

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, NOVEMBER 28, 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 for October 24, 2018 regular meeting.
 - b. Approve excused absence for Board Members Arnie Creinin for October 24, 2018 regular board meeting.
- 5) Discussion and possible action regarding direct advertising in Wind Sports magazines, websites, etc.(Block)
- 6) Discussion and possible action regarding bidding on wind sports events. (Block)
- 7) Update regarding Special Events Subcommittee Meeting. (Flores/Amaya)
- 8) Update and discussion of the Director's Dashboard Report. (Flores)
 - HOT
 - Economic Impact
 - Finance
 - Tourism
 - Development
 - Project Status Updates
 - * Air Service PR
- 9) Update and discussion of marketing research and analytics report. (Flores)
 - Arrivalist POI
 - Origin Markets
 - Expedia Heat Map

10) Update and possible action regarding Spring Break Creative. (Flores)

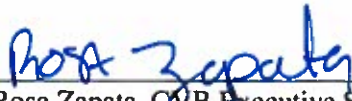
11) CLOSED EXECUTIVE SESSION

Consideration and appropriate action pursuant to Section 551.074, Texas Gov't Code, to deliberate the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee, i.e., the appointment of a South Padre Island CVB Director.

12) Adjournment.

DATED THIS THE 16th DAY OF NOVEMBER 2018.

WE RESERVE THE RIGHT TO GO INTO EXECUTIVE SESSION REGARDING ANY OF THE ITEMS POSTED ON THIS AGENDA, PURSUANT TO SECTIONS 551.071, CONSULTATION WITH ATTORNEY; 551.072, DELIBERATIONS ABOUT REAL PROPERTY; 551.073, DELIBERATIONS ABOUT GIFTS & DONATIONS; 551.074, PERSONNEL MATTERS; 551.076, DELIBERATIONS ABOUT SECURITY DEVICES; AND/OR 551.086, DISCUSS (A) COMMERCIAL OR FINANCIAL INFORMATION RECEIVED FROM A BUSINESS PROSPECT WITH WHICH THE CITY IS CONDUCTING NEGOTIATIONS, OR (B) FINANCIAL OR OTHER INCENTIVES TO THE BUSINESS PROJECT.


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 November 16, 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**

MEETING DATE: November 28, 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 for October 24, 2018 regular meeting.
- b. Approve excused absence for Board Members Arnie Creinin for October 24, 2018 regular board meeting.

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

Rosa Zapata, CVB Executive Services Specialist

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

WEDNESDAY, OCTOBER 24

I. CALL TO ORDER.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Regular Meeting on Wednesday, October 24, 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 quorum was present: Vice-Chairman Paul Curtin, CVA Board Members Jimmy Hawkinson, George Block, Tom Goodman and Daniel Salazar. Absent was Arnie Creinin, Ex-officio Bryant Walker and Jose Mulet.

Staff: City Manager Susan Guthrie, CVB Director Keith Arnold, Executive Services Specialist Rosa Zapata, Director of Marketing Research and Analytics Michael Flores, and Account 1/Office Manager Lori Moore.

II. PLEDGE OF ALLEGIANCE:

Chairman Jones led the Pledge of Allegiance.

III. PUBLIC ANNOUNCEMENTS AND COMMENTS:

Public comments were given at this time.

IV. CONSENT AGENDA:

Board Member Block made the motion, seconded by Vice-Chairman Curtin to approve the Consent Agenda. Motion carried unanimously by those present.

- a. Approval of minutes for September 26, 2018 regular meeting.
- b. Approval of minutes for October 2, 2018 special meeting.
- c. Approve excused absence for Board Members George Block and Jimmy Hawkinson for October 2, 2018 special board meeting.

V. Discussion and action to approve funding and contract amendment for the 2019 College Roadshow TAG Digital Retargeting Campaign. (Requested funding amount \$49,999)

Presentation was given by Director of Marketing Research and Analytics Michael Flores. Discussion and questions ensued.

Board Member Block made the motion, seconded by Board Member Salazar to approve funding and contract amendment for the 2019 College. Motion carried by those present.

VI. Discussion and possible action to approve funding and contract amendment for the 2018 Gulf Coast supplemental digital marketing buy.

This item was pulled.

VII. Update and discussion of the Director's Dashboard Report.

Presentation was given by CVB Director Keith Arnold.

- Economic Impact
- Mixed Beverage Tax
- Awareness
- Engagement
- Conversions
- Director's Notes
- Project Status Updates
 - * Air Service Enhancement
 - * Booking Engine and Packaging Program Development
 - * Austin Sales Mission Progress

VIII. UPDATE AND DISCUSSION OF MARKETING RESEARCH AND ANALYTICS REPORT.

Presentation was given by Director of Marketing Research and Analytics Michael Flores.

Discussion and questions ensued.

- Arrivalist POI
- Origin Markets
- Expedia Heat Map

IX. Discussion and action to reschedule or cancel holiday Board Meetings for November and December 2018.

New meeting date was set for Wednesday, November 28 and December 19, 2018.

X. ADJOURNMENT

There being no further business, Chairman Jones adjourned the meeting at 10:15 a.m.

Approved this 24 day of October, 2018.

Wally Jones, CVA Chairman

Attest:

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

MEETING DATE: November 28, 2018

NAME & TITLE: George Block, CVA Board Member

DEPARTMENT: South Padre Island Convention and Visitors Advisory Board

ITEM

Discussion and possible action regarding direct advertising in Wind Sports magazines, websites, etc.

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

KITEWORLD

MAGAZINE

ORIGINAL KITE CANDY
THE KITE SHOW

— www.thekiteshow.tv —



MEDIA AND ADVERTISING INFORMATION 2019

Editor: Jolita Langere, Indo, September 2018 / Photo: Ylver van der Heide

WWW.KITEWORLDMAG.COM



TEXT MODE



KITEWORLD TAKES YOU DEEPER

THE MAGAZINE, IDENTITY AND PRODUCTS

The original international kitesurfing magazine since 2002, KiteWorld continues to be the sport's leading and most trusted international magazine, standing out with a unique mix of insightful reporting, the best travel writing, technical column guidance and inspirational photography.

We also invest more time and resource when it comes to critical gear reviews. Producing by far the most respected reports by readers, KiteWorld is revered within the industry and the only magazine credible enough to offer actual scores for products across several categories.

Depending on the time of year, we distribute up to 16,000 copies per issue to over 60 countries through a network of traditional international newsstands, subscribers and we also ensure that kitesurfing shops and

schools around the world receive copies for their students.

In the hectic world of background noise and digital distraction, KiteWorld's constant quality and originality delivers a deeper reading experience and more effective advert engagement and message delivery. Each copy is held on to for longer and often passed on between two to three kiteboarders, giving a readership of between 30 - 45,000, six times per year.

Spanning much more than the benchmark print journal, KiteWorld's digital edition, annual Travel Guide (now in its 13th year) and expansive website all offer fantastic positions for your business.

In association with KiteWorld, we also produce the original kitesurfing show, The Kite Show, a sharp TV-style format. Cutting edge interactive

video advertising is delivered through our custom video platform that plays through our series of highly developed apps for all devices as well as embedded videos on our websites and for 2019 we're continuing to expand our equipment video reviews.

We are right at the forefront of kitesurfing media, something widely recognised by the industry as a whole, with our editorial team also regularly fronting livestreams for the Red Bull King of the Air and co-ordinating media efforts for the World Tours.

Whichever KiteWorld product you choose to align with, you'll be sure to be featured alongside the best of our sport as we continue to deliver the most original content to our community, with the continuous high standards and front line style that the magazine has always been famous for.

FUNDAMENTAL FEATURES

Our emphasis is on quality. We focus on bringing the best photography, stories and information to our readers. Combined with the best print production our paper magazine is a hefty 140+ pages every issue that looks good and feels right.

- At its heart, Kiteworld magazine is all about our passion for kiting - it celebrates the rich diversity of experiences we all enjoy. It's educational, too: technique articles and equipment reviews remain key in our content calendar.
- The cover is perfect-bound with a gloss finish, bringing the photography to life.
- The magazine is also released digitally and is read by kiteboarders on their laptops, tablets and smartphones all around the world.



TRAVEL, TESTING & T. INIQUE

We understand our readers and the market: the 37Ts are fundamental to the needs of both. Each issue is packed with inspirational travel stories and useful trip guides and for the last 13 years our annual Travel Guide (released with the March issue of the magazine) has gone from being the original fully-focused travel product to become the most widely anticipated supplement in kiteboarding. All travel features contained within can also be found on our website for constant access.

Comprising a team of four highly experienced test riders and editors, we ride and review equipment all year in the UK. However, when winter time comes, we set-up base in Cape Town for two months to ensure that our in-depth and back-to-back test reports continue to be delivered at the right time of year to the reader. Our reviews deliver vital guidance that highlights the key and unique performance characteristics of products so that readers can really hone in on the right product for them and their level / style of riding. Our test team have been in the game longer and have tested literally hundreds of products in the last 15 years. We don't blandly brush over performance traits; Kiteworld always takes you deeper.

Kitesurfing isn't an easy sport for everyone. We understand that many riders don't have lots of experience on the water and they may not do other sports. Each issue we feature columns, rider guides and how-tos for all levels. We break through confusion and intimidation to build knowledge from the ground up in an entertaining and empowering manner.



ONLINE Kiteworld is also a trusted powerhouse online, via our websites, digital publishing, bespoke apps and social media.

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The original KiteWorldMag.com was launched in 2004 and today's high speed, responsive design goes beyond other magazine websites with custom design search engines built in for gear and travel search functions, allowing the user to tailor their searches exactly to their requirements.

Our massive library has been archived over the years and delivers consistently highly optimised search positions when it comes to key words in kitesurfing as well as when it comes to searches related news, iconic riders and especially travel and equipment. Whether our visitors are searching for your brand or not, they will often gain awareness through our effective ranking.

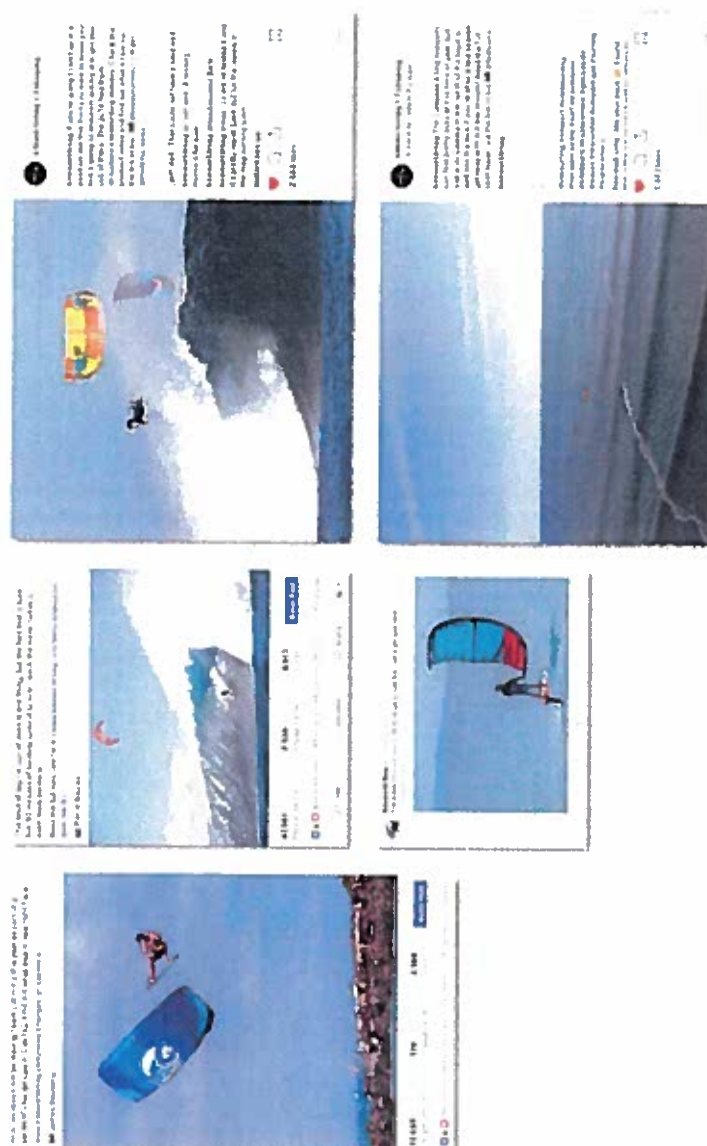
SOCIAL FEEDS

Kiteworld has always been a leading force in social media because, just like with the magazine, we take great care over the content we deliver, the timing, the impact and the consistency of the magazine's character. Kiteworld's social media channels are about more than looking pretty. We engage.

