPLASH. (List only the total dollar amounts spent on SPI)

Food & beverages (restaurants, concessions, snacks, etc.)	\$
Night clubs, lounges & bars (cover charges, drinks, etc.)	\$
Lodging expenses (hotel, motel, condo, room)	\$
Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)	\$
Retail shopping (souvenirs, gifts, film, etc.)	\$
Transportation (gas, oil, taxi, etc.)	\$
Parking fees	\$
SPI Admission fees	\$
Clothing or accessories	\$
Groceries	\$
Other (please specify)	\$
Total	\$

9. On a scale from 0-10, how likely are you to recommend South Padre Island as a place to visit to a friend or colleague?

Not at all likely 0 1 2 3 4 5 6 7 8 9 10 Extremely likely

- How likely are you to return to South Padre Island for a vacation at some time in the future?
☐ Extremely likely ☐ Somewhat likely ☐ Neutral
☐ Somewhat unlikely ☐ Extremely unlikely
- How satisfied are you with your overall South Padre Island experience?
☐ Extremely satisfied ☐ Somewhat satisfied ☐ Neutral
☐ Somewhat dissatisfied ☐ Extremely dissatisfied
- How satisfied are you with the SPLASH South Padre?
☐ Extremely satisfied ☐ Somewhat satisfied ☐ Neutral
☐ Somewhat dissatisfied ☐ Extremely dissatisfied
- What suggestions do you have for improving SPLASH South Padre or your stay on South Padre Island? (write on back)
- What is your home zip or postal code? _____ code
- What is your home country?
☐ US ☐ Mexico ☐ Canada ☐ Other
- What is your age? _____ (years of age)
- What is your gender? ☐ Male ☐ Female ☐ Gender diverse
- What is your marital status?
☐ Married ☐ Single ☐ Widowed ☐ Divorced/separated
- What is your highest educational attainment?
☐ Less than high school ☐ Associate's degree
☐ High school graduate ☐ Bachelor's degree
☐ Some college, no degree ☐ Graduate/professional degree
- What is your current employment status?
☐ Work full-time ☐ Retired within past year
☐ Work part-time ☐ Retired more than 1 year
☐ Unemployed (looking for a job) ☐ Other (Please specify)
- What is your combined annual household income?
☐ Less than \$20,000 ☐ \$60K-\$69,999
☐ \$20K-\$29,999 ☐ \$70K-\$79,999
☐ \$30K-\$39,999 ☐ \$80K-\$99,999
☐ \$40K-\$49,999 ☐ \$100K-\$149,999
☐ \$50K-\$59,999 ☐ \$150,000 or more
- What is your ethnicity? (Select all that apply)
☐ White ☐ Hispanic ☐ Mixed
☐ Black ☐ Asian ☐ Other _____

Enter the drawing for a 2-night stay at the Schlitterbahn Beach Resort!
Contact information is confidential and will be deleted after the drawing.

Name _____
 Phone number: _____
 Email: _____

Winners will be notified no later than 2 weeks after event.

THANK YOU VERY MUCH!!!

Appendix B: Survey respondents' zip codes

11249	77034	78209	78522	78562	78669
38855	77044	78212	78526	78566	78729
49833	77056	78218	78529	78569	78744
60506	77057	78229	78536	78572	78751
66354	77076	78245	78537	78573	78840
66377	77077	78259	78538	78574	78978
66422	77459	78415	78539	78577	79705
67189	77503	78418	78541	78579	79707
70816	78006	78501	78542	78582	85012
75023	78040	78502	78543	78586	87390
75068	78041	78503	78550	78589	87456
75201	78043	78504	78552	78594	88710
75211	78046	78505	78555	78595	91911
75461	78076	78520	78557	78596	93426
75820	78119	78521	78560	78599	



Appendix C: Splash South Padre registrants' zip or postal codes

03677	77042	78154	78520	78550	78577	78664
10950	77056	78209	78520	78550	78577	78669
11225	77057	78212	78520	78550	78577	78681
14750	77060	78212	78520	78550	78577	78726
20171	77064	78229	78520	78550	78578	78727
21218	77064	78238	78520	78550	78578	78727
32806	77068	78247	78520	78552	78578	78728
39116	77093	78247	78520	78552	78578	78741
48134	77401	78247	78520	78552	78578	78744
49287	77414	78259	78520	78552	78578	78744
49855	77437	78336	78520	78552	78580	78744
60506	77459	78336	78521	78552	78582	78745
64270	77550	78336	78521	78560	78582	78745
66354	77581	78336	78521	78562	78582	78748
66358	78025	78336	78521	78566	78582	78748
67118	78025	78336	78521	78566	78582	78751
67218	78040	78355	78526	78569	78582	78751
73401	78041	78412	78526	78570	78582	78801
74501	78041	78418	78536	78570	78584	78840
75042	78041	78501	78537	78572	78586	78840
75044	78041	78501	78537	78572	78586	78840
75052	78041	78501	78537	78572	78589	78840
75068	78041	78501	78539	78572	78595	78840
75204	78041	78501	78539	78572	78596	78840
75219	78041	78501	78539	78573	78596	78945
75662	78041	78501	78539	78573	78596	79707
76088	78041	78501	78539	78573	78596	80534
76110	78043	78501	78540	78574	78596	80817
76248	78043	78501	78541	78574	78596	85012
76248	78043	78501	78541	78574	78597	88680
76308	78045	78503	78542	78574	78599	88715
76504	78045	78504	78542	78574	78621	88715
76548	78045	78504	78542	78577	78621	94945
77011	78046	78504	78542	78577	78644	
77017	78046	78504	78542	78577	78650	
77022	78046	78504	78545	78577	78664	
77032	78076	78504	78550	78577	78664	
77036	78104	78520	78550	78577	78664	

SPLASH Sponsor's list



POST EVENT REPORT FORM
HOTEL OCCUPANCY TAX
FUNDING

Post Event Report Form

Date: 5/14/18

Organization Information

Name of Organization: **Splash South Padre**

Address: **120 E. Atol St.**

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

Contact Name: **Paul Magee**

Contact Phone Number **404-545-6264**

Contact Cell Phone Number: **Same**

Event Information

Name of Event or Project: **Splash South Padre**

Date of Event or Project: **April 26th - 29th, 2018**

Primary Location of Event or Project: **Upper Deck Hotel, Clayton's, Louie's Backyard**

Amount Requested: **\$25,000**

Amount Received: \$ _____

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

100% used towards marketing expenses such as: Print, Graphic Design, Web Design, Splash Road Tour promotions, and Social Media Marketing

How many years have you held this Event or Program: **18 years**

Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: **50%**
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): **N/A**
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): **10%**
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?
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 an application for hotel occupancy tax funds): **4,000 over 4 days**
2. What would you estimate as the actual attendance at the event? **2,750 over 4 days**
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? **1,000 or more over 4 days**
4. How many room nights do you estimate were actually generated by attendees of this event? **1,000 over 4 days**
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: **1,000 plus**

Last Year:

Two Years ago:

Three Years:

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, zip code information, etc.)? **2,750 attendees estimated, 2,000 stayed with 2 to 4 people per room, estimating an average of 500 for 2 nights = 1,000**
7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill 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: N/A

Radio: N/A

TV: N/A

Other Paid Advertising: N/A

Number of Press Releases to Media : N/A

Number Direct Mailings to out-of-town recipients

Other Promotions: **E-Blasts, Facebook, Social Media, Flyers, Posters, Web Page**

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?

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

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

**Please Submit no later than Thursday, May 17th,
2018 at 5pm to:**

(Marisa Amaya, 7355 Padre Blvd. South Padre Island Texas - marisa@sopadre.com or
Michael Flores, 7355 Padre Blvd. South Padre Island, Texas 78597 –
michael@sopaadre.com)

10:28 AM

05/17/18

Accrual Basis

Splash Main Events

Profit & Loss

April 2018

	Apr 18
Income	
Boat Standby Sales	210.00
Bud Light	1,000.00
City of SPI	25,000.00
Friday Gate	3,640.00
Metro PCS	2,125.00
Online Sales	18,663.15
PreSold VIP	510.00
Saturday Gate	11,520.00
Total Income	62,668.15
Expense	
Advertising	
Arnett Designs	896.00
Avery Media Group	350.00
Create Design Lab	3,480.00
Facebook	3,672.71
Invoices pending	17,500.00
M13	161.16
Total Advertising	26,059.87
BBQ etc	300.00
Breakaway Cruises	2,100.00
Entertainers	
Alondra	900.00
Artist Deposit	2,000.00
Asa	250.00
Edra	50.00
Gogo	800.00
Katelyn	400.00
Kathryn	400.00
Kitana	50.00
Leila Thrones	300.00
Miss Splash Sash	125.00
Sabel	230.00
Valerie	300.00
Xinfandel	50.00
Total Entertainers	5,855.00
Gate Persons	
Christy	120.00
Julio	300.00
Leilani	120.00
Matthew	200.00
Mike	200.00
Wendy	120.00
Total Gate Persons	1,060.00
Kendrick	600.00
Photographer	500.00
Pool Party	400.00
Shuttle	
Driver	430.00
Gas	81.00
Van Rental	756.59
Total Shuttle	1,267.59

10:28 AM

05/17/18

Accrual Basis

Splash Main Events
Profit & Loss
April 2018

	Apr 18
Sound & Light	
DJ Agro	250.00
DJ Radar	200.00
DJ Steve	300.00
Homer	4,150.00
Total Sound & Light	4,900.00
Southwest Airlines	658.00
Splash Crown	26.00
Total Expense	43,726.46
Net Income	18,941.69



Quantity	Ticket Type	Billing City	Billing State	Billing Zip
1	4 Day Platinum VIP with Party Cruise	Garland	TX	75042
2	4 Day General Admission	houston	TX	77042
4	50% OFF - 2 Day Weekend VIP with Party Cruise	BROWNSVILLE	TX	78526
2	50% OFF - 2 Day Weekend VIP with Party Cruise	McAllen	TX	78501
1	50%OFF - 4 Day Platinum VIP with Party Cruise	LAREDO	TX	78046
1	50% OFF -Weekend General Admission	Harlingen	TX	78550
1	50% Off - 4 Day VIP without Party Cruise	HOUSTON	TX	77068
1	50% Off - 4 Day VIP without Party Cruise	HOUSTON	TX	77060
1	50% OFF -Weekend General Admission	EL CAMPO	TX	77437
1	50% OFF -Weekend General Admission	HARLINGEN	TX	78550
2	50% OFF -Weekend General Admission	LAREDO	TX	78043
1	50% Off - 4 Day VIP without Party Cruise	RAYMONDVILLE	TX	78580
1	50%OFF - 4 Day Platinum VIP with Party Cruise	FALFURRIAS	TX	78355
1	50% Off - 4 Day VIP without Party Cruise	HOUSTON	TX	77093
1	50% OFF - 2 Day Weekend VIP without Party Cruise	dallas	TX	75204
2	50% OFF - 2 Day Weekend VIP without Party Cruise	San Benito	TX	78586
1	50%OFF - 4 Day Platinum VIP with Party Cruise	ROMA	TX	78584
4	50%OFF - 4 Day Platinum VIP with Party Cruise	ARDMORE	OK	73401
1	50% OFF - 2 Day Weekend VIP with Party Cruise	LAREDO	TX	78041
3	50%OFF - 4 Day Platinum VIP with Party Cruise	laredo	TX	78041
1	50%OFF - 4 Day Platinum VIP with Party Cruise	KILGORE	TX	75662
1	50% OFF - 2 Day Weekend VIP with Party Cruise	Austin	TX	78727
1	50% OFF - 2 Day Weekend VIP with Party Cruise	Austin	TX	78727
2	50%OFF - 4 Day Platinum VIP with Party Cruise	TEMPLE	TX	76504
2	Buy One, Get One Free! 4 Day Platinum VIP with Party Cruise	HARLINGEN	TX	78552
2	Buy One, Get One Free! 2 Day Weekend VIP with Party Cruise	MCALLEN	TX	78501
2	Buy One, Get One Free! 2 Day Weekend VIP with Party Cruise	AUSTIN	TX	78748
2	Buy One, Get One Free! Weekend General Admission	EDINBURG	TX	78542
1	50% OFF -Weekend General Admission	Port Isabel	TX	78578
3	50%OFF - 4 Day Platinum VIP with Party Cruise	RIO GRANDE CITY	TX	78582
2	50% OFF - 2 Day Weekend VIP with Party Cruise			64270
2	50% OFF -Weekend General Admission	Round Rock	TX	78664
1	50% OFF - 2 Day Weekend VIP without Party Cruise	WESLACO	TX	78599

1	50% OFF -Weekend General Admission	AUSTIN	TX	78741
2	50%OFF - 4 Day Platinum VIP with Party Cruise	LAREDO	TX	78046
1	50% OFF -Weekend General Admission	Reynosa	Tamaulipas	88680
1	50%OFF - 4 Day Platinum VIP with Party Cruise	SAN ANTONIO	TX	78259
2	Buy One, Get One Free! 4 Day VIP without Party Cruise	EDINBURG	TX	78539
2	4 Day General Admission	EDINBURG	TX	78539
3	50%OFF - 4 Day Platinum VIP with Party Cruise	Laredo	TX	78041
2	Buy One, Get One Free! 4 Day Platinum VIP with Party Cruise	LAREDO	TX	78041
2	Buy One, Get One Free! 4 Day Platinum VIP with Party Cruise	Laredo	TX	78043
1	50%OFF - 4 Day Platinum VIP with Party Cruise	Laredo	TX	78041
2	4 Day General Admission	MCALISTER	OK	74501
1	50%OFF - 4 Day Platinum VIP with Party Cruise	MARQUETTE	MI	49855
8	50%OFF - 4 Day Platinum VIP with Party Cruise	ARANSAS PASS	TX	78336
2	Buy One, Get One Free! 4 Day VIP without Party Cruise	EDINBURG	TX	78539
2	4 Day Platinum VIP with Party Cruise	DALLAS	TX	75219
1	4 Day Platinum VIP with Party Cruise	KELLER	TX	76248
1	50%OFF - 4 Day Platinum VIP with Party Cruise	KELLER	TX	76248
2	50%OFF - 4 Day Platinum VIP with Party Cruise	PORT ISABEL	TX	78578
3	50%OFF - 4 Day Platinum VIP with Party Cruise	WEATHERFORD	TX	76088
1	4 Day Platinum VIP with Party Cruise	ORLANDO	FL	32806
1	50%OFF - 4 Day Platinum VIP with Party Cruise	GARLAND	TX	75044
1	4 Day Platinum VIP with Party Cruise	FORT WORTH	TX	76110
2	Buy One, Get One Free! 4 Day VIP without Party Cruise	MCALLEN	TX	78504
1	4 Day Platinum VIP with Party Cruise	Phoenix	AZ	85012
1	50%OFF - 4 Day Platinum VIP with Party Cruise	HOUSTON	TX	77064
1	50% Off - 4 Day VIP without Party Cruise	AUSTIN	TX	78751
2	50%OFF - 4 Day Platinum VIP with Party Cruise	HOUSTON	TX	77011
1	50% Off - 4 Day VIP without Party Cruise	BELLAIRE	TX	77401
2	50%OFF - 4 Day Platinum VIP with Party Cruise	WICHITA FALLS	TX	76308
2	50%OFF - 4 Day Platinum VIP with Party Cruise	Del Rio		
2	50% Off - 4 Day VIP without Party Cruise	Port Isabel	TX	78578
1	50% OFF - 2 Day Weekend VIP without Party Cruise	SOUTH PADRE ISLAND	TX	78597
4	50%OFF - 4 Day Platinum VIP with Party Cruise	WESLACO	TX	78596
4	50% Off - 4 Day VIP without Party Cruise	Edinburg	TX	78540

1	50%OFF - 4 Day Platinum VIP with Party Cruise	McAllen	TX	78504
3	50% OFF - 2 Day Weekend VIP with Party Cruise	AUSTIN	TX	78748
2	50%OFF - 4 Day Platinum VIP with Party Cruise	DEL RIO	TX	78840
2	50%OFF - 4 Day Platinum VIP with Party Cruise	DEL RIO	TX	78840
1	50%OFF - 4 Day Platinum VIP with Party Cruise	DEL RIO	TX	78840
2	50%OFF - 4 Day Platinum VIP with Party Cruise	LAREDO	TX	78045
2	50% Off - 4 Day VIP without Party Cruise	Lakewood	NY	14750
2	4 Day Platinum VIP with Party Cruise	AURORA	IL	60506
1	50%OFF - 4 Day Platinum VIP with Party Cruise	BROOKLYN	NY	11225
1	50%OFF - 4 Day Platinum VIP with Party Cruise			
4	50%OFF - 4 Day Platinum VIP with Party Cruise	San Antonio	TX	78247
1	50%OFF - 4 Day Platinum VIP with Party Cruise	AUSTIN	TX	78745
2	50%OFF - 4 Day Platinum VIP with Party Cruise	EDINBURG	TX	78542
2	50%OFF - 4 Day Platinum VIP with Party Cruise	EDINBURG	TX	78542
1	50% Off - 4 Day VIP without Party Cruise	SCHERTZ	TX	78154
3	4 Day General Admission	MIDLAND	TX	79707
2	Buy One, Get One Free! 4 Day VIP without Party Cruise	MISSION	TX	78572
2	50% Off - 4 Day VIP without Party Cruise	LOS FRESNOS	TX	78566
1	4 Day General Admission	PHARR	TX	78577
1	50%OFF - 4 Day Platinum VIP with Party Cruise	Port Isabel	TX	78578
2	Buy One, Get One Free! 4 Day VIP without Party Cruise	SAN BENITO	TX	78586
2	50% Off - 4 Day VIP without Party Cruise	Laredo	TX	78045
2	Buy One, Get One Free! 4 Day Platinum VIP with Party Cruise	Houston	TX	77022
2	Buy One, Get One Free! 4 Day Platinum VIP with Party Cruise	Monroe	NY	10950
1	50% Off - 4 Day VIP without Party Cruise	WESLACO	TX	78596
1	50% Off - 4 Day VIP without Party Cruise	HARLINGEN	TX	78550
2	50% Off - 4 Day VIP without Party Cruise	MCALLEN	TX	78504
1	50% Off - 4 Day VIP without Party Cruise	DELMITA	TX	78536
2	50%OFF - 4 Day Platinum VIP with Party Cruise	SULLIVAN CITY	TX	78595
2	Buy One, Get One Free! 4 Day Platinum VIP with Party Cruise	HARLINGEN	TX	78552
2	Buy One, Get One Free! 4 Day VIP without Party Cruise	HARLINGEN	TX	78552
2	50% Off - 4 Day VIP without Party Cruise	BEEVILLE	TX	78104
2	50%OFF - 4 Day Platinum VIP with Party Cruise	MISSION	TX	78574
2	50%OFF - 4 Day Platinum VIP with Party Cruise	MISSION	TX	78574

1	50% OFF -Weekend General Admission	Round Rock	TX	78664
2	50%OFF - 4 Day Platinum VIP with Party Cruise	MISSION	TX	78573
1	50%OFF - 4 Day Platinum VIP with Party Cruise	MISSION	TX	78574
3	50%OFF - 4 Day Platinum VIP with Party Cruise	houston	TX	77032
2	Buy One, Get One Free! 4 Day VIP without Party Cruise	MCALLEN	TX	78503
2	50%OFF - 4 Day Platinum VIP with Party Cruise	HARLINGEN	TX	78552
1	50% OFF -Weekend General Admission	AUSTIN	TX	78744
1	50% OFF -Weekend General Admission	WESLACO	TX	78596
2	50% OFF -Weekend General Admission	Austin	TX	78745
1	50% OFF -Weekend General Admission	Elgin	TX	78621
1	50% OFF -Weekend General Admission	ELGIN	TX	78621
1	50% OFF -Weekend General Admission	MCDADE	TX	78650
1	50%OFF - 4 Day Platinum VIP with Party Cruise	LAREDO	TX	78045
1	50%OFF - 4 Day Platinum VIP with Party Cruise	LAREDO	TX	78041
4	50% OFF - 2 Day Weekend VIP with Party Cruise	PHARR	TX	78577
1	50% Off - 4 Day VIP without Party Cruise	San Antonio	TX	78247
2	50% OFF - 2 Day Weekend VIP with Party Cruise	mcallen	TX	78501
3	50%OFF - 4 Day Platinum VIP with Party Cruise	ROUND ROCK	TX	78681
1	50%OFF - 4 Day Platinum VIP with Party Cruise	BROWNSVILLE	TX	78520
2	Buy One, Get One Free! 2 Day Weekend VIP with Party Cruise	BROWNSVILLE	TX	78520
2	50% OFF - 2 Day Weekend VIP with Party Cruise	RIO GRANDE CITY	TX	78582
2	50% OFF - 2 Day Weekend VIP without Party Cruise	RIO GRANDE CITY	TX	78582
1	50% OFF - 2 Day Weekend VIP without Party Cruise	RIO GRANDE CITY	TX	78582
2	50% OFF - 2 Day Weekend VIP without Party Cruise	Rio Grande City	TX	78582
2	2 Day Weekend VIP without Party Cruise	BALTIMORE	MD	21218
2	50% OFF - 2 Day Weekend VIP with Party Cruise	LAREDO	TX	78043
3	50% OFF - 2 Day Weekend VIP with Party Cruise	LAREDO	TX	78040
2	50%OFF - 4 Day Platinum VIP with Party Cruise	HARKER HEIGHTS	TX	76548
1	50% OFF - 2 Day Weekend VIP with Party Cruise	Lyford	TX	78569
2	50% OFF -Weekend General Admission	brownsville	TX	78521
2	50% OFF -Weekend General Admission	BROWNSVILLE	TX	78521
2	Buy One, Get One Free! Weekend General Admission	BROWNSVILLE	TX	78521
1	50% OFF -Weekend General Admission			
1	50% OFF -Weekend General Admission	ROUND ROCK	TX	78664

1	50% OFF -Weekend General Admission	Austin	TX	78751
2	Buy One, Get One Free! 4 Day VIP without Party Cruise	CORPUS CHRISTI	TX	78412
2	50% OFF - 2 Day Weekend VIP without Party Cruise	UVALDE	TX	78801
2	Buy One, Get One Free! 2 Day Weekend VIP with Party Cruise	PORT ISABEL	TX	78578
1	50% OFF - 2 Day Weekend VIP with Party Cruise	LAREDO	TX	78041
2	50% OFF - 2 Day Weekend VIP with Party Cruise	LAREDO	TX	78041
1	50% OFF - 2 Day Weekend VIP without Party Cruise	HARLINGEN	TX	78550
2	Buy One, Get One Free! 4 Day Platinum VIP with Party Cruise	BROWNSVILLE	TX	78520
2	50% Off - 4 Day VIP without Party Cruise	Edinburg	TX	78541
1	50% OFF -Weekend General Admission	NORWICH	KS	67118
1	50% OFF -Weekend General Admission	MONTERREY	NUEVO LEÓN	66358
1	50% OFF -Weekend General Admission			03677
1	50%OFF - 4 Day Platinum VIP with Party Cruise			66354
1	50% OFF -Weekend General Admission			7014
2	50% OFF - 2 Day Weekend VIP without Party Cruise	HARLINGEN	TX	78552
2	50%OFF - 4 Day Platinum VIP with Party Cruise	RIO GRANDE CITY	TX	78582
2	50%OFF - 4 Day Platinum VIP with Party Cruise	EDINBURG	TX	78542
2	Buy One, Get One Free! 4 Day Platinum VIP with Party Cruise	MISSOURI CITY	TX	77459
1	50% OFF - 2 Day Weekend VIP without Party Cruise	MCALLEN	TX	78504
1	50% OFF - 2 Day Weekend VIP without Party Cruise	MCALLEN	TX	78504
1	50% OFF -Weekend General Admission	MCALLEN	TX	78501
1	50% OFF - 2 Day Weekend VIP without Party Cruise			
1	50%OFF - 4 Day Platinum VIP with Party Cruise	GRAND PRAIRIE	TX	75052
1	50%OFF - 4 Day Platinum VIP with Party Cruise	MCALLEN	TX	78501
2	Buy One, Get One Free! 2 Day Weekend VIP without Party Cruise	MISSION	TX	78573
2	50% OFF - 2 Day Weekend VIP without Party Cruise	BROWNSVILLE	TX	78520
2	50% OFF - 2 Day Weekend VIP without Party Cruise	BROWNSVILLE	TX	78521
3	50% OFF - 2 Day Weekend VIP with Party Cruise	BROWNSVILLE	TX	78520
2	50% OFF - 2 Day Weekend VIP without Party Cruise	HOUSTON	TX	77017
2	Buy One, Get One Free! 2 Day Weekend VIP with Party Cruise	MISSION	TX	78572
1	50% OFF -Weekend General Admission	PHARR	TX	78577
1	50% OFF -Weekend General Admission	FLAT ROCK	MI	48134
2	50% OFF - 2 Day Weekend VIP without Party Cruise	SAN JUAN	TX	78589
2	50% OFF - 2 Day Weekend VIP with Party Cruise	MCALLEN	TX	78501

1	50% OFF - 2 Day Weekend VIP without Party Cruise	PHARR	TX	78577
1	50% OFF -Weekend General Admission	Rio Grande City	TX	78582
1	50% OFF -Weekend General Admission	La Villa	TX	78562
2	Weekend General Admission	HARLINGEN	TX	78550
1	50% OFF - 2 Day Weekend VIP without Party Cruise	SPICEWOOD	TX	78669
2	Buy One, Get One Free! 2 Day Weekend VIP with Party Cruise	EDINBURG	TX	78539
2	Buy One, Get One Free! 4 Day Platinum VIP with Party Cruise	HOUSTON	TX	77064
2	Buy One, Get One Free! 2 Day Weekend VIP with Party Cruise	Corpus Christi	TX	78418
1	50% OFF - 2 Day Weekend VIP without Party Cruise	PORT ISABEL	TX	78578
1	50% OFF - 2 Day Weekend VIP without Party Cruise	DONNA	TX	78537
1	50% OFF - 2 Day Weekend VIP without Party Cruise	DONNA	TX	78537
1	50% OFF - 2 Day Weekend VIP without Party Cruise	DONNA	TX	78537
2	50% OFF -Weekend General Admission	MERCEDES	TX	78570
2	50% OFF -Weekend General Admission	TIPTON	MI	49287
1	50% OFF -Weekend General Admission	WICHITA	KS	67218
1	50% OFF -Weekend General Admission	Herndon	VA	20171
1	50% Off - 4 Day VIP without Party Cruise		TX	
1	50% OFF -Weekend General Admission	Novato	CA	94945
1	50% OFF -Weekend General Admission	Fountain	CO	80817
1	50% OFF - 2 Day Weekend VIP with Party Cruise	del rio	TX	78840
2	50% OFF - 2 Day Weekend VIP with Party Cruise	DEL RIO	TX	78840
1	50% OFF - 2 Day Weekend VIP with Party Cruise	DEL RIO	TX	78840
4	50% OFF - 2 Day Weekend VIP without Party Cruise	EDINBURG	TX	78542
2	Weekend General Admission	LA GRANGE	TX	78945
2	Buy One, Get One Free! 2 Day Weekend VIP with Party Cruise	PHARR	TX	78577
1	50% OFF - 2 Day Weekend VIP without Party Cruise	PHARR	TX	78577
2	Buy One, Get One Free! 2 Day Weekend VIP without Party Cruise	Pharr	TX	78577
2	50% OFF - 2 Day Weekend VIP without Party Cruise	HARLINGEN	TX	78550
2	50% OFF - 2 Day Weekend VIP without Party Cruise	HARLINGEN	TX	78552
2	2 Day Weekend VIP without Party Cruise	SAN ANTONIO	TX	78212
1	2 Day Weekend VIP without Party Cruise	HARLINGEN	TX	78550
1	Weekend General Admission	INGRAM	TX	78025
2	Buy One, Get One Free! 2 Day Weekend VIP with Party Cruise	little elm	TX	75068
1	50% OFF - 2 Day Weekend VIP with Party Cruise	INGRAM	TX	78025

2	50%OFF - 4 Day Platinum VIP with Party Cruise	AUSTIN	TX	78728
1	50% Off - 4 Day VIP without Party Cruise	SAN ANTONIO	TX	78212
2	Weekend General Admission	PHARR	TX	78577
2	Buy One, Get One Free! Weekend General Admission	HARLINGEN	TX	78550
2	50% OFF - 2 Day Weekend VIP with Party Cruise	SAN ANTONIO	TX	78209
2	Buy One, Get One Free! 2 Day Weekend VIP without Party Cruise	Brownsville	TX	78520
6	Weekend General Admission	JOHNSTOWN	CO	80534
2	50% OFF - 2 Day Weekend VIP with Party Cruise	FALCON HEIGHTS	TX	78545
2	Buy One, Get One Free! 2 Day Weekend VIP with Party Cruise	Mission	TX	78572
2	Buy One, Get One Free! 2 Day Weekend VIP with Party Cruise	MCALLEN	TX	78504
2	Buy One, Get One Free! 4 Day Platinum VIP with Party Cruise	MCALLEN	TX	78501
1	Weekend General Admission	HOUSTON	TX	77057
1	Weekend General Admission	MISSION	TX	78574
1	Weekend General Admission	HOUSTON	TX	77036
2	50% OFF -Weekend General Admission	MISSION	TX	78574
2	Buy One, Get One Free! 4 Day Platinum VIP with Party Cruise	SAN ANTONIO	TX	78247
2	50% OFF -Weekend General Admission	Weslaco	TX	78596
1	50% OFF - 2 Day Weekend VIP with Party Cruise	GALVESTON	TX	77550
1	50% OFF - 2 Day Weekend VIP without Party Cruise	WESLACO	TX	78596
2	2 Day Weekend VIP without Party Cruise	La Joya	TX	78560
1	2 Day Weekend VIP without Party Cruise	PHARR	TX	78577
1	50% OFF - 2 Day Weekend VIP without Party Cruise	Mission		
1	50% OFF -Weekend General Admission			88715
2	50% OFF -Weekend General Admission			88715
2	50% OFF - 2 Day Weekend VIP without Party Cruise	BROWNSVILLE	TX	78520
1	50% OFF - 2 Day Weekend VIP with Party Cruise	LAREDO	TX	78041
2	50% OFF - 2 Day Weekend VIP with Party Cruise	ZAPATA	TX	78076
2	50% OFF - 2 Day Weekend VIP with Party Cruise	LAREDO	TX	78041
1	Weekend General Admission	MIZE	MS	39116
1	50% OFF -Weekend General Admission	BROWNSVILLE	TX	78520
1	50% OFF -Weekend General Admission	BROWNSVILLE	TX	78520
2	2 Day Weekend VIP without Party Cruise	MCALLEN	TX	78501
2	Buy One, Get One Free! 2 Day Weekend VIP with Party Cruise	BAY CITY	TX	77414
1	50% OFF - 2 Day Weekend VIP without Party Cruise	LOS FRESNOS	TX	78566

4	50% OFF - 2 Day Weekend VIP with Party Cruise			78520-894
2	2 Day Weekend VIP without Party Cruise	SAN ANTONIO	TX	78238
2	50% OFF - 2 Day Weekend VIP without Party Cruise	Mission	TX	78572
1	50% OFF - 2 Day Weekend VIP with Party Cruise	AUSTIN	TX	78744
2	Buy One, Get One Free! 2 Day Weekend VIP with Party Cruise	Austin	TX	78744
1	50% OFF - 2 Day Weekend VIP with Party Cruise	MISSION	TX	78572
1	50% OFF - 2 Day Weekend VIP without Party Cruise	alton	TX	78573
2	Buy One, Get One Free! Weekend General Admission	Weslaco	TX	78596
1	50% OFF -Weekend General Admission	Edinburg	TX	78539
2	50% OFF - 2 Day Weekend VIP without Party Cruise	Brownsville	TX	78521
2	50% OFF - 2 Day Weekend VIP without Party Cruise	pharr	TX	78577
1	50% OFF - 2 Day Weekend VIP without Party Cruise	BROWNSVILLE	TX	78526
2	50%OFF - 4 Day Platinum VIP with Party Cruise	mcallen	TX	78501
1	50% OFF - 2 Day Weekend VIP without Party Cruise	LOCKHART	TX	78644
2	Buy One, Get One Free! 2 Day Weekend VIP with Party Cruise	MERCEDES	TX	78570
2	50% OFF - 2 Day Weekend VIP without Party Cruise	HOUSTON	TX	77056
4	50% Off - 4 Day VIP without Party Cruise	LAREDO	TX	78046
2	4 Day Platinum VIP with Party Cruise	Dallas		
2	Buy One, Get One Free! 2 Day Weekend VIP with Party Cruise	ROUND ROCK	TX	78664
2	Buy One, Get One Free! 2 Day Weekend VIP with Party Cruise	MCALLEN	TX	78501
2	50% OFF -Weekend General Admission	BROWNSVILLE	TX	78520
1	50%OFF - 4 Day Platinum VIP with Party Cruise	EDINBURG	TX	78541
1	50% Off - 4 Day VIP without Party Cruise	PEARLAND	TX	77581
2	50% OFF - 2 Day Weekend VIP without Party Cruise	Austin	TX	78726
4	50%OFF - 4 Day Platinum VIP with Party Cruise	ARANSAS PASS	TX	78336
2	50%OFF - 4 Day Platinum VIP with Party Cruise	ARANSAS PASS	TX	78336
3	50%OFF - 4 Day Platinum VIP with Party Cruise	ARANSAS PASS	TX	78336
2	50%OFF - 4 Day Platinum VIP with Party Cruise	ARANSAS PASS	TX	78336
6	50%OFF - 4 Day Platinum VIP with Party Cruise	ARANSAS PASS	TX	78336
2	50% OFF - 2 Day Weekend VIP without Party Cruise	BROWNSVILLE	TX	78520
3	50% OFF -Weekend General Admission	MCALLEN	TX	78501
1	50% OFF - 2 Day Weekend VIP without Party Cruise	SAN ANTONIO	TX	78229

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

MEETING DATE: May 23, 2018

NAME & TITLE: Wally Jones, CVA Board Chairman

DEPARTMENT: South Padre Island Convention & Visitors Advisory Board

ITEM

Discussion and action to approve the post event report for Sand Crab Run (April 2018).

ITEM BACKGROUND

This report details the measured economic impact of the 2018 South Padre Island (SPI) Sand Crab 5K & 10K Nighttime Beach Run held on Saturday, April 28th. The post event reports will be presented by CVB Staff.

BUDGET/FINANCIAL SUMMARY

Sand Crab run received \$4,726 funding support from the SPI Convention and Visitors Bureau (CVB) to help fund the event.

Special Events Budget 02-593-8099

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve post report.

SPI Sand Crab 5K/10K Beach Run 2018



Event Attendance

345 registered participants
294 households
252 room nights
-5.9% change in YoY on event
night



DEMOGRAPHICS

Average age 37
Average Income:
54.7%
\$50,000 or more

\$4,726

CVB Investment

\$557

spending per household



2.4 visitors per
household

1.4 nights spent
on SPI

\$163,700

TOTAL SPENDING

\$ 655

City F&B sales tax

\$ 4,467

City HOT
ROI -5.5%

\$ 6,351

Total city sales tax
ROI 34.4%



75.1

NET PROMOTER SCORE
likely to recommend
South Padre Island

96.7%

likely to
return

South Padre Island **Sand Crab 5K & 10K** **Nighttime Beach Run**

April 28, 2018

Event Economic Impact Report

Prepared for

City of South Padre Island Convention and Visitors
Bureau

Prepared by

Business and Tourism Research Center
The University of Texas Rio Grande Valley

Research Team Leaders:

Dr. Penny Simpson, Professor of Marketing and
Director

Dr. Sharon Schembri, Assistant Professor of
Marketing

Oscar Chacon Ramos, Project Manager



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Executive Summary and Survey Highlights

This report details the measured economic impact of the 2018 South Padre Island (SPI) Sand Crab 5K & 10K Nighttime Beach Run held on Saturday, April 28th. Promoted by RunInTexas.com with \$4,726 funding support from the SPI Convention and Visitors Bureau (CVB), organizers expected to attract 500 to 800 people for about 200 room nights over two nights. To examine the spending of the SPI Sand Crab Run participants on SPI, a short survey incentivized with the opportunity to enter a drawing to win two nights at Schlitterbahn Beach Resort was conducted. The survey was administered onsite with a total of 99 contacts but nine surveys were from duplicate households or people not on the Island for the event. This yielded 90 responses from unique households on the Island specifically for the SPI Sand Crab Run.

Demographically, the SPI Sand Crab Run study sample had an average age of 37 years, was predominately female (65.2%), married (55.1%), with some college education (86.5%), works full time (86.5%), has a household income above \$50,000 (54.7%), and is Hispanic (76.7%). Survey respondents are primarily from the US (90%), with 7.8% coming from Mexico, and one from Peru. On average, survey participants traveled with an average of 2.4 people for an average of 112 miles and spent 1.43 nights on SPI. A large percentage (79.6%) of survey respondents are considered promoters of the Island to others resulting in a net promoter score of 75.1 and are likely to return to SPI for a future vacation (96.7%). Most respondents were satisfied with their SPI stay experience (95.5%) and with the event (86.7%).

Importantly, the survey analysis found that the 294 household groups attending the 2018 SPI Sand Crab Run event spent an estimated average of **\$557 per household** while on the Island for a **total of \$163,700**. This total spending resulted in **\$16,942 in total sales tax revenue with the City's share of taxes amounting to \$6,351, which gives 34.4% return on the \$4,726 cash invested by the CVB in the event. Considering only the City's share of the HOT, the return on the CVB investment was a loss of \$259 or -5.5%.**

Separately, lodging is the highest per household expenditure category with 60% of study respondents spending at least one night in paid lodging on the Island and staying an average of 1.43 nights. This resulted in about 252 total room nights, most of which were in hotels (50%). With the average lodging expenditure of \$348 per household that spent the night on the Island, revenue from lodging was a total of \$61,500. Of the total lodging expenditure, 17% or \$8,935 was for the Hotel Occupancy Tax (HOT), and half of that, or about \$4,467, goes toward the 8.5% City (HOT), a 5.5% loss on the investment. However, the estimated total spending on food and beverage of \$35,509 resulted in about \$2,782 in taxes at the 8.5% rate or \$655 at the City 2% tax rate. The combined City's share of all the HOT, food and beverage taxes and taxes on all other expenditures is \$6,351, which represents a 34.4% return on the \$4,726 cash investment provided to the SPI Sand Crab Run organizer.

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South Padre Island Sand Crab 5K and 10K Nighttime Beach Run: Economic Impact

Introduction

The South Padre Island (SPI) Sand Crab 5K & 10K Nighttime Beach Run (Sand Crab Run) was held on the SPI beach beginning in front of the event hotel, Pearl South Padre Island Resort, on Saturday, April 28th, 2018. Race participants could pick up their race packets on Thursday in Harlingen before the event or at the Pearl South Padre Island Resort on race day from 4:00pm to 6:00pm. The Kid Crab mile began at 8:00pm and the 5K and 10K races at 8:30pm with a cut off time of two hours. An awards ceremony was held at about 10:00pm at the Pearl South Padre Island Resort. All race participants were required to wear flashlights or headlamps because the event was at night.

The SPI Sand Crab 5K & 10K Nighttime Beach Run was organized by RunInTexas and was designed “to create a fun, memorable and unique family-friendly running event that attracts runners from across the Rio Grande Valley and beyond to the beaches of South Padre Island.” The organizers received \$4,726 from the SPI Convention and Visitors Bureau (CVB) to help fund the event. The funds were to be used for marketing—website, social media and e-mail campaigns to their database of 16,500 Texas runners—and t-shirts, which would have the SPI CVB logo. The organization expected to promote the event through 10 press releases and publicity opportunities in print, broadcast, and online media, running calendars, and posters. These marketing efforts were expected to reach Texas residents, primarily in the Rio Grande Valley, San Antonio, Austin, and Houston.

Past SPI Sand Crab Run events yielded an estimated 255, 400, and 340 hotel rooms in 2015, 2016, and 2017, respectively. For this year's event, the organizer expected to attract from 500 to 800 runners with about 75% of those staying in SPI lodging for a total of 375 to 600 room nights.

As a side note, on April 3, 2018, the www.runintexas.com website did not have a link to the SPI CVB as promised in the funding application and the event website graphic displayed the beach run graphic from 2016 (see Figure 1). A Google search found the correct event information and registration at:

<https://www.signmeup.com/site/online-event-registration/123621>. This website also did not have a link to the SPI CVB website (see Appendix A).



FIGURE 1. GRAPHIC DISPLAYED ON WEBSITE

Method

To estimate the economic impact of the 2018 SPI Sand Crab Run, UTRGV researchers conducted a survey (see Appendix B) among SPI Sand Crab Run attendees on SPI on Saturday, April 28th during registration and during the race from about 5:20pm until 9:00pm. As an incentive, survey respondents were offered a chance to win two nights at Schlitterbahn Beach Resort and were also offered other promotional products provided by the CVB which substantially helped to recruit respondents. Respondents were asked to complete the survey by paper on clipboards although some event participants were given note cards (see Figure 2) inviting online survey participation.



FIGURE 2. ONLINE SURVEY NOTE CARDS

Interviews

A total of 11 trained interviewers, the project manager, a supervisor and a drone operator attended the SPI Sand Crab Run registration held at the Pearl South Padre Island Resort from 5:20pm to 9:00pm. All interviewers were highly visible by wearing bright orange t-shirts and visors. Interviewers approached potential respondents in a



professional manner and distributed hard copies of the questionnaire on clipboards to facilitate survey administration. Those who refused the survey were given a note card with a link to the online survey. This

methodology yielded 99 interview responses but eight surveys were eliminated because another household member had completed the survey and one was eliminated because the respondent had not come to the Island for the event. No responses were received on the online survey option.



Estimated attendance

Knowing the number of people attending any event is crucial to estimating the economic impact of the event. To determine the number of attendees, the event sponsor was asked to provide the number of registered race participants and their zip codes. A total of 320 zip codes of pre-registered Sand Crab Run runners were provided (see Appendix D); with an estimated 15 more runners registering at the event for a total of 345 registrants. The estimated crowd size based on drone pictures and counts on the ground suggested fewer Sand Crab Run attendees; about 240 event attendees at the peak time. The drone photos show about 134 people at 6:30pm (see Figure 3), about 174 at 8:00pm (see Figure 4) and about 228 at 8:23pm (Figure 5). However, it is impossible to account for duplication during the entire event—the people present at 6:30pm may be different from the people present at 8:00pm and even at 8:23pm.



FIGURE 3. DRONE PHOTO OF SPI SAND CRAB RUN AT 6:30PM



FIGURE 4. DRONE PHOTO OF SAND CRAB RUN AT 8:00PM



FIGURE 5. DRONE PHOTO OF SAND CRAB RUN AT 8:23PM



FIGURE 6. SAND CRAB RUN AT START OF ADULT RACE

Therefore to estimate the total event households, the sponsor-reported 345 registrants is used as the basis; however, that number was reduced based on the assumption that 25% of the registrants were from the same household, thus 276 unique households are considered event participants which comprised 86.7% of all event attendees interviewed in the survey. Assuming that half of the 2.2% event volunteers or staff and 11.1% spectators are included in registered participants' households, an estimated **294 households** were at the SPI Sand Crab Run.

Results

The 11 onsite interviewers attempted to interview almost every different household encountered during the SPI Sand Crab Run event. In all, they contacted 90 different households, which, at 2.42 people per household as found in this study (see Figure, p 15), would equate to 237 people contacted or 60 short of the total estimated 294 number of households at the event. Thus, the 99 responses with 90 valid interviews yields a response rate of 34% of the estimated households attending the event. Also, while 90 surveys does not seem like many completed surveys, it is sufficient to be at least 95% confident that the results vary by plus or minus 8%.



Survey participants and SPI stay characteristics

The following results are for all 90 unduplicated survey respondents who specifically came to SPI to attend the SPI Sand Crab Run.

SPI Sand Crab Run participation

In this study, attendees of the SPI Sand Crab Run were classified according to their attendance status. As seen in Figure 7, by far, most attendees were registered runners (86.7%). A total of 11.1% of respondents considered themselves to be spectators while 2.2% were event volunteers or staff.

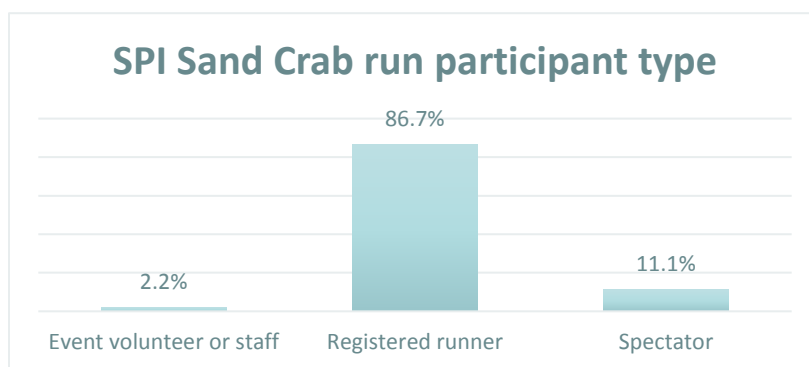
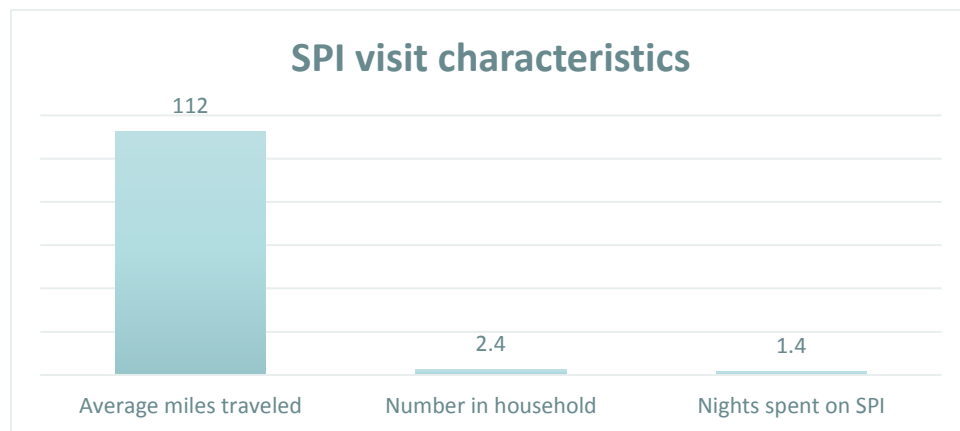


FIGURE 7. SURVEY RESPONSE TO SAND CRAB RUN PARTICIPATION TYPE

Miles traveled, group size and stay characteristics

Survey respondents were asked to indicate the number of miles traveled to the event, how many people were in their household, how many nights they spent on SPI, and where they



spent the night while at the Sand Crab Run. Data featured in Figure 8 shows that, on average, study participants traveled 112 miles to attend the event,

FIGURE 8. SPI VISIT CHARACTERISTICS

although distances traveled ranged from 0 to 1,500 miles. Figure 8 also shows that 2.4 people were, on average, in each household although the number per household ranged from 1 to 8. The average number of nights spent on SPI for the SPI Sand Crab Run is 1.4 nights.

Figure 9 breaks down the number of nights spent on SPI and shows that most respondents spent the night on the Island, with 40.2% staying only one night and 26.4% spending two nights. Almost 82% spent the night on the Island, perhaps because the event was at night.

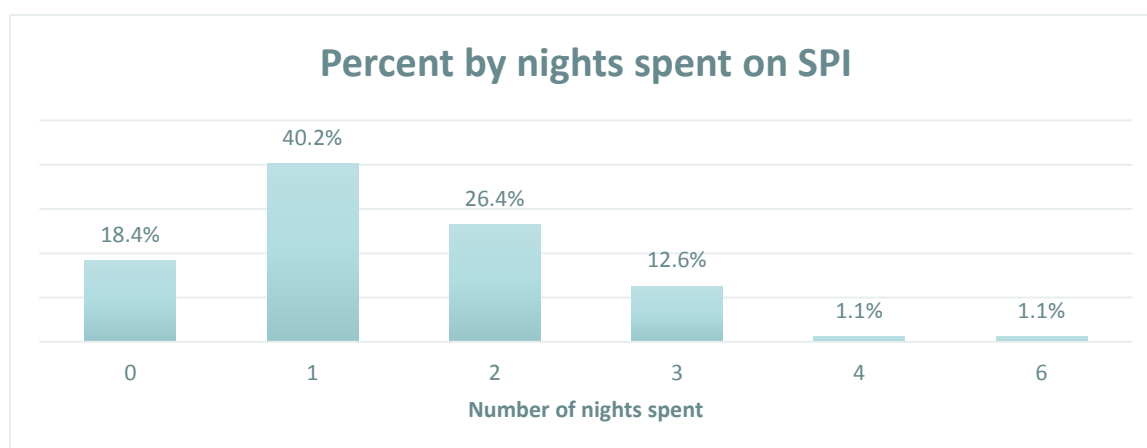


FIGURE 9. PERCENT SPENDING NIGHTS ON SPI

Figure 10 shows the types of lodging used by Sand Crab Run attendees while on the Island. A total of 71 respondents indicated spending at least one night on the Island; but only about 55 respondents reported their lodging expenditures. Half of staying-respondents rented a hotel/motel room, while 17.1% rented a condominium or beach house, 3.9% rented a room and 2.6% stayed at a campground/RV park. About 14.5% of respondents spent the night in their own SPI residence.

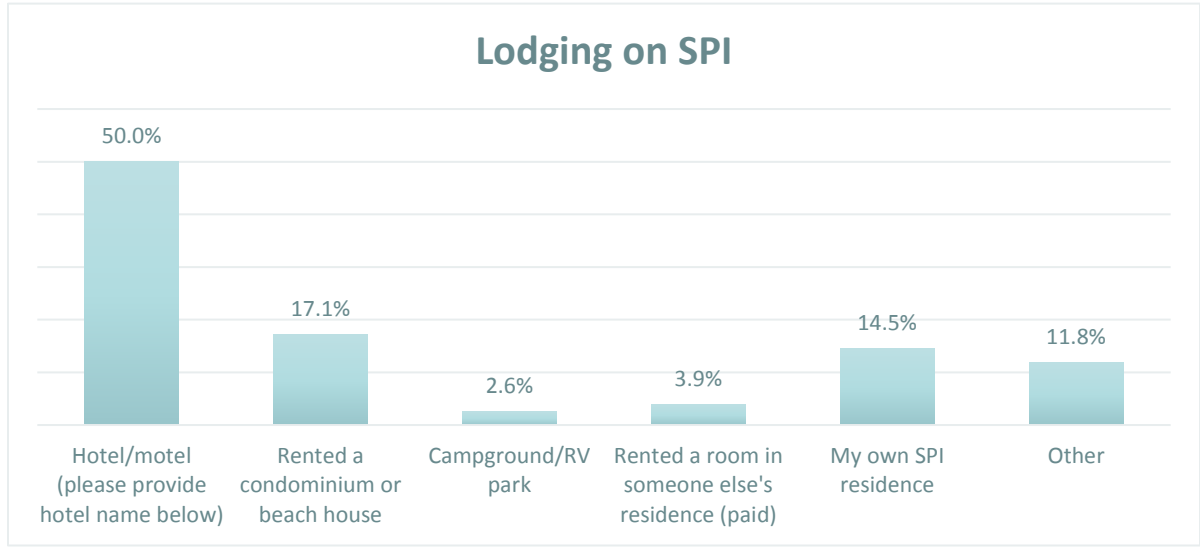


FIGURE 10. LODGING TYPE USED

Estimated spending

Study respondents were asked to identify how much money they spent in various expenditure categories. The total average reported expenditure by category was then multiplied by the percentage of respondents who reported spending in that expense category to arrive at the average weighted spending per expense category. For example, the results, shown in Table 1, indicate that the average amount spent on lodging for the stay duration was \$348 with a weighted average of \$209 when considering that 60% of respondent households spent money on lodging on the Island. Average spending on food and beverages was \$138 with a weighted average of \$121. In total, Sand Crab Run attendees spent a total average of \$1,320 with the sum of the weighted average of spending at **\$557 per household** for the time they were on South Padre Island for the 2018 SPI Sand Crab 5K/10K Beach Run.

TABLE 1. TOTAL AVERAGE WEIGHTED SPENDING

Expenditure category	Total average spending	% spending in category	Weighted spending
Food & Beverages	\$ 138	0.88	\$ 121
Night life	\$ 123	0.52	\$ 64
Lodging	\$ 348	0.59	\$ 209
Attraction entertainment	\$ 115	0.30	\$ 35
Retail	\$ 84	0.38	\$ 32
Transportation	\$ 44	0.70	\$ 31
Parking	\$ 23	0.06	\$ 1
Admission fees	\$ 41	0.14	\$ 6
Clothing	\$ 66	0.29	\$ 19
Groceries	\$ 54	0.32	\$ 17
Other	\$ 284	0.08	\$ 22
Total	\$1,320		\$ 557

The total spending on South Padre Island that is specifically attributable to the SPI Sand Crab Run is determined by multiplying the 294 unduplicated event attendee households (see p13) by the total weighted \$557 per household spending while on South Padre (see Table 2). The result is a total, direct spending by Sand Crab Run attenders of **\$163,700** on South Padre Island.

The estimated direct spending on South Padre Island as attributed to the 2018 SPI Sand Crab 5K/10K Beach Run is \$163,700 within a confidence interval of plus or minus \$13,000 given the assumptions of a random sample selection. This spending resulted in \$4,467 as the City's share of HOT and \$6,351 as the city's share of total taxes. This represents a loss on the \$4,726 investment provided by the CVB to the event organizer of 5.5% considering HOT only or a gain of 34.4% considering all City taxes.

Spending on food & beverages and lodging

The survey results indicated 88% of respondents spent an average of \$138 per household for a weighted average of \$121 on food and beverages (F&B) (see Table 1, p17). This means that Sand Crab Run attendees spent a total weighted average of \$35,509 on F&B. With an 8.5% tax rate, this amount resulted in about \$2,782 in total sales tax collected from F&B spending, of which almost \$655 is the City's 2% tax rate share.

The survey results also indicated that 60% of respondents spent an average of \$348 for a weighted average spending of \$209 per household on lodging over an average of 1.43 nights (see Figure 8 and 9, p15) spent on SPI for the Sand Crab Run. These statistics indicate that the Sand Crab Run generated about 252 room nights for a total of about \$61,500 spent on lodging. This amount of spending results in total HOT taxes collected of about \$8,935 at a 17% HOT tax rate or \$4,467 to the City of South Padre Island for their 8.5% share of the HOT taxes collected.

SPI Sand Crab Run attenders accounted for 252 room nights and spent \$163,700 ± \$13,000 while on the Island for the event.

The CVB provided \$4,726 cash to the SPI Sand Crab Run organizer. For this investment, the City of South Padre Island should recover 8.5% of the HOT tax or \$4,467. Total other spending by Sand Crab Run attendee households on the Island of \$102,204 generated total taxes of \$8,007 with the City's return in taxes of 2% or \$1,884. Thus, the total return in taxes to the City as a result of the SPI Sand Crab Run is estimated at \$6,351. While the investment represents a 5.5% loss on the CVB investment when considering only the HOT, these City's share of taxes collected from the event fully cover the \$4,726 investment in the event for a 34.4% return on investment

In summary, the taxes accrued to the City of South Padre Island as a result of the 2018 SPI Sand Crab Run is estimated at \$6,351 ± 8%, a total tax return on the \$4,726 investment of 34.4% but a loss of 5.5% when considering HOT only.

The SPI Experience

The next section of the survey asked respondents about their stay on SPI. In this section, the “net promoter” question was used to determine how likely survey respondents are to recommend SPI as a place to visit to friends or colleagues. The results, shown in Figure 11 indicate that most study respondents (79.6%) are promoters of SPI while 4.5% are detractors. This yields a net promoter score (NPS) of 75.1, which is very good. For example, the hotel industry has a NPS of 39 (www.netpromoter.com/compare).

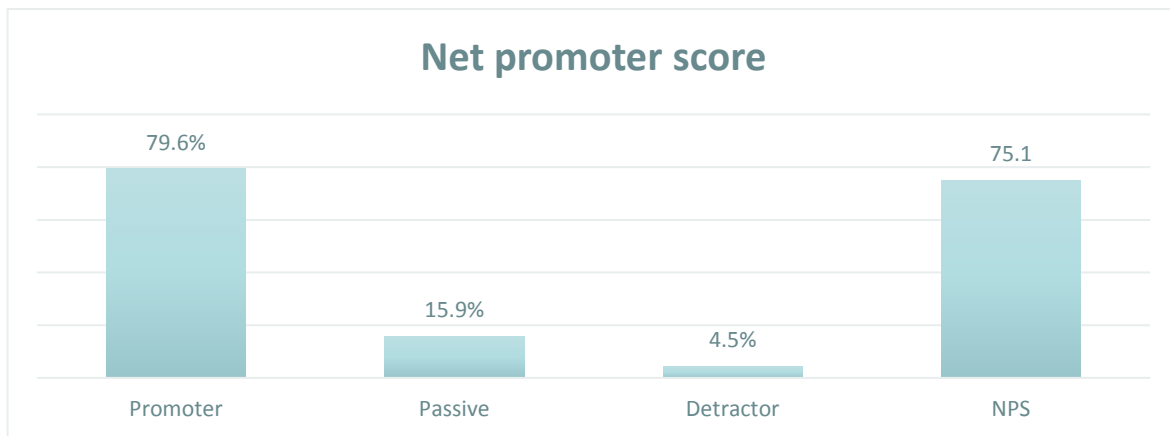


FIGURE 11. NET PROMOTER SCORE

Respondents also indicated how likely they are to return to SPI for a future vacation (Figure 12) and how satisfied overall they were with their SPI experience (Figure 13). Most respondents are somewhat likely or extremely likely to return to the Island (96.7%) in the future and were somewhat satisfied or extremely

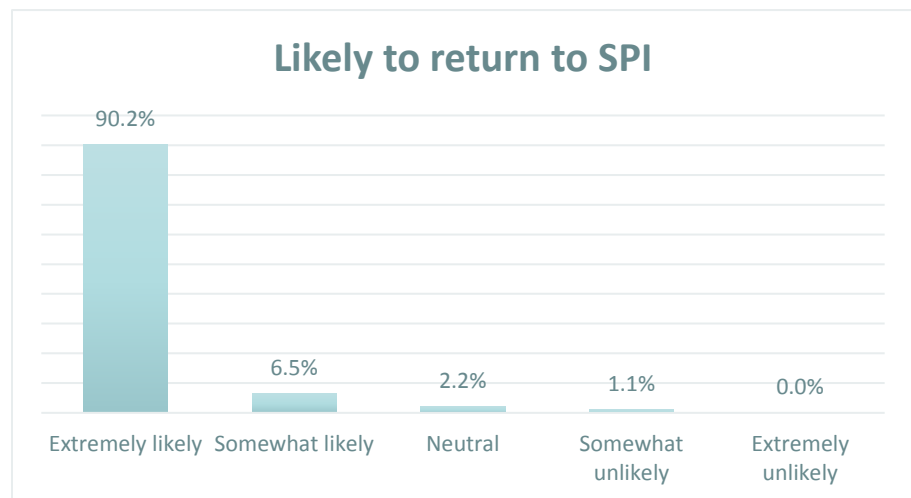


FIGURE 12. LIKELIHOOD OF RETURNING TO SPI IN THE FUTURE

satisfied (95.5%) with their SPI experience. Only one respondent reported being 'somewhat dissatisfied' with their SPI experience.

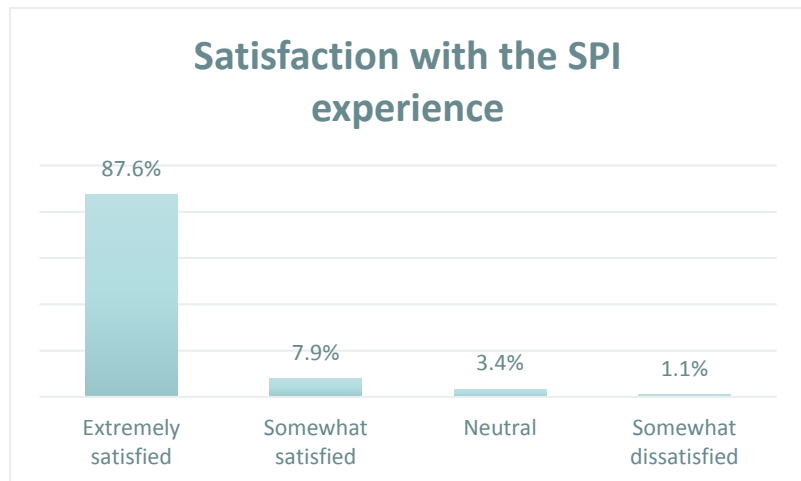


FIGURE 13. SATISFACTION WITH THE SPI EXPERIENCE

Most respondents were also satisfied with the Sand Crab Run event (86.7%). Although some were neutral about the event (13.3%). No one was 'dissatisfied' as seen in Figure 14.



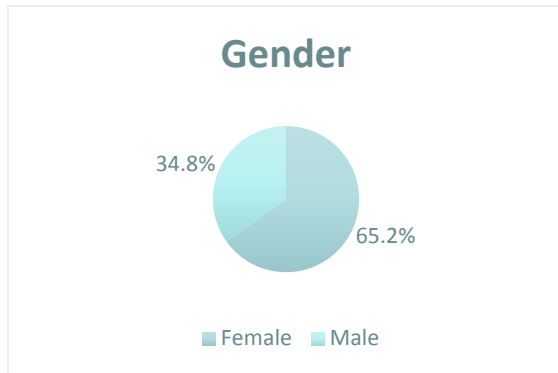
FIGURE 14. SATISFACTION WITH EVENT

NOTE: Three respondents had suggestions for improving their stay on SPI. The comments are as follows:

- Customers reception switching rooms
- Information on parking
- More people, and
- Repair potholes

Respondent Demographics

The remainder of the study assessed respondent demographic characteristics.



The average age of all respondents was 37 years-of-age although ages ranged from 18 to 60. Most respondents are female (65.2%) and married (55.1%), although 43.8% are single/divorced/separated, and have at least some college (86.5%) as shown in Figures 15, 16, and 17 respectively.

FIGURE 15. GENDER

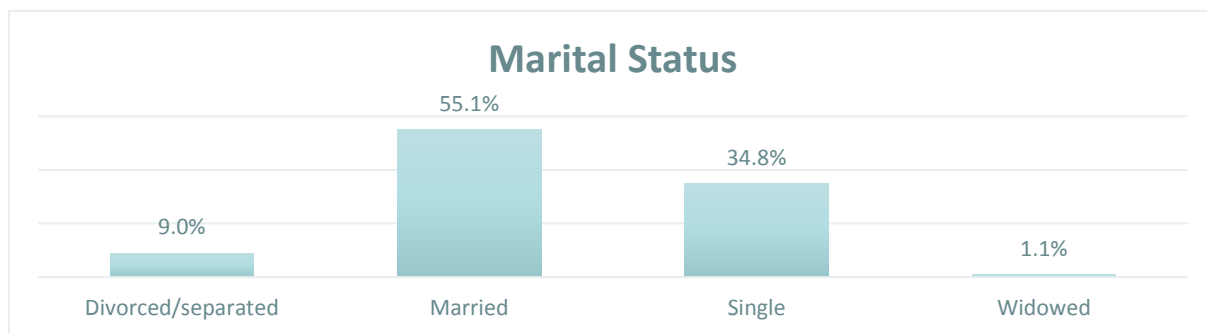


FIGURE 16. MARITAL STATUS

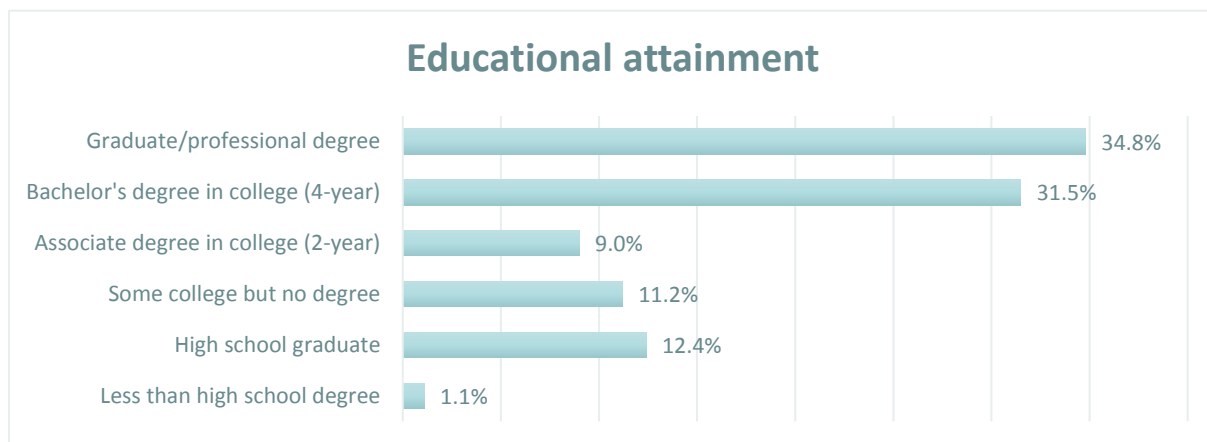


FIGURE 17. EDUCATIONAL ATTAINMENT

In all, most study respondents had a full-time job (86.5%) although 5.6% worked part-time as seen in Figure 18.

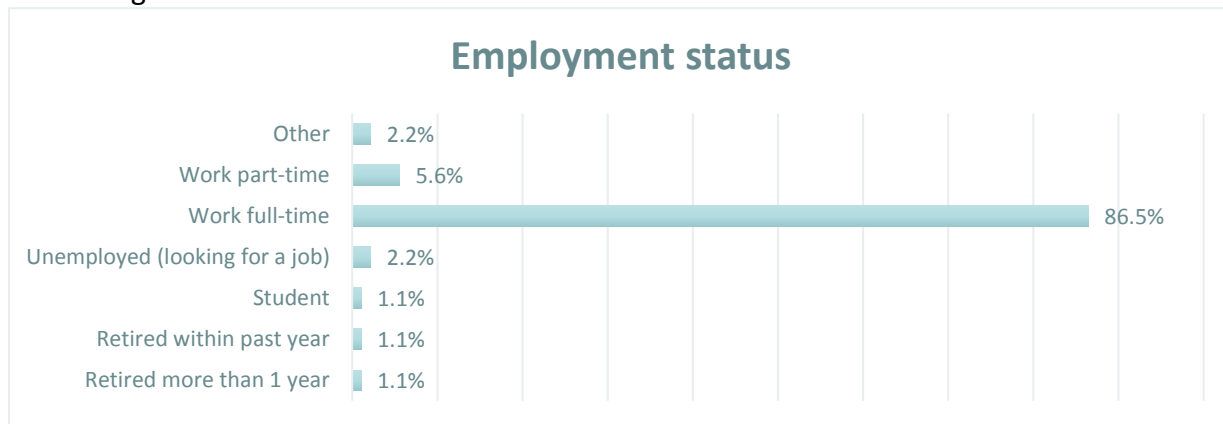


FIGURE 18. EMPLOYMENT STATUS

Study participants in the SPI Sand Crab Run, in general, have higher household income levels than the general US population. Most (54.7%) had a reported household income above \$50,000 (Figure 19).

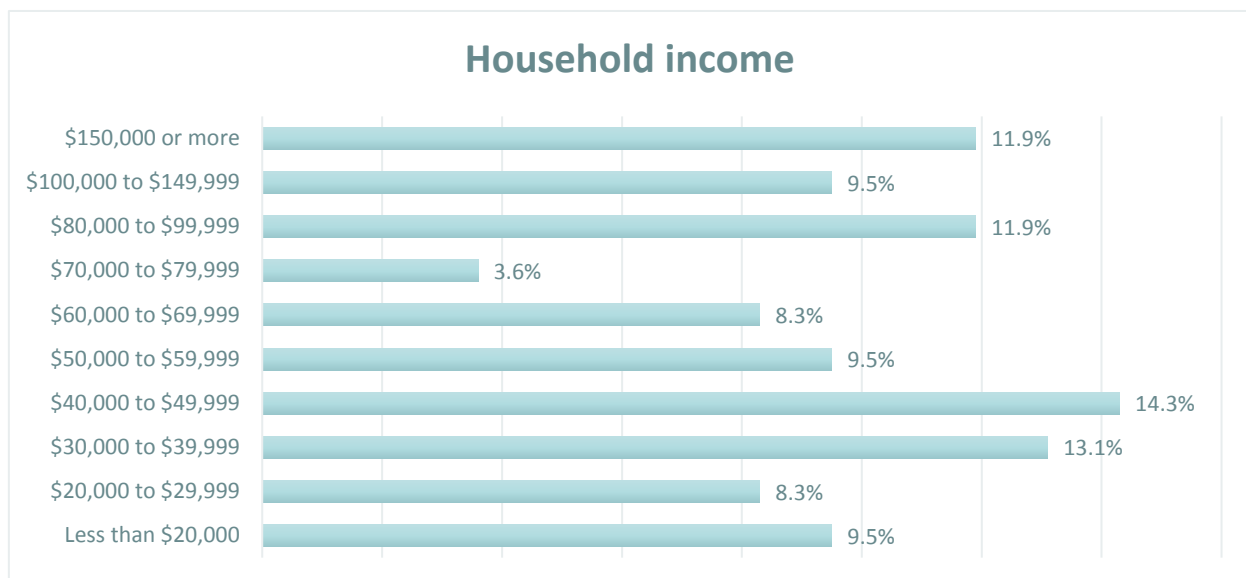
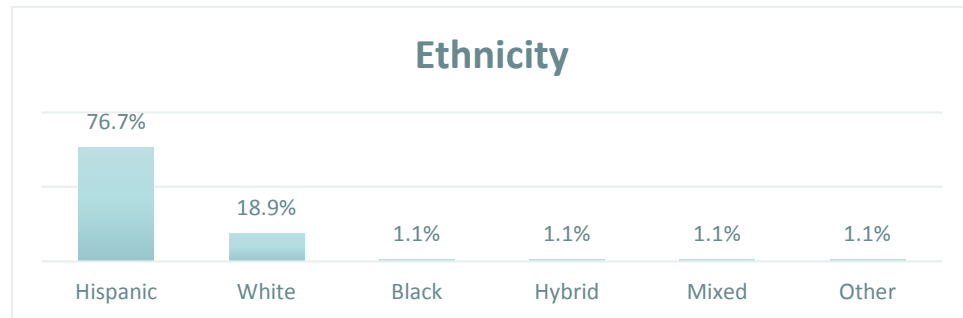


FIGURE 19. HOUSEHOLD INCOME

Respondents were also asked to indicate their ethnicity, but could select as many ethnicities as appropriate.

Results in Figure 20 show that most respondents considered themselves



Hispanic (76.7%), with 18.9% indicating being white.

FIGURE 20. ETHNICITY

Finally, respondents were asked to indicate their home country and current residence zip/postal code. Most respondents reported the United States as their home country (90%). About 7.8% indicated being from Mexico as shown in Figure 21.

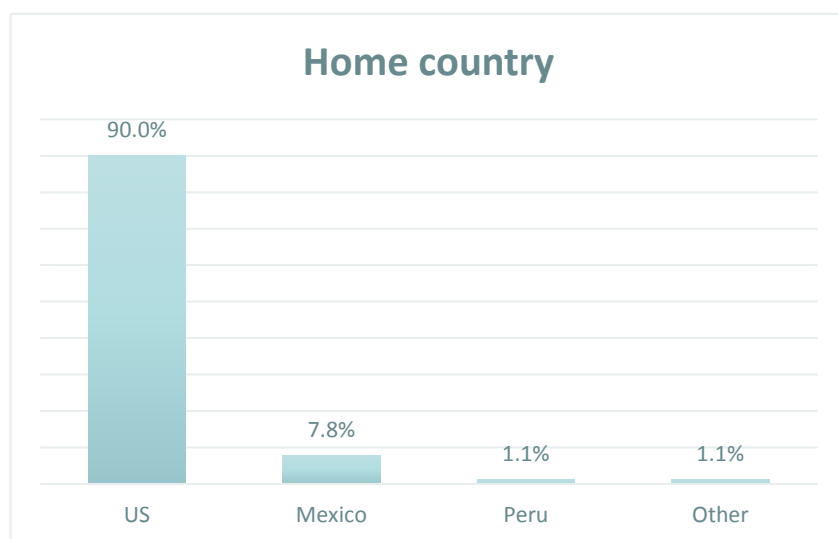


FIGURE 21. HOME COUNTRY

Specific zip or postal codes of study respondents are listed in Appendix C and the zip codes of Sand Crab Run participants as provided by the event organizer are shown in Appendix D.

Lodging manager's report

An email was sent to a listing of SPI lodging owner/managers, as provided by the SPI CVB. This email requested a response to the questions shown in Table 2 about SPI Sand Crab Run guests at their facility. In total, six owner/managers responded to the survey and the results and averages of those reporting statistics are shown in Table 2.

TABLE 2. SPI LODGING OWNER/MANAGER RESPONSES

QUESTION	AVERAGE	RANGE	COUNT
To the best of your knowledge, about how many different rooms did you rent to SPI Sand Crab Run attendees?	10.6	0 to 30	5
On average, how many people attending the SPI Sand Crab Run stayed in one room?	4.8	0 to 10	4
To the best of your knowledge, about how many nights did most SPI Sand Crab Run attendees stay at your lodging facility?	3.5	0 to 10	4
Please estimate the amount of dollars the average person attending the SPI Sand Crab Run spent per day at your lodging facility on the following (round to the nearest dollar): - Average room rate per night	\$174	\$125 to \$240	4
Please estimate the amount of dollars the average person attending the SPI Sand Crab Run spent per day at your lodging facility on the following (round to the nearest dollar): - Food per day	\$28	\$10 to \$40	4
Please estimate the amount of dollars the average person attending the SPI Sand Crab Run spent per day at your lodging facility on the following (round to the nearest dollar): - Beverages	\$32	\$10 to \$60	4
In total, how many rooms does your facility have to rent?	132	10 to 256	5

The results indicate that an average of 10.6 rooms were rented per lodging facility, that Sand Crab Run attendees spent 3.5 nights with an average of 4.8 people per room. The average cost per room was \$174 and guests spent an average of \$28 on food and \$32 on beverages. However, the responding lodging managers may not be representative of SPI lodging units. Only five hotels responded to the survey and, of those, two had 30 or fewer rooms and two had more than 200 rooms. Thus, given the small number and uniqueness of responses, no conclusions can be made from the lodging managers' survey results.

Only one lodging managers provided comments about the event for SPI officials as follows:

- should be stand alone and not funded events with HOT tax.

STR Report

Additional data to provide evidence about impact of an event on the SPI economy comes from the STR Destination Report provided to the SPI CVB. STR is a “global data benchmarking, analytics and marketplace insights” firm that gathers, analyzes and reports data from hotel owners/operators for benchmarking purposes. The Report includes data regarding hotel occupancy, average daily rate (ADR), revenue per available room (RevPAR), supply, demand, and revenue as provided by reporting SPI hotel owner/operators for last year as compared to this year. This data may be viewed in two ways. One way is to examine the trends over the past month to determine whether the hotel metrics changed during the Sand Crab Run event as compared to the rest of the month and the other way is to compare the metrics during the event night to those of the same night the previous year.