Facebook: 89k

Instagram: 32k

Twitter: 10.7k



ADVANTAGES OF ADVERTISING WITH KITEWORLD MAGAZINE

Established in 2002, and distributed in over 60 countries, Kiteworld magazine offers unique advantages for advertisers

- Your spend is controlled. A simple, consolidated spend that reaches kitesurfers worldwide through print, digital magazines, our website and ever-expanding social media
- You reach the right people. Our readers and subscribers are invested in the sport and have the income to spend on it. They believe in what we do and invest time and money in us
- It's unique. In print, digital and online there are opportunities to cross-promote products to different market segments
- We're truly international, with a quality, dedicated readership worldwide
- We're consistent. That means your message is consistent too, across six issues a year
- We're innovative. We give you advance notice of special projects, including our supplements, special testing, video projects and competitions



Rider: Ruben Lenten, Tarifa / Photo: Doystra

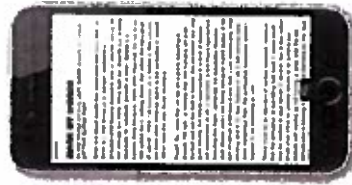
DIGITAL EDITION

Kiteworld digital editions are published on the award winning Zinio digital platform, the ultimate app for magazine lovers and cross platform reading. With over 5,500 titles, Zinio has the deepest offerings of any digital newsstand, and its 12.5 million registered users rank it highly among the biggest vendors.

The app is sleek and easy to navigate on the website, iPhone, and iPad. It is also available to download for free on Android, PC, Mac, and Windows devices. The experience on iPad is immersive and will ensure you can keep up to date with the latest issue wherever you are.

View the designed layouts or hit the button to read all our features in a neat text form on your device - ideal for any commute and the finer details!

In addition, Kiteworld is also available through the Kiteworld App within Apple's Newsstand, keeping all your issues in one place.



TEXT MODE

2019 EDITORIAL / PUBLISHING CALENDAR

ISSUE

ARTWORK DEADLINE	ON SALE
#96 - December 18 / January '19	16th October 2018
#97 - February / March	16th January 2019
#98 - April / May	16th March
#99 - June / July	17th May
#100 - August / September	19th July
#101 - October / November	20th September

MAGAZINE SHOPS, SCHOOLS & DIRECTORY LISTINGS

Perhaps the simplest way to feature in the industry's leading magazine. Catering for even the smallest of budgets we offer listings for shops, schools and travel accommodation in the *KiteWorld* directory. This is the easiest way to have your details represented in their relevant countries.



ARTWORK SPECIFICATIONS

	BLIND (width x height)	TRIM (width x height)	TYPE (width x height)
Double Page Spread	428mm x 286mm	420mm x 280mm	410mm x 270mm
Full Page	216mm x 286mm	210mm x 280mm	195mm x 270mm
Half Page	Actual Size: 187mm x 128mm		
Quarter Page	Actual Size: 91mm x 128mm		
Classified 1/8th Page	Actual Size: 45.5mm x 128mm		

It is advised that no copy should come within 3mm of the trim size or within 6mm of the bleed size. To be safe, keep the copy within the type area.

Discounts of up to 10% can be applied for multiple issue or cross-platform bookings and we can offer further discounts for payment in advance of each issue. We cater for all budgets and customise agreements to suit individual needs. For more information, advertising specifications and to see the latest deadlines refer to: www.kiteworldmag.com/media/important-dates



Rider: Gabi Steindl, Okinawa, Japan / Photo: Pete Leong

ONLINE POSITIONING

BANNERS

TAB STANDARD AD UNITS

Upfront Square Banner - 300 x 250px (width x height)

- Positioned in the upper right hand column of the home page
- Positioned in the upper right hand corner of all interior pages

Vertical Tower Banner - 300 x 600px (width x height)

- Positioned in the right hand column of every page
- Limited availability

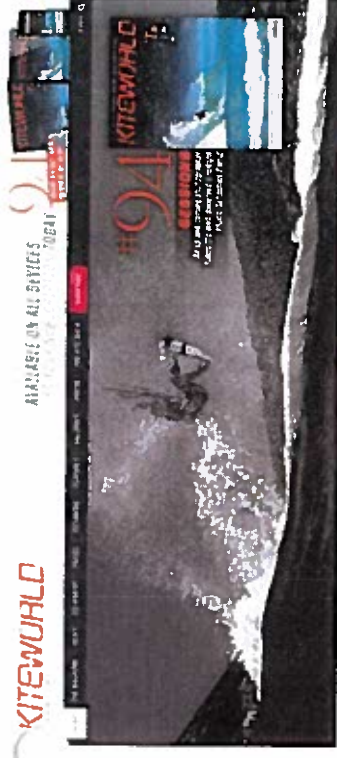
Horizontal Strip Banner - 728 x 90px (width x height)

- Positioned at the top, middle and bottom of the home page
- Positioned at the top, middle and bottom of all interior pages

With three different options our banner placements are a cost effective and instant method of keeping your message fresh, changing it up very often is a good idea. Running a promotion? Why not create a special ad for that period?

ONLINE TRAVEL DIRECTORY LISTINGS

Perhaps the simplest way to feature in the hub of the industry's leading media spectrum. Catering for even the smallest of budgets we offer listings in our travel destination. This is the easiest way to have your details linked to the destinations you operate at. A chance for you to be involved instantly!



Upfront Square Banner
300 x 250px



Vertical Tower Banner
300 x 600px



Horizontal Strip Banner
728 x 90px





TRAVEL GUIDE

Kitesurfers love to travel. The sport lends itself perfectly to worldwide adventure with many kites taking between two and four dedicated kitesurfing holidays per year.

Coming up to the thirteenth annual edition in March, KiteWorld's Travel Guide has become the benchmark independent source for travel-hungry kitesurfers. The KiteWorld Travel Guide is the original travel guide and each year features 140+ pages of deep reviews of over 40 incredible destinations, KiteWorld readers love to travel, and spend an average \$2,400-\$4,000 per year on two trips or more. These are exactly the kitesurfers your business needs to reach out to, and the Travel Guide is the perfect way for you to do it.

THE 2019 TRAVEL GUIDE IS:

- The most trusted source for kitesurfing travel information, now in its thirteenth edition, published since 2007
- The most widely read kitesurfing guide, online and offline
- Published as a perfect-bound magazine, bundled with the March issue
- Distributed on the newsstands worldwide and to our thousands of subscribers
- Delivered through Digital Magazine format to thousands of readers on Zinio and through our apps
- Fully interactive through kiteworldmag.com, and promoted through social media

The 2019 guide will also be delivered for free to all new magazine subscribers throughout 2019 in print and digital, and will also be widely available for individual purchase as well as via events, shops and schools.

TRAVEL GUIDE

Artwork deadline: 25 January 2019

On sale: March 2019

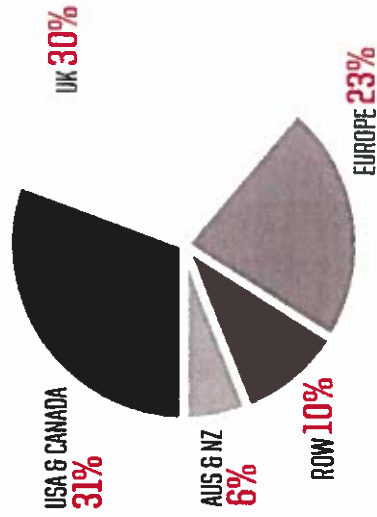


DEMOGRAPHICS

We ensure that Kiteworld reaches the right places, distributed comprehensively in Britain and Worldwide with a readership of 30 - 45k in 60 countries with copies sent to international IKO schools, kite hotels, events and more.

In Britain Kiteworld is sold in many high street chains including WH Smiths and many airports and train stations. It is also available in smaller independent outlets and nearly all kite shops. In America, there is a large presence in Barnes and Noble as well as comprehensive distribution via kite shops.

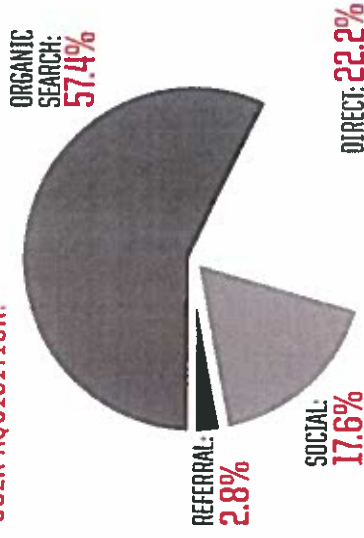
MAGAZINE READERS:



READERS' GENDER:



USER ACQUISITION:



DIGITAL ISSUE DISTRIBUTION:



3,500

AVERAGE AGE RANGE:

25 - 50

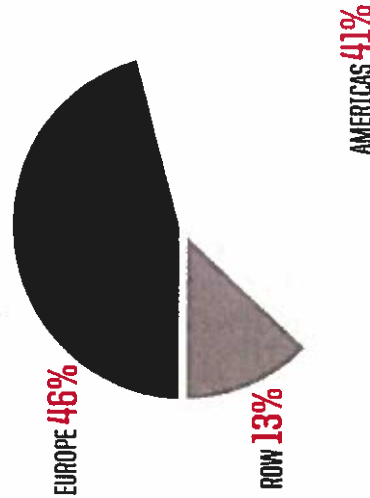


SOCIAL FEEDS

FACEBOOK: 89K INSTAGRAM: 32K TWITTER: 10.7K



ONLINE VIEWERS:



MONTHLY TRAFFIC: KITEWORLD.MAG.COM

UNIQUE USERS: 31,644K

PAGE VIEWS: 68,336K

(July 2018)



WHAT DOES THIS MEAN FOR YOU?

Combined with our print and digital editions there's no better way to market your business than with Kiteworld Magazine and Kiteworldmag.com.