The following figures show the hotel metrics for each day from April 1 through 28th (the month trend) for this year as well as for the same night as last year (the year trend).

The occupancy rate for the Sand Crab Run evening of Saturday, April 28th is 86%. This rate is lower than last year’s rate of 91.4% for the same day last year but is much higher than the month-long occupancy rate of 57.7% for this year and 63.2% for last year as seen in the trends Figure 22.

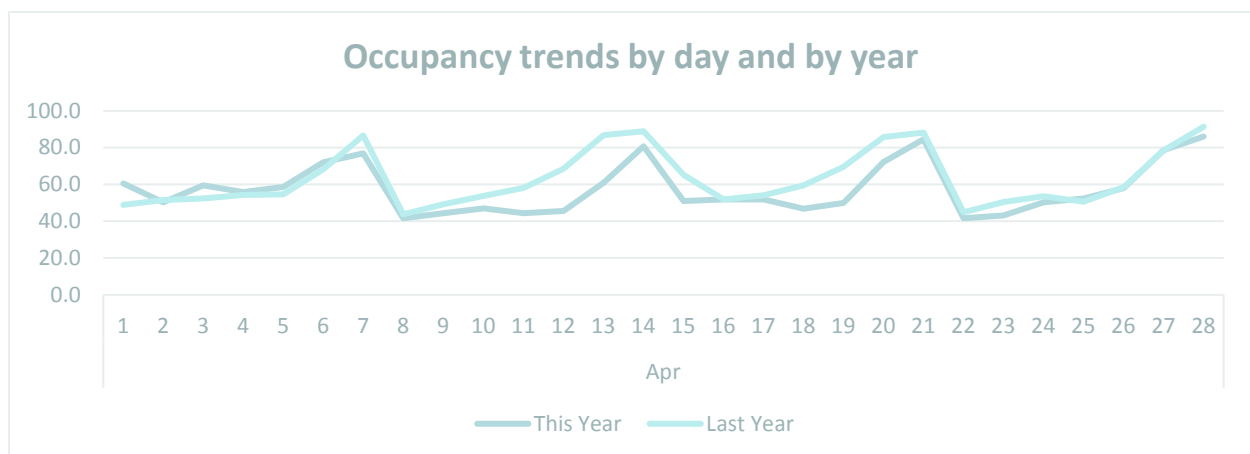


FIGURE 22. STR OCCUPANCY RATES BY DAY AND YEAR

Overall, the average daily rate (ADR) of rooms for the SPI Sand Crab Run night are higher than rates for most days in the month-long period for both this year and last year as shown in Figure 23. The ADR for

the night in 2018 averages \$136.46, higher than the ADR average of \$132.23 for the same day last year, but much higher than the month-long

average ADR of \$101.23 this year and of last years' month-long ADR of \$109.89.

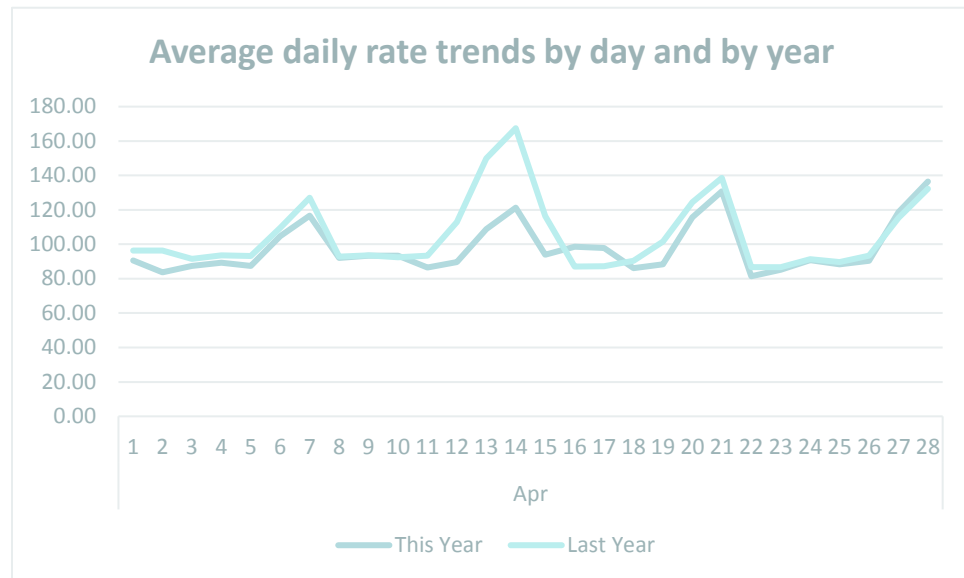


FIGURE 23. ADR TRENDS BY DAY AND YEAR

Next, Figure 24 shows the revenue per available room (RevPAR) for the same month-long time period. The average RevPAR for the night of the Sand Crab Run is \$117.43, which is slightly below the average rate of \$120.89 experienced during the same day last year. However, the Sand Crab RevPAR is substantially above the month-to-date rate of \$58.45 for this year.

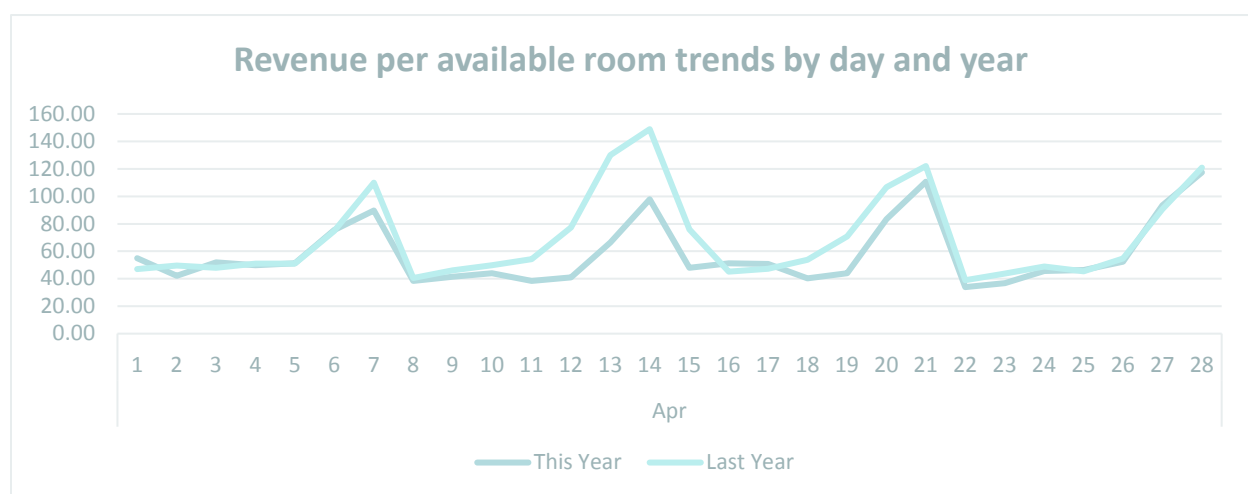


FIGURE 24. REVPAR BY DAY AND YEAR

For the month examined, Figure 25 shows the room demand trend. The average room demand for the night of the Sand Crab Run is 2,338, which is 5.8% less than the demand during the same day last year.

However, the room demand for the night of the Sand Crab Run exceeded the month-long average daily room demand of 1,569 and last year's average daily demand rate of 1,715 room.

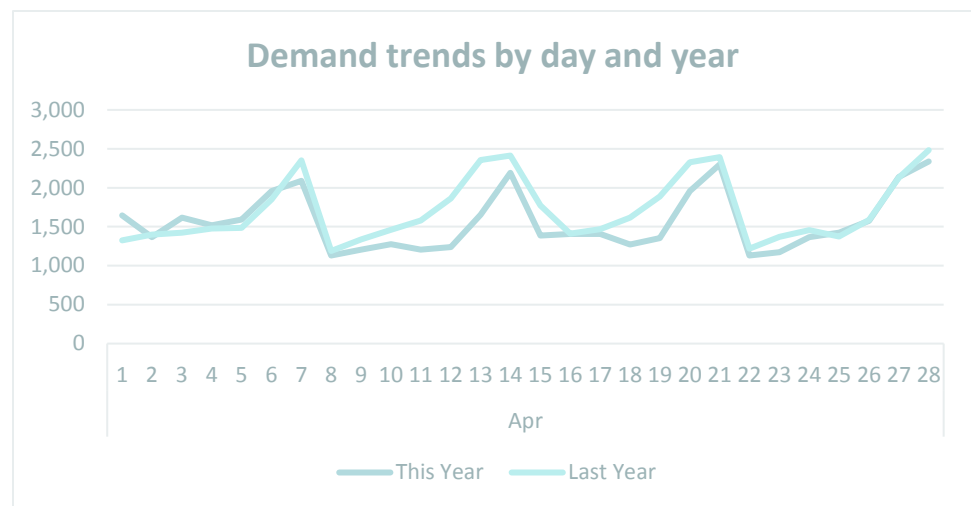


FIGURE 25. DEMAND TRENDS BY DAY AND YEAR

The average lodging revenue during the Sand Crab Run night was \$319,052, about 2.8% below the average revenue of \$328,327 for the same night last year. Nevertheless, the revenue for the Saturday night of the Sand Crab Run was also the peak revenue for the month as seen in Figure 26.

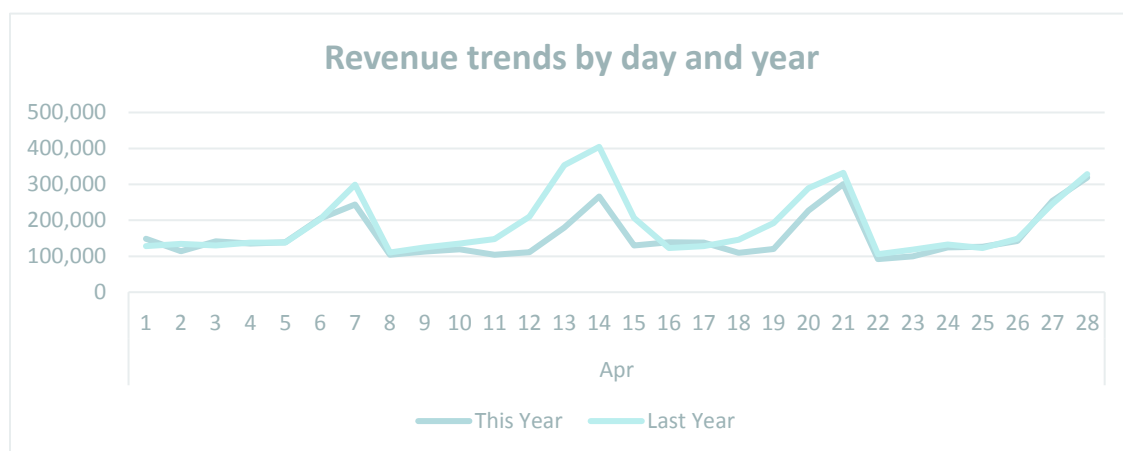


FIGURE 26. REVENUE TRENDS BY DAY AND YEAR

Figure 27 summarizes the percent change in hotel occupancy, ADR, RevPAR, demand and revenue for the night Sand Crab Run participants would have been spending the night on the Island.

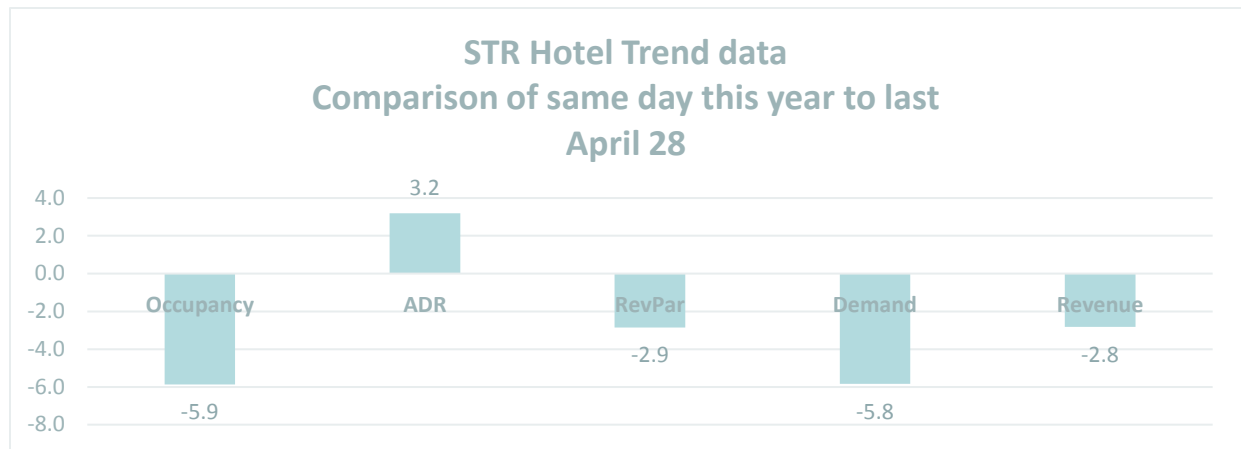


FIGURE 27. STR HOTEL TREND DATA 3-DAY COMPARISON

In summary, all metrics except for the ADR for Saturday, April 28th, the evening of the 2018 SPI Sand Crab Run, were below the same metrics for the same day last year. While two other events—Splash South Padre and the SPI Open Water Festival—were both held during the same time period last year, other factors may have accounted for the better 2017 performance on the metrics examined. For example, in 2017 there were Bands On the Beach performances with live music and fireworks and on Saturday, April 29, 2017, an American Red Cross Centennial Gala was held on the Island.

To summarize the STR data, all results indicate a decrease in occupancy, RevPar, demand, and revenue for Saturday, April 28th, the night of the 2018 SPI Sand Crab Run.

Note: The STR data is derived from 11 hotel owner/operator reporting data for this year and last year. This represents 35.5% of the census of 31 open hotels listed in the STR Census and 48.4% of the hotel rooms listed, thus all results should be interpreted accordingly without a high degree of assurances of generalizability.

Concluding remarks

This report details the amount of money spent on South Padre Island by people associated with the 2018 South Padre Island (SPI) Sand Crab 5K & 10K Nighttime Beach Run held on Saturday, April 28th. The results of the study were obtained by administering a short onsite survey, which offered respondents an incentive to enter a drawing to win two nights at Schlitterbahn Beach Resort. A total of 99 surveys were attempted but nine responses were eliminated because of household duplication as were responses for people who were not specifically on the Island for the Sand Crab Run, resulting in 90 viable survey responses for about one-third of all estimated event attendee households.

Demographically, the study sample was comprised of predominately married females who were an average of 37 years-of-age, had at least some college education, were employed full-time, had a household income above \$50,000, and identify ethnically as Hispanic. Geographically, almost all respondents were from the US (90%) although about 7.8% were from Mexico. The average number of miles traveled by survey participants to attend the event was 112 miles, with 60% spending an average of 1.43 nights on SPI.

By combining the actual number of people registered to participate in the Sand Crab Run with survey results, the SPI Sand Crab Run generated about 252 SPI room nights. With an average total weighted lodging expenditure per household of \$209, the Sand Crab Run attendees spent about \$61,500 for lodging in total, resulting in about \$8,935 in total Hotel Tax with half, or \$4,467, the City's share of the Hotel Occupancy Taxes. Moreover, spending on food and beverages also contributed significantly to the taxes generated by the event attendees. The F&B spending estimates of \$35,509 should have yielded \$2,782 in sales tax at the 8.5% rate or \$655 for the City at a City tax rate of 2%. Considering all spending, the City of SPI should receive \$6,351 in taxes, a 34.4% return on the \$4,726 cash investment provided to the event organizer. However, considering only the City's share of HOT, the return on the cash investment is a 5.5% loss.

While it is impossible to know the actual number of lodging rooms booked as a result of the SPI Sand Crab Run, the lodging manager's survey and the STR Destination Report data for the period supports the study's finding that the did have some effect on the number of rooms booked during the event night since that night had the highest occupancy rate during the month of April.

Gladly, most SPI Sand Crab Run survey participants are "promoters" in recommending SPI to others, are likely or extremely likely to return to SPI for a future vacation, and are satisfied with their overall SPI experience during the Sand Crab Run. This suggests that while the SPI Sand Crab Run resulted in significant direct spending during the event weekend, the overall SPI experience of the event attendees will likely result in many returning to the Island for future vacations.

Appendix A



South Padre Island Sand Crab 5K & 10K Night Beach Run

South Padre Island, Texas
Saturday, April 28, 2018 - Sunday, April 29, 2018

POWERED BY
 SignMeUp.

 SHARE

Existing user? [Log in](#)

Questions? **Contact the Administrator**

Email: [Click here to email the Administrator](#)

Website: www.runintexas.com

About This Event- Kid's Crab Mile Starts at 8PM, 5/10K 8:30PM

The Sand Crab, run entirely on sand, is a great way to get a little exercise under the stars on a beautiful South Padre Island Beach at night, have a couple of beers (with proper ID) while listening to great music with other runners on a beautiful spring night. The 5K run is very walker friendly with a 2hr cut off. The 10K is walkable but will share the 2 hr cut off. 10K runners must be at the 3.1 mile turnaround within 1 hour. The Sand Crab will start in front of Pearl Resort Hotel on the beach and run north for 3.1 or 1.55 miles (depending on the event) and turn around at the water stop and head back south to the finish. The course will be lit with glow sticks and flashing lights. Our flashing lights only let runners know where the course is. Runners are required to run with a flashlight or head lamp in order to see their foot placement. Without a personal light you will not be able to see sand castle holes and other hazards. There will be 2 watertops with sports drink and water hit 2X ea for the 10K and 1 hit 2X for the 5K. After finishing, runners will receive 2 cold cervezas (beers, with proper ID).

Benefitting Sea Turtle Inc

Please consider visiting and making a donation to this fine organization when on the island for the event. Thank you!

<https://www.signmeup.com/site/online-event-registration/123621>

4/3/2018

EVENT HOTEL

Pearl Resort South Padre is our event hotel offering Sand Crab double or kingsize room rates of \$169 per night for Friday (April 27)/Saturday(April 28)OR Saturday only for \$200/night. First come first serve. Call 956-761-6551 and ask for the Sand Crab rate or go to <http://www.pearlsouthpadre.com/>

What you get for the dough.

All runners receive as part of their entry: a well supported, well marked course and finish area, chip timing, technical shirt in male and female sizes, 2 cold beers (with proper ID) and a great post race party at Clayton's Beach Bar.

Cut off Times

You will have 2 hrs to finish both races. That is a 19:21 minute mile for the 10K and a 38:42 mile for the 5K. If you can not walk this fast, please do not participate in this event. If you do not make the cut off times you will not appear in the results.

Awards for both races

5K & 10K- Overall top 1, Master (40 and up) top 1, Age group top 3: 29 and under, 30-39, 40-49, 50-59, 60 and up.

Parking

Parking at LaQuinta and Hilton is for guests only. Additional event parking is available across the street from La Quinta at SPI Convention Center and at Andy Bowie Park.

Packet Pickup

Packet pick up will be at Footworks in Harlingen on Thurs (11am-6pm) and Friday (10am-3pm) before the event and Pearl South Padre Hotel on South Padre on race day from 4-6pm.

If you plan on staying overnight (or longer) for Sand Crab SPI, where you will stay? This helps us plan future events.

How many nights will you stay on South Padre Island?

Who are you registering?

Entry Fees

Kid's Mile- \$20 and \$25 on race day.*** 5K- \$35 through 3-30, \$45 through 4-15, \$55 after that and \$65 on race day.*** 10K- \$40 through 3-30, \$50 through 4-15, \$60 after that and \$70 on race day

No Refunds

There are no refunds for this event or the bus trip from San Antonio. Please make sure you will be able to make on race day before signing up.

\$5 Military, Fire and Police Discount via mail in entry only- Copy of ID required

Go to www.runintexas.com, click Sand Crab tab and find downloadable pdf link for paper entry. Please have ID at packet pick up.

Please select a category:*

- ☐ 12 & under Kid's Mile (kid's cotton tee) \$20.00
☐ 5K Run/Walk \$45.00

☐ 10K Run/Walk \$50.00

A portion of proceeds from this event go to Sea Turtle, Inc. If you would like to make an additional contribution, please list the amount here.

Amount

Waiver and Release

For and in consideration of USA Track & Field, Inc. ("USA Track & Field") allowing me, the undersigned, to participate in the USA Track & Field sanctioned event described above (the "Event" or "Events"); I, for myself, and on behalf of my spouse, children, guardians, heirs and next of kin, and any legal and personal representatives, executors, administrators, successors and assigns, hereby agree to and make the following contractual representations pursuant to this Waiver and Release of Liability, Assumption of Risk and Indemnity Agreement (the "Agreement"); 1. I hereby represent that (i) I am at least eighteen (18) years of age or older; (ii) I am in good health and in proper physical condition to participate in the Event; and (iii) I am not under the influence of alcohol or any illicit or prescription drugs which would in any way impair my ability to safely participate in the Event. I agree that it is my sole responsibility to determine whether I am sufficiently fit and healthy enough to participate in the Event, that I am responsible for my own safety and well being at all times and under all circumstances while at the Event site. 2. I understand and acknowledge that participation in track & field, road running, race walking, cross country, mountain, ultra, and trail running Events is inherently dangerous and represents an extreme test of a person's physical and mental limits. I understand and acknowledge the risks and dangers associated with participation in the Event and sport of track & field and related activities, including without limitation, the potential for serious bodily injury, sickness and disease, permanent disability, paralysis and loss of life; loss of or damage to equipment/property; exposure to extreme conditions and circumstances; contact with other participants, spectators, animals or other natural or manmade objects; dangers arising from adverse weather conditions; imperfect course or track conditions; land, water and surface hazards; equipment failure; inadequate safety measures; participants of varying skill levels; situations beyond the immediate control of the Event Organizers; and other undefined, not readily foreseeable and presently unknown risks and dangers ("Risks"). I understand that these Risks may be caused in whole or in part by my own actions or inactions, the actions or inactions of others participating in the Event, or the negligent acts or omissions of the Released Parties defined below, and I hereby expressly assume all such Risks and responsibility for any damages, liabilities, losses or expenses which I incur as a result of my participation in any Event. 3. I agree to be familiar with and to abide by the Rules and Regulations established for the Event, including but not limited to the Competitive Rules adopted by USA Track & Field and any safety regulations established for the benefit of all participants. I accept sole responsibility for my own conduct and actions while participating in the Event, and the condition and adequacy of my equipment. 4. I hereby Release, Waive and Covenant Not to Sue, and further agree to Indemnify, Defend and Hold Harmless the following parties: USA Track & Field, Inc., its members, member clubs, associations, sport disciplines and divisions; United States Olympic Committee (USOC); the Event Directors, Organizers and Promoters, Sponsors, Advertisers, Coaches and Officials; the Host Organization and the Facility, Venue and Property Owners or Operators upon which the Event takes place; Law Enforcement Agencies and other Public Entities providing support for the Event; and each of their respective parent, subsidiary and affiliated companies, officers, directors, partners, shareholders, members, agents, employees and volunteers (Individually and Collectively, the "Released Parties" or "Event Organizers"), with respect to any liability, claim(s), demand(s), cause(s) of action, damage(s), loss or expense (including court costs and reasonable attorneys fees) of any kind or nature ("Liability") which may arise out of, result from, or relate in any way to my participation in the Event, including claims for Liability caused in whole or in part by the negligent acts or omissions of the Released Parties. I further agree that if, despite this Agreement, I, or anyone on my behalf, makes a claim for Liability against any of the Released Parties, I will indemnify, defend and hold harmless each of the Released Parties from any such Liabilities which any may be incurred as the result of such claim. I hereby warrant that I am of legal age and competent to enter into this Agreement, that I have read this Agreement carefully, understand its terms and conditions, acknowledge that I will be giving up substantial legal rights by signing it (including the rights of my spouse, children, guardians, heirs and next of kin, and any legal and personal representatives, executors, administrators, successors and assigns), acknowledge that I have signed this Agreement without any inducement, assurance or guarantee, and intend for my signature to serve as confirmation of my complete and unconditional acceptance of the terms, conditions and provisions of this Agreement. This Agreement represents the complete understanding between the parties regarding these issues and no oral representations, statements or inducements have been made apart from this Agreement. If any provision of this Agreement is held to be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this Agreement and shall not affect the validity and enforceability of any remaining provisions.

Appendix B: Survey

SPI Sand Crab 5K/10K Beach Run, April 28, 2018																									
This survey is to understand your household experience and spending during the South Padre Island Sand Crab Run. <i>The one person, older than 18, best able to report on spending for all people in your household at the Sand Crab Run should complete this survey.</i> Responses are very important to planning future events. As a thank you, you may enter a drawing for a 2-night stay at the Schlitterbahn Beach Resort. Responses are confidential and individual information will not be included in survey results or shared with others. Contact the Business and Tourism Research Center at UTRGV at businessresearch@utrgv.edu or call 956.665.2829 for questions.																									
1. Have you or someone else in your household already completed this survey? ☐ Yes ☐ No If yes, please return this survey. We thank you! 2. Did you come to South Padre Island specifically for the Sand Crab Beach Run? ☐ Yes ☐ No: If no, return this survey. Thanks! 3. About how many miles did you travel to attend the SPI Sand Crab Beach Run? _____ miles 4. Which of the following best describes your participation in the SPI Sand Crab Beach Run (Check all that apply)? ☐ Registered runner ☐ Event volunteer/staff ☐ Spectator ☐ Did not attend ☐ Other _____ 5. Including yourself, how many people from your household attended the Sand Crab Run? _____ Number in household 6. How many nights did you (or will you) spend on South Padre Island while attending the Sand Crab Run? _____ nights 7. Where are you staying (or did stay) while on South Padre Island for the SPI Sand Crab Run? ☐ Hotel/motel (1) ☐ Rented condo/beach house (2) ☐ Campground/RV park (3) ☐ Rented a room (4) ☐ Friend/family's home (5) ☐ My own SPI residence (7) ☐ Other (please specify) _____ (6) 8. For each of the following types of expenses, please give your best estimate of the total amount you and your household spent (or will spend) during your entire time on South Padre Island for the Sand Crab run. (List only the total dollar amounts spent on SPI) <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="background-color: #f2f2f2;">Food & beverages (restaurants, concessions, snacks, etc.)</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td style="background-color: #f2f2f2;">Night clubs, lounges & bars (cover charges, drinks, etc.)</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td style="background-color: #f2f2f2;">Lodging expenses (hotel, motel, condo, room)</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td style="background-color: #f2f2f2;">Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td style="background-color: #f2f2f2;">Retail shopping (souvenirs, gifts, film, etc.)</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td style="background-color: #f2f2f2;">Transportation (gas, oil, taxi, etc.)</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td style="background-color: #f2f2f2;">Parking fees</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td style="background-color: #f2f2f2;">SPI Admission fees</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td style="background-color: #f2f2f2;">Clothing or accessories</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td style="background-color: #f2f2f2;">Groceries</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td style="background-color: #f2f2f2;">Other (please specify)</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td style="background-color: #f2f2f2;">Total</td> <td style="text-align: right;">\$ _____</td> </tr> </table> 9. On a scale from 0-10, how likely are you to recommend South Padre Island as a place to visit to a friend or colleague? Not at all likely 0 1 2 3 4 5 6 7 8 9 10 Extremely likely	Food & beverages (restaurants, concessions, snacks, etc.)	\$ _____	Night clubs, lounges & bars (cover charges, drinks, etc.)	\$ _____	Lodging expenses (hotel, motel, condo, room)	\$ _____	Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)	\$ _____	Retail shopping (souvenirs, gifts, film, etc.)	\$ _____	Transportation (gas, oil, taxi, etc.)	\$ _____	Parking fees	\$ _____	SPI Admission fees	\$ _____	Clothing or accessories	\$ _____	Groceries	\$ _____	Other (please specify)	\$ _____	Total	\$ _____	10. How likely are you to return to South Padre Island for a vacation at some time in the future? ☐ Extremely likely ☐ Somewhat likely ☐ Neutral ☐ Somewhat unlikely ☐ Extremely unlikely 11. How satisfied are you with your overall South Padre Island experience? ☐ Extremely satisfied ☐ Somewhat satisfied ☐ Neutral ☐ Somewhat dissatisfied ☐ Extremely dissatisfied 12. How satisfied are you with the Sand Crab Run? ☐ Extremely satisfied ☐ Somewhat satisfied ☐ Neutral ☐ Somewhat dissatisfied ☐ Extremely dissatisfied 13. What suggestions do you have for improving either the Sand Crab Run or your stay on South Padre Island? (write on back) 14. What is your home zip or postal code? _____ code 15. What is your home country? ☐ US ☐ Mexico ☐ Canada ☐ Other _____ 16. What is your age? _____ (years of age) 17. What is your gender? ☐ Male ☐ Female 18. What is your marital status? ☐ Married ☐ Single ☐ Widowed ☐ Divorced/separated 19. What is your highest educational attainment? ☐ Less than high school ☐ Associate's degree ☐ High school graduate ☐ Bachelor's degree ☐ Some college, no degree ☐ Graduate/professional degree 20. What is your current employment status? ☐ Work full-time ☐ Retired within past year ☐ Work part-time ☐ Retired more than 1 year ☐ Unemployed (looking for a job) ☐ Other (Please specify) 21. What is your combined annual household income? ☐ less than \$20,000 ☐ \$60K-\$69,999 ☐ \$20K-\$29,999 ☐ \$70K-\$79,999 ☐ \$30K-\$39,999 ☐ \$80K-\$99,999 ☐ \$40K-\$49,999 ☐ \$100K-\$149,999 ☐ \$50K-\$59,999 ☐ \$150,000 or more 22. What is your ethnicity? (Select all that apply) ☐ White ☐ Hispanic ☐ Mixed ☐ Black ☐ Asian ☐ Other _____ Enter the drawing for a 2-night stay at the Schlitterbahn Beach Resort. Contact information is confidential and will be deleted after the drawing. Name _____ Phone number: _____ Email: _____ Winners will be notified no later than 2 weeks after event.
Food & beverages (restaurants, concessions, snacks, etc.)	\$ _____																								
Night clubs, lounges & bars (cover charges, drinks, etc.)	\$ _____																								
Lodging expenses (hotel, motel, condo, room)	\$ _____																								
Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)	\$ _____																								
Retail shopping (souvenirs, gifts, film, etc.)	\$ _____																								
Transportation (gas, oil, taxi, etc.)	\$ _____																								
Parking fees	\$ _____																								
SPI Admission fees	\$ _____																								
Clothing or accessories	\$ _____																								
Groceries	\$ _____																								
Other (please specify)	\$ _____																								
Total	\$ _____																								
THANK YOU VERY MUCH!!!																									

Appendix C: Respondents' current zip or postal codes

22898	78388	78537	78559	78583	78748
54929	78393	78538	78566	78586	78910
77064	78396	78539	78570	78589	78951
78118	78413	78540	78572	78591	79118
78247	78501	78541	78573	78595	88743
78253	78503	78542	78574	78596	
78264	78504	78543	78576	78597	
78352	78526	78550	78577	78599	
78363	78528	78552	78578	78745	

Appendix D: Sponsor's report of registrants' zip or postal codes

7311	78251	78557	78574
44622	78253	78559	78589
49464	78254	78566	78t94
54636	78255	78570	
55423	78258	78572	
59427	78259	78573	
61072	78332	78574	
61088	78363	78575	
61611	78383	78577	
75035	78413	78578	
75137	78418	78580	
76522	78501	78586	
77003	78502	78589	
77023	78503	78593	
77044	78504	78596	
77069	78516	78597	
77070	78520	78599	
77073	78521	78621	
77339	78526	78745	
77539	78537	78954	
78023	78538	79118	
78046	78539	88700	
78114	78540	88703	
78118	78541	88710	
78210	78542	88715	
78232	78543	88740	
78240	78550	88743	
78247	78552	95608	

POST EVENT REPORT FORM
HOTEL OCCUPANCY TAX
FUNDING

Post Event Report Form

Date: 5-17-18

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:

Event Information

Name of Event or Project: Sand Crab Nighttime Beach Run

Date of Event or Project: 4-28-18

Primary Location of Event or Project: Pearl

Amount Requested: \$4000

Amount Received: \$ 3000

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

How many years have you held this Event or Program: 8 years

Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: _____
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?
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 an application for hotel occupancy tax funds): **345**
2. What would you estimate as the actual attendance at the event? **500**
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? **250**
4. How many room nights do you estimate were actually generated by attendees of this event?
100
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: **1000**

Three Years: **1000**

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, zip code information, etc.)?
7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill 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: **\$245**

Radio:

TV:

Other Paid Advertising: **\$449**

Number of Press Releases to Media : **4**

Number Direct Mailings to out-of-town recipients

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? **We somehow screwed that up as it has been linked in the post event report.**
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?
Constant Contact. Brownsville Herald ad. Facebook advertising

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: **Everyone had a great time/ great feedback**

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? **345**
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? **99%**
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?

People came to the event which is a night event and stayed at hotels. Many for the entire weekend.

Additional Event Information

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

Marlin, Louis, pearl, daddys, blackbeards,

**Please Submit no later than Thursday, May 17th,
2018 at 5pm to:**

(Marisa Amaya, 7355 Padre Blvd. South Padre Island Texas - marisa@sopadre.com or
Michael Flores, 7355 Padre Blvd. South Padre Island, Texas 78597 –
michael@sopaadre.com)

EXPENSES

Awards	\$586.76
Banners	\$194.85
APPLICATION FEE	\$25.00
Costco- Water/ Gatorade	\$119.00
HEB food	\$53.31
FISHING for vols	\$300.00
Facebook Ads	\$245.00
Brownsville Herald Ads	\$449.80
Footworks Vols	\$40.00
Hotel Rooms	\$492.32
Ice	\$44.20
Insurance	\$229.50
Meals for crew	\$291.98
light tower	\$129.89
Plumbing Repair	\$135.00
Photographer	\$500.00
Police	\$270.00
Sea Turtle Inc Donation	\$1,000.00
Shirts- Run	\$3,247.30
Timing	\$1,382.00
T-posts for signage	
TOTAL EXPENSES	<u>\$9,735.91</u>
SPI FUNDING	\$4,000.00
REGISTRATION REVENUE	\$12,228.00
TOTAL REVENUE	<u>\$16,228.00</u>
NET PROFIT	<u>\$6,492.09</u>

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

MEETING DATE: May 23, 2018

NAME & TITLE: Wally Jones, CVA Board Chairman

DEPARTMENT: South Padre Island Convention & Visitors Advisory Board

ITEM

Discussion and action to approve the post event report for Run the Jailbreak (May 2018).

ITEM BACKGROUND

The post event report will be presented by CVB Staff.

BUDGET/FINANCIAL SUMMARY

Run the Jail Break received \$30,000 funding support from the SPI Convention and Visitors Bureau (CVB) to help fund the event.

Special Events Budget 02-593-8099

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve post report.

Padre Jailbreak Beach Escape 2018



Event Attendance

3,810 attendees
1,685 households
1,057 room nights
7.3% change in event day
YoY occupancy



DEMOGRAPHICS

Average age 35
Average Income:
60.5%
\$50,000 or more

\$30,000

CVB Investment

\$588,169

TOTAL SPENDING

\$349

spending per household



2.26 visitors
per household

1.02 nights
spent on SPI

\$ 2,381

City F&B sales tax

\$16,624

City HOT
ROI= **-44.6%**

\$23,248

Total city sales tax
ROI **-22.5%**



90.5

NET PROMOTER SCORE
likely to recommend
South Padre Island

90.7%

Likely to
return



Padre Jailbreak Beach Escape



May 5, 2018

Event Economic Impact Report

Prepared for

City of South Padre Island Convention and Visitors Bureau

Prepared by

Business and Tourism Research Center
The University of Texas Rio Grande Valley

Research Team Leaders

Dr. Penny Simpson, Professor of Marketing and Director
Dr. Sharon Schembri, Assistant Professor of Marketing
Oscar Ramos Chacon, Project Manager

The University of Texas Rio Grande Valley
Robert C. Vackar College of Business and Entrepreneurship
1201 West University Drive Edinburg, TX 78539-2999 USA
Tel: 956-665-2829 Cell: 956.240.0627
penny.simpson@utrgv.edu

Executive Summary and Survey Highlights

This report details the measured economic impact of the 2018 Padre Jailbreak Beach Escape held on Saturday morning, May 5th. Promoted by RunTheJailbreak.com with \$30,000 funding support from the SPI Convention and Visitors Bureau (CVB), organizers reported expecting about 8,000 people with about 47% of them spending the night on South Padre Island, although past Jailbreak events had experienced 2,000+ attendees. To examine the spending of the Padre Jailbreak participants on SPI, a short survey incentivized with the opportunity to enter a drawing to win two nights at Schlitterbahn Beach Resort was conducted. The survey was administered onsite to 348 contacts resulting in 322 useable responses from unique households on the Island specifically for Padre Jailbreak.

Demographically, the Padre Jailbreak study sample had an average age of 35 years, was predominately female (62.6%), many were married (49.5%), with at least some college education (88.5%), works full-time (85.2%) and was primarily Hispanic (87.3%). In terms of household income, 60.5% of the survey sample reported an income above \$50,000. Survey respondents were primarily from the US (93.8%) with 5.9% from Mexico. On average, survey participants traveled an average of 86 miles with an average of 2.26 people and spent 1.02 nights on SPI during the event. A large percentage (91.8%) of survey respondents are considered promoters of the Island to others, resulting in an excellent net promoter score of 90.5 and are likely to return to SPI for a future vacation (90.7%). Most respondents were satisfied with their SPI stay experience (97.9%) and with the event (93.5%).

Importantly, the survey analysis found that the 1,685 household groups attended the Padre Jailbreak event and spent an estimated average of **\$349 per household** while on the Island for a **total spending of \$588,169**. This total spending resulted in **\$61,400 in total sales tax revenue** with the city's share of taxes amounting to **\$23,248**. This means that the 2018 Padre Jailbreak Beach Escape resulted in a **44.6% loss on the City's share of HOT** and a **22.5% loss on the City's share of all taxes (-\$6,752)** on the \$30,000 cash invested by the CVB in the event.

Separately, lodging is the highest per household expenditure category with 62% of study respondents spending at least one night on the Island and staying an average of 1.02 nights. This resulted in about 1,057 total room nights, most of which were in hotels (47.8%) and condominiums or beach houses (25.6%). With the average weighted lodging expenditure of \$136 per household that spent the night on the Island, revenue from lodging was a total of \$228,826. Of the total lodging expenditure, 17% or \$33,248 was for the Hotel Occupancy Tax (HOT), and half of that, or about \$16,624, goes toward the 8.5% City (HOT). Moreover, the estimated total spending on food and beverage of \$129,188 resulted in about \$10,121 in taxes at the 8.5% rate or \$2,381 at the City 2% tax rate. The combined City's share of all the HOT, food and beverage taxes and taxes on all other expenditures is \$23,248, which represents a deficit of \$6,752 or a 22.5% loss on the City's share of all taxes (44.6% loss on the City's share of HOT) on the \$30,000 cash investment provided to the Padre Jailbreak organizer.

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Padre Jailbreak Beach Escape: Economic Impact

Introduction

The Padre Jailbreak Beach Escape was held on the SPI beach on Saturday morning, May 5, 2018 at Clayton's Beach Bar on South Padre Island. The Jailbreak is a 5K run on the beach with 20 obstacles and is billed as "a Texas sized beach party!" The race course is shown in Figure 1. The run begins and ends at Clayton's and race participants could pick up their race packets on race day at Clayton's beginning at 7:30am. The race start times were to proceed in waves of 30 minute increments beginning at 9:00am and ending with the last wave at 12noon.



FIGURE 1. PADRE JAILBREAK ESCAPE COURSE MAP

The Jailbreak was organized by Tim Scrivner who received \$30,000 to help fund the event. The sponsor expected to create five to seven press releases, spend \$5,000 on radio, \$3,000 to \$5,000 on TV and \$20,000 plus on website and social media. Marketing efforts were expected to reach Texas residents, primarily in the Rio Grande Valley, San Antonio, Austin, Houston, Dallas-Fort Worth and Corpus Christi areas.

According to the sponsor, past Jailbreak events yielded for 2015, 2016 and 2017 an estimated 2,000+, 2,000+ and 2,300 hotel rooms, respectively. For this year's event, the organizer expected to attract more than 8,000 attendees with about 47% of those staying in SPI lodging.



Method

To estimate the economic impact of the 2018 Padre Jailbreak Beach Escape, UTRGV researchers conducted a survey (see Appendix A) among Jailbreak attendees on SPI on May, 5th during registration and during the race from 8:00pm to noon. As an incentive, survey respondents were offered a chance to win two nights at Schlitterbahn Beach Resort and were also offered other promotional products which substantially helped to recruit respondents. Respondents were asked to complete the survey by paper on clipboards although event participants were also given note cards (see Figure 2) inviting online survey participation as they entered the registration area.



FIGURE 2. HARD COPY NOTE CARDS USED TO ENCOURAGE ONLINE SURVEY COMPLETIONS

Interviews

A total of nine trained interviewers, the project manager, a supervisor, and a drone operator attended the Padre Jailbreak Beach Escape held at the Clayton's Beach Bar beginning at 8:00am. All interviewers were highly visible by wearing bright orange t-shirts and visors. Interviewers randomly approached potential respondents in a professional manner and administered the paper survey on clipboards to facilitate survey administration then later were to enter data into the online link. Event attendees were also given a note card (1,000 were distributed) with a link to the online survey as shown in Figure 2. This methodology yielded 348 responses with 20 of them online. However, 26 questionnaires were discarded for being completed by multiple households, for not being on the Island for the event or for being under 18. The result is 322 useable questionnaires for analysis.



Estimated attendance

Knowing the number of people attending any event is crucial to estimating the economic impact of the event. Accordingly, the event organizer provided a listing of the names and zip codes event registrants. The listing included 3,193 names, however the organizer noted that an additional 40 registered onsite and 51 kids registered for a total number of 3,284 registered event participants. Additionally, drone pictures were taken of the race start and finish line at



FIGURE 3. DRONE PHOTOS OF START AND FINISH LINES

about 30 minute intervals to correspond with 30 minutes race start waves from 8:00am to 12noon. As shown above, the average count was 465 people with a range of 406 to 532 at the peak time with a total race count of almost 2,800 people.

Finally, the interview team counted 4,000 people entering Clayton's Beach Bar deck where event participants checked in between the hours of 8:00am and 12:00noon. However, some of those counts were duplicates—people who left then returned--according to the people counter.



Using the organizer's report of 3,284 registered participants and applying the distribution of attendee participant types found in the survey (Figure 4), the number of people who specifically attended Padre Jailbreak Beach Escape is estimated at 3,810. As Figure 4 shows, 85.7% of respondents indicated being a registered runner, 10.9% were spectators, 2.5% were event volunteers or staff and the .06% were not at Clayton's Beach Bar for the Jailbreak event.

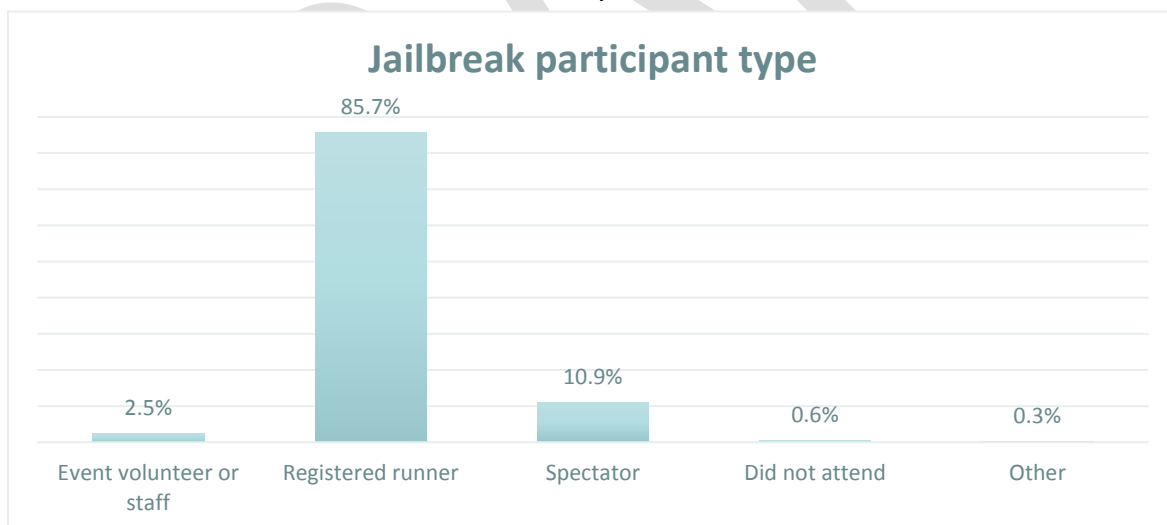


FIGURE 4. EVENT PARTICIPANT TYPE

To determine the number of **households** at the event, the total number of attendees (3,810) is divided by the average number of household as found in the survey (2.26, see Figure 5, p7). Therefore, the total number of households is estimated at 1,685.

Results

In all, the onsite interview team completed 323 questionnaires and 20 questionnaires were completed online. After deleting 26 responses as from duplicate households, for age, or for not being on the Island for the event, 322 responses were included in the analysis. Given the estimate in this study of 1,685 households attending the Padre Jailbreak, the interview response rate was 20.6%, which is sufficient to be at least 95% confident that the results vary by plus or minus 5.0%.

Survey participants and SPI stay characteristics

The following results are for all 322 unduplicated survey respondents who specifically came to SPI specifically to attend the Padre Jailbreak Escape event

Miles traveled, group size and stay characteristics

Survey respondents were asked to indicate the number of miles traveled to the event, how many people were in their household, how many nights they spent on SPI, and where they spent the night while at Padre Jailbreak. Data featured in Figure 5 shows that, on average, study participants traveled 86 miles to attend the event, although distances traveled ranged from 1 to 1,300 miles.

Figure 5 also shows that the average household size was 2.26 people although the

number per household ranged from 1 to 11. The average number of nights spent on SPI for Jailbreak is 1.02 nights with a range of 0 to 7 nights.

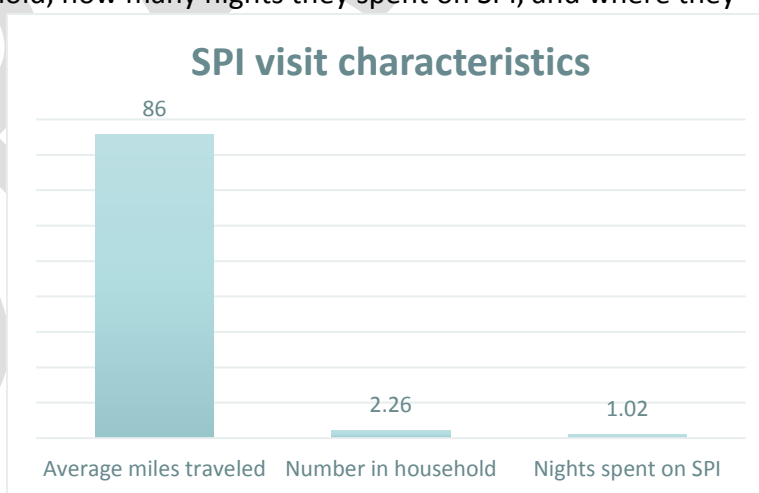


FIGURE 5. AVERAGE MILES TRAVELED, GROUP SIZE AND NIGHTS SPENT

Figure 6 breaks down the number of nights spent on SPI and shows that most respondents spent one (29.4%) or two (27.4%) nights on the Island and that 38.3% did not spend the night on the Island for Padre Jailbreak.

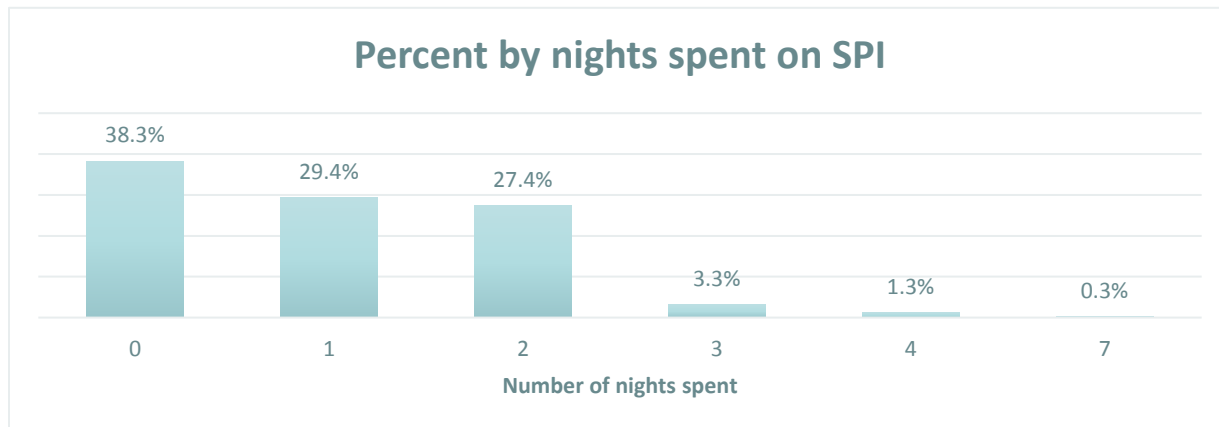


FIGURE 6. PERCENTAGE SPENDING THE NIGHT ON SPI

For those respondents who spent the night on the Island, Figure 7 shows the types of lodging used. Most of the Island stayers spent the night in a hotel/motel room (47.8%), while 25.6% rented a condominium or beach house, 5.9% rented a room and 6.4% stayed at their own SPI residence.

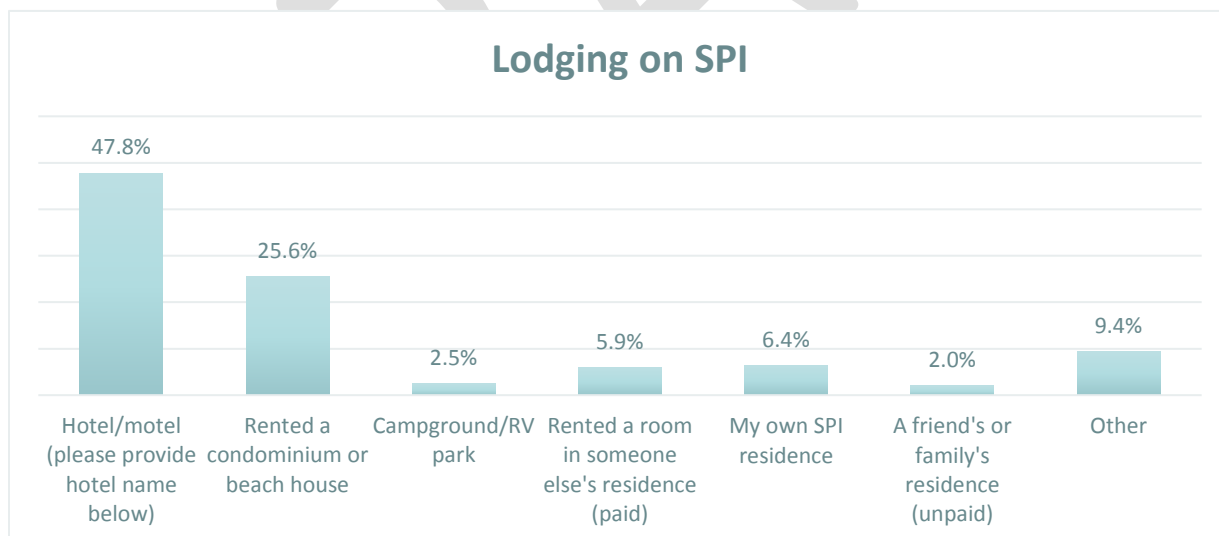


FIGURE 7. TYPE OF LODGING

Estimated spending

Study respondents were asked to identify how much money they spent in various expenditure categories. The total average reported expenditure by category was then multiplied by the percentage of respondents who reported spending in that expense category to arrive at the average weighted spending per expense category. For example, the results, shown in Table 1, indicate that the average amount spent on lodging for the stay duration was \$220 with a weighted average of \$136 when considering that 62% of respondent households spent money on lodging. Average spending on food and beverages was \$89 with a weighted average of \$77. In total, Jailbreak attendees spent a total average of \$588,169 with the sum of the weighted average of spending at **\$349 per household** for the time they were on South Padre Island for the 2018 Padre Jailbreak Beach Escape.

The total spending on South Padre Island that is specifically attributable to Padre Jailbreak is determined by multiplying the 1,685 identifiable households (see p6) by the total weighted \$349 per household spending while on South Padre. The result is a total, direct spending by Padre Jailbreak attendees of **\$588,169** on South Padre Island (see Table 1).

TABLE 1. TOTAL AVERAGE WEIGHTED SPENDING

Expenditure category	Total average	% spending in category	Weighted spending	Total spending per household
Food & Beverages	\$ 89	0.86	\$ 77	\$ 129,188
Night life	\$ 79	0.36	\$ 29	\$ 48,238
Lodging	\$220	0.62	\$136	\$ 228,826
Attraction entertainment	\$ 90	0.20	\$ 18	\$ 29,808
Retail	\$ 64	0.29	\$ 18	\$ 30,928
Transportation	\$ 42	0.63	\$ 26	\$ 44,511
Parking	\$ 22	0.07	\$ 2	\$ 2,669
Admission fees	\$ 45	0.11	\$ 5	\$ 7,992
Clothing	\$ 60	0.25	\$ 15	\$ 25,228
Groceries	\$ 64	0.32	\$ 20	\$ 34,273
Other	\$ 57	0.07	\$ 4	\$ 6,506
Total	\$831		\$349	\$ 588,169

The estimated direct spending on South Padre Island as attributed to the 2018 Padre Jailbreak Beach Escape is \$588,169 within a confidence interval of plus or minus \$29,400 given the assumptions of a random sample selection. This spending resulted in total taxes of about \$61,400; with \$23,248 as the City's share. With a CVB investment of \$30,000 in the event, this represents a \$6,752 loss (-22.5%) on all City taxes derived from the event and a 44.6% loss on the City's share of HOT attributable to Padre Jailbreak.

Spending on food & beverage and lodging

The survey results indicated 86% of respondents spent an average of \$89 per household for food and beverages (F&B) (see Table 1). This means that Jailbreak attendees spent a total weighted average of \$129,188 on F&B. With an 8.5% tax rate, this amount resulted in about \$10,121 in total sales tax collected from F&B spending, of which \$2,381 is the City's 2% tax rate share.

The survey results also indicated that 62% of respondents spent an average of \$220 for a weighted average spending of \$136 per household on lodging over an average of 1.02 nights (see Figure 5, p7) spent on SPI for Padre Jailbreak. These statistics indicate that the event generated about 1,057 room nights for a total of about \$228,826 spent on lodging. This amount of spending results in total HOT taxes collected of about \$33,248 at a 17% HOT tax rate or \$16,624 to the City of South Padre Island for their 8.5% share of the HOT taxes collected.

Padre Jailbreak attendees accounted for 1,057 room nights and spent \$228,826 ± \$11,440 while on the Island for the event.

The CVB provided \$30,000 cash to the Padre Jailbreak Beach Escape organizer. For this investment, the city of South Padre Island should recover 8.5% of the HOT tax or \$16,624,

which represents a 44.6% loss on the investment. Total other spending by event attendee households on the Island of \$359,343 generated total taxes of \$28,151 with the City's return in taxes of 2% or \$6,624. Thus, the total return in taxes to the City as a result of the Padre Jailbreak is estimated at **\$23,248**; \$6,752 below the \$30,000 invested in the event for a net loss on the investment of 22.5%.

In summary, the taxes accrued to the City of South Padre Island as a result of the 2018 Padre Jailbreak Beach Escape is estimated at \$23,248 ± 5% for a loss on the \$30,000 investment of -\$6,752.



The SPI Experience

The next section of the survey asked Padre Jailbreak respondents about their stay on SPI. In this section, the “net promoter” question was used to determine how likely survey respondents are to recommend SPI as a place to visit to friends or colleagues. The results, shown in Figure 8 indicate that most study respondents (91.8%) are promoters of SPI while only 1.3 are detractors. This yields a net promoter score (NPS) of 90.5, which is excellent. For example, the hotel industry has a NPS of 39

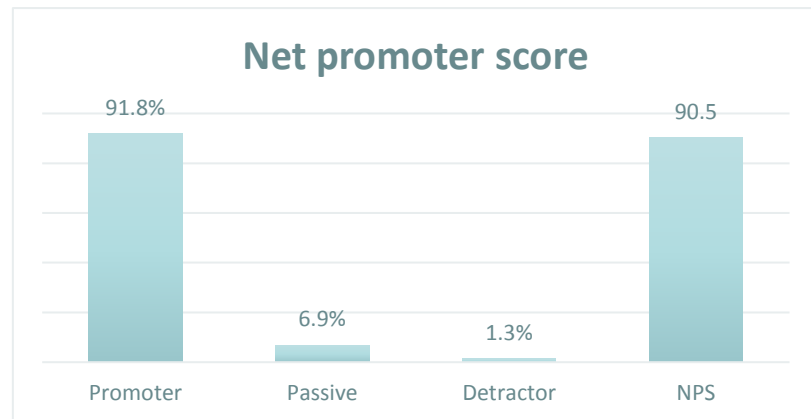


FIGURE 8. NET PROMOTER SCORE

(www.netpromoter.com/compare).

Respondents also indicated how likely they are to return to SPI for a future vacation (Figure 9) and how satisfied overall they were with their SPI experience (Figure 10) and with the event (Figure 11). Most respondents are somewhat likely or extremely likely to return to the Island

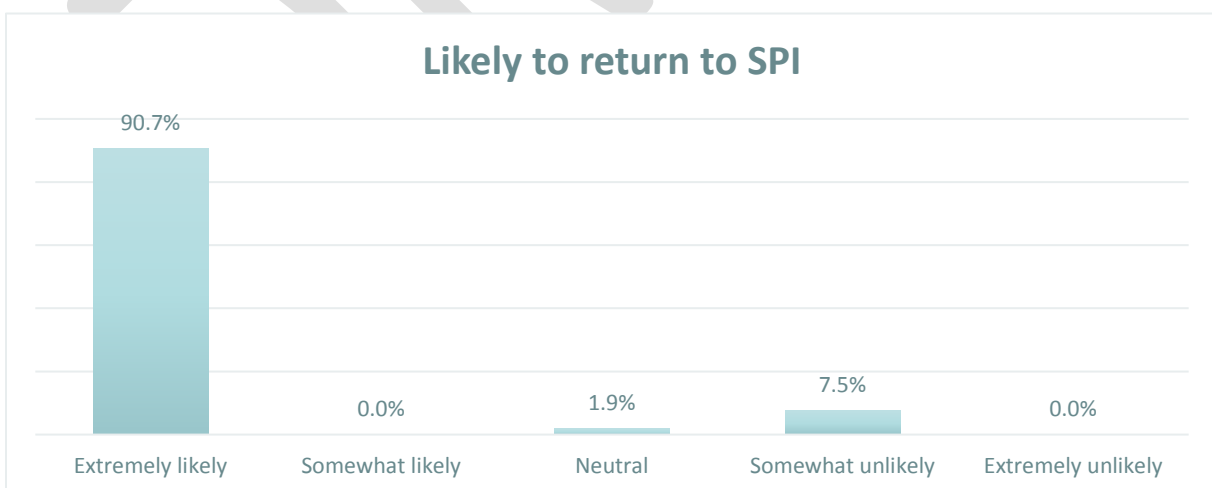


FIGURE 9. LIKELIHOOD OF RETURNING TO SPI IN THE FUTURE

(90.7%) in the future and were extremely or somewhat satisfied (97.9%) with their SPI experience and most were satisfied with the Padre Jailbreak event (93.5%).

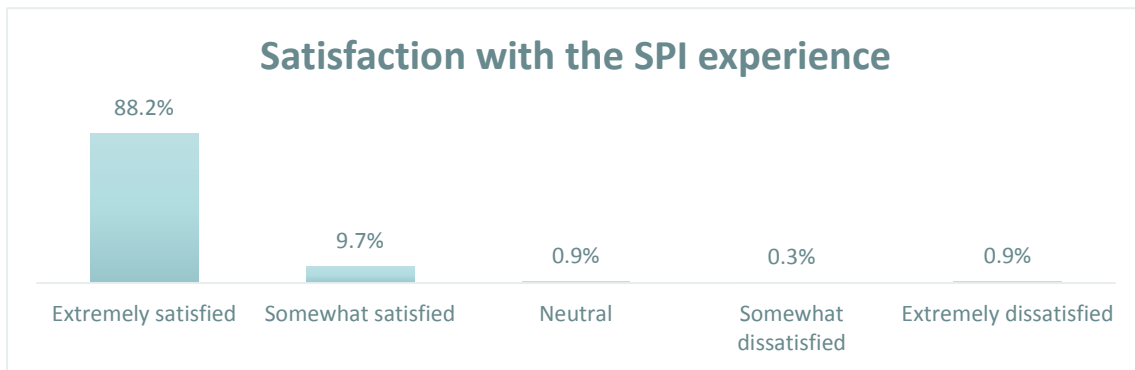


FIGURE 10. SATISFACTION WITH THE SPI EXPERIENCE

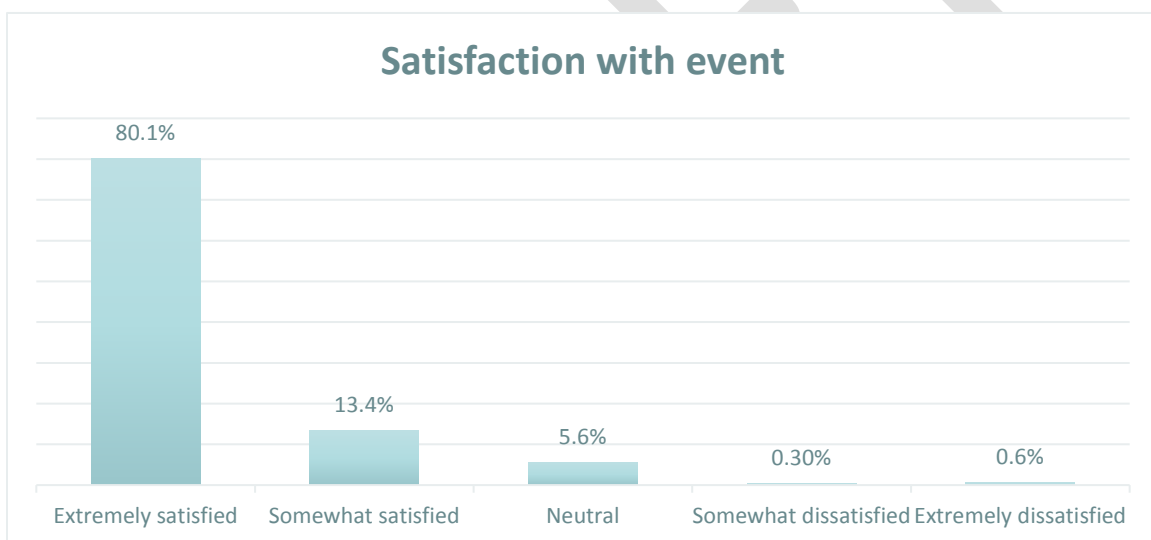


FIGURE 11. SATISFACTION WITH EVENT

NOTE: Respondents were invited to provide suggestions for improving their stay on SPI. The unedited comments are as follows:

- "More obstacles, more pictures!"
- Add ropes to all wooden walls to traverse so short people can accomplish.
Honor/recognize oldest and youngest team participants
- Better obstacles more
- Better parking
- Give a space for spectators
- Less obstacles
- More handicap parking please and enforce tags on violaters
- More obstacles on the jailbreak run
- More obstacles, or bring back some old ones like the foam slide and shower run.
Distance can be the same
- More obstacles. Pictures to share on web. Lower beer prices
- More Sponsors
- More stuff
- N/A
- Needs more obstacles. More challenging obstacles
- On the climbing obstacles have modified versions for people who aren't as advanced
- Padre needs to start competing price wise with Mexico's beach packages. You spend too much and get too little
- Parking
- Tell people to pick up their trash. Not enough trash bins
- They keep taking away obstacles only did it because a group paid and invited me. I'm a trainer and fitness instructor.
- Try evening runs. maybe start at 4pm or so

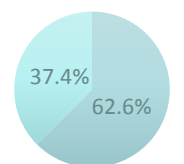


Respondent Demographics

The remainder of the study assessed respondent demographic characteristics.

Targeted survey respondents were those 18 + years and the average age of all respondents was 35 years-of-age although ages ranged from 18 to 73. Most respondents were female (62.6%), a plurality were married (49.5%) and most had at least some college (88.5%) as shown in Figures 12 through 14, respectively.

Gender



■ Female ■ Male

FIGURE 12. GENDER

Marital Status

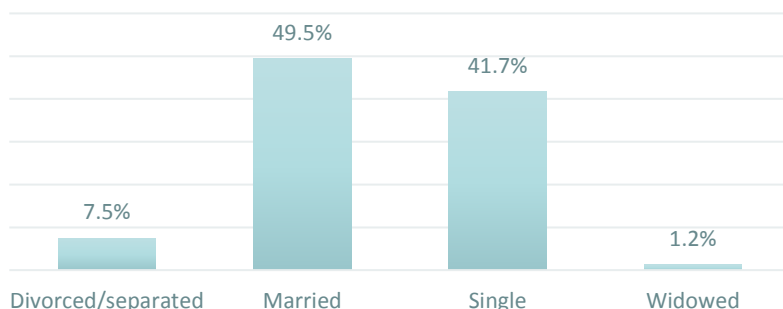


FIGURE 13. MARITAL STATUS

Educational attainment

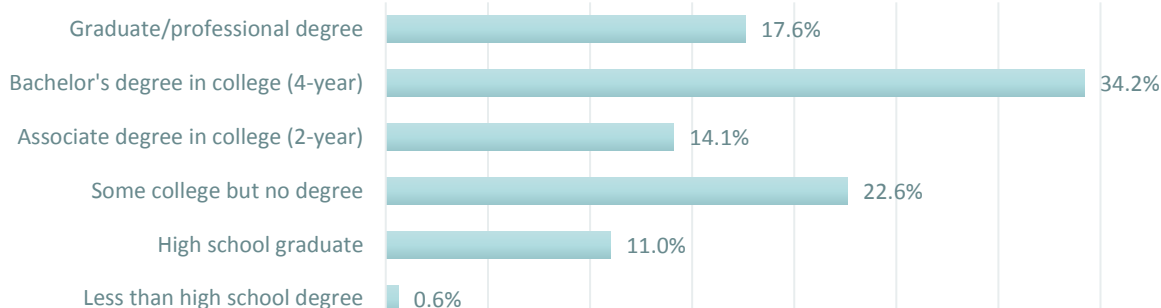


FIGURE 14. EDUCATIONAL ATTAINMENT

Most study respondents work full-time (85.2%), although 8.2% work part-time and almost 2% are retired as seen in Figure 15.

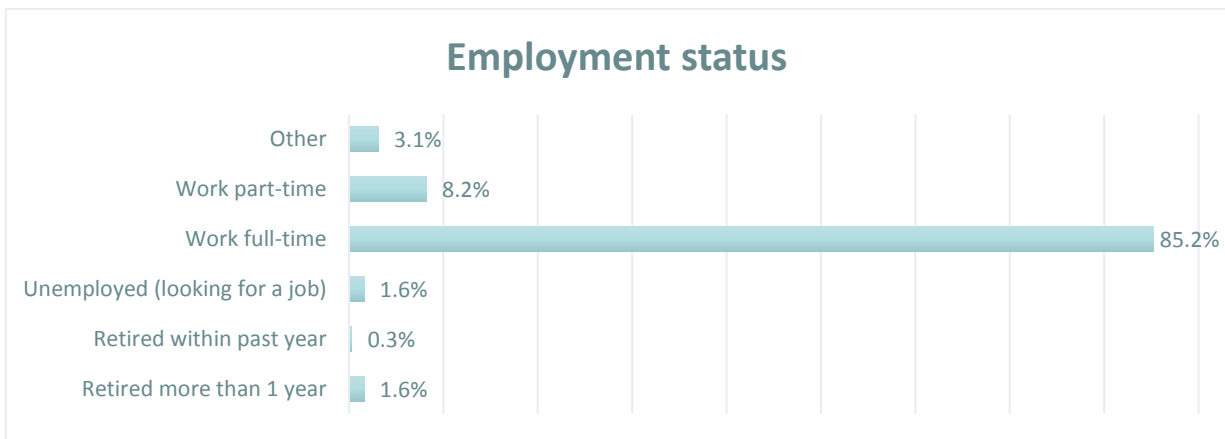


FIGURE 15. EMPLOYMENT STATUS

Most study participants of Padre Jailbreak reported having a higher-than-average household income level; 60.5% indicated an annual household income above \$50,000 (Figure 16).

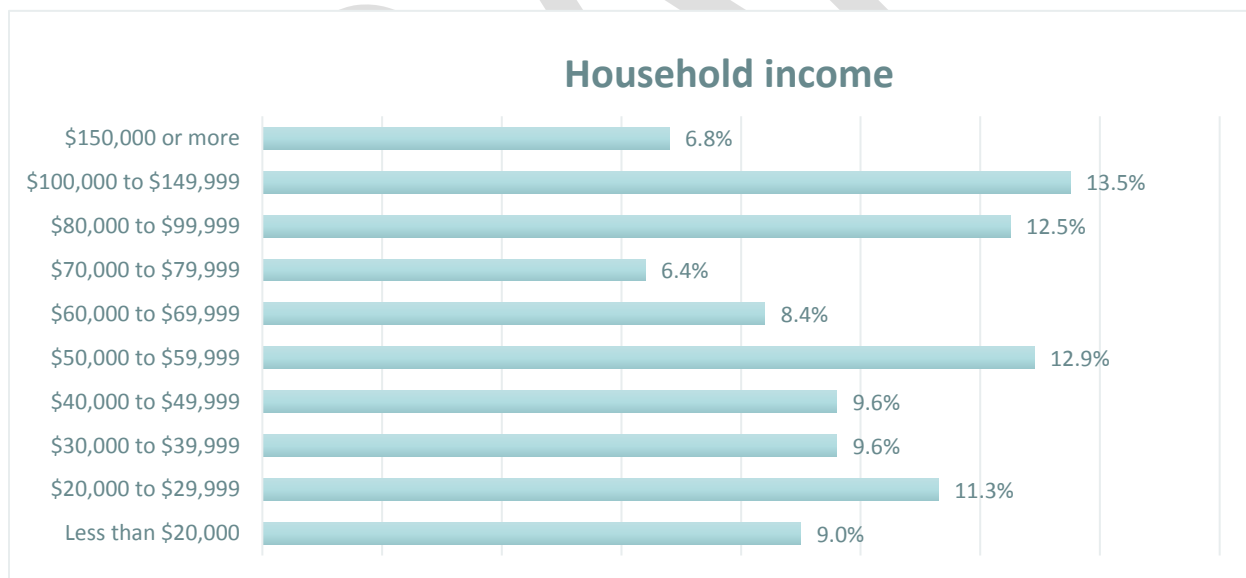


FIGURE 16. HOUSEHOLD INCOME

Respondents were also asked to indicate their ethnicity, but could select as many ethnicities as appropriate. Results in Figure 17 show that 87.3% of respondents considered themselves Hispanic while 8.9% indicated being white.

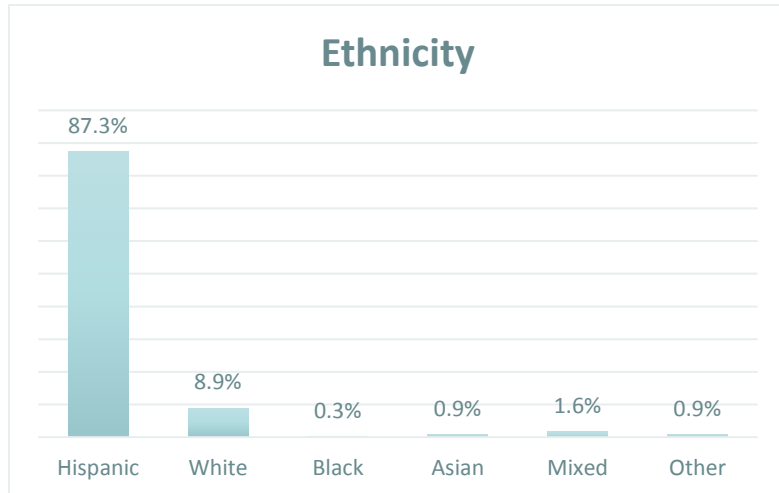


FIGURE 17. ETHNICITY

Finally, respondents were asked to indicate their home country and current residence zip/postal code. Most respondents reported the United States as their home country (93.8%). About 5.9% indicated being from Mexico and one respondent was from Peru as shown in Figure 18.

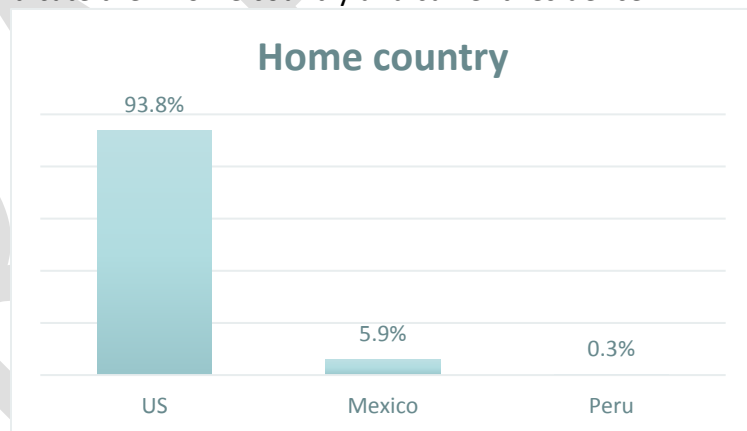


FIGURE 18. HOME COUNTRY

The specific zip or postal codes of event registrants as provided by the event organizer as well as the zip codes of study respondents are listed in Appendices B and C.

Lodging manager's report

An email was sent to a listing of SPI lodging owner/managers, as provided by the SPI CVB. This email requested a response to the questions shown in Table 2 about Padre Jailbreak Beach Escape guests at their facility. In total, nine owner/managers responded to the survey and the results and averages of those reporting statistics are shown in the Table.