WEB LINKS

www.kiteworldmag.com

www.thekiteshow.tv

www.zinio.com/kiteworld

SOCIAL LINKS

www.facebook.com/kiteworldmagazine

www.facebook.com/thekiteshow

instagram.com/kiteworldmag

twitter.com/kiteworldmag

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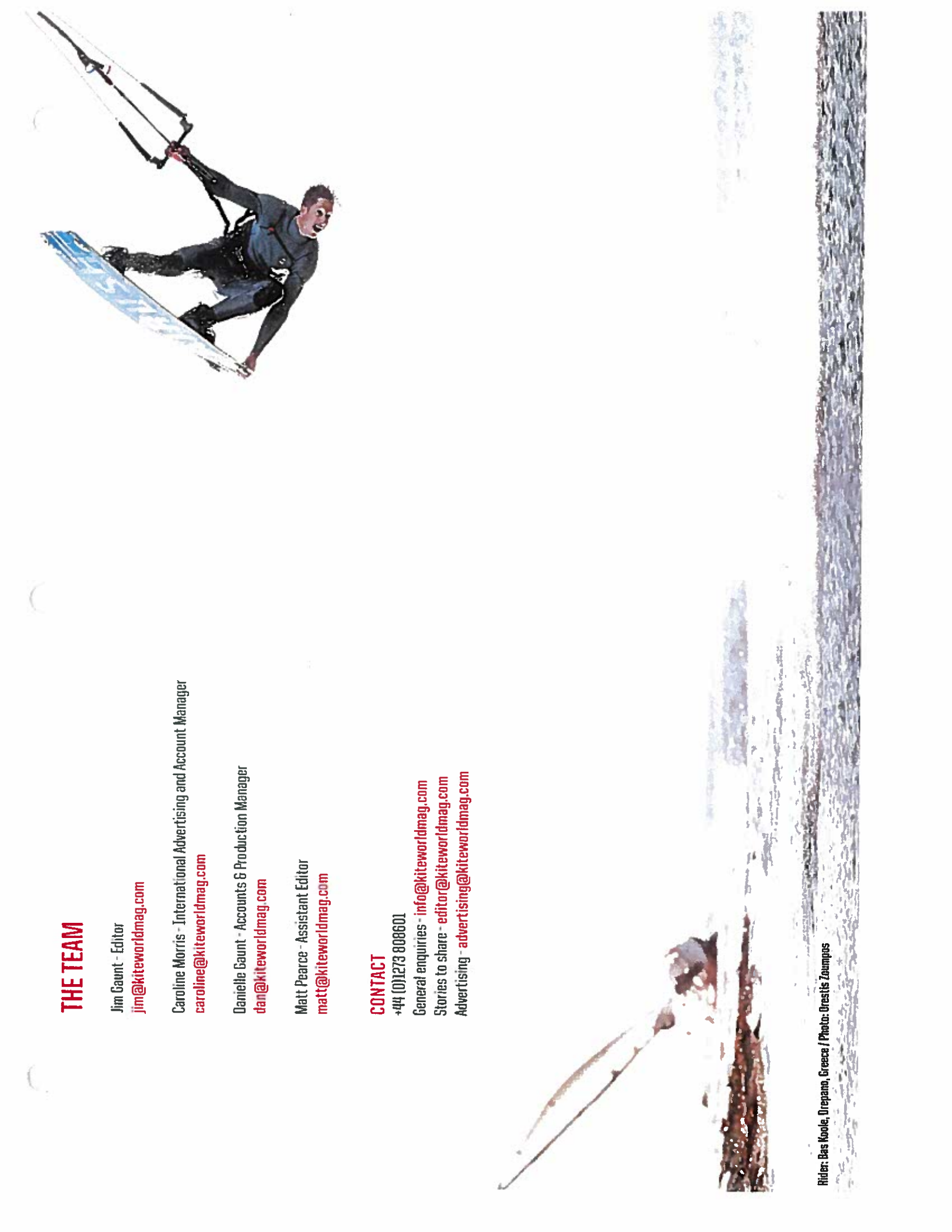
+44 (0)1273 808601

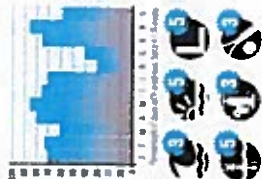
General enquiries - info@kiteworldmag.com

Stories to share - editor@kiteworldmag.com

Advertising - advertising@kiteworldmag.com

Rider: Bas Koule, Drepans, Greece / Photo: Orestis Zaumpas





"Steady wind and a good of southern rife. A great place to go and live your dreams and there's come for surf too!"

SOUTH PADRE ISLAND TEXAS, USA



Photo: Brian Goldberry / Shutterstock

ON THE WATER

The giant kitesurfing fleet from the United States is the main attraction here. The island is a hub for kitesurfing, with many schools and rental companies. The water is clear and the wind is steady, making it a perfect spot for kitesurfing. The island also has a beautiful beach and a lighthouse, which adds to its charm.

The island is a great place to visit for anyone who loves kitesurfing. The water is clear and the wind is steady, making it a perfect spot for kitesurfing. The island also has a beautiful beach and a lighthouse, which adds to its charm.

The island is a great place to visit for anyone who loves kitesurfing. The water is clear and the wind is steady, making it a perfect spot for kitesurfing. The island also has a beautiful beach and a lighthouse, which adds to its charm.

AVERAGE COSTS

PER 30 PERSONNEL, 2014 / 2015
ACCOMMODATION: \$30 per night

AIRPORT

International airport: 2014 is 20 miles from the airport. The airport is a great place to visit for anyone who loves kitesurfing.

CURRENCY

US Dollar (USD) - 1:11:12

SCHOOLS

PROFITE SCOUTS (PRO) has a lot of schools all over the world. The school is a great place to visit for anyone who loves kitesurfing.

The school is a great place to visit for anyone who loves kitesurfing. The school is a great place to visit for anyone who loves kitesurfing.

KITEWORLD

SUBSCRIBE TO KITEWORLD MAGAZINE, THE ORIGINAL KITESURFING JOURNAL SINCE 2002 IN PRINT, DIGITAL, OR BOTH!



2 zinio

FIND THE LATEST NEWS, VIDEOS, FEATURES FROM THE MAG AS WELL AS SPECIALLY TAILORED TECHNIQUE, GEAR AND TRAVEL SEARCH FUNCTIONS THAT LEAD YOU TO STACKS MORE GREAT CONTENT AND INFO!



WWW.KITEWORLD.MAG.COM

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

MEETING DATE: November 28, 2018
NAME & TITLE: George Block, CVA Board Member
DEPARTMENT: South Padre Island Convention and Visitors Advisory Board

ITEM

Discussion and possible action regarding bidding on wind sports events.

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

Kiteboarding Tournaments/Competitions

A lot of national competitions happen year-round. The Galveston area hosted one this September, so that'd probably be a good time for us as well. We can look into the national ones listed on the American Kiteboarding Association website:

<http://www.americkiteboarding.org/calendar/>

1. KiteFoil & TwinTip Gulf Coast Championship

These two are going out for bids, Hydrofoil Kiteboard US National Championship – *accepting bids for 2020* and ACCs, GCCs, Great Lakes Championship – *accepting bids for 2019*

The World Kiteboarding League allows you to start the process of becoming an event organizer. They have budget and contract examples, if they see us as potential. Here's the link for more information

<http://www.worldkiteboardingleague.com/event-organizers/>

Windsurfing Tournaments/Competitions

We found a long list of international competitions that happen year-round. I think it goes based on the weather is when they determine the locations. Here is another link:

http://www.internationalwindsurfing.com/windsurfing_competition_0003v01.htm

Most national competitions in the U.S. happen in the fall (Sept./Oct.) and mainly on the east coast.

http://uswindsurfing.org/events/list/?tribe_paged=1&tribe_event_display=past&tribe-bar-date=2018-12

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

MEETING DATE: November 28, 2018

NAME & TITLE: Michael Flores, CVB Interim Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Update regarding Special Events 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

2018 HalloWings

Across South Padre Island



Event Attendance

630 attendees
227 households
24 room nights
XXX% change in event day
YoY occupancy



DEMOGRAPHICS

Average age 45
Average Income:
64.3%
\$50,000 or more

\$27,000

CVB Investment

\$27,250

Total Spending

\$120

Weighted spending
per household



2.77 visitors per
household

0.46 nights
spent on SPI

City tax share

10.5% Lodging = \$574
2% F&B sales tax = \$177
2% Other sales tax = \$208
Total = \$959

Total tax ROI = -96.4%
Lodging only ROI = -97.9%

SPI Experience



NET PROMOTER SCORE
likely to recommend
South Padre Island

100

93.0%

Likely to
return

93.0%

Satisfied
with SPI

93.0%

Satisfied
with event

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

\$372
Average spent
per household



2.26 visitors
per household

1.02 nights
on SPI

\$627,070
Total Spending

**City tax
share**

10.5% Lodging = \$24,027
2% F&B sales tax = \$2,387
2% Other sales tax = \$4,252
Total = \$30,666

Total tax ROI = 2.2%
Lodging only ROI = -19.9%

SPI Experience



NET PROMOTER SCORE
likely to recommend
South Padre Island

90.5

90.7%

Likely to
return

97.9%

Satisfied
with SPI

93.5%

Satisfied
with event

SPI Kite Fest 2018



Event Attendance

7,787 3-day attendees
1,880 households
620 room nights
-1.8% change in event
days YoY occupancy



DEMOGRAPHICS

Average age 62
Average Income:
65%
\$50,000 or more

\$22,150

CVB Investment

\$595

Average spent
per household



2.5 visitors per
household

1.15 nights
on SPI

\$1,118,921

TOTAL SPENDING

**City tax
share**

10.5% Lodging = \$20,340
2% F&B sales tax = \$8,031
2% Other sales tax = \$8,454
Total = \$36,825

Total tax ROI = 66.3%
Lodging only ROI = -8.2%



SPI Experience

NET PROMOTER SCORE
likely to recommend
South Padre Island

89

95.7%

Likely to
return

98.9%

Satisfied
with SPI

2018 SPI Mariachi Run



Event Attendance

850 attendees
343 households
78 room nights



DEMOGRAPHICS

Average age 39
Average Income:
73.2%
\$50,000 or more

\$25,000

CVB Investment

\$67,721

Total Spending

\$197

spending per
household



City tax share

10.5% Lodging = \$1,876
2% F&B sales tax = \$392
2% Other sales tax = \$473
Total = \$2,741

2.48 visitors per
household

.62 nights spent
on SPI

Total tax ROI = -89.0%
Lodging only ROI = -92.5%



SPI Experience

NET PROMOTER SCORE
likely to recommend
South Padre Island

77.9

93.4%

Likely to
return

96.7%

Satisfied
with SPI

93.4%

Satisfied
with event

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

\$43,146

Total spending

\$502

Average spent
per household



2.7 visitors per
household

1.3 nights
on SPI

**City tax
share**

10.5% Lodging = \$2,119
2% F&B sales tax = \$155
2% other sales tax = \$206
Total = \$2,480

Total tax ROI = -83.5%
Lodging only ROI = -85.9%



SPI Experience

NET PROMOTER SCORE
likely to recommend
South Padre Island

79.3

94.0%

Likely to
return

92.8%

Satisfied
with SPI

93.3%

Satisfied
with event

2018 SPI Sandcastle Days



Event Attendance

17,400 attendees
5,000 households
4,041 room nights
0.3% change in event day
YoY occupancy



DEMOGRAPHICS

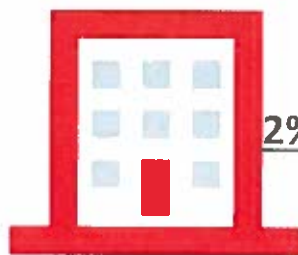
Average age 47
Average Income:
65.7%
\$50,000 or more

\$35,000
CVB Investment

\$2,250,868
Total Spending

\$450
Weighted spending
per household

City tax share



10.5% Lodging = \$70,038
2% F&B sales tax = \$11,030
2% Other sales tax = \$ 16,138
Total = \$97,205

3.48 visitors per
household

2.2 nights spent
on SPI

Total tax ROI = 177.7%
Lodging only ROI = 100.1%



SPI Experience

NET PROMOTER SCORE
likely to recommend
South Padre Island

91.4

97.2%

Likely to
return

98.6%

Satisfied
with SPI

95.9%

Satisfied
with event

SPI Sand Crab 5K/10K Beach Run 2018



Event Attendance

345 registered participants
294 households
247 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

\$172,663

Total spending

\$587

Average spent
per household



2.4 visitors per
household

1.4 nights
on SPI

**City tax
share**

10.5% Lodging = \$6,323
2% F&B sales tax = \$656
2% other sales tax = \$1,232
Total = \$8,212

Total tax ROI = 73.8%
Lodging only ROI = 33.8%

SPI Experience



NET PROMOTER SCORE
likely to recommend
South Padre Island

75.1

96.7%

Likely to
return

95.5%

Satisfied
with SPI

86.7%

Satisfied
with event

2018 SPI Fishing Days



Event Attendance

936 attendees
390 households
143 room nights
-31.4% change in event
day YoY occupancy



DEMOGRAPHICS

Average age 45
Average Income:
70.7%
\$50,000 or more

\$5,000
CVB Investment

\$293
Weighted spending
per household



2.41 visitors per
household

1.22 nights
spent on SPI

\$114,393
Total Spending

City tax share

10.5% Lodging = \$3,399
2% F&B sales tax = \$572
2% Other sales tax = \$841
Total = \$4,813

Total tax ROI = -3.7%
Lodging only ROI = -32.0%

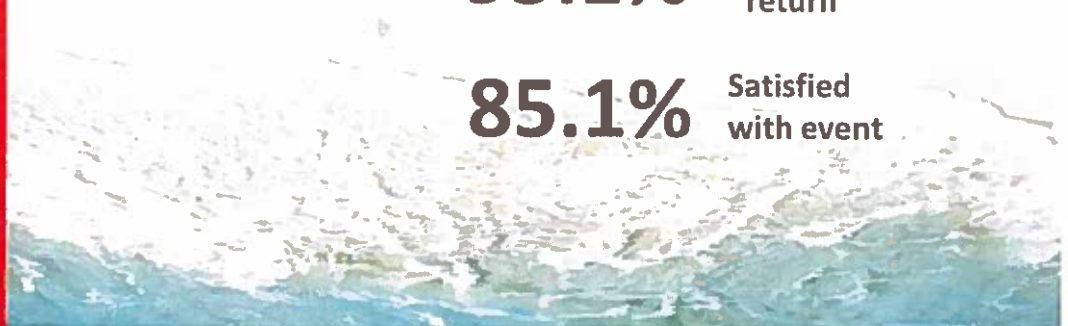


SPI Experience

72.7 NET PROMOTER SCORE
likely to recommend
South Padre Island

95.1% Likely to
return

85.1% Satisfied
with event



Splash South Padre 2018



Event Attendance

467 tickets sold
269 households
591 room nights
-2.2% avg. change in yoy
occupancy over event



DEMOGRAPHICS

Average age 34
Average Income: 39%
\$50,000 or more

\$25,000
CVB investment

\$194,088
Total Spending

\$722
Spending per
household



2.3 visitors
per household

2.5 nights
on SPI

**City tax
share**

10.5% Lodging = \$6,989
2% F&B sales tax = \$728
2% Other sales tax = \$1,419
Total = \$9,136

Total tax ROI = -63.5%
Lodging only ROI = -72.0%

SPI Experience



NET PROMOTER SCORE
likely to recommend
South Padre Island

82.8

93.7%

Likely to
return

96.3%

Satisfied
with SPI

93.5%

Satisfied
with event

2018 Texas International Fishing Tournament

\$15,000

CVB Investment

\$484,734

Total Spending



Event Attendance

1,400 attendees
420 households
626 room nights
3.26% change in event day
YoY occupancy



DEMOGRAPHICS

Average age 45
Average Income:
79.2%
\$50,000 or more

\$1,154

spending per
household



3.32 visitors per
household

3.11 nights
spent on SPI

City tax share

10.5% Lodging = \$17,038
2% F&B sales tax = \$1,841
2% Other sales tax = \$3,608
Total = \$22,486

Total tax ROI = 49.9%
Lodging only ROI = -13.6%

SPI Experience



NET PROMOTER SCORE
likely to recommend
South Padre Island

86.8

96.9%

Likely to
return

99.0%

Satisfied
with SPI

97.9%

Satisfied
with event

2018 Veterans Day Weekend



Event Attendance

1,850 attendees
718 households
431 room nights
-27.1% change in event
days YoY occupancy



DEMOGRAPHICS

Average age 39
Average Income:
55.0%
\$50,000 or more

\$15,000

CVB Investment

\$361,079

Total Spending

\$503

spending per
household



City tax share

10.5% Lodging = \$16,240
2% F&B sales tax = \$1,213
2% Other sales tax = \$2,115
Total = \$19,568

2.48 visitors per
household

1.35 nights
spent on SPI

Total tax ROI = 30.5%
Lodging only ROI = 8.3%



SPI Experience

NET PROMOTER SCORE
likely to recommend
South Padre Island

88.6

97.8%

Likely to
return

95.6%

Satisfied
with SPI

91.1%

Satisfied
with event

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

MEETING DATE: November 28, 2018

NAME & TITLE: Michael Flores, CVB Interim Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Update and discussion of the Director's Dashboard Report.

- HOT
- Economic Impact
- Finance
- Tourism
- Development
- Project Status Updates
- * Air Service

ITEM BACKGROUND

Per CVA Board request, the dashboard report includes HOT Revenue Report, Economic Impact, Finance, Tourism, and Development.

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



SOUTH PADRE ISLAND CONVENTION & VISITORS BUREAU

CVB DASHBOARD

NOVEMBER 2018

 **South Padre**
ISLAND
Make it yours.

HOTEL OCCUPANCY TAX (HOT)

Tax Collections Timeline, By Type

HOT Tax is collected on the
15th of each month

30 day delay to reporting
from end of month

15 day delay to collection from due date

Sales Tax
is collected in Jan

45 day delay in reporting from
the State of Texas to SPI

30 day delay in collection by the State

Property Tax is collected throughout the
year but *primarily* in Oct, Nov, Dec & Jan

No delay in reporting

No delay in collection

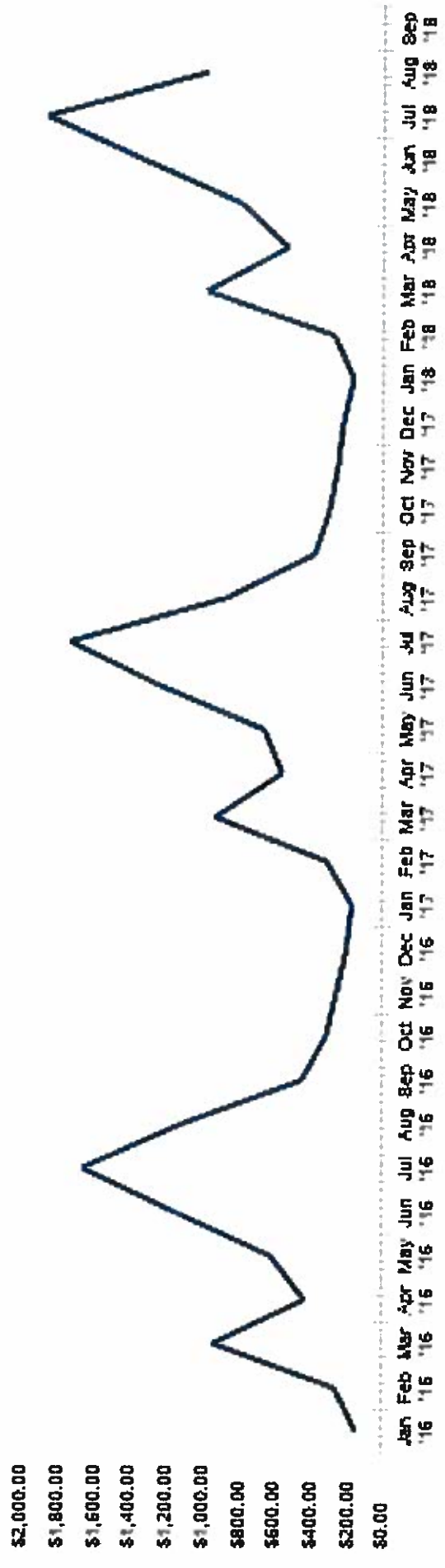
Beverage Tax is collected quarterly
(State Comptroller FY – begins Sep. 1)

45 day delay in reporting from
the end of the quarter

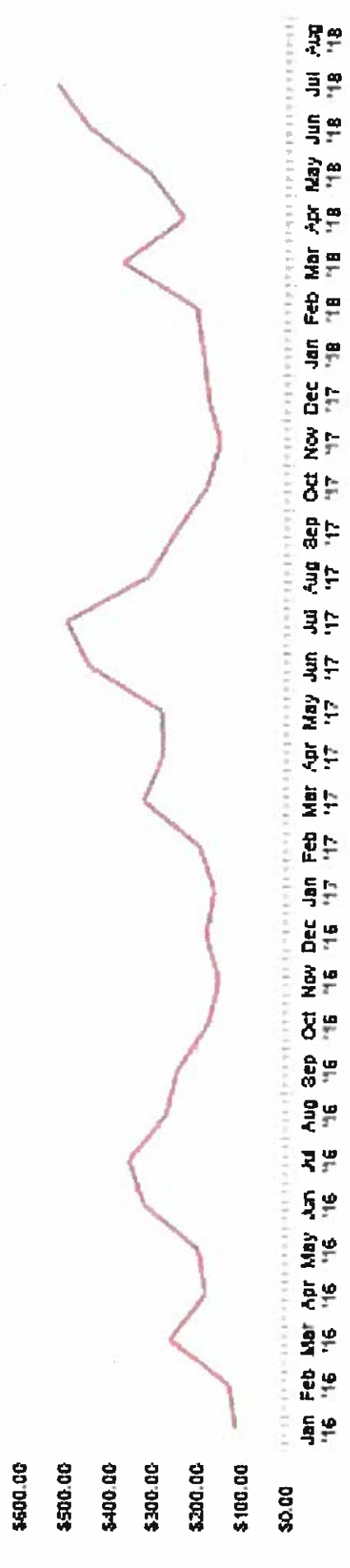
No delay in collection by the State of Texas

ECONOMIC IMPACT

Hotel Occupancy Tax (in 00,\$)

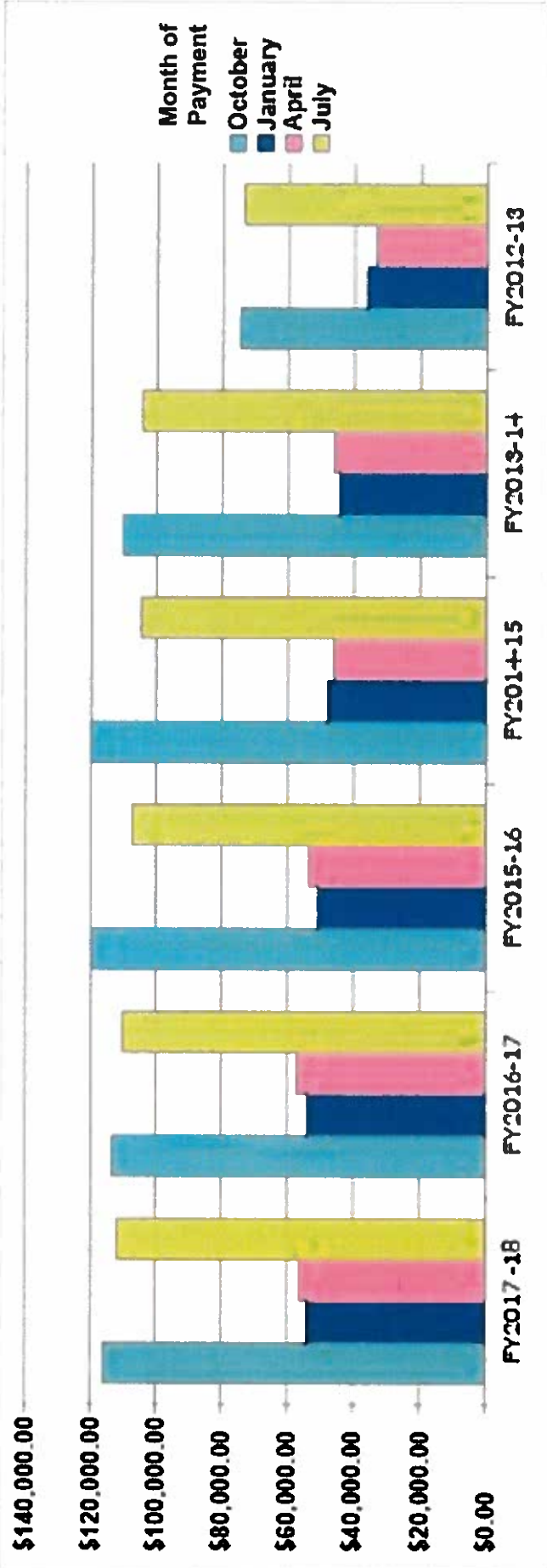


Sales Tax (in 100K,\$)