TABLE 2. SPI LODGING OWNER/MANAGER RESPONSES

QUESTION	AVERAGE	RANGE	COUNT
To the best of your knowledge, about how many different rooms did you rent to Jailbreak attendees?	54	9 to 30	6
To the best of your knowledge, about how many nights did most Jailbreak attendees stay at your lodging facility?	2.5	1 to 9	6
On average, how many people attending the Jailbreak stayed in one room?	6	2 to 15	6
Please estimate the amount of dollars the average person attending the Jailbreak spent per day at your lodging facility on the following (round to the nearest dollar): - Average room rate per night	\$171	\$125 to \$280	6
Please estimate the amount of dollars the average person attending the Jailbreak spent per day at your lodging facility on the following (round to the nearest dollar): - Food per day	\$352	0 to \$2000	9
Please estimate the amount of dollars the average person attending the Jailbreak spent per day at your lodging facility on the following (round to the nearest dollar): - Beverages	\$181	0 to \$75	9
In total, how many rooms does your facility have to rent?	93.9	9 to 216	8

The results indicate that an average of six of the nine responding managers rented rooms to Jailbreak guests. Of those, the average number of rooms rented was 54.8, ranging from nine to 250. The same six managers reported having Jailbreak guests stay for an average of 2.5 nights (most reported one night stays but one had a guest stay for nine nights) with an average room

rate of \$171. The average spending on food and beverages as reported by the same six managers was \$352 and \$181 respectively. Notably, one manager reported food spending of \$2,000 and beverage spending of \$1,000.

The responding lodging managers may not be representative of SPI lodging units. Only nine hotels responded to the survey and, given the small number and uniqueness of responses, no conclusions can be made from the lodging managers' survey results other than that one hotel experienced significant food and beverage expenditures by the event attendees.

Three lodging managers provided comments about the event as follows:

- this particular event draws more day trippers than overnight stays (even when we have been host hotel)
- Good event but mostly locals
- advertise??

STR Report

Additional data to provide evidence about the impact of an event on the SPI economy comes from the STR Destination Report provided to the SPI CVB. STR is a “global data benchmarking, analytics and marketplace insights” firm that gathers, analyzes and reports data from hotel owners/operators for benchmarking purposes. The Report includes data regarding hotel occupancy, average daily rate (ADR), revenue per available room (RevPAR), supply, demand, and revenue as provided by reporting SPI hotel owner/operators for last year as compared to this year. This data may be viewed in two ways. One way is to examine the trends over the past month to determine whether the hotel metrics changed because of Padre Jailbreak as compared to the rest of the month and the other way is to compare the metrics during the event time period to those of the same time period in the previous year.

The following figures show the hotel metrics for each day from April 8th through May 5th (the month trend) for this year as well as for the same time period as last year (the year trend).

The occupancy rate for the Padre Jailbreak evening of Friday, May 4th, the night before the event on Saturday morning is 74.8%. This rate is only slightly lower than last year’s rate of 74.9% for the same day last year but is much higher than the month-long occupancy rate of 57.7% for this year and 63.7% for last year as seen in the trends Figure 19.

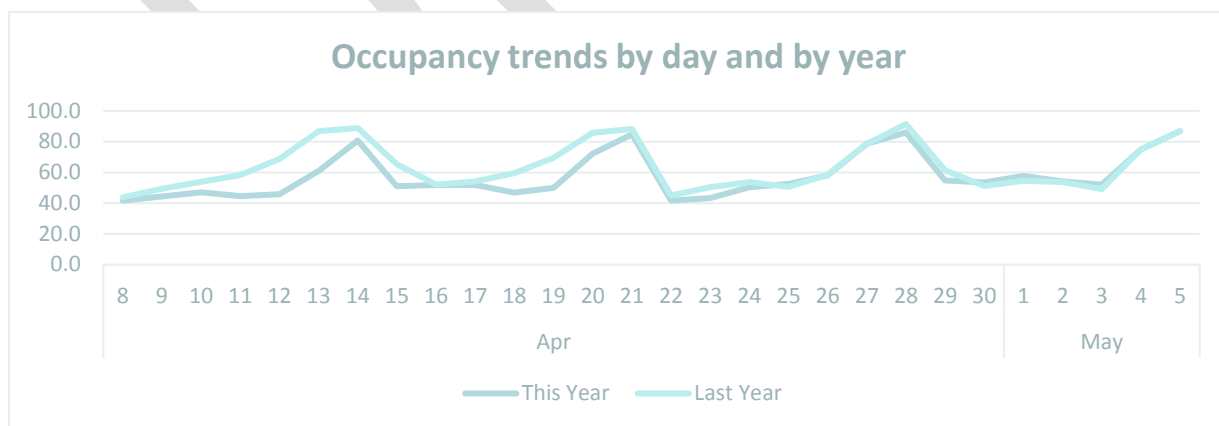


FIGURE 19. STR OCCUPANCY RATES BY DAY AND YEAR

The average daily rate (ADR) of rooms for the Padre Jailbreak night are higher than rates for most days in the month-long period for both this year and last year as shown in Figure 20. The ADR for the night in 2018 averages \$117.09, significantly higher than the ADR average of

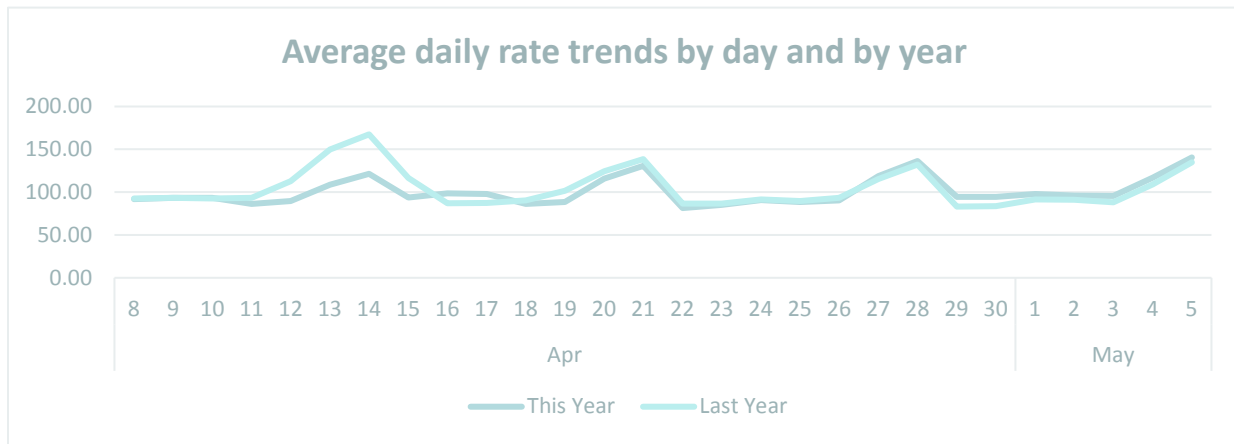


FIGURE 20. ADR TRENDS BY DAY AND YEAR

\$108.97 for the same day last year, higher than the month-long average ADR of \$100.80 this year but not of last years' month-long ADR of \$109.57.

Next, Figure 21 shows the revenue per available room (RevPAR) for the same month-long time period. The average RevPAR for the night before Padre Jailbreak is \$87.61, which is above the average rate of \$81.65 experienced during the same day last year and substantially above the month-to-date rate of \$60.40 for this year and \$69.51 for last year.

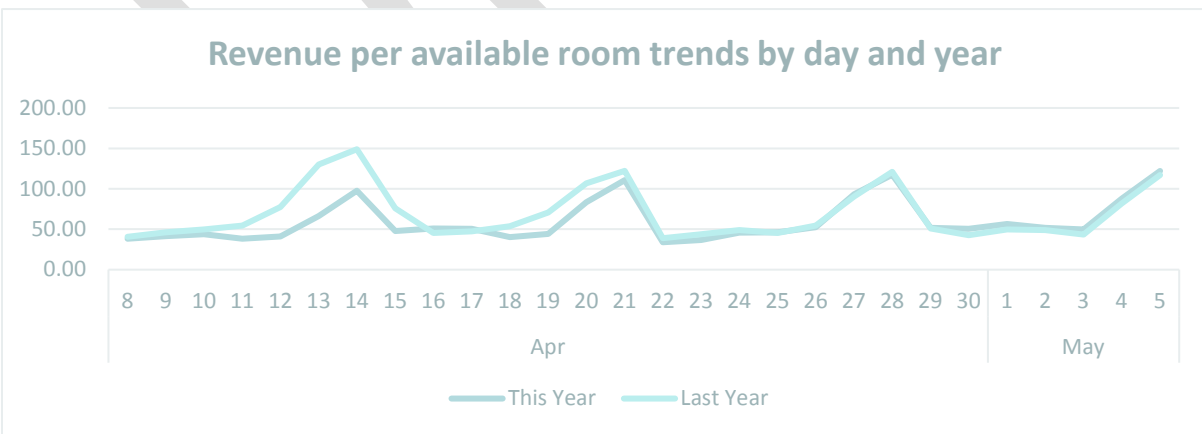


FIGURE 21. REVPAR BY DAY AND YEAR

For the month examined, Figure 22 shows the room demand trend. The average room demand

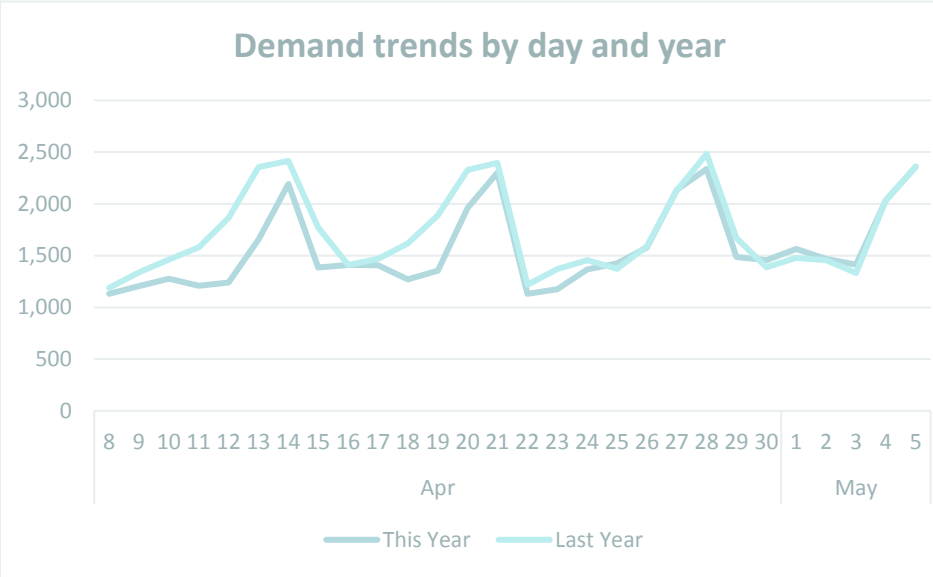


FIGURE 22. DEMAND TRENDS BY DAY AND YEAR

for the night before Padre Jailbreak is 2,717, which is almost exactly the same as the same day last year. The room demand for the night before Padre Jailbreak exceeded the month-long average daily room demand

of 1,569 and last year’s average daily demand rate of 1,729 rooms.

The average lodging revenue during the Padre Jailbreak night was \$238,035, about 7.3% above the average revenue of \$221,756 for the same night last year. Moreover, the revenue for the Friday night before Padre Jailbreak was the second highest Friday night of the month as seen in Figure 23.

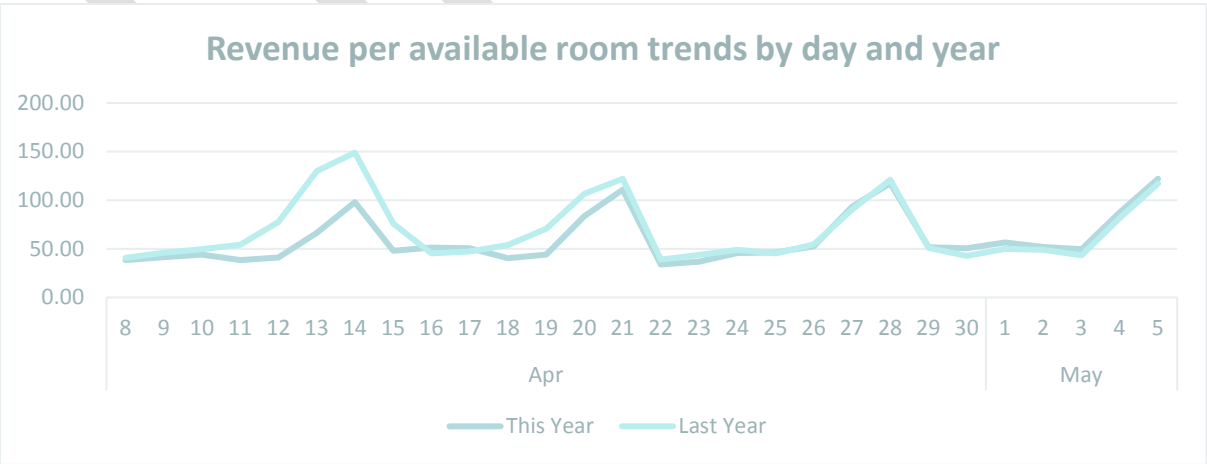


FIGURE 23. REVENUE TRENDS BY DAY AND YEAR

Figure 24 summarizes the percent change in hotel occupancy, ADR, RevPAR, demand and revenue for May 4th, the night Padre Jailbreak participants would have been spending the night on the Island.

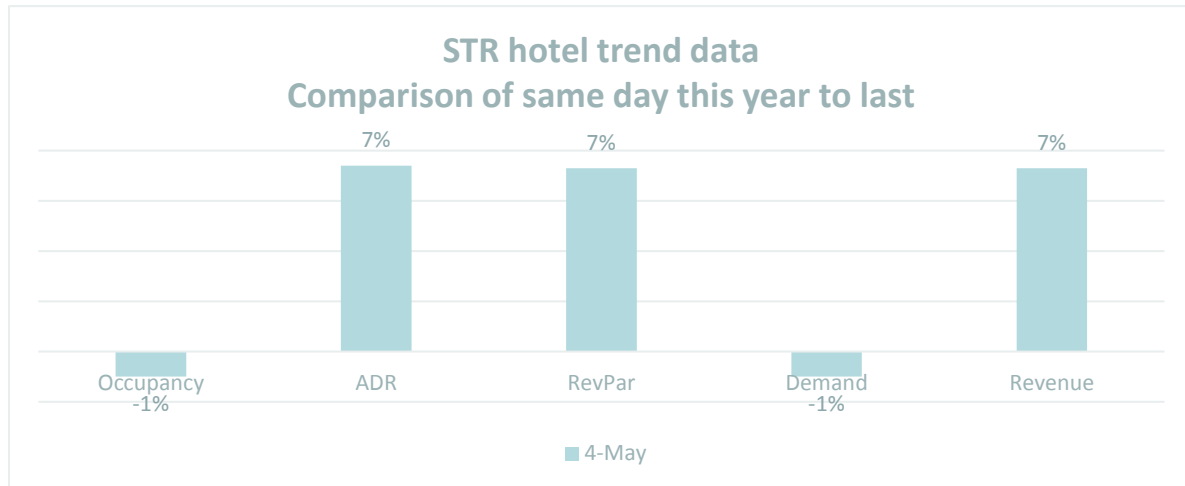


FIGURE 24. STR HOTEL TREND DATA 3-DAY COMPARISON

In summary, while ADR, RevPar and Revenue were all much higher than the same time last year, occupancy and demand rates were slightly lower for the evening before the 2018 Padre Jailbreak Beach Escape. Because of the large attendance of the event, these higher metrics are likely a direct result of Padre Jailbreak although other factors, such as the weather or other events could have played a role in affecting the metrics.

To summarize the STR data, all results indicate an increase in ADR, RevPar, and revenue for Friday, May 4th, the evening before the morning of 2018 Padre Jailbreak Beach Escape.

Note: The STR data is derived from 11 hotel owner/operator reporting data for this year and last year. This represents 35.5% of the census of 31 open hotels listed in the STR Census and 48.4% of the hotel rooms listed, thus all results should be interpreted accordingly without a high degree of assurances of generalizability.

Concluding remarks

This report has detailed the amount of money spent on South Padre Island by people associated with the 2018 Padre Jailbreak Beach Escape held on Saturday, May 5th. The results of the study were obtained by administering a short onsite survey, which offered respondents an incentive to enter a drawing to win two nights at Schlitterbahn Beach Resort. A total of 348 completed survey resulted in 322 useable responses for the analysis for about a 20.6% response rate from all estimated event attendee households.

Demographically, the study sample was comprised of predominately married females who were an average of 35 years-of-age, had at least some college education, were employed full-time, had a household income above \$50,000, and identify ethnically as Hispanic. Geographically, almost all respondents were from the US (93.8%). The average household came to the event with 2.26 people having traveled an average of 86 of miles. Almost 62% of event attendees spent the night on SPI and spent an average of 1.02 nights.

By combining the actual number of people registered to participate in the Padre Jailbreak with survey results, Padre Jailbreak is estimated to have generated 1,057 SPI room nights. With an average total weighted lodging expenditure per household of \$136, event attendees spent about \$228,826 for lodging in total, resulting in about \$33,248 in total Hotel Tax with half, or \$16,624, the City's share of the Hotel Occupancy Taxes. Moreover, spending on food and beverages also contributed significantly to the taxes generated by the event attendees. The F&B spending estimates of \$129,188 should have yielded \$10,121 in sales tax at the 8.5% rate or \$2,381 for the City at a City tax rate of 2%. Considering only the hotel tax revenue, the loss to the city on their \$30,000 investment is \$13,376 or a net loss of -44.6%. Considering all spending, the City of SPI should have received \$23,248 in taxes for a loss of \$6,752 or a -22.5% return on the \$30,000 cash investment provided to the event organizer.

While it is impossible to know the actual number of lodging rooms booked as a result of Padre Jailbreak, the lodging manager's survey and STR data somewhat support the study's finding that the event did have a considerable effect on the number of rooms booked during the event night and on food and beverage spending.

By far, most Padre Jailbreak survey participants are "promoters" in recommending SPI to others, are likely or extremely likely to return to SPI for a future vacation and are satisfied with their overall SPI experience during the event. While the spending of Padre Jailbreak attendees did not cover the CVB-provided funding, the overall SPI experience of the event attendees will likely result in many event attendees returning to the Island for future vacations.

Appendix A: Survey

Padre Jailbreak Beach Escape, May 5, 2018																									
This survey is to understand your household experience and spending during the Padre Jailbreak Beach Escape. <i>The one person, older than 18, best able to report on spending for all people in your household at the Jailbreak should complete this survey.</i> Responses are very important to planning future events. As a thank you, you may enter a drawing for a 2-night stay at the Schlitterbahn Beach Resort. Responses are confidential and individual information will not be included in survey results or shared with others. Contact the Business and Tourism Research Center at UTRGV at businessresearch@utrgv.edu or call 956.665.2829 for questions.																									
1. Have you or someone else in your household already completed this survey? ☐ Yes ☐ No If yes, please return this survey. We thank you! 2. Did you come to South Padre Island specifically for Padre Jailbreak? ☐ Yes ☐ No: If no, return this survey. Thanks! 3. About how many miles did you travel to attend the Padre Jailbreak Beach Escape? _____ miles 4. Which of the following best describes your participation in the Padre Jailbreak (Check all that apply)? ☐ Registered participant ☐ Event volunteer/staff ☐ Spectator ☐ Did not attend ☐ Other _____ 5. Including yourself, how many people from your household attended Padre Jailbreak? _____ Number in household 6. How many nights did you (or will you) spend on South Padre Island while attending Padre Jailbreak? _____ nights 7. Where are you staying (or did stay) while on South Padre Island for Padre Jailbreak? ☐ Hotel/motel (1) ☐ Rented condo/beach house (2) ☐ Campground/RV park (3) ☐ Rented a room (4) ☐ Friend/family's home (5) ☐ My own SPI residence (7) ☐ Other (please specify) _____ (6) 8. For each of the following types of expenses, please give your best estimate of the total amount you and your household spent (or will spend) during your entire time on South Padre Island for Padre Jailbreak. (List only the total dollar amounts spent on SPI) <table border="1"> <tbody> <tr> <td>Food & beverages (restaurants, concessions, snacks, etc.)</td> <td>\$</td> </tr> <tr> <td>Night clubs, lounges & bars (cover charges, drinks, etc.)</td> <td>\$</td> </tr> <tr> <td>Lodging expenses (hotel, motel, condo, room)</td> <td>\$</td> </tr> <tr> <td>Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)</td> <td>\$</td> </tr> <tr> <td>Retail shopping (souvenirs, gifts, film, etc.)</td> <td>\$</td> </tr> <tr> <td>Transportation (gas, oil, taxi, etc.)</td> <td>\$</td> </tr> <tr> <td>Parking fees</td> <td>\$</td> </tr> <tr> <td>SPI Admission fees</td> <td>\$</td> </tr> <tr> <td>Clothing or accessories</td> <td>\$</td> </tr> <tr> <td>Groceries</td> <td>\$</td> </tr> <tr> <td>Other (please specify)</td> <td>\$</td> </tr> <tr> <td>Total</td> <td>\$</td> </tr> </tbody> </table> 9. On a scale from 0-10, how likely are you to recommend South Padre Island as a place to visit to a friend or colleague? Not at all likely 0 1 2 3 4 5 6 7 8 9 10 Extremely likely	Food & beverages (restaurants, concessions, snacks, etc.)	\$	Night clubs, lounges & bars (cover charges, drinks, etc.)	\$	Lodging expenses (hotel, motel, condo, room)	\$	Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)	\$	Retail shopping (souvenirs, gifts, film, etc.)	\$	Transportation (gas, oil, taxi, etc.)	\$	Parking fees	\$	SPI Admission fees	\$	Clothing or accessories	\$	Groceries	\$	Other (please specify)	\$	Total	\$	10. How likely are you to return to South Padre Island for a vacation at some time in the future? ☐ Extremely likely ☐ Somewhat likely ☐ Neutral ☐ Somewhat unlikely ☐ Extremely unlikely 11. How satisfied are you with your overall South Padre Island experience? ☐ Extremely satisfied ☐ Somewhat satisfied ☐ Neutral ☐ Somewhat dissatisfied ☐ Extremely dissatisfied 12. How satisfied are you with the Padre Jailbreak Beach Escape? ☐ Extremely satisfied ☐ Somewhat satisfied ☐ Neutral ☐ Somewhat dissatisfied ☐ Extremely dissatisfied 13. What suggestions do you have for improving Padre Jailbreak or your stay on South Padre Island? (write on back) 14. What is your home zip or postal code? _____ code 15. What is your home country? ☐ US ☐ Mexico ☐ Canada ☐ Other _____ 16. What is your age? _____ (years of age) 17. What is your gender? ☐ Male ☐ Female 18. What is your marital status? ☐ Married ☐ Single ☐ Widowed ☐ Divorced/separated 19. What is your highest educational attainment? ☐ Less than high school ☐ Associate's degree ☐ High school graduate ☐ Bachelor's degree ☐ Some college, no degree ☐ Graduate/professional degree 20. What is your current employment status? ☐ Work full-time ☐ Retired within past year ☐ Work part-time ☐ Retired more than 1 year ☐ Unemployed (looking for a job) ☐ Other (Please specify) 21. What is your combined annual household income? ☐ less than \$20,000 ☐ \$60K-\$69,999 ☐ \$20K-\$29,999 ☐ \$70K-\$79,999 ☐ \$30K-\$39,999 ☐ \$80K-\$99,999 ☐ \$40K-\$49,999 ☐ \$100K-\$149,999 ☐ \$50K-\$59,999 ☐ \$150,000 or more 22. What is your ethnicity? (Select all that apply) ☐ White ☐ Hispanic ☐ Mixed ☐ Black ☐ Asian ☐ Other _____
Food & beverages (restaurants, concessions, snacks, etc.)	\$																								
Night clubs, lounges & bars (cover charges, drinks, etc.)	\$																								
Lodging expenses (hotel, motel, condo, room)	\$																								
Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)	\$																								
Retail shopping (souvenirs, gifts, film, etc.)	\$																								
Transportation (gas, oil, taxi, etc.)	\$																								
Parking fees	\$																								
SPI Admission fees	\$																								
Clothing or accessories	\$																								
Groceries	\$																								
Other (please specify)	\$																								
Total	\$																								
Enter the drawing for a 2-night stay at the Schlitterbahn Beach Resort. Contact information is confidential and will be deleted after the drawing. Name _____ Phone number: _____ Email: _____ Winners will be notified no later than 2 weeks after event. THANK YOU VERY MUCH!!!																									

Appendix B: Respondent's zip or postal code and map

32137	78521	78582
66270	78526	78583
75570	78537	78584
75889	78539	78585
76179	78541	78586
76262	78542	78589
77034	78543	78590
77054	78550	78591
78041	78551	78595
78109	78552	78596
78210	78553	78597
78221	78557	78599
78230	78559	78705
78247	78564	78763
78248	78566	78877
78332	78569	78880
78411	78570	79772
78414	78572	79821
78415	78573	79932
78501	78574	87400
78503	78575	88500
78504	78576	
78505	78577	
78516	78578	
78520	78580	

Jailbreak Respondents list

A map of Texas and surrounding regions (Chihuahua, Coahuila, Nuevo León, and parts of Louisiana and California) showing the locations of jailbreak respondents. Red pins are placed on the map to indicate specific locations. The highest concentration of pins is in the Rio Grande Valley, particularly around Brownsville and McAllen. Other notable clusters are in the Houston area and the El Paso area. Pins are also scattered across the state, including Austin, San Antonio, and the Panhandle.

Appendix C: Padre Jailbreak Beach Escape registrants' current zip or postal codes and map

6070	77377	78227	78363	78501	78501	78501
14424	77381	78229	78363	78501	78501	78501
22401	77471	78229	78363	78501	78501	78501
44262	77471	78230	78380	78501	78501	78501
46268	77479	78240	78408	78501	78501	78501
60013	77515	78240	78411	78501	78501	78501
60326	77530	78240	78411	78501	78501	78501
60326	77531	78240	78412	78501	78501	78501
64790	77581	78244	78413	78501	78501	78501
66270	77591	78245	78413	78501	78501	78501
75056	77954	78245	78413	78501	78501	78501
75063	78013	78245	78414	78501	78501	78502
75063	78022	78245	78414	78501	78501	78502
75080	78023	78249	78414	78501	78501	78503
75081	78026	78250	78414	78501	78501	78503
75701	78041	78250	78414	78501	78501	78503
75701	78041	78251	78414	78501	78501	78503
76006	78043	78251	78414	78501	78501	78503
76179	78045	78251	78414	78501	78501	78503
76248	78045	78254	78414	78501	78501	78503
76262	78045	78254	78414	78501	78501	78503
76310	78045	78254	78415	78501	78501	78503
77025	78045	78254	78418	78501	78501	78503
77030	78045	78254	78418	78501	78501	78503
77034	78045	78258	78418	78501	78501	78503
77034	78045	78258	78501	78501	78501	78503
77076	78046	78258	78501	78501	78501	78503
77080	78109	78332	78501	78501	78501	78503
77080	78130	78332	78501	78501	78501	78503
77080	78210	78332	78501	78501	78501	78503
77081	78210	78332	78501	78501	78501	78503
77099	78216	78332	78501	78501	78501	78503
77099	78217	78363	78501	78501	78501	78503
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77365	78227	78363	78501	78501	78501	78503

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78552	78557	78565	78570	78572	78572	78573
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78552	78559	78566	78570	78572	78572	78573

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78586	78589	78595	78596	78599	78620	88707
78586	78589	78595	78596	78599	78620	88730
78586	78589	78595	78596	78599	78624	88730
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78586	78589	78596	78596	78599	78640	88746
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78589	78589	78596	78596	78599	78704	
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[illegible]

POST EVENT REPORT FORM HOTEL OCCUPANCY TAX FUNDING

Post Event Report Form

Date: 5-14-18

Organization Information

Name of Organization: **Jailbreak Race Events**

Address: **15080 Hwy 156**

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

Contact Name: **Tim Scrivner**

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

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

Event Information

Name of Event or Project: **Jailbreak South Padre**

Date of Event or Project: **5/5/18**

Primary Location of Event or Project: **Andy Bowie Park/Claytons Beach Bar**

Amount Requested: **\$ 30,000** —

Amount Received: **\$ 30,000** —

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

Advertising, transportation

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: **—**
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):
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, apx \$40,000. The profit will be used to fund year-round business expenses and serve as seed money for future Jailbreak events
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): **7K+**
2. What would you estimate as the actual attendance at the event?: **7k+ (Please see UTRGV report)**
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+ (Please see UTRGV report)**
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: ? Please refer to UTRGV report

Last Year: est 1000+

Two Years Ago: est 1000+

Three Years Ago: est 1000+

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.)?
UTRGV survey

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?

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:\$.

trade

TV \$. 30 min morning show on FOX

Other Paid Advertising:

Number of Press Releases to Media : 6

Number Direct Mailings to out-of-town recipients 0

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? no
4. What new marketing initiatives did you utilize to promote hotel and convention activity for
this Event?

The majority of marketing consisted of newsletters and social media.

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

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? **3,200+ registered**
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? **90%+**
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 had more than 500 runners pick up their packet on Friday night prior to the Saturday run. There were waves of 400+ runners every half hour beginning at 9am and ending at 12:30pm. Additionally, we had an 8:45am wave for the Border Patrol with more than 170 runners and a 9:15 wave for Lone Star Bank with more than 120 runners.

Additional Event Information

What _____ South Padre Island businesses did you utilize for food, supplies, materials, printing, etc?
Toucan Graphics, ACE, Stripes, Claytons Beach Bar and multiple restaurants

Please Submit no later than Thursday, May 17th, 2018 at 5pm to:

Marisa Amaya, 7355 Padre Blvd. South Padre Island, Texas 78597 - marisa@sopadre.com or
Michael Flores, 7355 Padre Blvd. South Padre Island, Texas 78597 - michael@sopadre.com

Jailbreak Racing Events, LLC	1:10 PM
Profit and Loss Standard	05/14/18
January 1 through May 14, 2018	Cash Basis
	Jan 1 - May 14, '18
Ordinary Income/Expense	
Income	
Sales	120,929.41
Sponsorship	30,000.00
Total Income	150,929.41
Expense	
Advertising and Promotion	
Computer and Internet Expenses	2,039.82
Advertising and Promotion - Other	14,725.27
Total Advertising and Promotion	16,765.09
Event contract labor	7,825.00
Event expense	
Bibs	759.08
Equipment Rental	640.84
Food/runner beer	2,510.29
Insurance	1,239.00
Medical/Security	2,280.00
Obstacle expense	5,754.93
Registration related	700.00
Property	1,100.00
T-shirts/medals	21,628.38
Event expense - Other	480.12
Total race week expense	37,092.64
Gas expense	526.23
Meals and Entertainment	512.84
Monthly contract labor	10,963.00
Licensing fees	24,000.00
Office Supplies	92.96
Repairs and Maintenance	1,322.98
Travel Expense	
Car rental	916.52
Flights	2,821.26
Gas	1,612.53
Hotel	2,547.74
Meals	866.35
Travel Expense - Other	2,486.24
Total Travel Expense	11,250.64
Total Expense	110,351.38
Net Ordinary Income	40,578.03
Net Income	40,578.03

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

MEETING DATE: May 23, 2018

NAME & TITLE: Wally Jones, CVA Board Chairman

DEPARTMENT: South Padre Island Convention & Visitors Advisory Board

ITEM

Discussion and action to approve the post event report for National Weather Conference (April 2018).

ITEM BACKGROUND

The National Tropical Weather Conference consisted of four days from April 3-7, 2018. The post event report will be presented by CVB Staff.

BUDGET/FINANCIAL SUMMARY

National Tropical Weather Conference received \$20,000 funding support from the SPI Convention and Visitors Bureau (CVB) to help fund the event.

Special Events Budget 02-593-8099

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve post report.

POST EVENT REPORT FORM HOTEL OCCUPANCY TAX FUNDING

Post Event Report Form

Date: May 12, 2018

Organization Information

Name of Organization: Storm Science Network Inc. (formerly Urban Science Initiative)

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 as above

Event Information

Name of Event or Project: National Tropical Weather Conference

Date of Event or Project: April 3-7, 2018

Primary Location of Event or Project: Hilton Garden Inn, South Padre Island, Texas

Amount Requested: \$ 20,000

Amount Received: \$ 20,000

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

Hilton Garden Inn – room block

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

Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: 0%
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): 100%
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.

There was a registration fee charged. There was no net profit from the event.

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): 120
2. What would you estimate as the actual attendance at the event?: 115
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 250
4. How many room nights do you estimate were actually generated by attendees of this event? 250
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 280

Last Year: 241 _____

Two Years Ago: 231 _____

Three Years Ago: 164 _____

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: \$ 2000

Number of Press Releases to Media 3

Number Direct Mailings to out-of-town recipients: 500
(direct targeted email) _____

Other Promotions _____

2. Did you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? Yes.
3. Did you negotiate a special rate or hotel/event package to attract overnight stays?
Yes
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?

Social media – Facebook LIVE – Targeted email - Website

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

Items for #5 and #6 were previously submitted

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, E&F Audio Visual, Gabriellas, Blackbeards, Pier 19, The Palms, Tom and Jerry's, Painted Marlin, and BB's Cabs.

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)

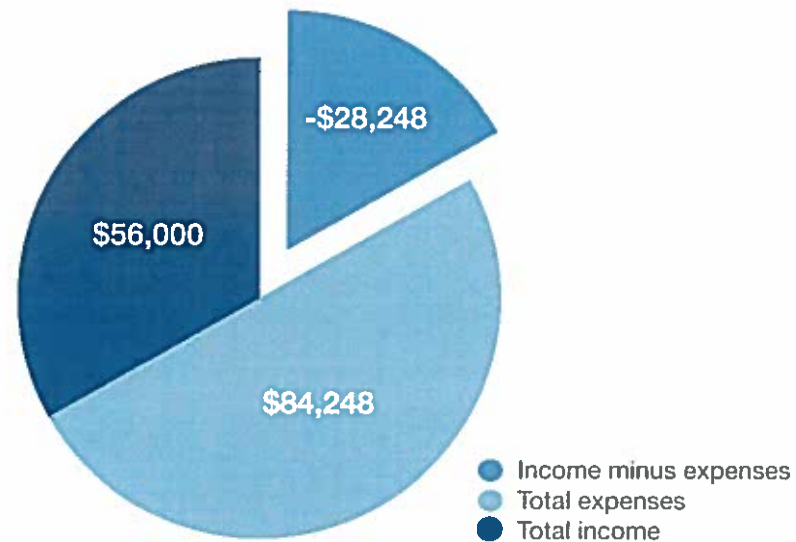
NTWC 2018 Budget

REVENUE	
Income 1	\$25,000
Income 2	\$20,000
Income 3	\$10,000
Income 4	\$1,000
TOTAL INCOME	\$56,000

BUDGETED ITEMS - OUTLAY	
HOTEL Block	\$19,923
HOTEL Food	\$17,755
Transportation (LOCAL)	\$1,600
Media AV Rental	\$942
Site Staff	\$3,906
Travel - presenters	\$7,637
Printing- Copying	\$350
Conference Materials	\$525
Conference Shirts	\$1,490
Entertainment	\$1,300
Satellite Truck - Live Crew	\$8,500
Satellite Truck - Streaming	\$6,500
Production Crew	\$1,500
Satellite Uplink (two days)	\$6,500

+/-	
Income minus expenses	-\$28,248

Income/Expenses



BUDGETED ITEMS - OUTLAY

LIVE Streaming Production (two days)	\$3,500
Printing	\$1,250
Truck Rental	\$1,071
TOTAL EXPENSES	\$84,248



Marisa Amaya <marisa@sopadre.com>

Fwd: NTWC 2018 Close Out

1 message

Alex Garcia <alex@wxguide.com>

Wed, May 16, 2018 at 10:32 AM

To: Michael Flores <michael@sopadre.com>, Marisa Amaya <marisa@sopadre.com>

----- Forwarded message -----

From: Alex Garcia <alex@wxguide.com>

Date: Thu, May 3, 2018 at 10:13 AM

Subject: NTWC 2018 Close Out

To: Michael Flores <michael@sopadre.com>, marisa@sopadre.com

Cc: Tim Smith <tim@krgv.com>

Michael,

Tim and I are doing well and busy working on the 2019 conference! The 2018 NTWC was a great success. We increased attendance and coverage. Dr. Klotzbach's presentation was carried live to all Sinclair Broadcast stations, to KRGV Digital Channel, streamed live to Colorado State University, and streamed live on Facebook. Additionally we had live shots/recorded interviews to many stations including, WBBH-Ft. Myers, Fl., Bryan Luhn - KRIV Houston, Tx., Craig Setzer, CBS Miami, Ed Piotrowski- ABC15, Myrtle Beach, SC., Brad Travis - WAFF, Huntsville, Alabama and John Morales, NBC 6 Miami, Fla., Jeff Huffman - UTV-Florida Public Radio Emergency Network, Trey Meynig - KAVU - Victoria, Tx., - among others.

I am attaching the invoice for the remaining \$5,000 and a copy of our working budget for 2018.

LINKS:

<http://valleycentral.com/news/local/meteorologists-attending-annual-national-tropical-weather-conference-on-south-padre-island>

<http://news4sanantonio.com/news/local/live-6th-annual-national-tropical-weather-conference>

<http://foxsanantonio.com/news/local/live-6th-annual-national-tropical-weather-conference>

<http://foxsanantonio.com/news/local/live-6th-annual-national-tropical-weather-conference>

<http://forums.khou.com/viewtopic.php?f=2&t=2203>

<https://vimeo.com/263984968>

<https://www.houstonpublicmedia.org/tag/national-tropical-weather-conference/>

<http://hurricanetrack.com/2016/04/11/national-tropical-weather-conference-this-week-in-south-padre-island/>

http://www.kxan.com/video/takeaways-from-national-tropical-weather-conference_20180411233935/1116158709

http://www.brownsvilleherald.com/news/local/forecasters-slightly-above-average-hurricane-season/article_ab37612a-3946-11e8-8d1a-7fde8aaf895c.html

<https://www.portisabelsouthpadre.com/2018/04/13/hurricane-forecast-announced-at-weather-conference/>

PHOTOS



Jason Dunning Retweeted



Rich Johnson @PRGuyRich · Apr 5

Live from @HurricaneCon with @NBC2 @JasonDunning as he talks with @philklotzbach about 2018 hurricane outlook #NTWC18 @USAA





David Paul @MetDavidPaul · Apr 6

Fellow mets, look at attending this conference in the future. It's excellent! Good Job @alexgarcia_wx @KRGV_TimSmith @USAA @HurricaneCon. hurricanecenterlive.com #NTWC18 #NTWC2018



El_ValTal_99 and 1 other liked



Candice Avila-Garcia @_candicegarcia · Apr 6

As the @HurricaneCon comes to an end for 2018, @EdPiotrowski doing the last live shot from this year's conference. Ending it with a bang as he interviews storm chaser @iCyclone #NTWC18 #NTWC2018 @SouthPadreTexas





Tom Lea @tleany · Apr 5

Flying back from #NTWC18 and I have In-flight WiFi and I'm watching @fox5ny and there's @phillklotzbach and CSU's Tropical Outlook. Oh, and hi @RaeganMedgie



Thanks so much for your support. We look forward to working with you for 2019 and beyond.

--
Alex Garcia
President and CEO
Storm Science Network Inc.

Chief Meteorologist CBM #422
FOX 29
San Antonio, Texas

--
Alex Garcia
President and CEO
Storm Science Network Inc.

Chief Meteorologist CBM #422
FOX 29
San Antonio, Texas

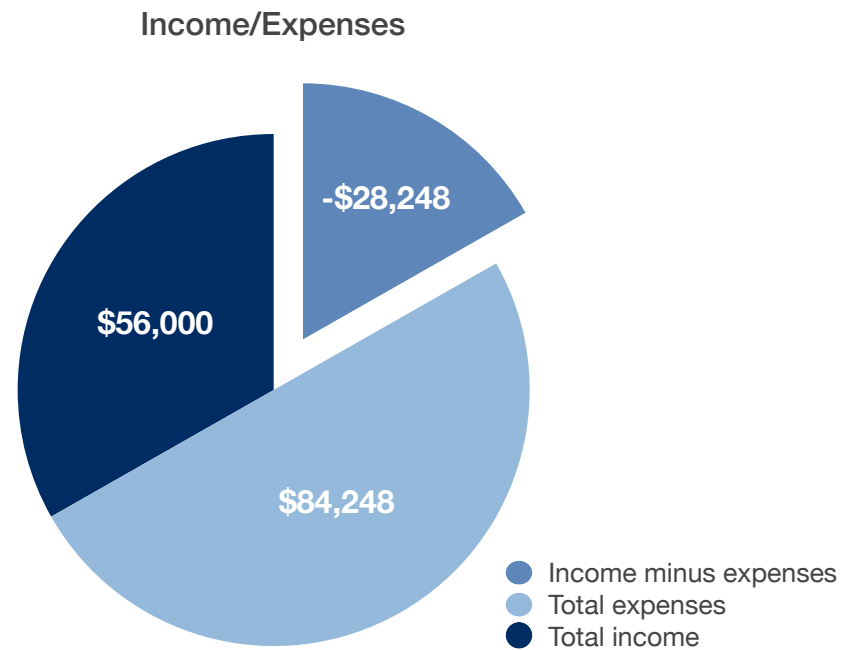
 **INVOICE 2 - SPI.pdf**
49K

NTWC 2018 Budget

REVENUE	
Income 1	\$25,000
Income 2	\$20,000
Income 3	\$10,000
Income 4	\$1,000
TOTAL INCOME	\$56,000

BUDGETED ITEMS - OUTLAY	
HOTEL Block	\$19,923
HOTEL Food	\$17,755
Transportation (LOCAL)	\$1,600
Media AV Rental	\$942
Site Staff	\$3,906
Travel - presenters	\$7,637
Printing- Copying	\$350
Conference Materials	\$525
Conference Shirts	\$1,490
Entertainment	\$1,300
Satellite Truck - Live Crew	\$8,500
Satellite Truck - Streaming	\$6,500
Production Crew	\$1,500
Satellite Uplink (two days)	\$6,500

+/-	
Income minus expenses	-\$28,248



BUDGETED ITEMS - OUTLAY

LIVE Streaming Production (two days)	\$3,500
Printing	\$1,250
Truck Rental	\$1,071
TOTAL EXPENSES	\$84,248

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

MEETING DATE: May 23, 2018

NAME & TITLE: Keith Arnold, CVB Director/Michael Flores, Director of Marketing, Research and Analytics

DEPARTMENT: South Padre Island Convention & Visitors Bureau

ITEM

Discussion and action to approve the JJ Zapata Fishing Tournament funding request for marketing.

ITEM BACKGROUND

The funding request in the amount of \$2,500 was discussed and approved by the Special Events Subcommittee. Funding request to be presented by CVB Staff.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve funding request.

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

MEETING DATE: May 23, 2018

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Update and discussion of the CVB 1st Generation Dashboard.

ITEM BACKGROUND

Per CVA Board request, the dashboard report includes Convention Sales, Social Media, FY17 Average Daily Rate, HOT Revenue Report, Sales Tax, Website Analytics, and Smith Travel Accommodations Report (STAR), etc.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



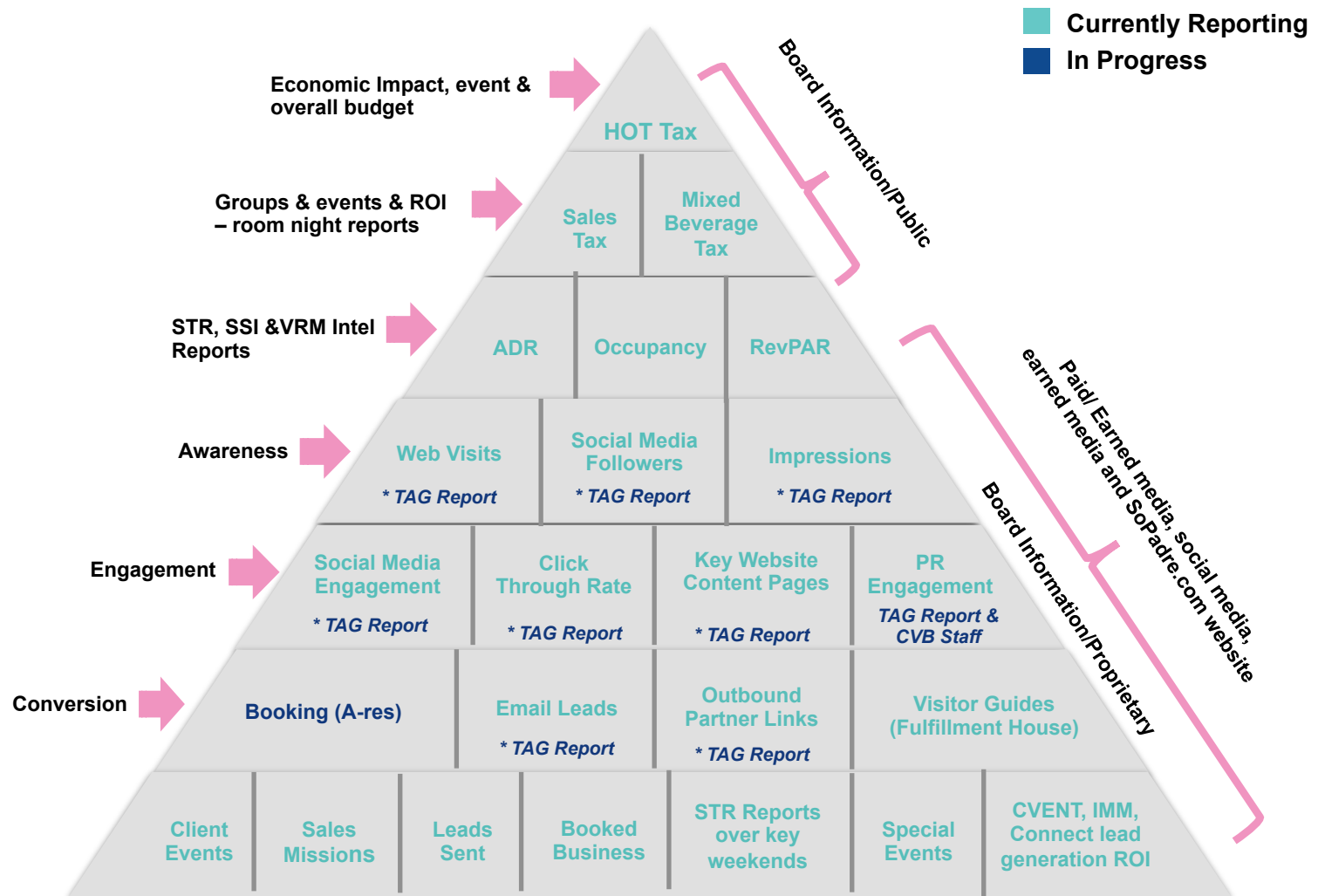
SOUTH PADRE ISLAND CONVENTION & VISITORS BUREAU

CVB DASHBOARD

MAY 2018

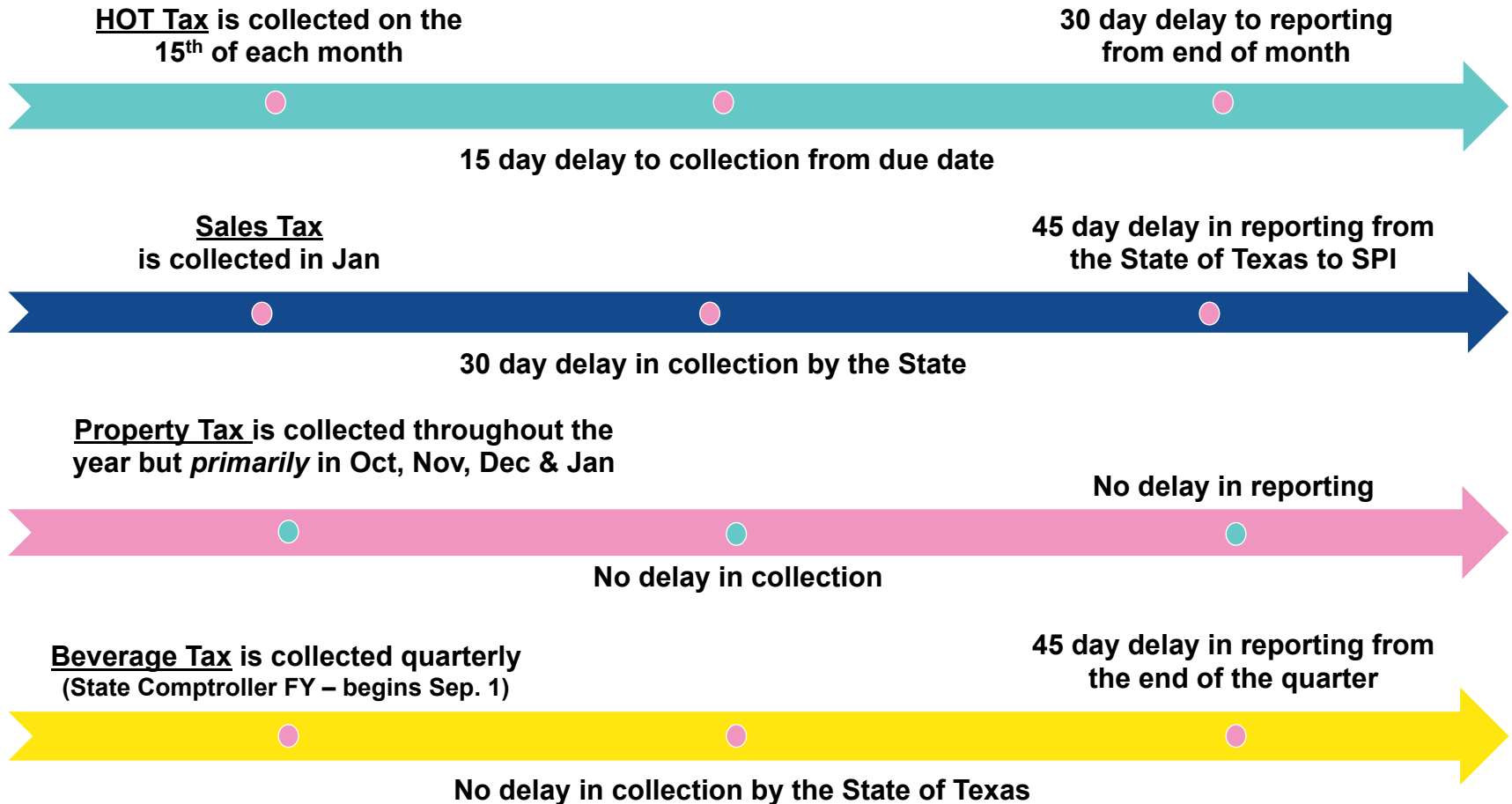


DASHBOARD PYRAMID

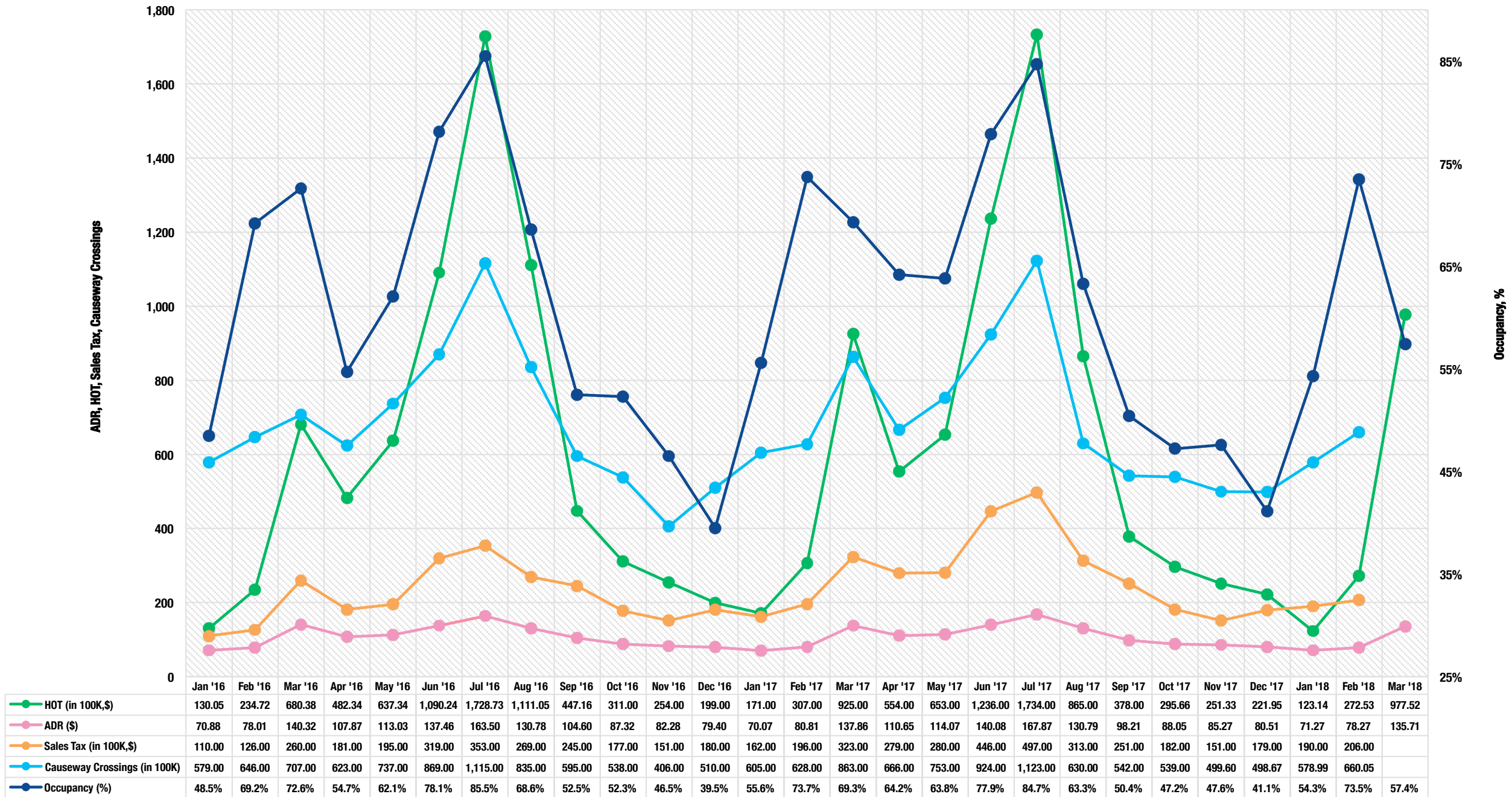


HOTEL OCCUPANCY TAX (HOT)

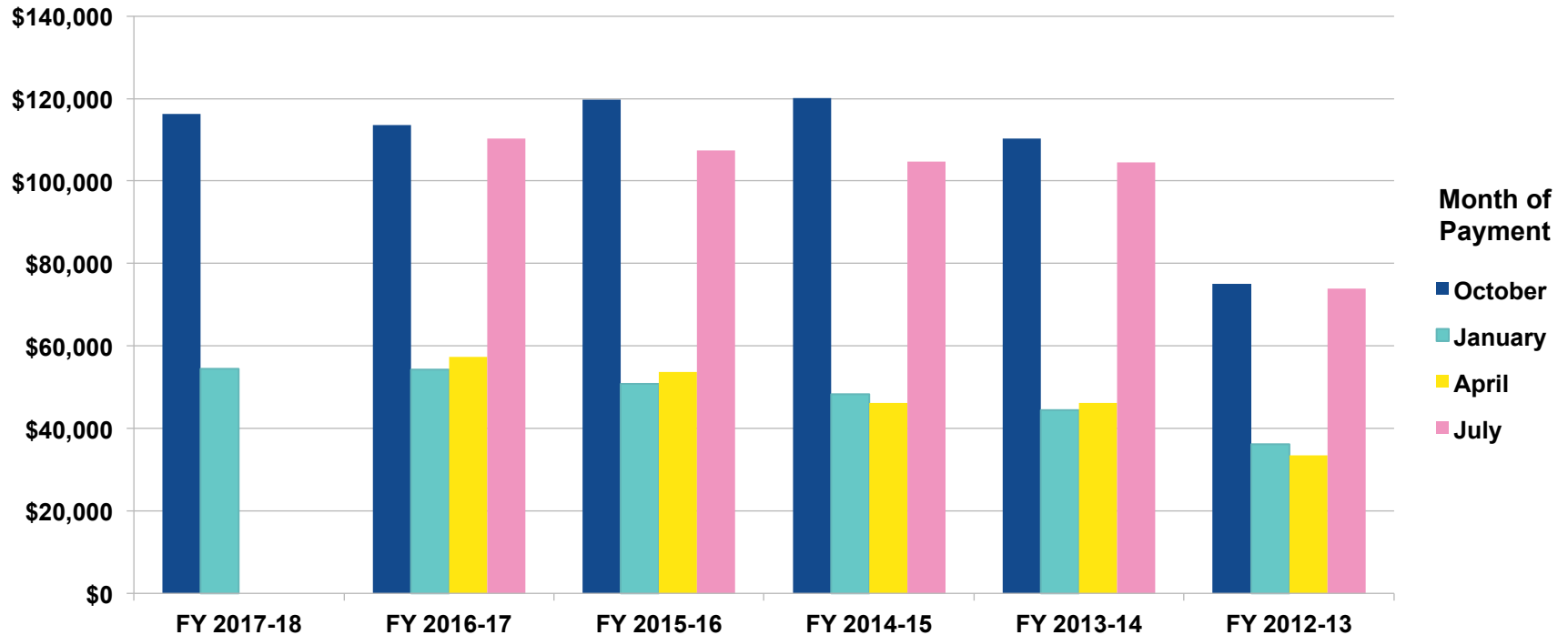
Tax Collections Timeline, By Type



Bridge Crossings, Average Daily Rate (ADR), HOT Revenue, Sales Tax and Occupancy (OCC) by MONTH



MIXED BEVERAGE TAX



Month of Payment	Months Reported	FY 2017-18	FY 2015-16	FY 2014-15	FY 2013-14	FY 2012-13	
October	Jun/ Jul/ Aug	\$116,263.73	\$113,583.54	\$119,689.50	\$120,182.68	\$110,335.73	\$75,021.74
January	Sept/ Oct/ Nov	\$54,403.20	\$54,183.63	\$50,872.08	\$48,216.13	\$44,381.48	\$36,262.66
April	Dec/ Jan/ Feb		\$57,300.10	\$53,660.35	\$46,148.41	\$46,128.34	\$33,533.70
July	Mar/ Apr/ May		\$110,354.83	\$107,354.93	\$104,711.89	\$104,505.64	\$73,839.37
Total		\$170,666.93	\$335,422.10	\$331,576.86	\$319,259.11	\$305,351.19	\$218,657.47

ENGAGEMENT

Public Relations/ Media & FAM Tours



MEDIA/ FAM TOURS

Mike Unwin

May 2 – 4

*Coordinated with McAllen CVB/
Chamber of Commerce*

Nature photographer/journalist with UK Daily Telegraph (UK's highest circulation national broadsheet)

Southern Living FAM

Currently working with editor and featured journalist on FAM opportunities in October or November 2018.



EDITORIAL REQUESTS

Meetings Today Magazine

Fulfilled info/editorial request on “Nightlife Fun for Groups” and what visiting groups can do after-hours when meeting throughout the region.

Live Gulf Coastal

Submitted content for this digital lifestyle publication featuring life, food, things-to-do, homes, travel, events and more covering the Gulf Coast (from South Padre Island to Southwest Florida).



IN PROGRESS

Texas Highways Magazine

Working with photographer Amy Mikler Kenyon on photo shoot for a South Padre Island article running in July.

Canadian Traveller

Working with editor on four journalists to consider for a value added opportunity.

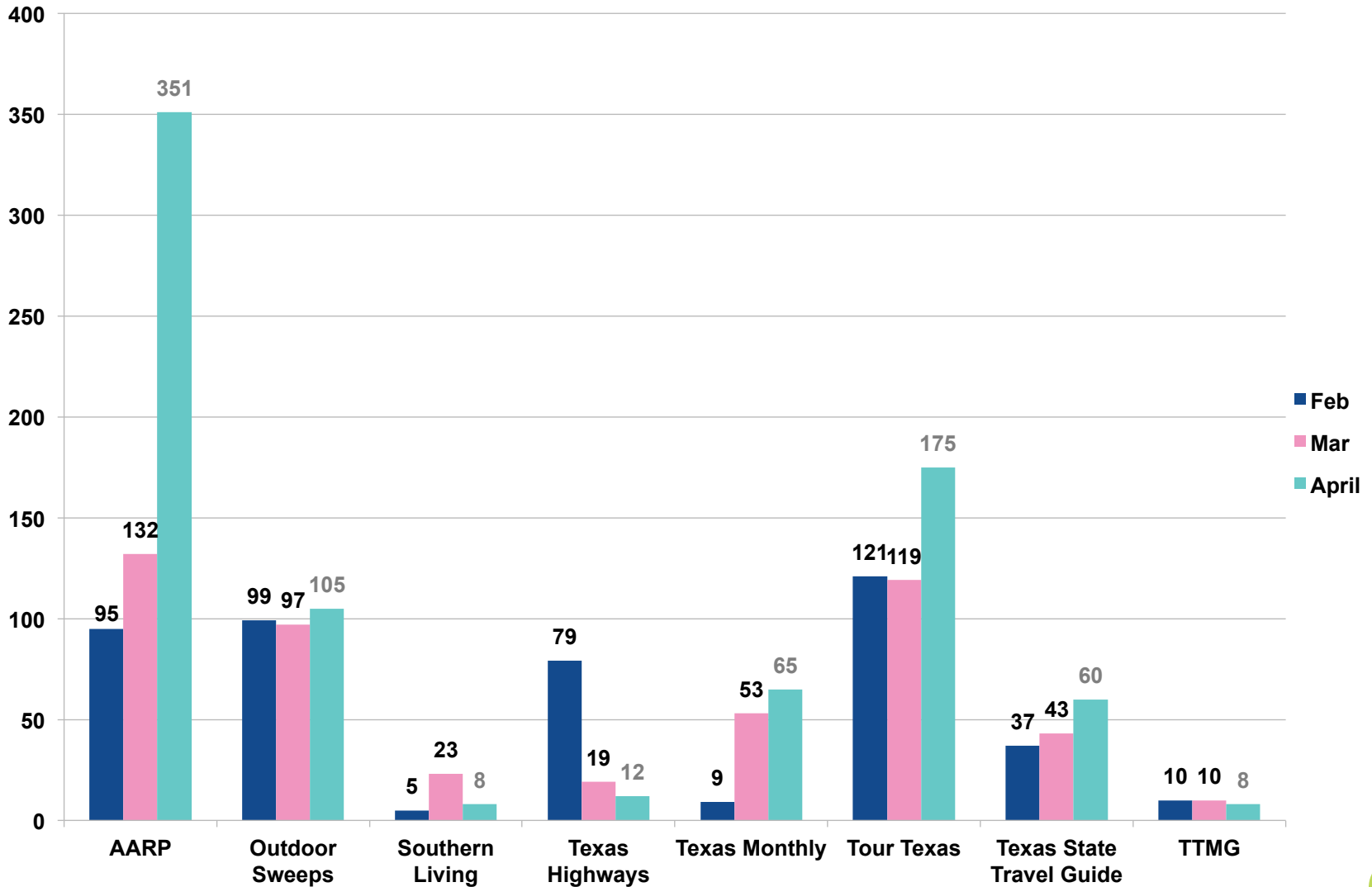
ENGAGEMENT

2018 News & Accolades

- Listed on the 2018 **“15 USA Snorkeling Vacations Among the World’s Best”** by TripAdvisor
- Ranked #2 on the 2018 **“Best Texas Beach”** by USA TODAY’s 10Best Reader’s Choice Award
- Listed on the 2018 **“The South’s Best Beaches”** by *Southern Living* Magazine
- Listed on the 2018 **“15 Best Spring Break Destinations”** by CarRentals.com
- Ranked #2 on the 2018 **“9 Best Coastal Cities to Visit in Texas”** by Trips to Discover
- Listed on the 2018 **“9 Best Surf Spots in Texas”** by Trips to Discover
- Listed on the 2018 **“25 Best Wreck Diving Spots in the United States”** by Scuba Diving Online
- Listed on the 2018 **“Vacation in the Hottest Spots in Texas”** by Patch.com
- Listed on the 2018 **“15 Best Vacation Spots When You Earn the Median Income”** by GOBankingRates.com
- Ranked #3 on the 2018 **“10 Best Dolphin Sighting Destinations in North America”** by Travel Channel
- Ranked #3 on the 2018 **“Best Place to Rent a Summer Beach House with Friends”** by TripAdvisor
- Ranked #6 on the 2018 **“8 Best Spring Break Party Destinations”** by ABC News
- Listed on the 2018 **“10 Best Places in Texas to Visit on Spring Break”** by Trips to Discover
- Listed on the 2018 **“Best Places to Visit in Texas”** by *U.S. News & Report*
- Listed on the 2018 **“18 Places to Go in Texas”** featuring South Padre Island and Sea Turtle, Inc. by *Texas Highways*
- Ranked #1 for **Best Beach Vacation** in **“Top American Trips 2018”** by *Canadian Traveller*
- Listed on the 2018 **“World’s Greatest Kiteboarding Spots”** by *National Geographic*

CONVERSION

Visitor Guides (Fulfillment House) by Publication



CONVERSION

Booked Business, Client Events & Sales Missions

APRIL 2018

BOOKED BUSINESS

- **LRGV AIA Annual Conference** (330)
- **Texas Rising Star Conference** (130)
- **Executive Hunting Club Spring Fling** (75)
- **APS Direct Report Managers Meeting** (775)

() Indicates Number of Room Nights Booked

CLIENT EVENTS

Several site visits and FAMs were conducted in May, most notably, the National Guard Association of Texas Annual Conference which would take place in March of 2020 and potentially book over 1,025 room nights across the Island.

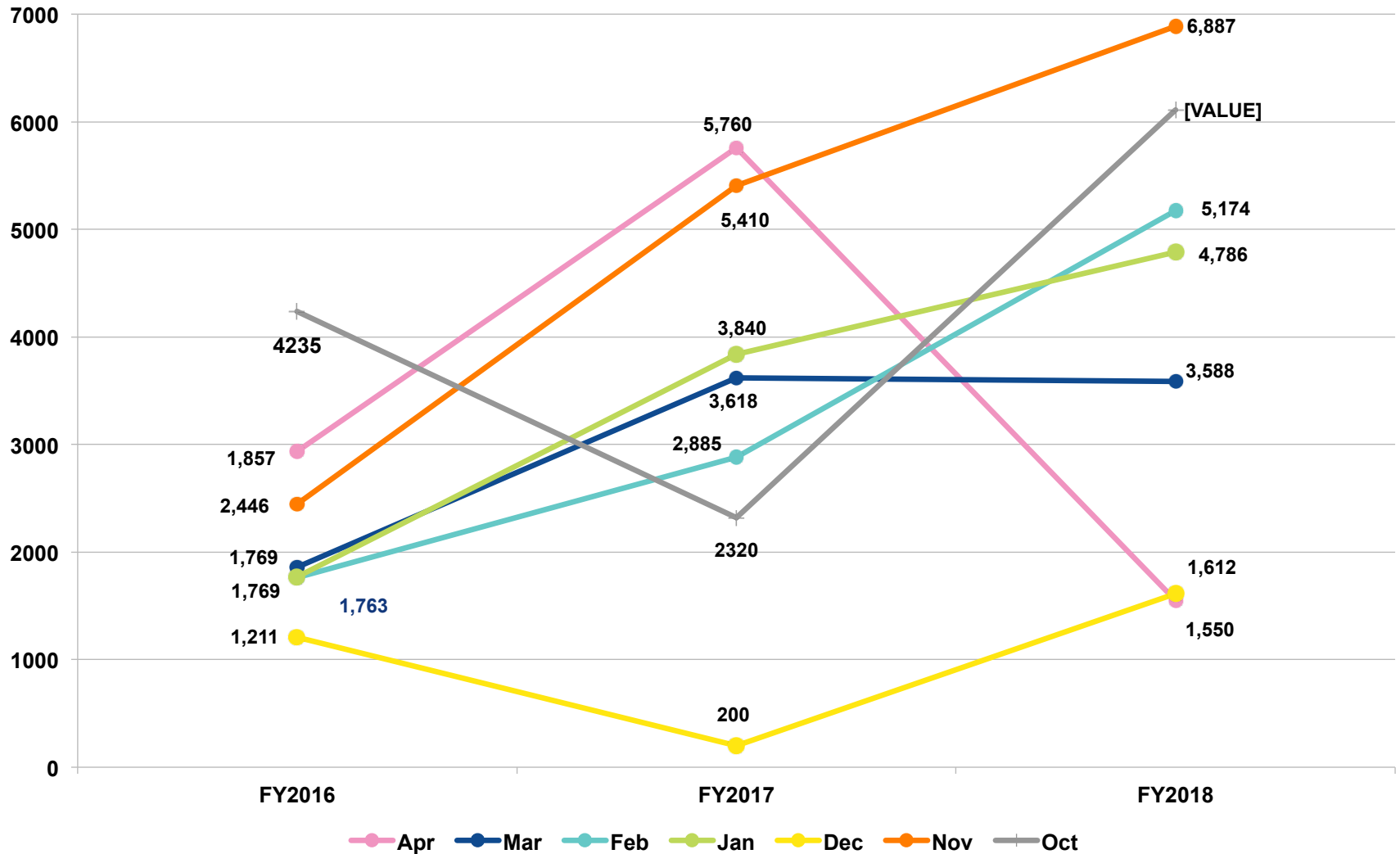
SALES MISSIONS

The Sales team will be conducting RGV calls with the four full service properties in May as well as an Austin sales mission in June. The marketing team will be attending the Home School Conference at the end of the month. The sales team will be bidding on the 2020 Texas Chambers of Commerce Executive Conference in June.