ECONOMIC IMPACT

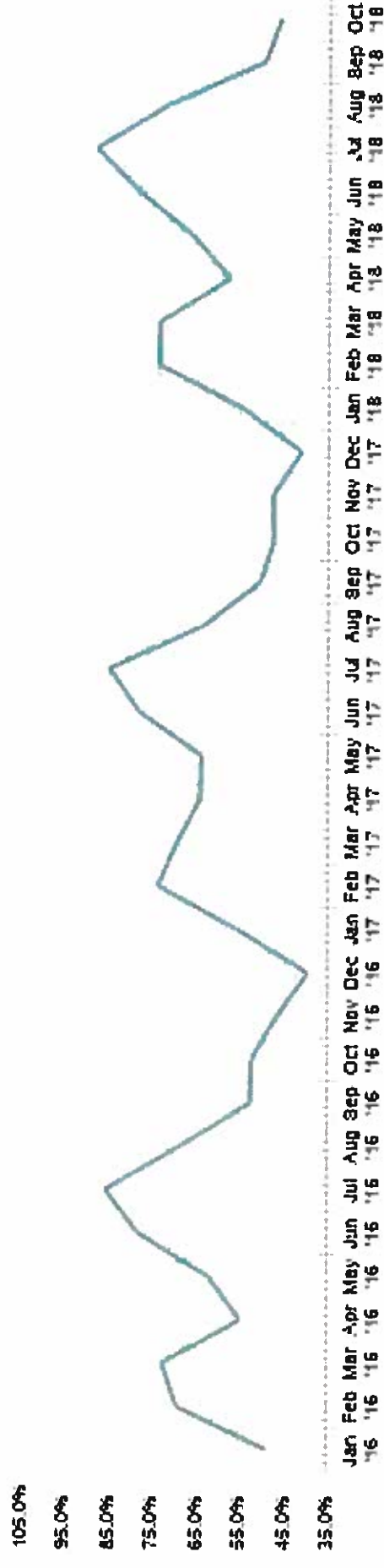
Mixed Beverage Tax



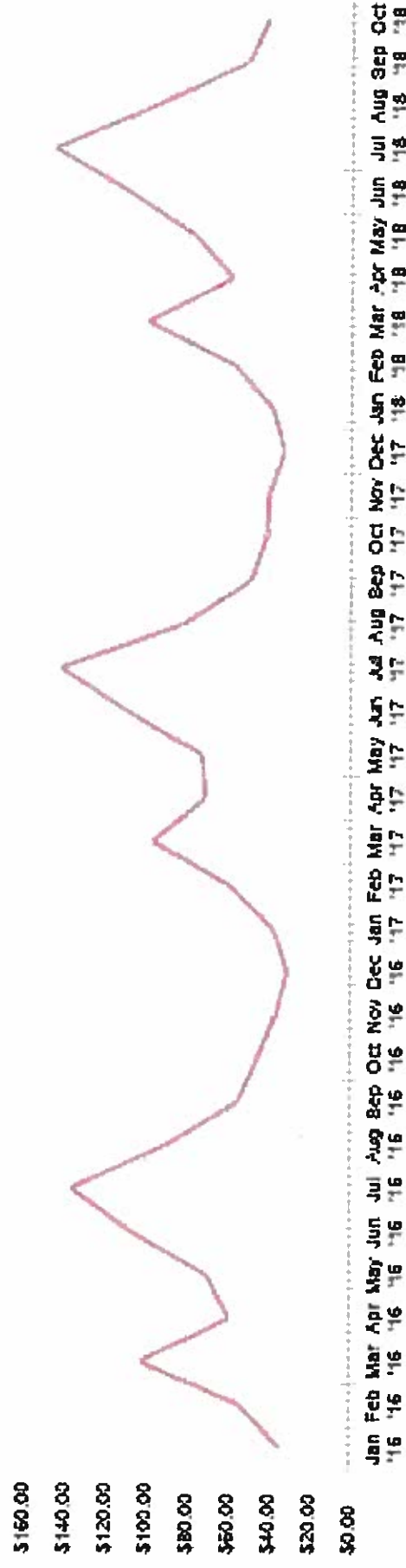
Month of Payment	Months Reported	FY 2018-19	FY 2017-18	FY 2016-17	FY 2015-16	FY 2014-15	FY 2013-14	FY 2012-13
October	Jun/ Jul/ Aug		\$116,263.73	\$113,583.54	\$119,689.50	\$120,182.68	\$110,335.73	\$75,021.74
January	Sept/ Oct/ Nov		\$54,403.20	\$54,183.63	\$50,872.08	\$48,216.13	\$44,381.48	\$36,262.66
April	Dec/ Jan/ Feb		\$56,500.33	\$57,300.10	\$53,660.35	\$46,148.41	\$46,128.34	\$33,533.70
July	Mar/ Apr/ May		\$112,002.24	\$110,354.83	\$107,354.93	\$104,711.89	\$104,505.64	\$73,839.37
Total			\$339,169.50	\$335,422.10	\$331,576.86	\$319,259.11	\$305,351.19	\$218,657.47

ECONOMIC IMPACT

Occupancy

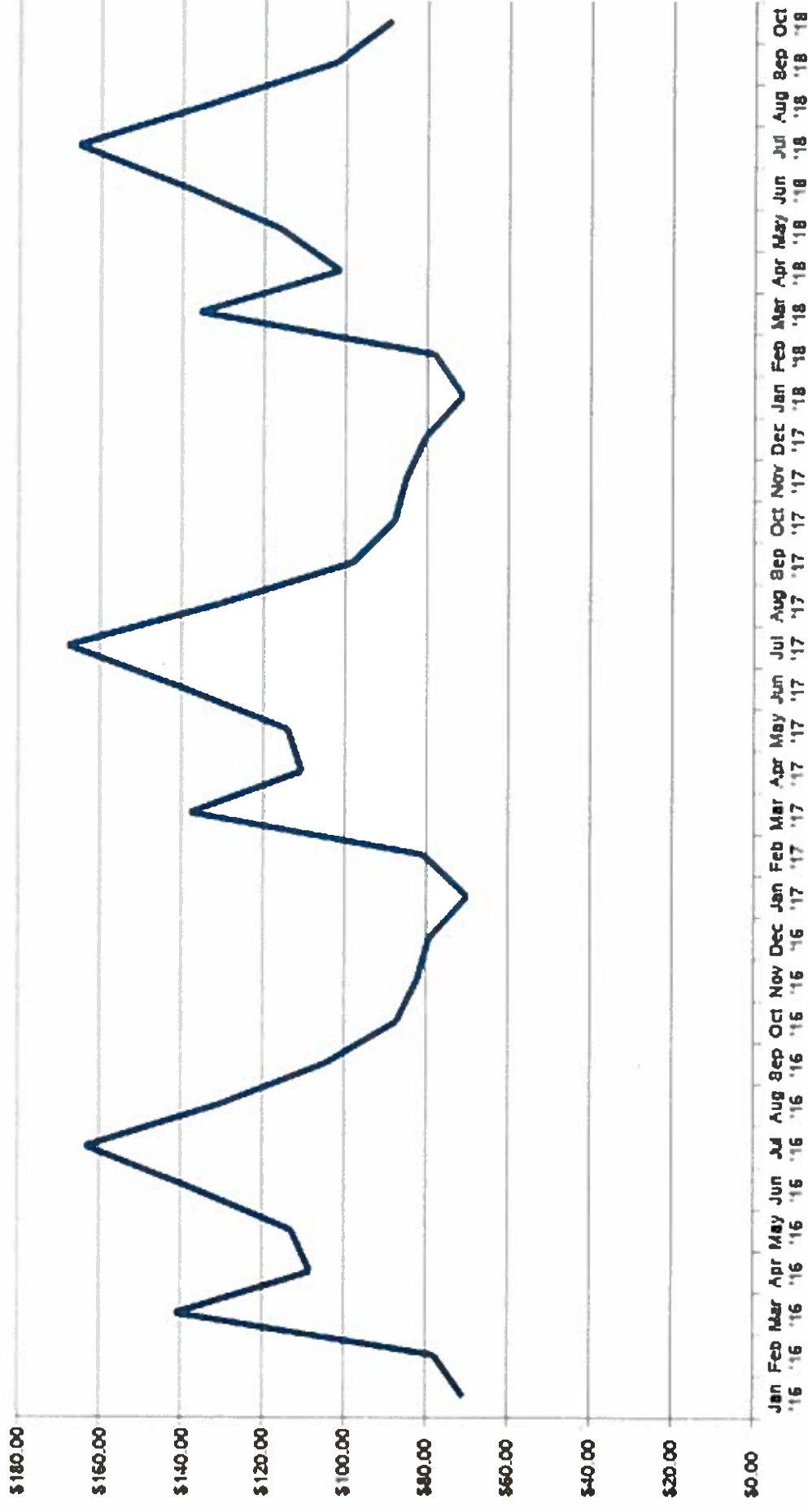


Revenue Per Available Room (RevPAR)



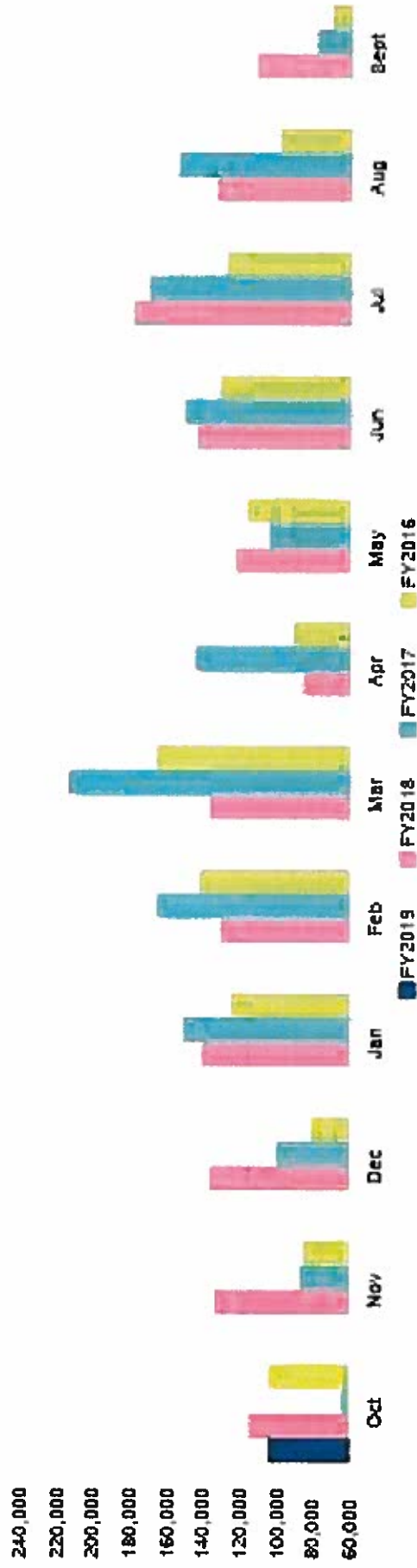
ECONOMIC IMPACT

Average Daily Rate (ADR)

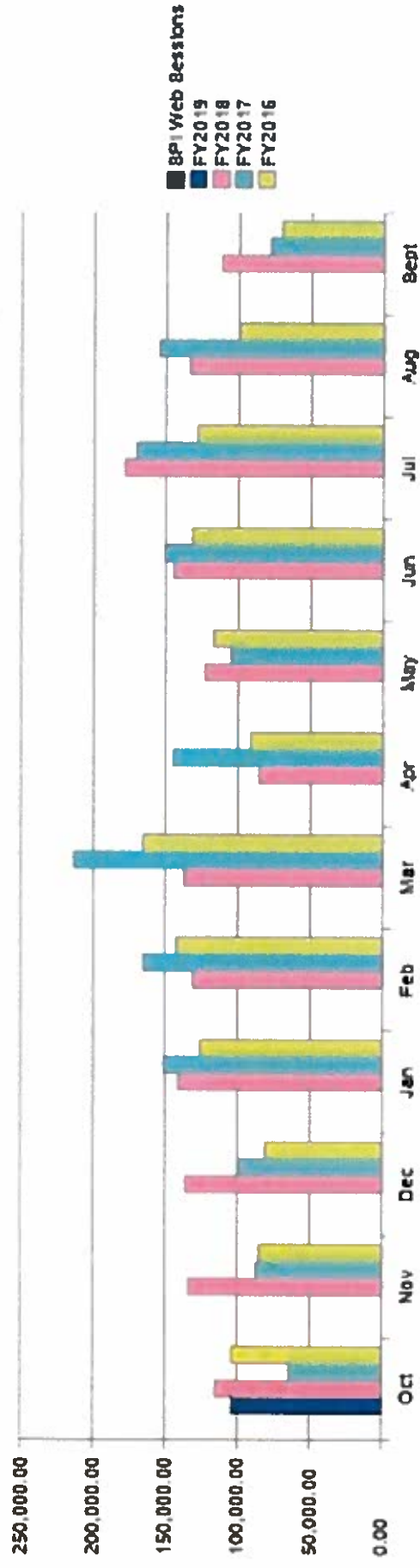


AWARENESS

Web Visits

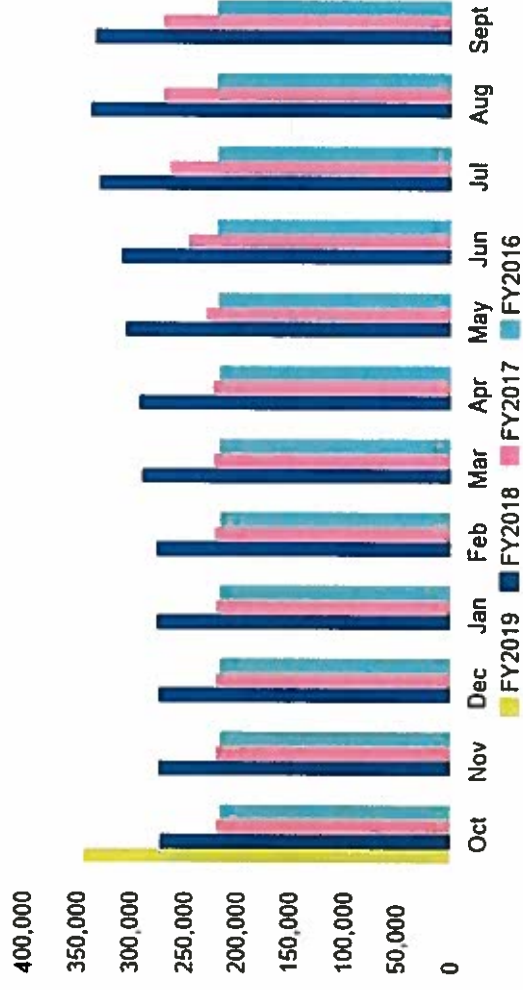


Total Web Sessions

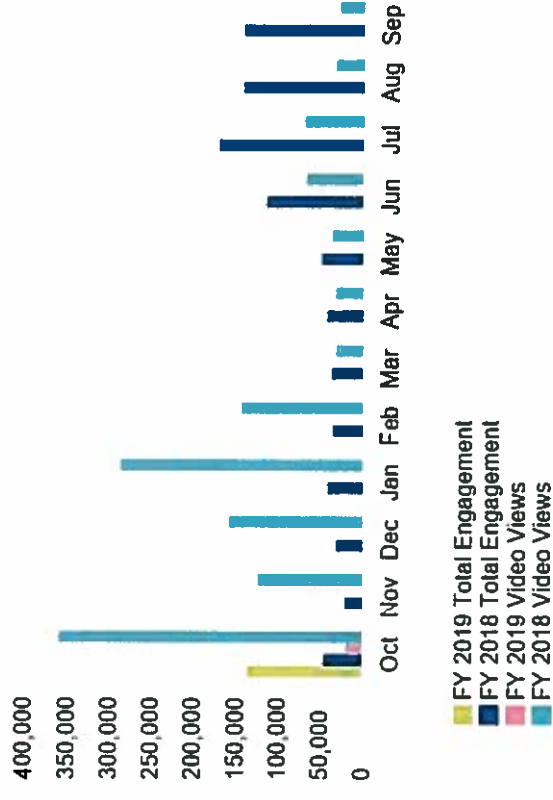


AWARENESS

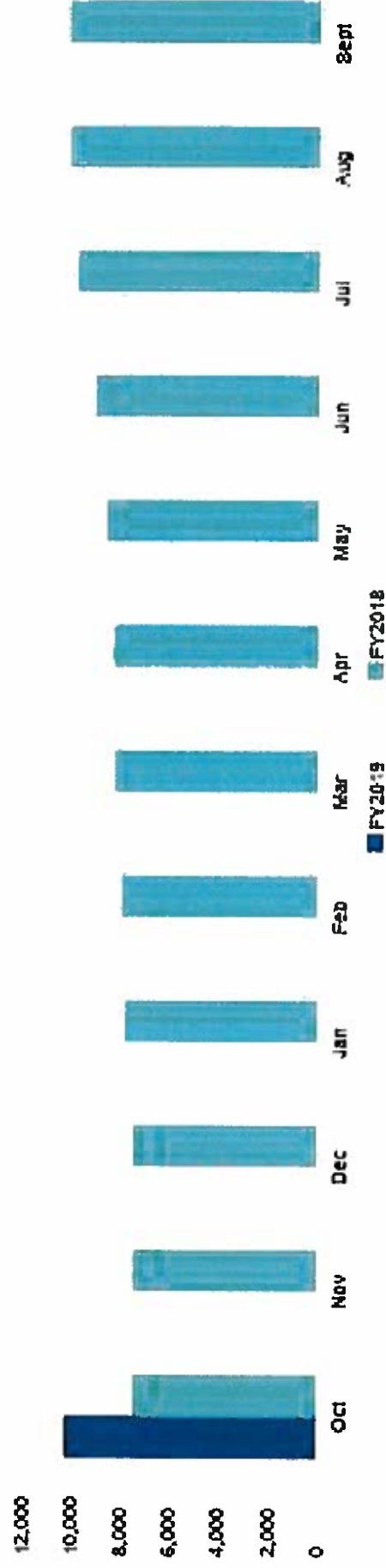
Facebook Likes/ Followers



Facebook Engagement



Instagram Followers

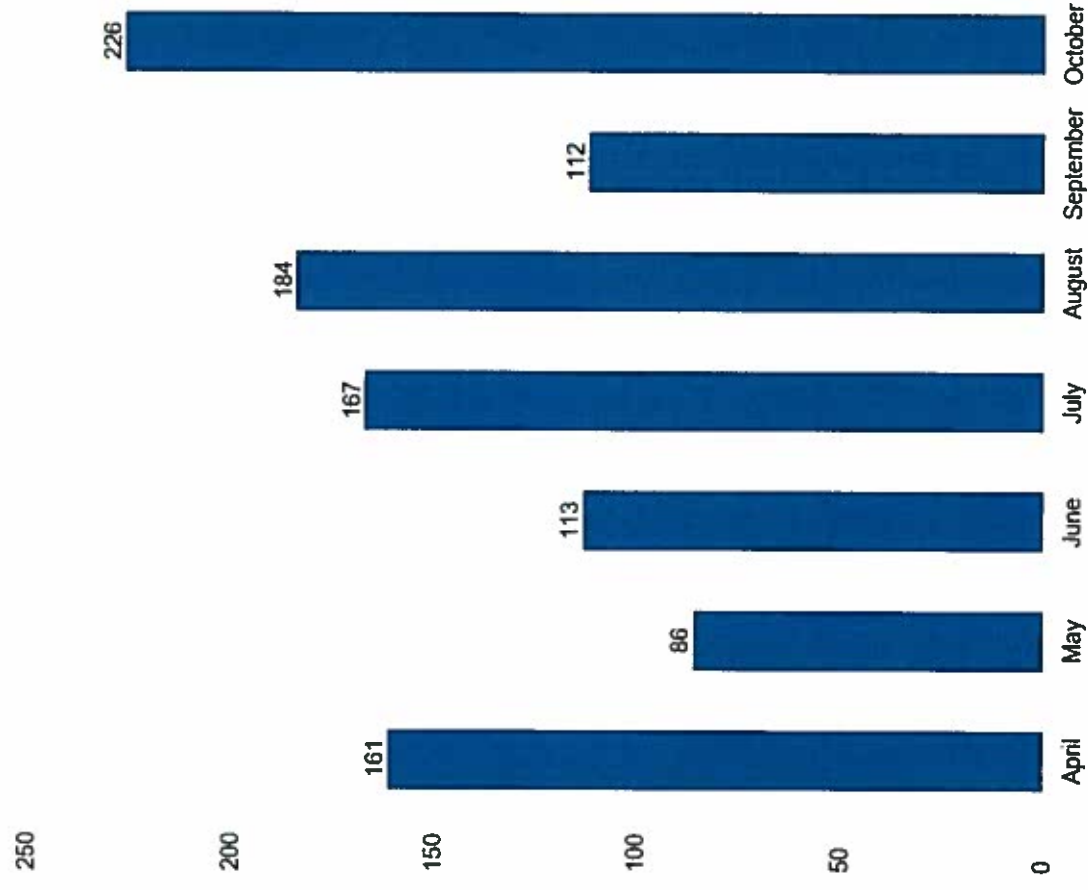


ENGAGEMENT

Website Click Through Rate (%)