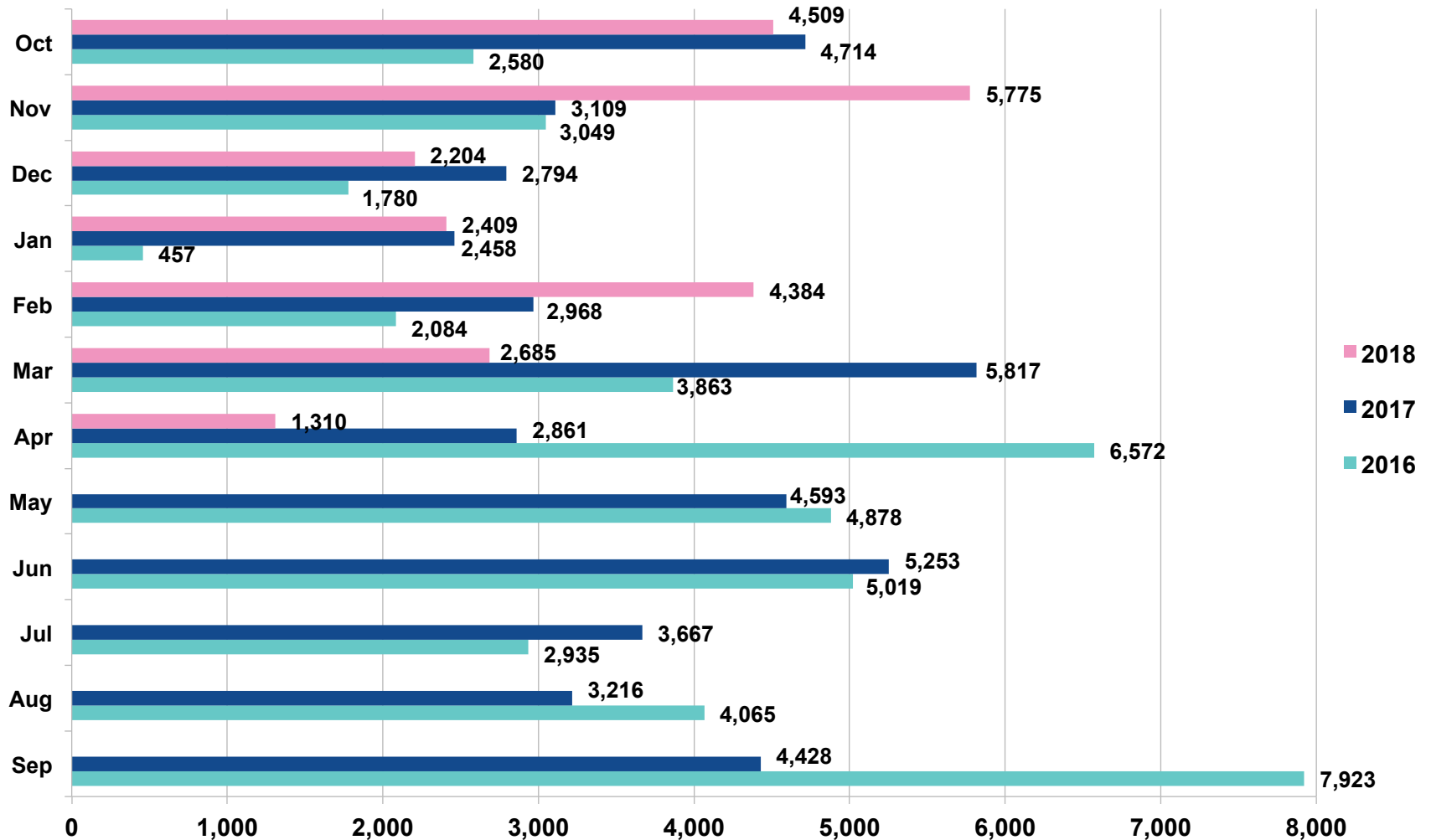
CONVERSION

Sales Leads Sent



CONVERSION

Convention Sales/ Month-By-Month



CONVERSION

2018 Special Events

January

Polar Bear Dip & Penguin Plunge
Market Days
WOWE
Winterfest

February

SPI Kitefest
W4W Chili Cook Off
Color Me Rad
Market Days

March

Spring Break Car Jam
UME

April

National Tropical Weather Conference
SPLASH South Padre
Sand Crab Run
Open Water Swim

May

Jailbreak
Pedal to Padre
Shallow Sport Fishing Tournament

June

Dargel Fishing Tournament
Longest Causeway Run/Walk
Great TX Catamaran 300

July

Security First Credit Union Fishing Tournament

August

Texas International Fishing Tournament (TIFT)
Iron Pigs Motorcycle Club Weekend
Ladies Kingfish Tournament (LKT)
API Fishing Tournament
Fishing For Hope

September

Shallow Stalker Fishing Tournament
JJ Zapata Fishing Tournament
Wahoo Classic
Zombie Charge
Tailgate Weekend
SPI Triathlon

October

SandCastle Ball
SandCastle Days
SPLASH South Padre
Walk For Women Fishing Tournament
Walk For Women – 5k
Take a Kid Fishing
Elite Redfish Championship
SPI Fishing Days
Hallowings

November

RAGF
Veteran's Day Weekend
Blacklight Run
SPI Film, Art and Music

December

Tree Lighting Ceremony
Christmas Street Parade
Children's Wonderland
Lighted Boat Parade
Breakfast w/Santa
Holiday Sandcastle Village

 **New Event**

CONVERSION

Special Events

Year	Number of Events
2017	39
2018	56
2019	63
2020	68

Special Events per month from 2017 to 2020
(Sponsored Directly by SPICVB)





SPI CVB - April 2018 - PR Analysis Report

TOTAL MENTIONS

161

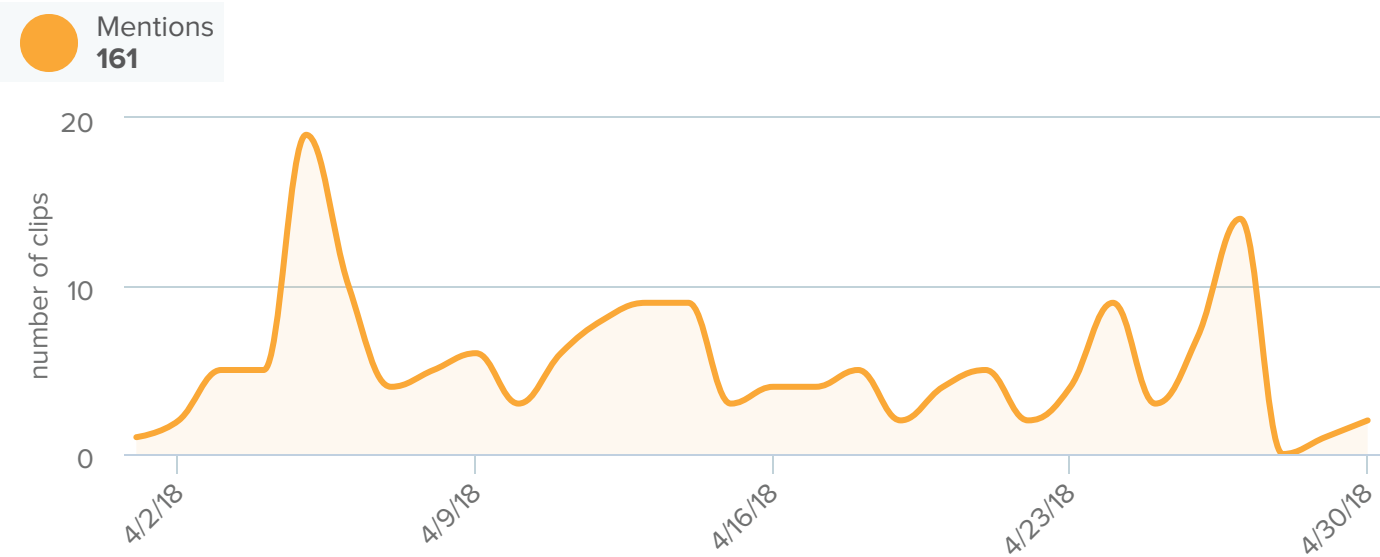
TOTAL REACH

250.05M

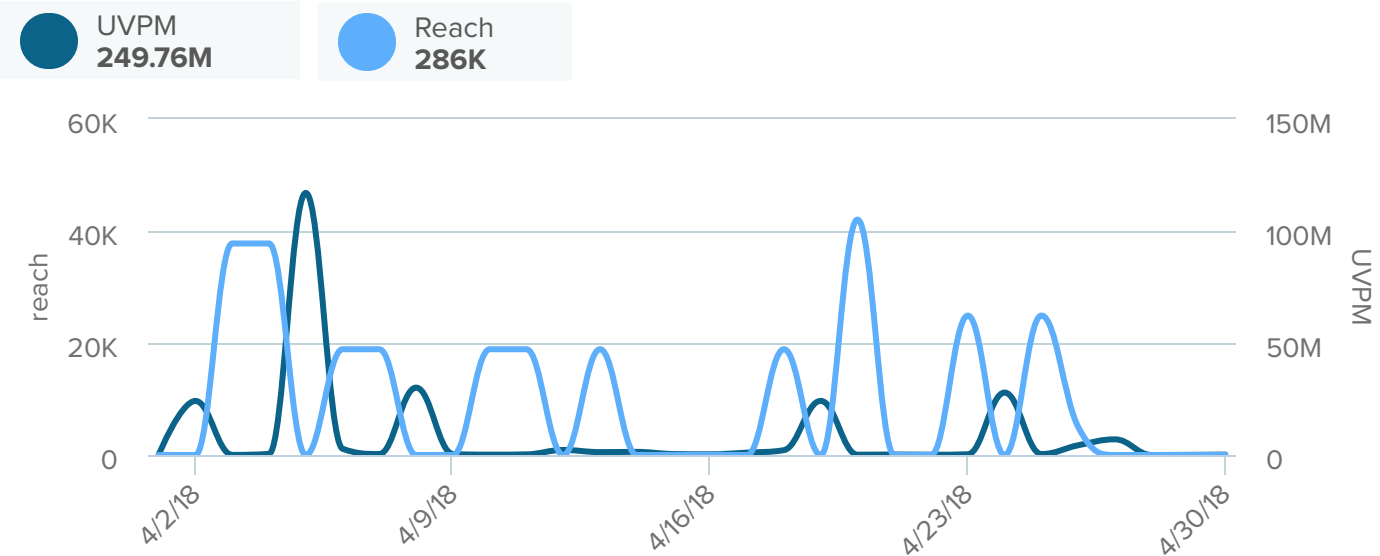
TOTAL PUBLICITY VALUE

\$112K

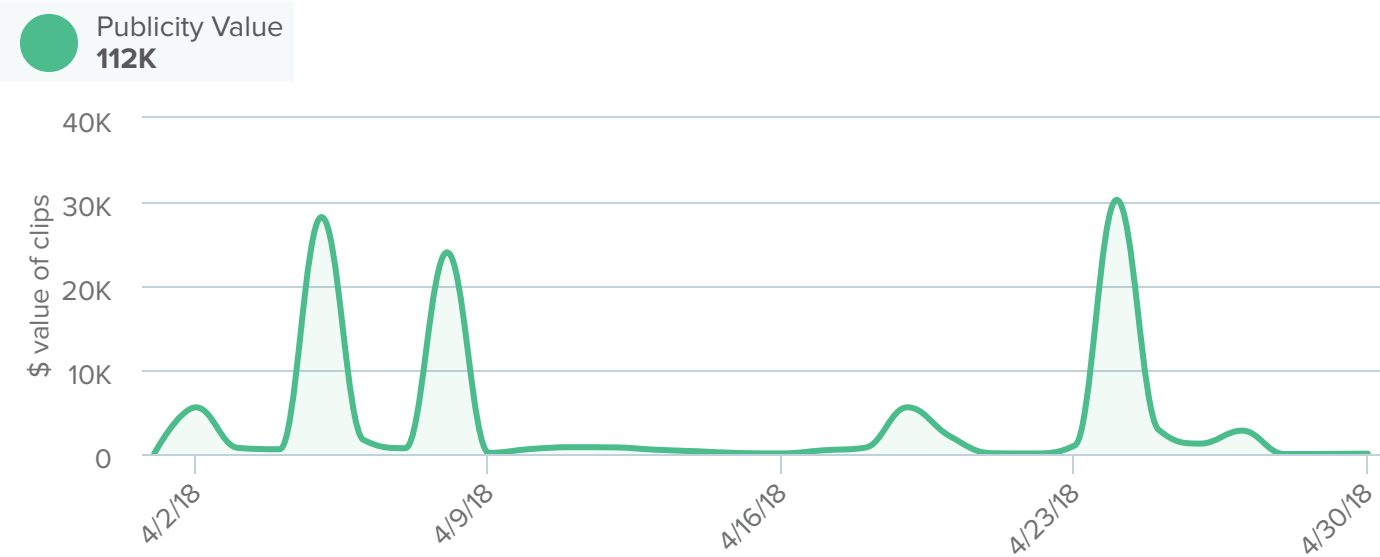
TOTAL MENTIONS



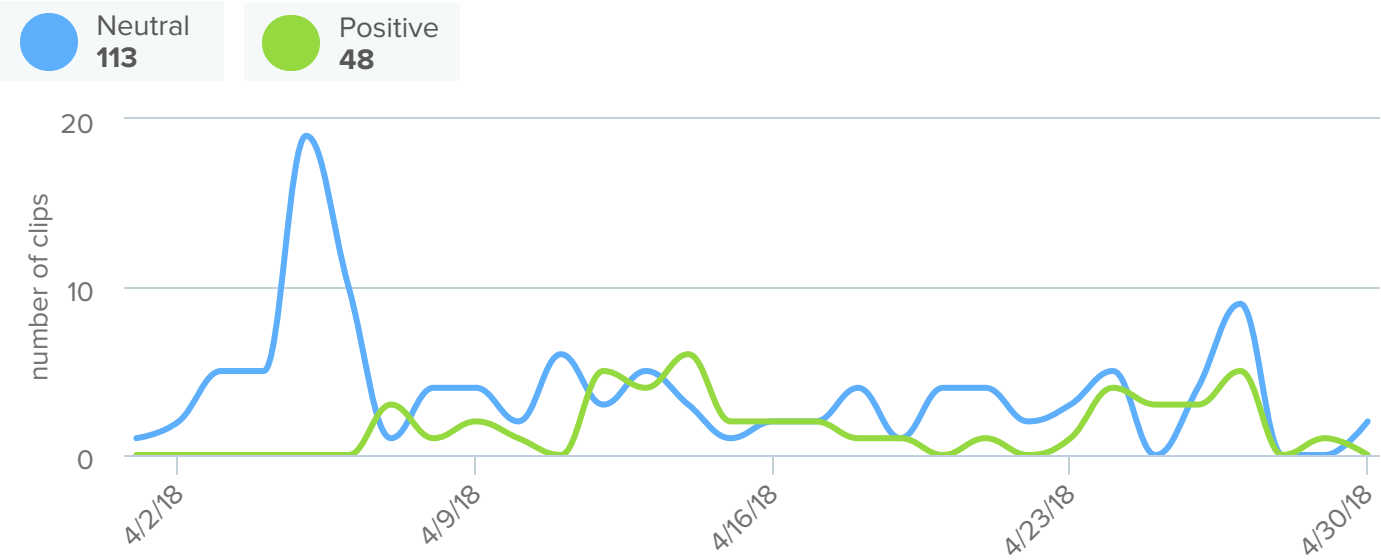
REACH



VALUE OF COVERAGE



SENTIMENT OVER TIME

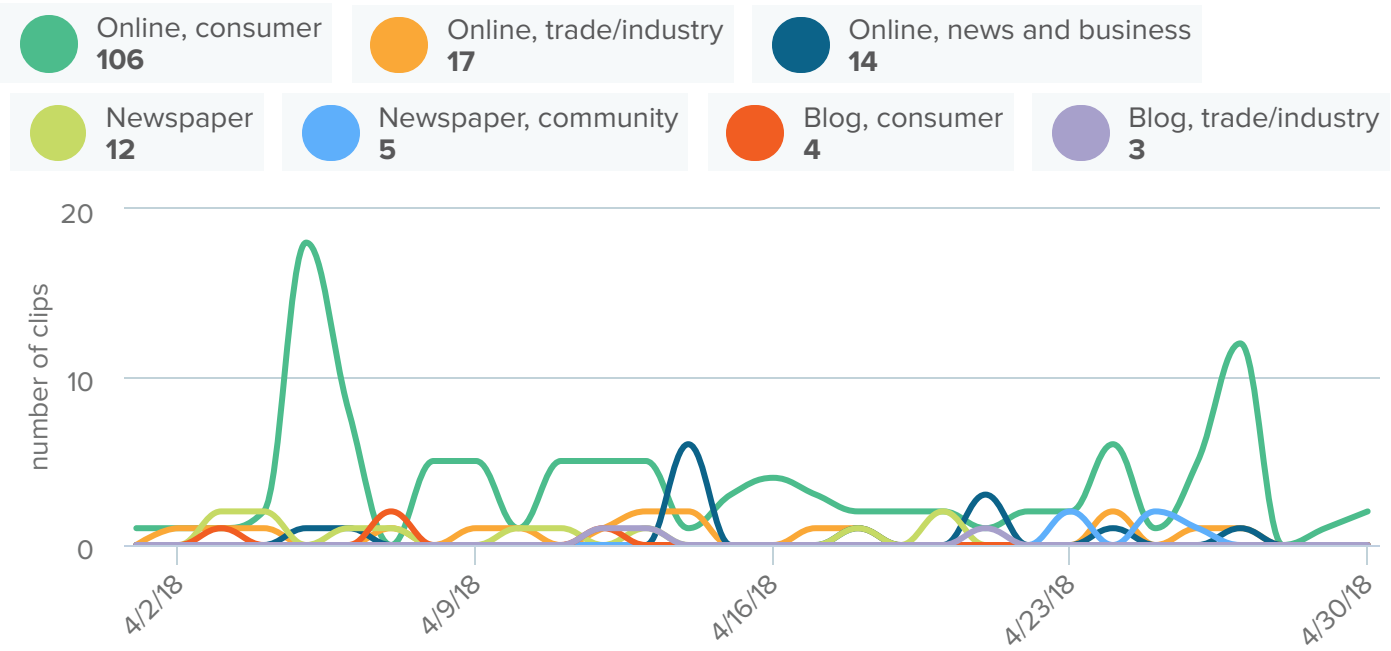


SHARE OF SENTIMENT

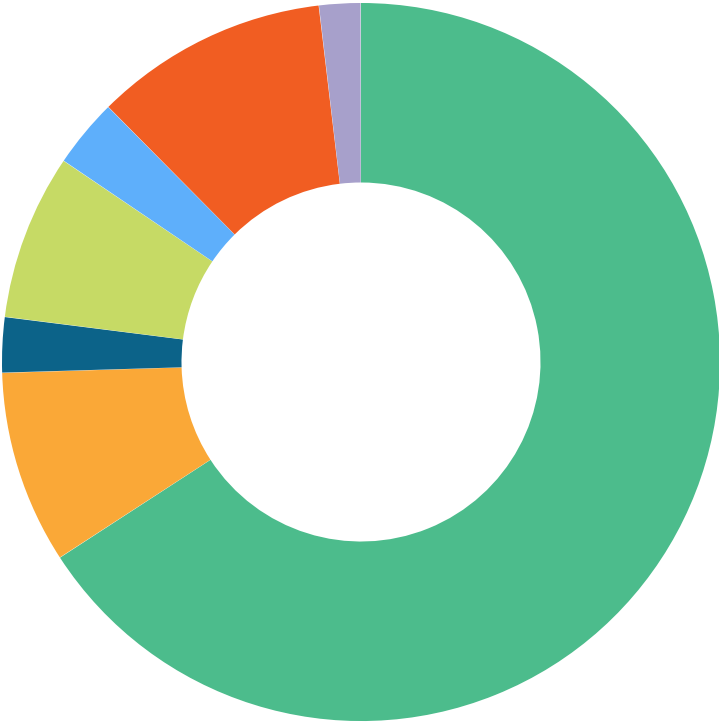


Positive	48	29.8%
Neutral	113	70.2%

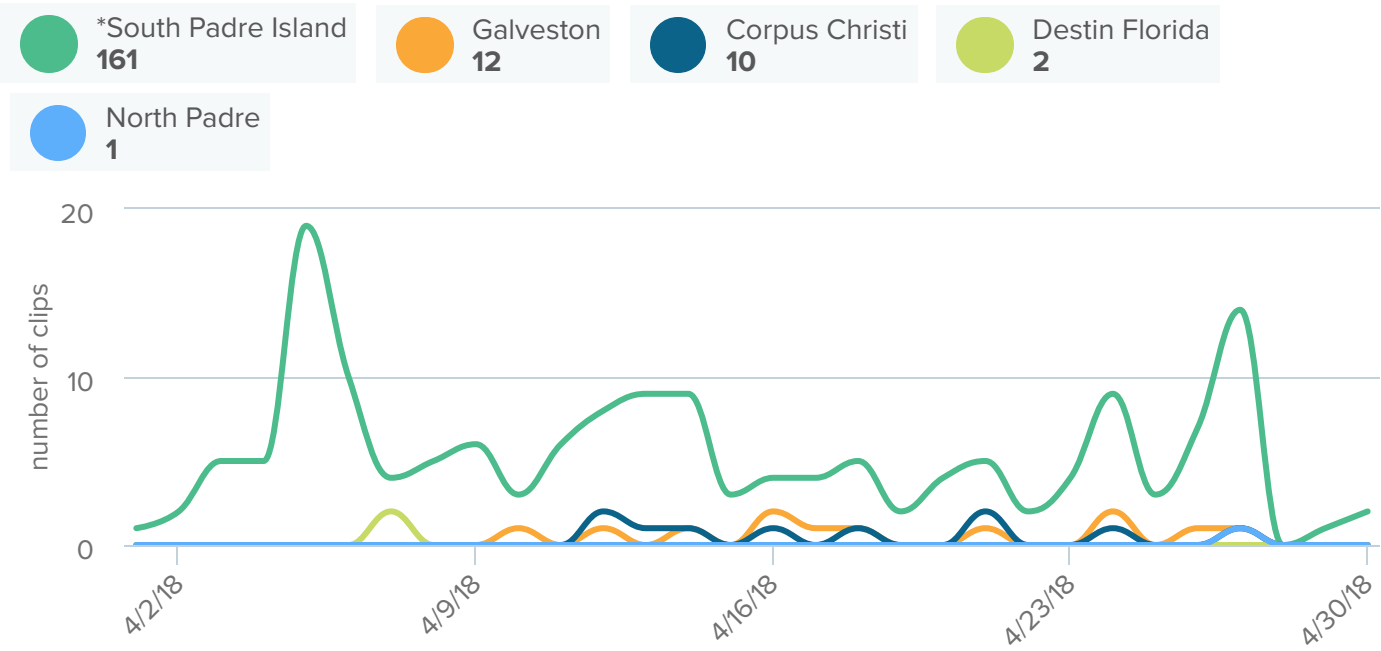
TREND OF COVERAGE BY MEDIA TYPE



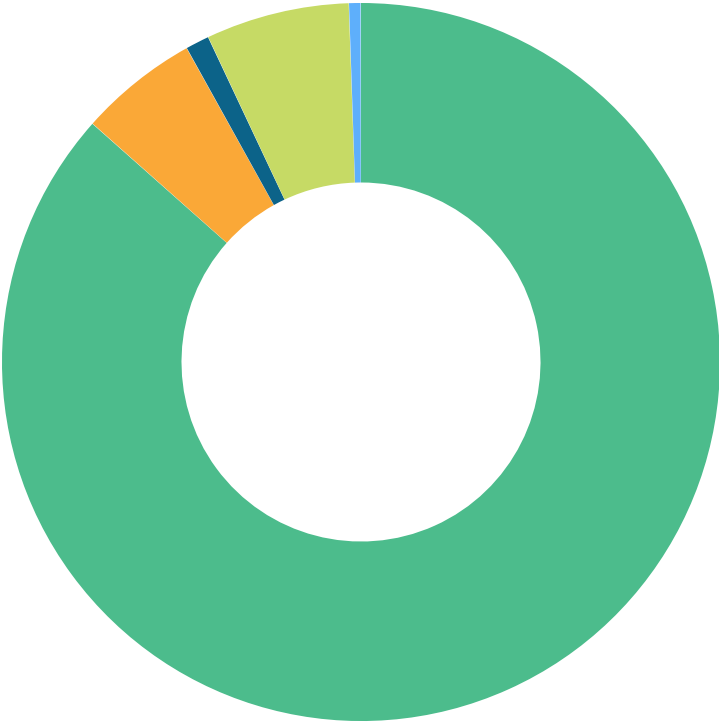
SHARE OF COVERAGE BY MEDIA TYPE



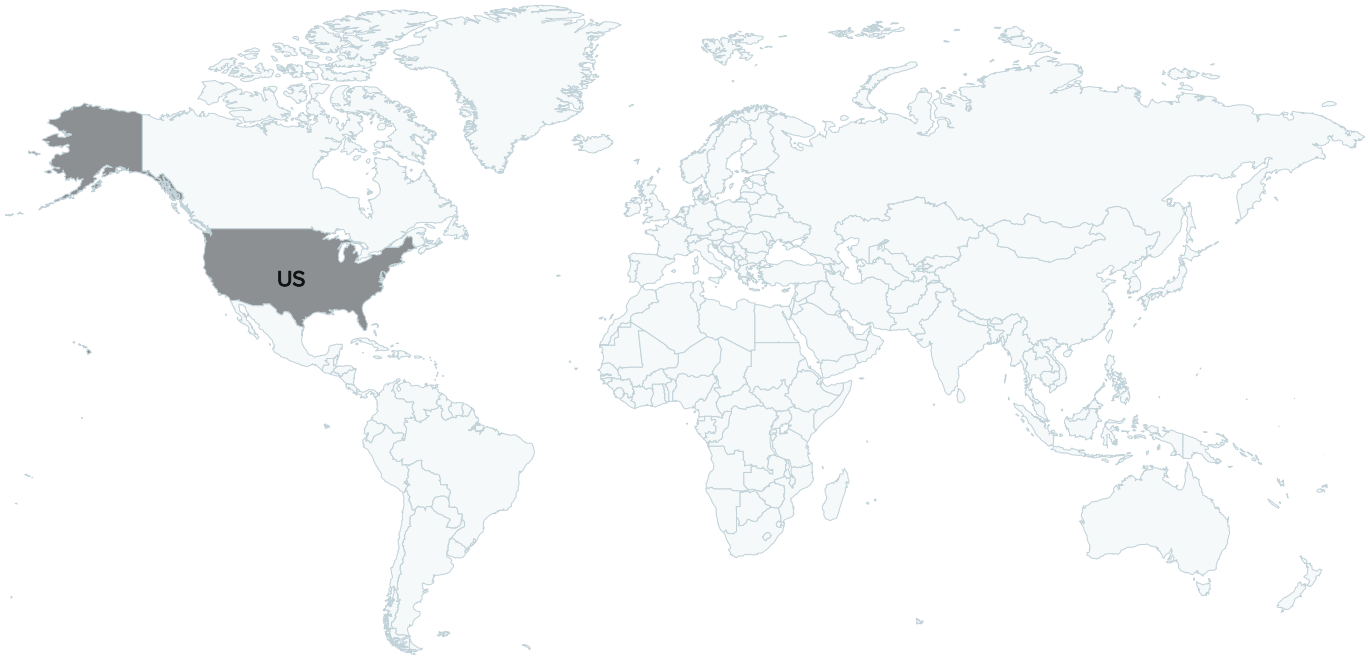
MINDSHARE OVER TIME



SHARE OF VOICE



MENTIONS BY LOCATION



[illegible]

TOP OUTLETS

Outlet	Number of Clips	Reach	Publicity Value
Valley Morning Star Onlin...	21	1,298,577	\$298.67
The Brownsville Herald ...	14	1,056,566	\$486.02
The Brownsville Herald	11	207,735	\$4,884.65
KRGV-TV Online	5	1,377,065	\$316.73
KABB-TV Online	4	268,228	\$123.38
Patch	3	110,594,241	\$25,436.68
Trips To Discover	3	444,201	\$102.17
OurFamilyWorld	2	307,942	\$70.83
HGTV Online	2	48,193,440	\$11,084.49
Edinburg Review	2	4,800	\$1,801.25

SOUTH PADRE ISLAND

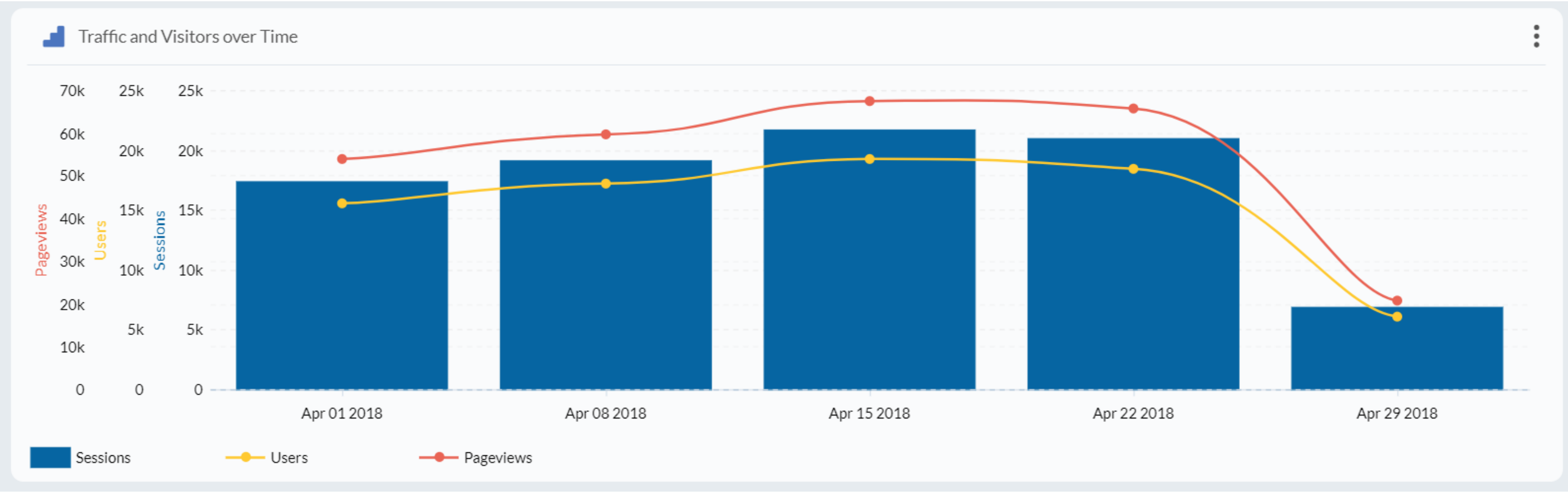
APRIL 2018 REPORT



APRIL WEB SESSIONS

This month drove over 86k sessions. The third and fourth week of April were the most successful in driving sessions for the month.

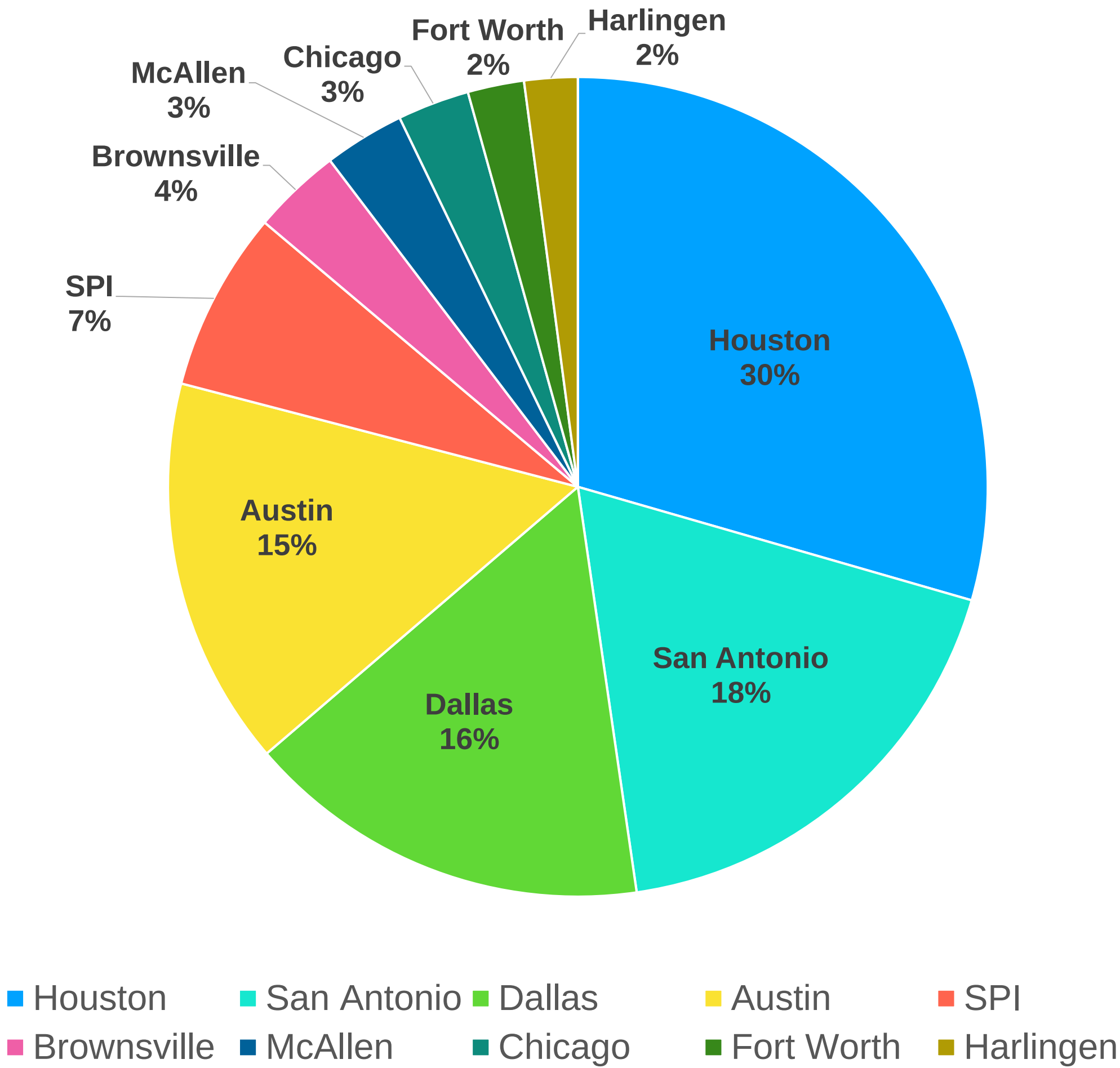
86,064
Web Sessions



APRIL WEB SESSIONS

Top 10 Cities by Web Sessions

City	Sessions
Total	84,595
Houston	11,037
San Antonio	6,832
Dallas	5,999
Austin	5,745
South Padre Island	2,659
Brownsville	1,313
McAllen	1,190
Chicago	1,062
Fort Worth	833
Harlingen	787



ENGAGEMENTS - SOCIAL MEDIA

FACEBOOK

Likes: 292,015

Followers: 282,785

TWITTER

Tweets: 2,497

Followers: 1,572

INSTAGRAM

Posts: 410

Followers: 8,281

April Engagement: 41,528

Video Views: 41,985

ENGAGEMENT – KEY WEBSITE CONTENT (PAGES)

Things to Do : 35,740

Webcams: 9,265

Things to do/Activities-attractions: 18,280

Webcams/North-Beach: 5,171

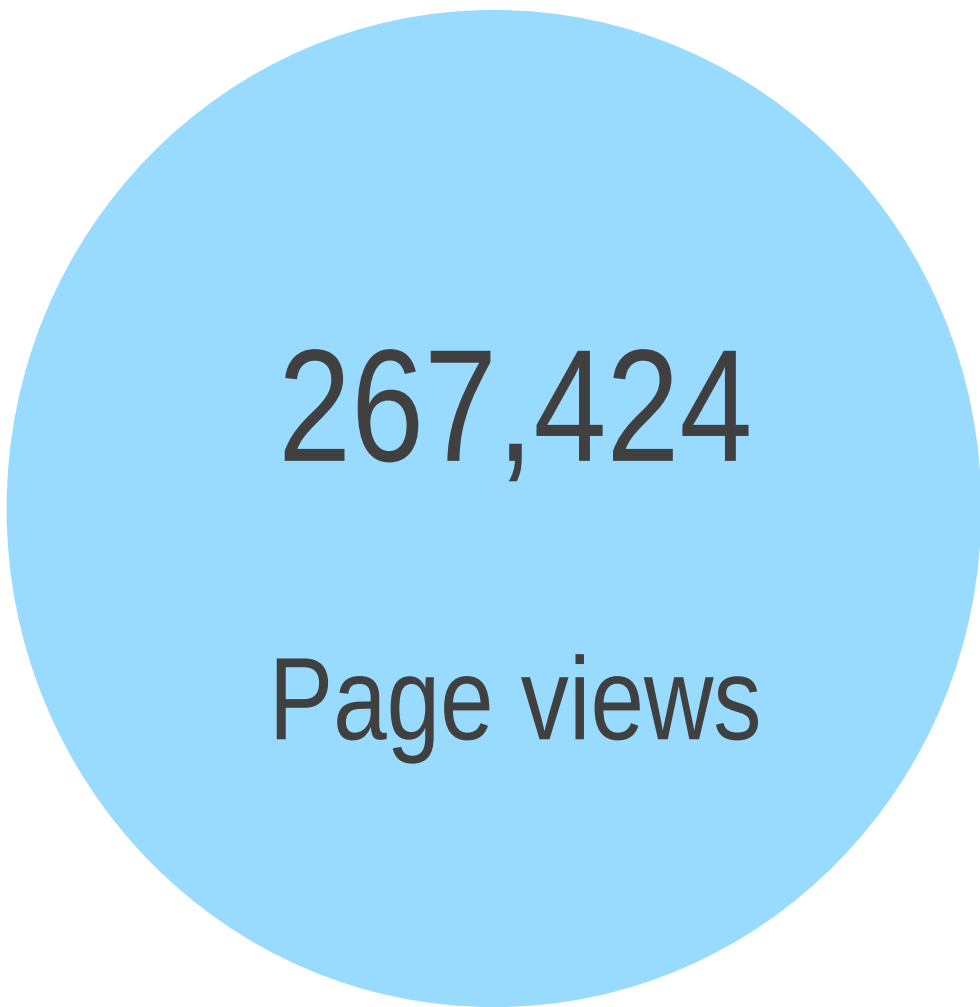
Find Lodging: 9,109

Webcams/South-Beach: 4,109

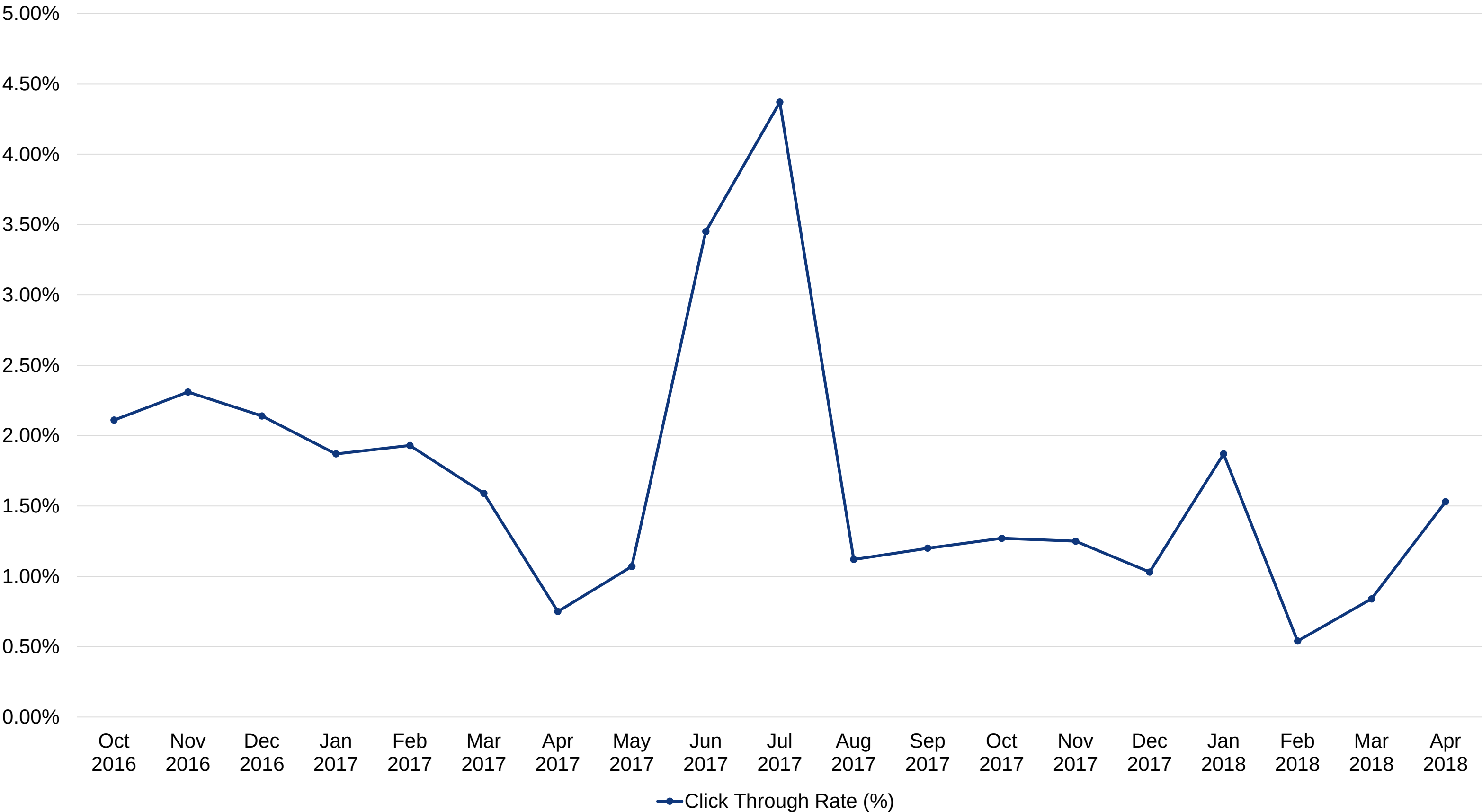
Webcams/Causeway: 2,586

Things to do/Beach: 7,233

Things to do/Dining Nightlife: 7,260

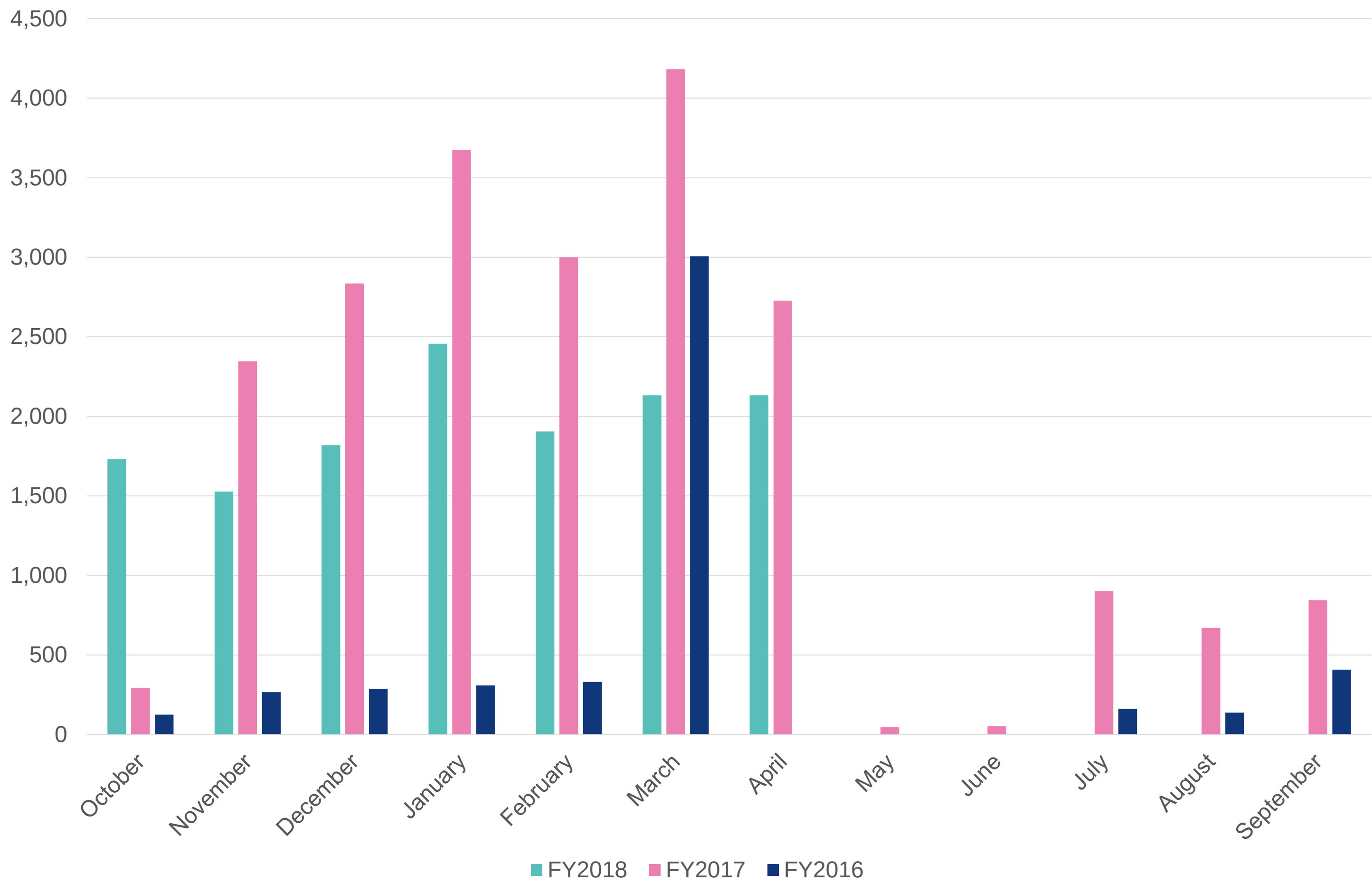


ENGAGEMENT – CTR - GOOGLE AD WORDS



1.53% CTR

CONVERSION - E-MAIL LEADS



CONVERSION - OUTBOUND PARTNER LINKS



9,168

Outbound Links

TOTAL PAID MEDIA IMPRESSIONS (ALL CAMPAIGNS)