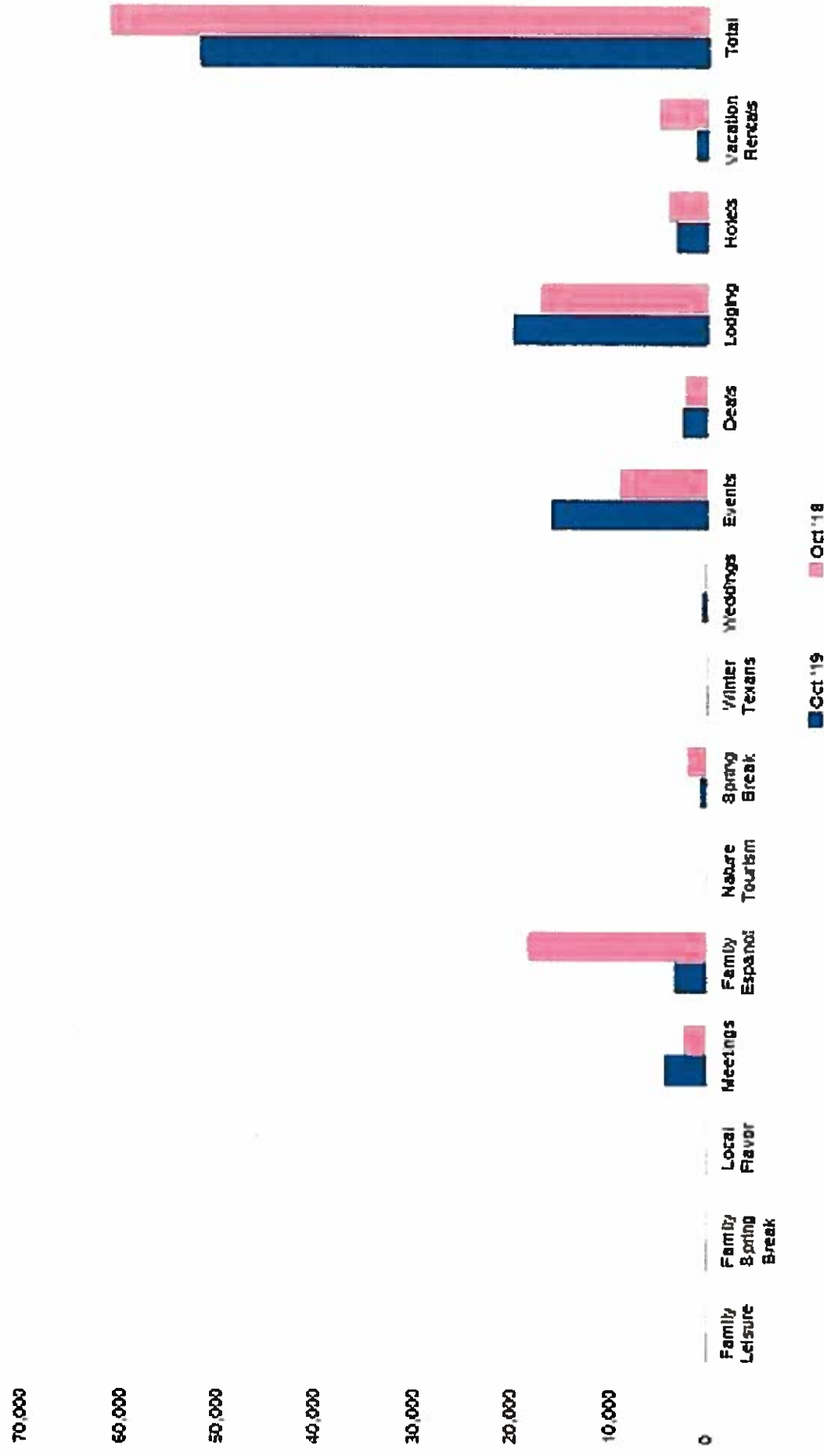


PR Engagement



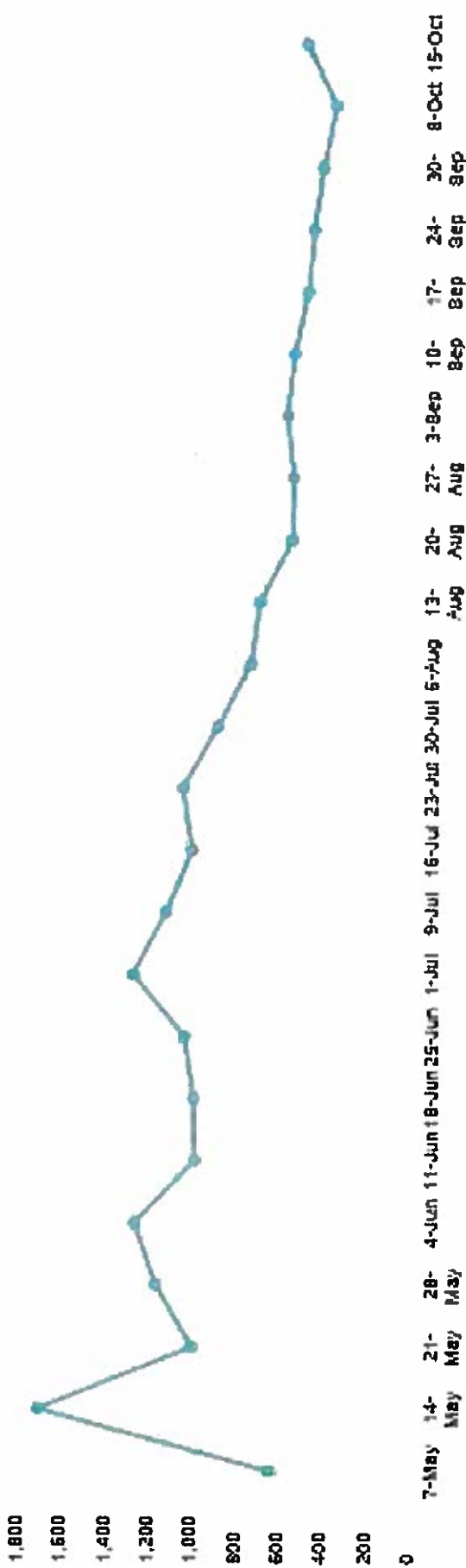
ENGAGEMENT

Key Website Content

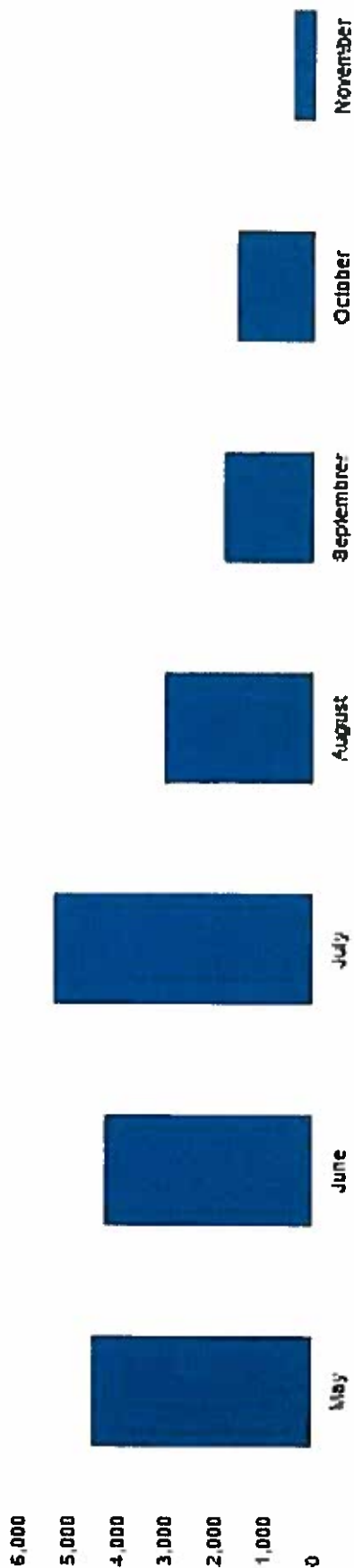


ENGAGEMENT

AgileCRM: New Email Sign Up (Per Week)

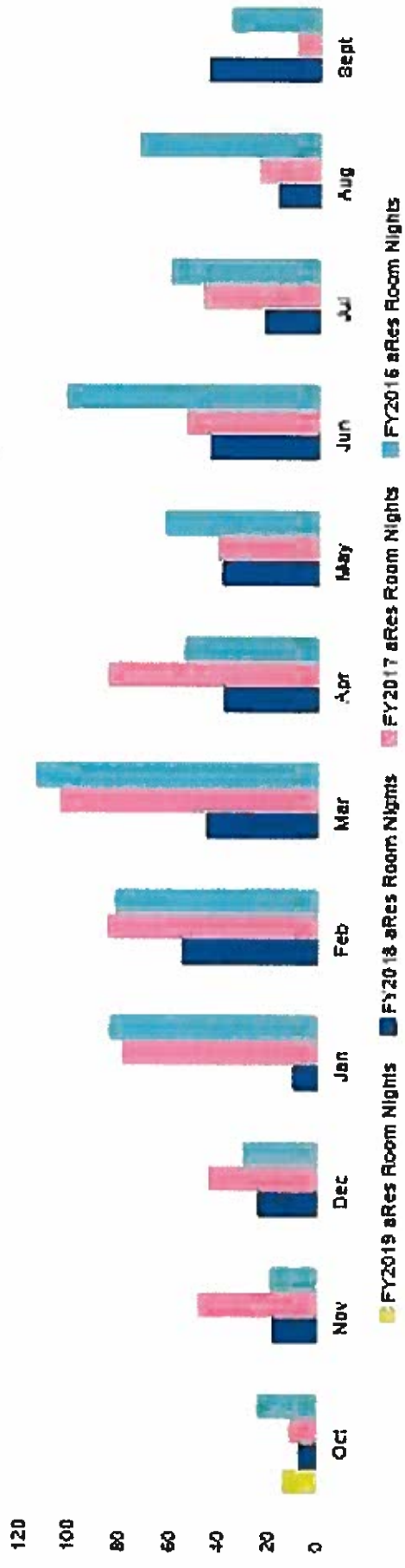


Total New Emails Collected

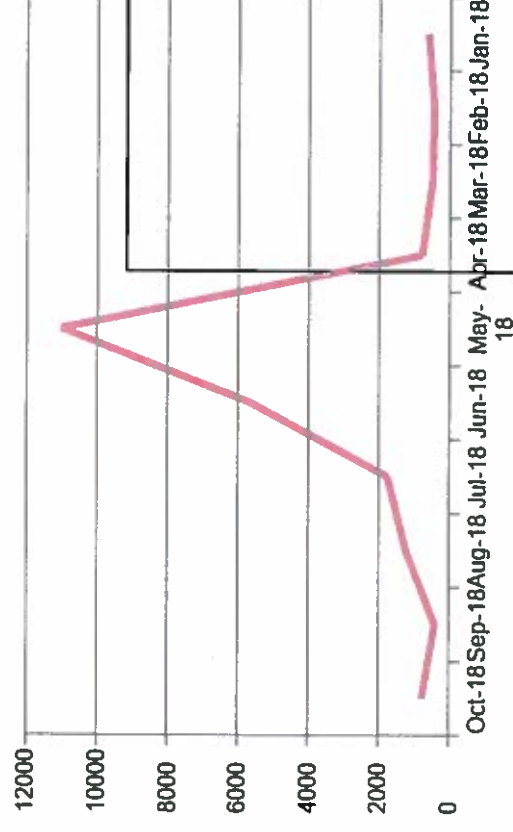
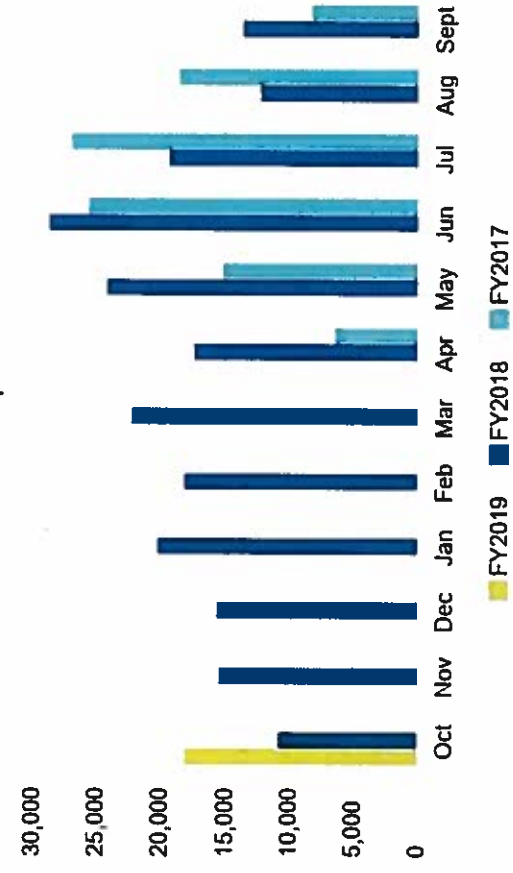


CONVERSION

aRes Room Night Conversions

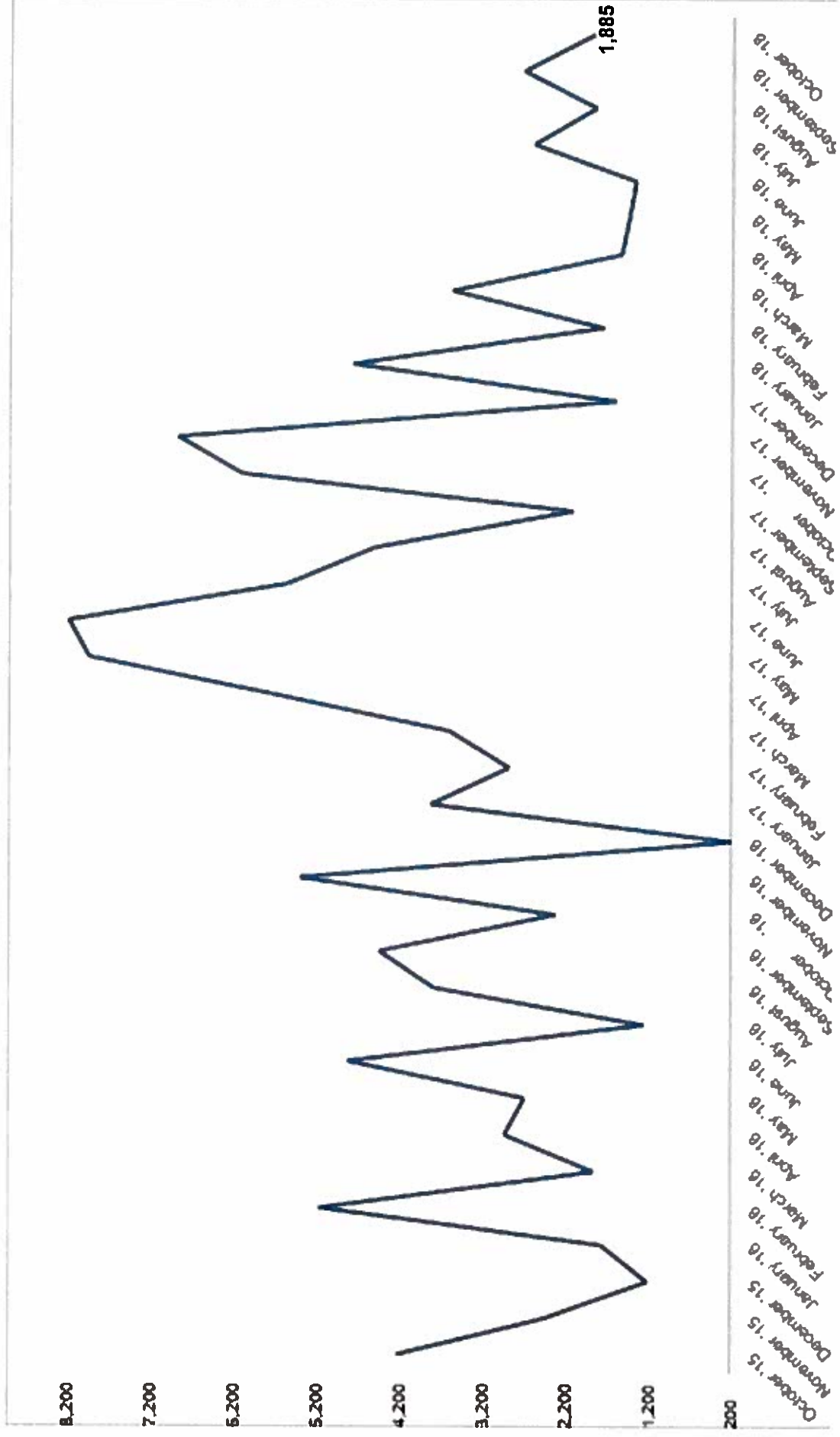


Visitor Guides Requests (Fulfillment House)



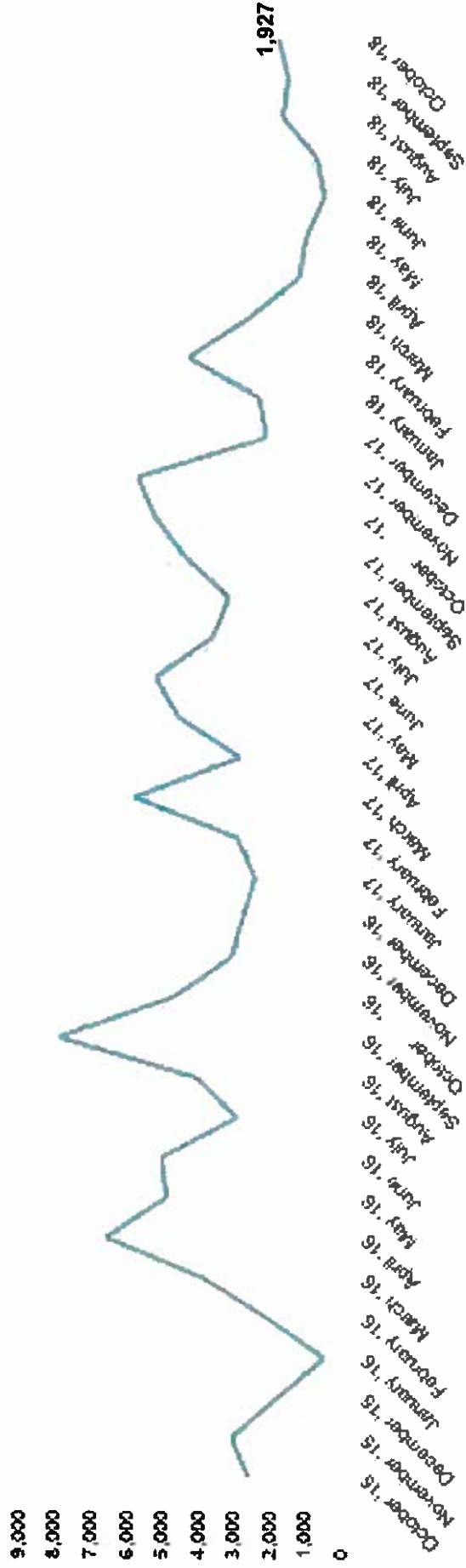
CONVERSION

Group Leads Sent



CONVERSION

Group Business Booked



BOOKED BUSINESS

- Baptist Student Ministry/ Beach Reach 2019 (1140)
- US Integrity Touring/2019 Flower Mound Orchestra (135)
- Texas State Technical College/ 2018 RGV LEAD Annual Conference (80)
- SPI Fishing Days (150)
- RGV CCA Kids Fishing Tournament (10)
- Dentist Who Care Annual Conference (180)
- CineSol Film Festival (30)
- Valley Baptist/ Child Abuse Education Program of South Texas (202)

TOTAL 1927

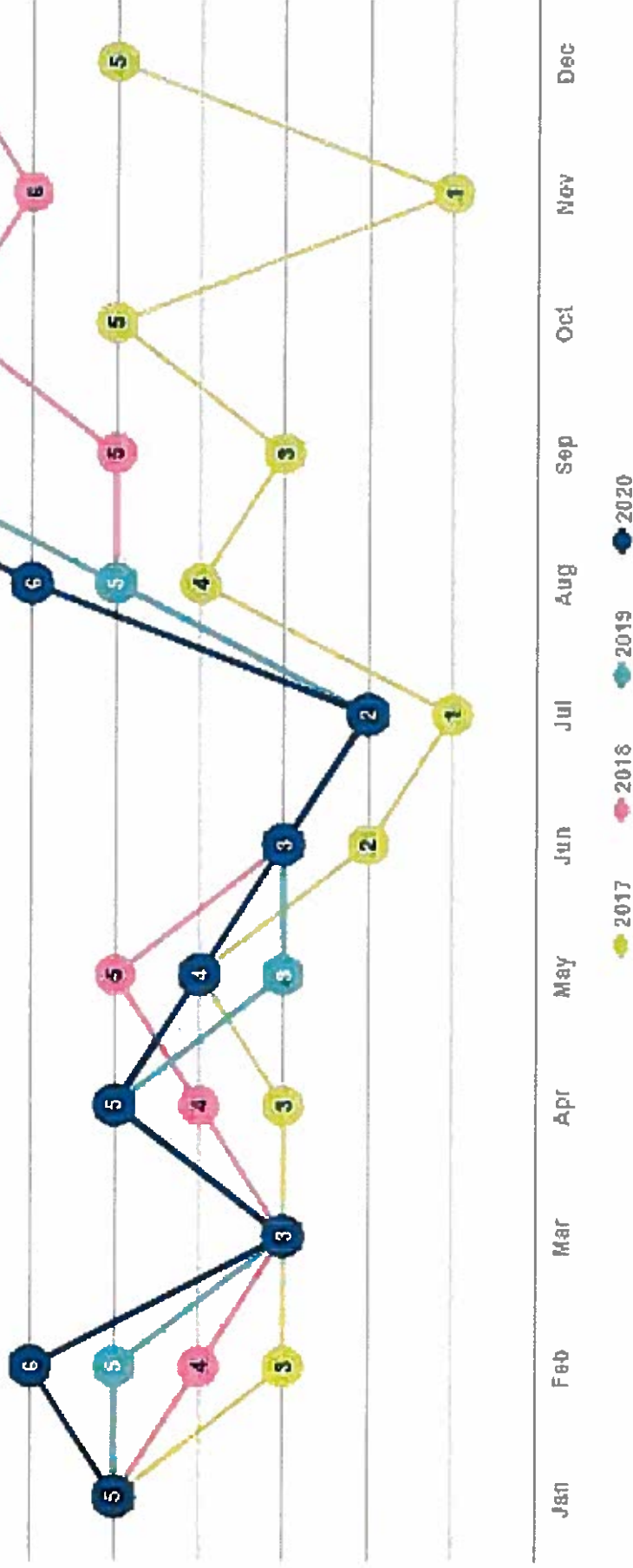
() Indicates Number of Room Nights Booked

CONVERSION

Special Events

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

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



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

Director's Notes

Subcommittee Project Updates

Airlift Enhancement

Completed BRO celebration of service in partnership with COB and BRO/SPI airport. Travel writers from Denver, CO and celebration of service from Frontier airlines scheduled for Tuesday, November 27th at VIA. Syncing analytics with VIA marketing team to 'pace' bookings for both new Frontier flights (Denver and Chicago).

Destination Development

Initial phase of draft RPF is currently being reviewed. Will culminate in a master document proposing asset enhancement and new venue and attraction proposal opportunities.

Convention Centre Expansion Survey

Meeting planners throughout the State of Texas and national sales offices received a 10 question, incentivized survey asking for their feedback of a possible expansion of the convention center. This included lost business that would have potentially booked on SPI had the convention center been larger.

Red Awning Implementation

Red Awning is live and their implementation team was on South Padre Island on 11/11 for an all day, one-on-one walkthrough of this robust software. Units are already online and available on sopadre.com.

Expedia

Contract has been signed and should be implemented and live on sopadre.com within 60 days.

Website Refresh

Currently underway (20% complete) under the guidance of the marketing subcommittee and the direct supervision of the marketing team (Alisha Workman is project lead).

Sales Team

Mayra Nunez received a promotion to CVB Sales and Admin Coordinator and Gene Rios is joining the team on December 3rd as the Group Business Development Director. He will have national accounts and the Houston and Dallas markets.

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

MEETING DATE: November 28, 2018

NAME & TITLE: Michael Flores, CVB Interim Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Update and discussion of marketing research and analytics report.

- Arrivalist POI
- Origin Markets
- Expedia Heat Map

ITEM BACKGROUND

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: November 28, 2018

NAME & TITLE: Michael Flores, CVB Interim Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Update and possible action regarding Spring Break Creative.

ITEM BACKGROUND

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: November 28, 2018

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: South Padre Island Convention and Visitors Advisory Board

ITEM

CLOSED EXECUTIVE SESSION

Consideration and appropriate action pursuant to Section 551.074, Texas Gov't Code, to deliberate the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee, i.e., the appointment of a South Padre Island CVB Director.

ITEM BACKGROUND

We reserve the right to go into executive session regarding any of the items posted on this agenda, pursuant to sections 551.071, consultation with attorney; 551.072, deliberations about real property; 551.073, deliberations about gifts & donations; 551.074, personnel matters; 551.076, deliberations about security devices; and/or 551.086, discuss (a) commercial or financial information received from a business prospect with which the city is conducting negotiations, or (b) financial or other incentives to the business project.

BUDGET/FINANCIAL SUMMARY

No financial action.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: X NO:

Approved by Legal: YES: X NO:

Comments:

RECOMMENDATIONS/COMMENTS