Flight Dates: 4/1/18-4/30/18

ADWORDS

Imps: 815,086

Clicks: 12,458

CTR: 1.53%

RETARGETING

Imps: 555,402

Clicks: 1,577

CTR: 0.28%

PAID SOCIAL

Imps: 860,848

Clicks: 27,823

CTR: 3.23%

TRIP ADVISOR

PDP Imps: 11,302

PDP Clicks: 184

PDP CTR: 1.63%

Banner Imps: 647,005

Clicks: 835

CTR: 0.13%

TEXAS MONTHLY

Storytelling Imps: 491,388

Engagements: 7,632

Engagement Rate: 1.55%

Display Imps: 368,464

Clicks: 418

CTR: 0.11%

Newsletter Imps: 30,925

Clicks: 168

CTR: 3.26%

Social Post Imps: 89,454

Engagements: 1,891

Engagement Rate: 2.11%

PANDORA

Imps: 521,124

Engagements: 13,397

Clicks: 814

CTR: 0.16%

EXPEDIA

Imps: 398,941

Clicks: 239

CTR: 0.06%

ATD

Imps: 677,086

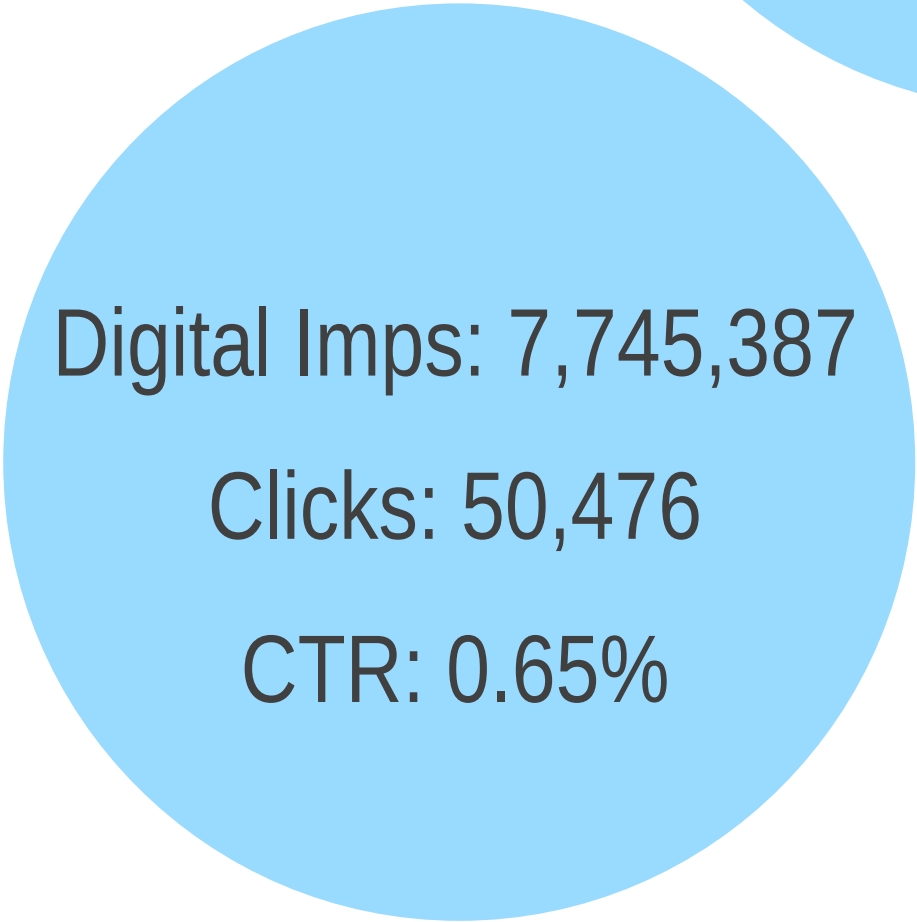
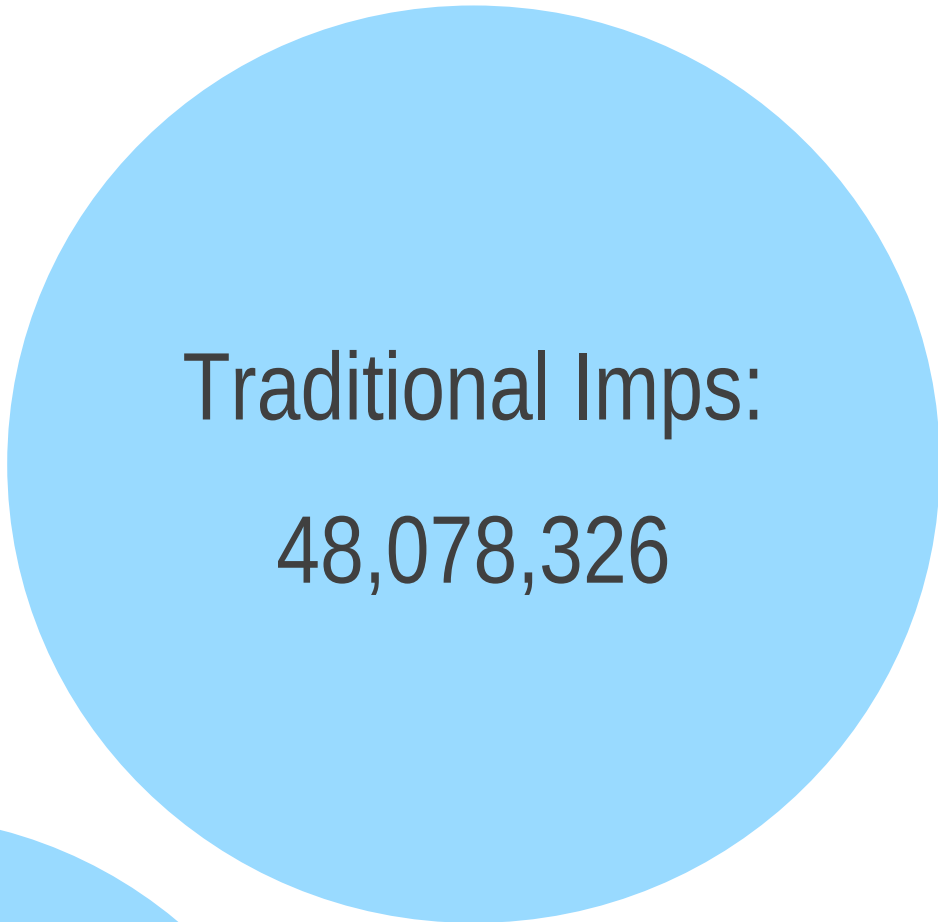
Clicks: 2,637

CTR: 0.39%

TOTAL PAID MEDIA IMPRESSIONS (ALL CAMPAIGNS)

Flight Dates: 4/1/18-4/30/18

VRBO Imps: 96,354 Clicks: 157 CTR: 0.16%	TV EVERYWHERE Imps: 1,464,448 Views: 673,957 Clicks: 389 CTR: 0.03%	CONNECT Imps: 589,100 Clicks: 1,899 CTR: 0.32%	E-BLASTS Imps: 43,678 Opens: 8,192 Open Rate: 18.8% Clicks: 713 CTR: 1.6%
TOUR TEXAS Imps: 2,477 Clicks: 25 CTR: 1.01%	EL NORTE Imps: 82,305 Clicks: 140 CTR: 0.17%	TRADITIONAL TV/Cable: 35,511,510 Radio: 2,977,467 OOH: 4,670,000 Print: 4,919,349	



APRIL HIGHLIGHTS

Flight Dates: 4/1/18-4/30/18

Trip Advisor:

- With SPI working direct with Arrivalist, this will be the last month we will have access to Arrivalist data for SPI, so that data will not update.
- The TX DMA + Beach Segment lines aren't doing very well; we are considering shifting impressions to overperforming line items like competing TX destination content
- Retargeting is doing very well both from clicks and viewthroughs.
- The PDP engagement is down slightly YOY, but page views are up. I'd recommend updating some of the PDP content like event listings, etc. Maybe adding photos to them to make them more appealing to travelers.

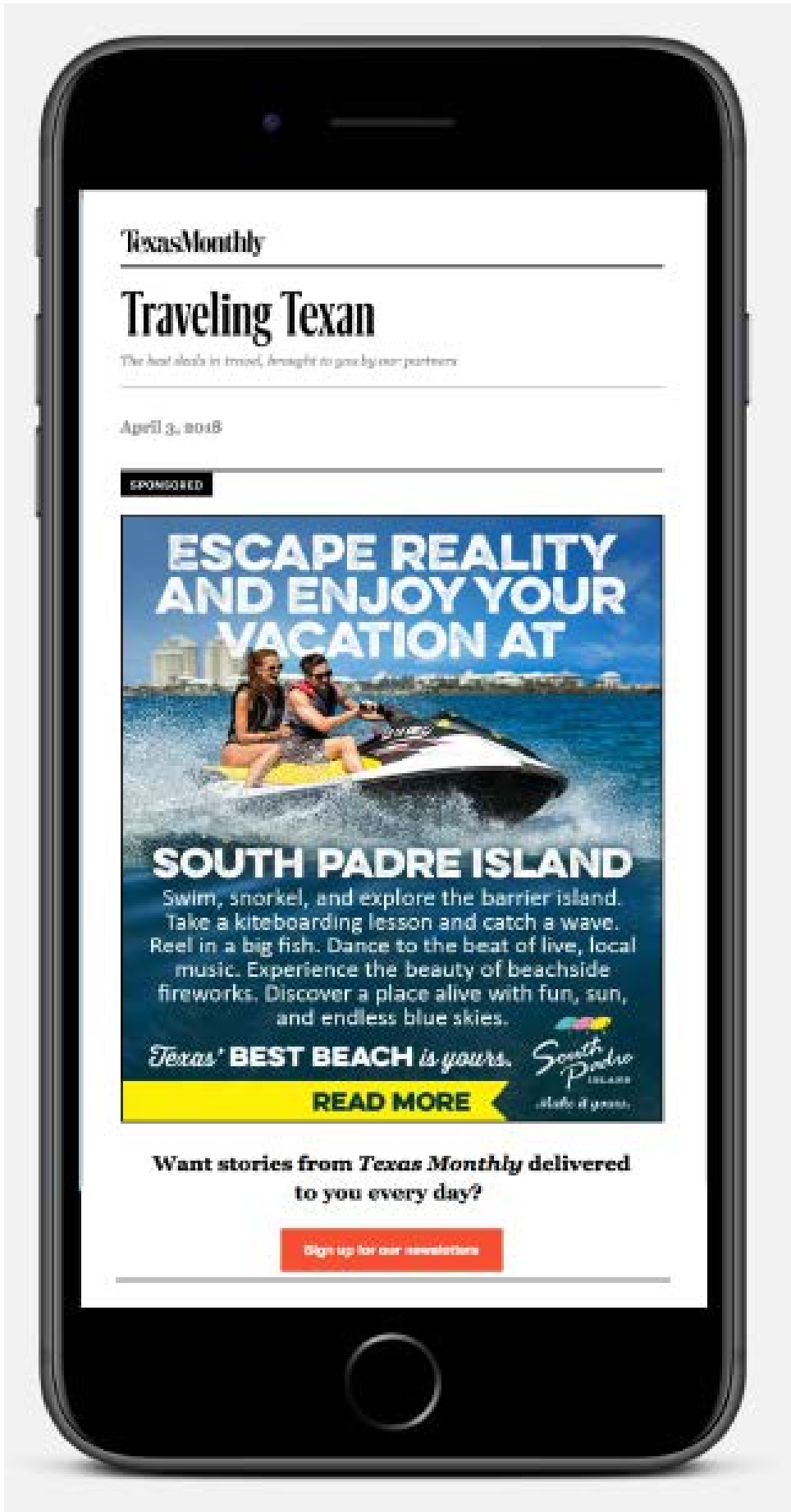
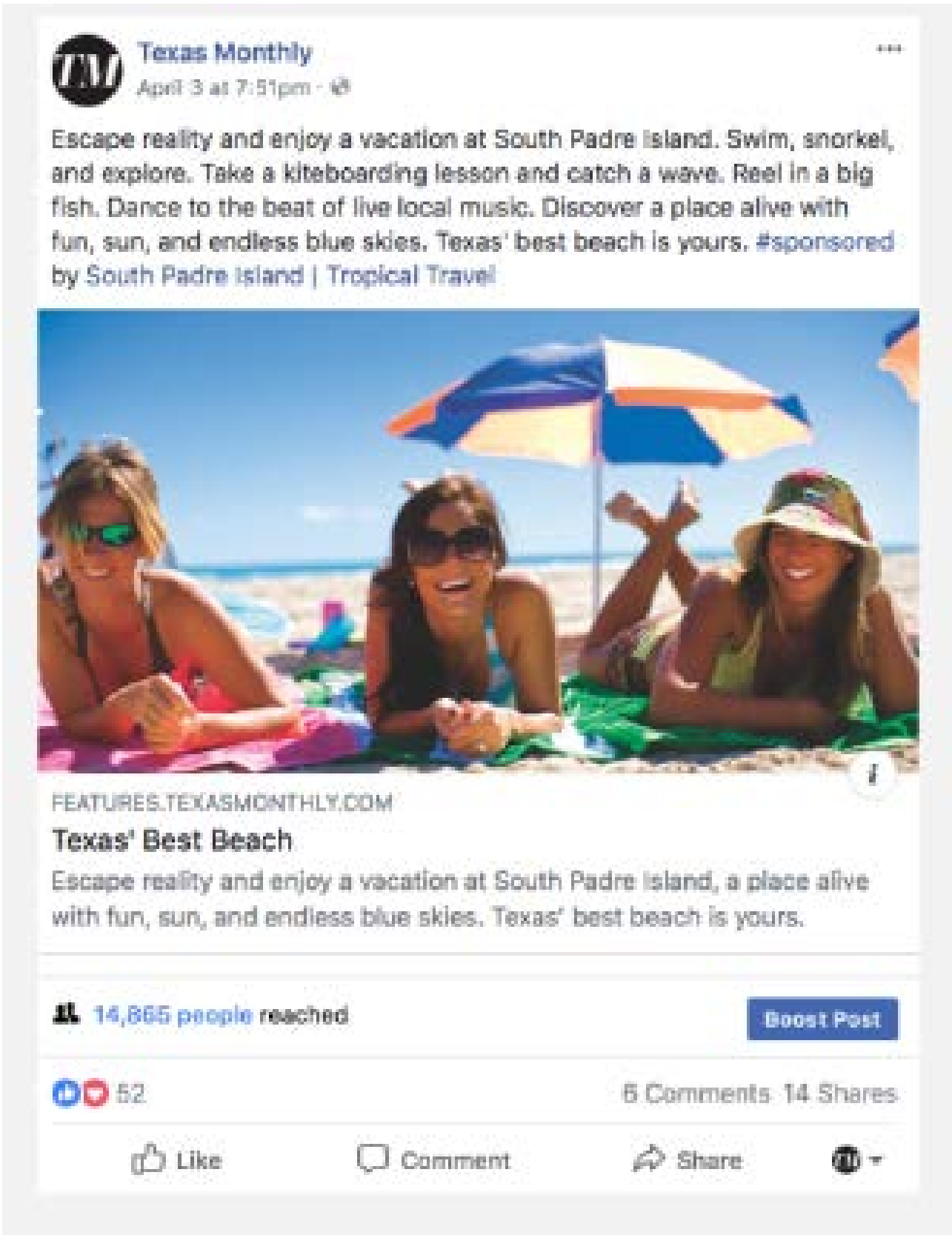
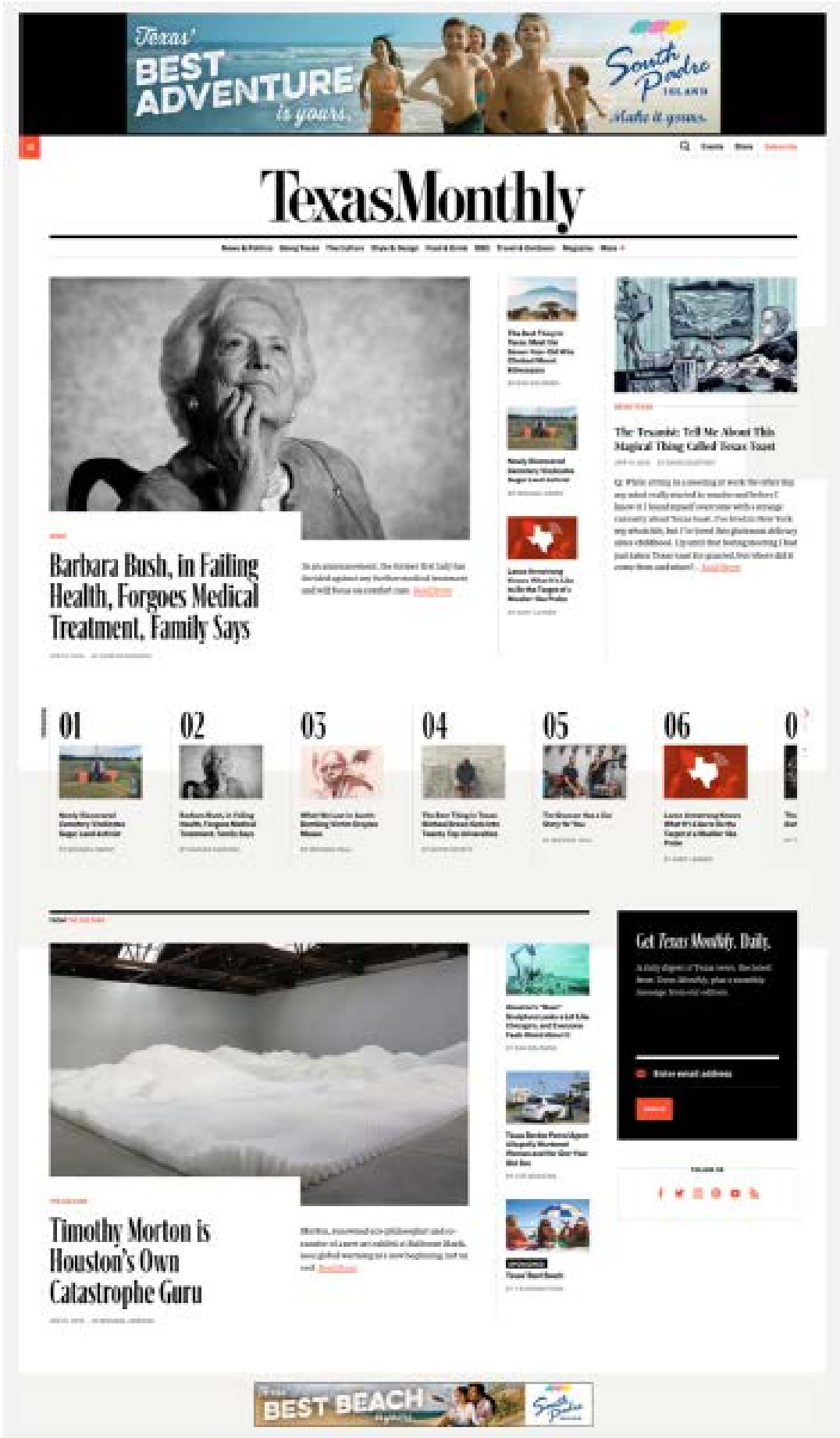
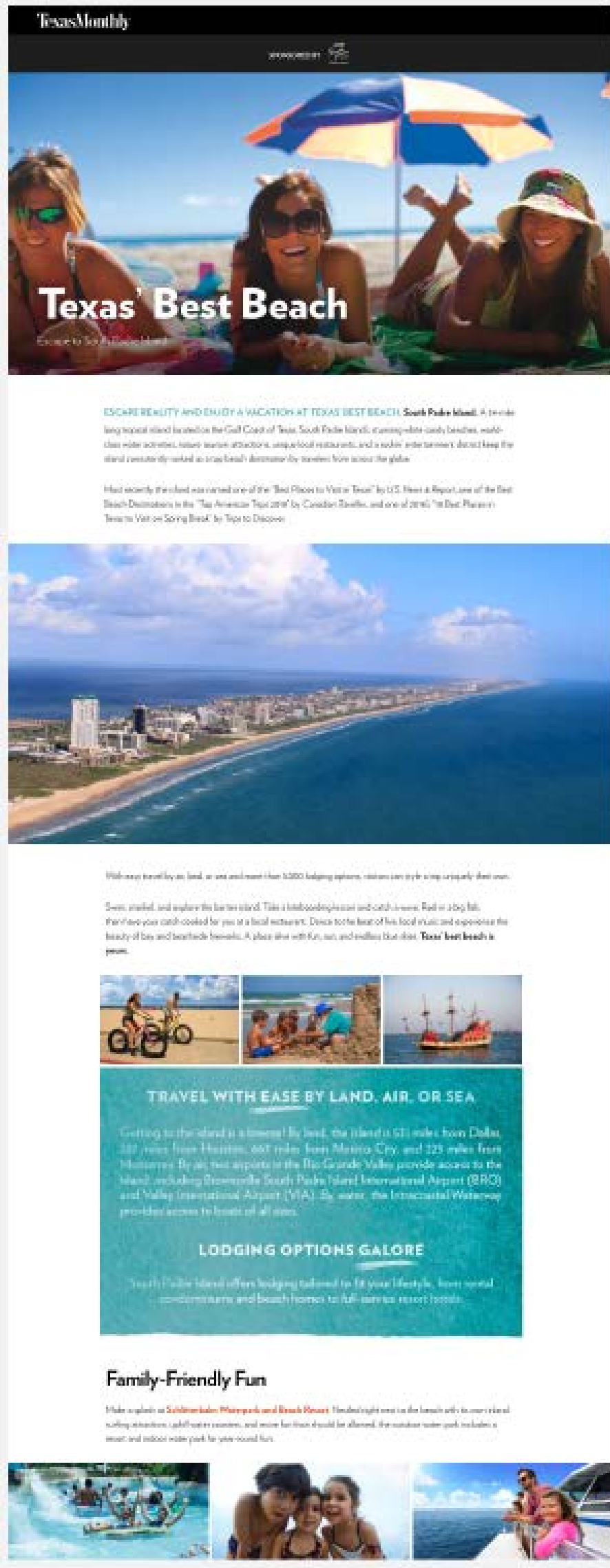
TV Everywhere:

- All partners are pacing along fine and although AT&T started off slow the first couple of weeks, they drastically picked up the pace and have over delivered through the month of April. We expect them to deliver in full by campaign's end and this client will be the beneficiary of some extra impressions overall from AT&T.

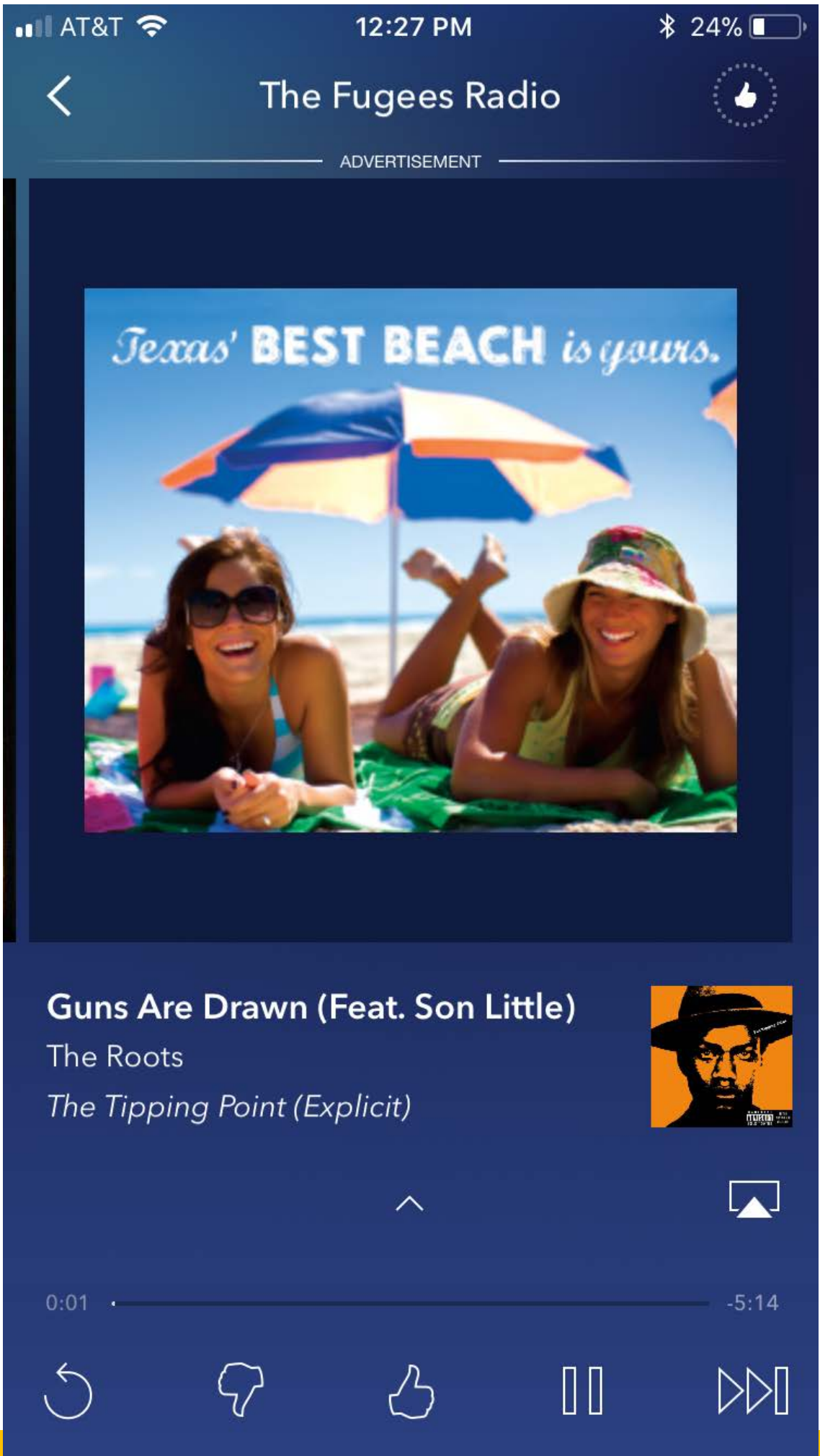
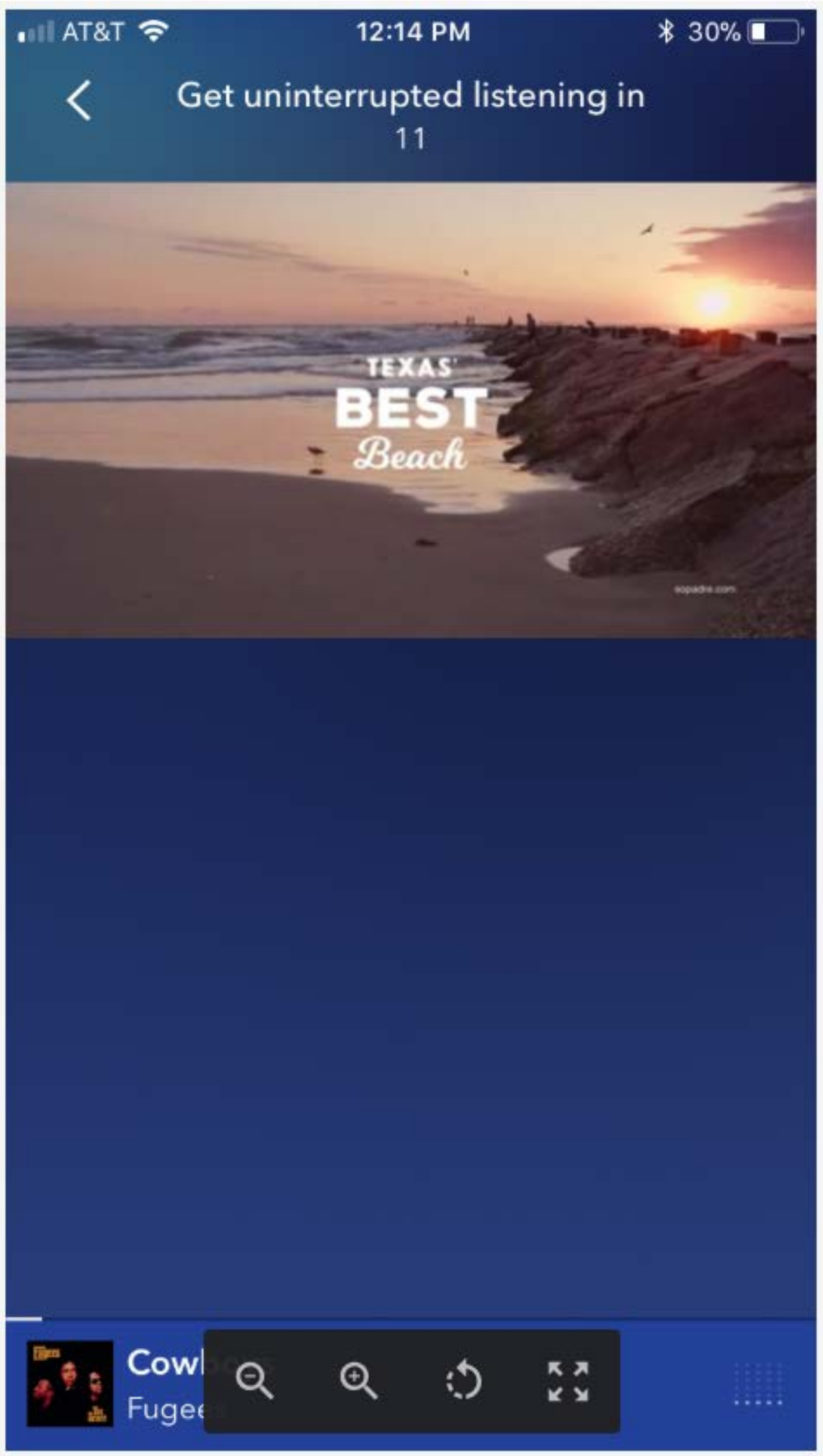
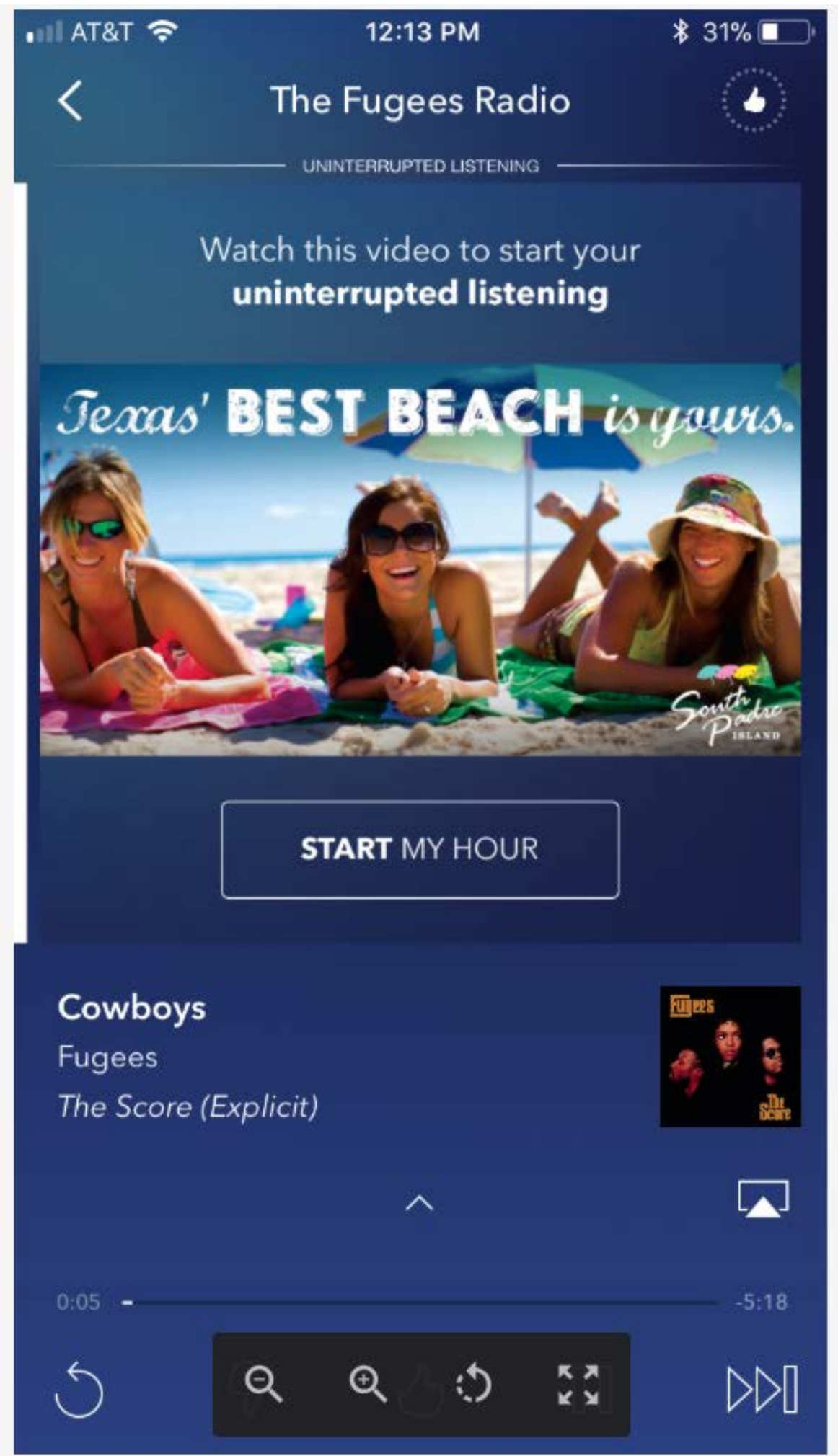
ATD Partners (Programmatic):

- The Device ID portion was having some trouble with CTR performance towards the beginning of the campaign, but we were able to optimize towards the better performing creatives such as the 728x90 ad size as well as adding in more influential competitive locations in Texas such as Big Bend, SFFT Dallas, Enchanted Rock, the Riverwalk, and a few major colleges for our non-family target. The Programmatic portion was able to find its optimal pacing limit towards the last week of April and we are still seeing that trend continue into May.

SCREENSHOTS



SCREENSHOTS



THANK YOU

