

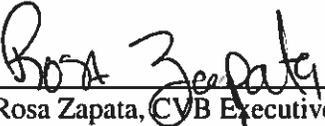
**NOTICE OF REGULAR MEETING**  
**CITY OF SOUTH PADRE ISLAND**  
**CONVENTION AND VISITORS ADVISORY BOARD**

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, JANUARY 23, 2019**  
9:00 A.M. AT THE MUNICIPAL BUILDING,  
CITY COUNCIL CHAMBERS, 2<sup>ND</sup> FLOOR  
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

- 1) Call to order.
- 2) Pledge of Allegiance.
- 3) Public announcements and comments: *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns. (Note: State law will not permit the Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).*
- 4) Consent Agenda:
  - a. Approval of minutes for November 19, 2018 regular meeting.
- 5) Discussion and action concerning the Election of Officers for the 2019 calendar year- Board Chair, Board Vice-Chair. (Flores)
- 6) Thanks to outgoing CVA Board members and welcome of new members. (Salazar)
- 7) Discussion and action to approve the reallocation of funds from Visitors Center DMAIC program towards B2B group marketing in the amount of \$150,000 and recommend to City Council for approval. (Salazar)
- 8) Update and discussion of the Director's Report. (Flores)
- 9) Presentation and discussion regarding PR Report. (Workman)
- 10) Update and discussion regarding Research Report. (Flores)
- 11) Discussion and action to approve the funding request on new special event Jetty Jam. (Flores)
- 12) Discussion and possible action concerning setting new meeting date for February 2019. (Salazar)
- 13) Adjournment.

DATED THIS THE 18<sup>th</sup> DAY OF JANUARY 2019.

  
\_\_\_\_\_  
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 January 18, 2019, 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  
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:** January 23, 2019

**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 November 19, 2018 regular meeting.

**RECOMMENDATIONS/COMMENTS**

Approve Consent Agenda

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

**WEDNESDAY, NOVEMBER 28, 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, November 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, George Block, Tom Goodman, Arnie Creinin and Daniel Salazar. Absent was Ex-officio Bryant Walker and Jose Mulet.

City Council Members: Mayor Dennis Stahl and Ken Medders.

Staff: City Manager Susan Guthrie, Interim CVB Director Michael Flores, Executive Services Specialist Rosa Zapata, Account 1/Office Manager Lori Moore, and Events & Package Manager Marisa Amaya.

**II. PLEDGE OF ALLEGIANCE:**

Chairman Jones led the Pledge of Allegiance.

**III. PUBLIC ANNOUNCEMENTS AND COMMENTS:**

No public comments were given at this time.

**IV. CONSENT AGENDA:**

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

- 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.

**V. DISCUSSION AND POSSIBLE ACTION REGARDING DIRECT ADVERTISING IN WIND SPORTS MAGAZINES, WEBSITES, ETC.**

Board Member Block requested Convention and Visitors Bureau contact national associations for a possible FAM tour of South Padre Island and bid for events.

Interim CVB Director Michael Flores recommended this topic be discussed with the Marketing Subcommittee and request for The Atkins Group to give an update regarding marketing this sporting event. He would like to do some more research to confirm the ROI.

**VI. DISCUSSION AND POSSIBLE ACTION REGARDING BIDDING ON WIND SPORTS EVENTS.**

Included in the discussion above.

**VII. UPDATE REGARDING SPECIAL EVENTS SUBCOMMITTEE MEETING.**

Interim CVB Director Michael Flores and Events & Package Manager Marisa Amaya gave an update on special events infographics. Discussion and questions ensued. Board Members made suggestions on expanding some of the events. i.e. Juvirun with Run the Jailbreak.

**VIII. Update and discussion of the Director's Dashboard Report.**

Presentation was given by Interim CVB Director Michael Flores.

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

**IX. UPDATE AND DISCUSSION OF MARKETING RESEARCH AND ANALYTICS REPORT.**

Presentation was given by Interim CVB Director Michael Flores. Discussion and questions ensued.

- Arrivalist POI
- Origin Markets
- Expedia Heat Map

**X. DISCUSSION AND POSSIBLE ACTION REGARDING SPRING BREAK CREATIVE.**

Update was given by Interim CVB Director Michael Flores. No action was taken.

**XI. 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.**

At 10:59 a.m., Board Member Block made a motion, seconded by Vice-Chairman Curtin to go into Executive Session. Motion carried unanimously.

At 11:37 a.m. the CVA Board reconvened into open session.

**XII. ADJOURNMENT**

There being no further business, Chairman Jones adjourned the meeting at 11:37 a.m.

Approved this 28 day of November, 2018.

\_\_\_\_\_  
Daniel Salazar for Wally Jones, CVA Chairman

Attest:

\_\_\_\_\_  
Rosa Zapata, CVB Executive Services Specialist

DRAFT

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

**MEETING DATE:** January 23, 2019

**NAME & TITLE:** Michael Flores, Interim CVB Director

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

**ITEM**

Discussion and action concerning the Election of Officers for the 2019 calendar year- Board Chair, Board Vice-Chair.

**ITEM BACKGROUND**

Election of officers are required at the beginning of each calendar year.

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve election of the officers.

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

**MEETING DATE:** January 23, 2019

**NAME & TITLE:** Daniel Salazar, CVA Board Member

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Thanks to outgoing CVA Board members and welcome of new members.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

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

**MEETING DATE:** January 23, 2019

**NAME & TITLE:** Daniel Salazar, CVA Board Member

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Discussion and action to approve the reallocation of funds from Visitors Center DMAIC program towards B2B group marketing in the amount of \$150,000 and recommend to City Council for approval.

**ITEM BACKGROUND**

In an effort to raise new group business and increase convention and meeting business, this funding request would infuse a multi-faceted approach with additional resources this fiscal year.

**BUDGET/FINANCIAL SUMMARY**

02-592-0533 Marketing – Digital Electronic \$49,800  
02-592-0538 Convention Services – Tradeshow/Sponsorship/Preconf. \$102,000

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve budget reallocation.

City of South Padre Island

Department	Sales & Administration					Event Dates	Registration Fee	Transportation	Car Rental Shuttle	Hotel	Sponsorship	Booth Cost	Per Diem
Division	SPICVB												
Name	Event												
Travis	MPI TX Hill Country Chapter, TX Education Conference		SOCIAL/TRADESHOW	Austin	11/1/18								
Travis, Gene, Mike	TSAE Celebration Luncheon		SOCIAL/TRADESHOW	Austin	12/13/18	\$1,500.00	\$500.00		\$500.00	\$3,000.00			\$120.00
Travis, Gene, Mike	Meeting Planner Happy Hour (Austin)		SOCIAL/TRADESHOW	Austin	12/13/18	\$1,000.00	\$100.00		\$150.00				\$120.00
Travis	MPI Jingle Mingle - Austin		SOCIAL/TRADESHOW	Austin	12/19/2018	\$600.00							
Travis, Gene	Southwest Showcase - Austin, TX		TRADESHOW	Austin	Jan. 23, 2019	\$330.00			\$550.00			\$1,900.00	\$120.00
Travis, Gene	TACVB Houston Sales Blitz		TRAINING	Houston	Feb. 11-13, 2019	\$325.00	\$250.00		\$700.00				\$120.00
Gene, Mike, Travis	TTIA Unity Dinner		SOCIAL	Austin	Feb. 20-21, 2019	\$55.00	\$720.00	\$118.00	\$800.00				\$120.00
Gene	Connect Chicago		TRADESHOW	DuPage County, IL	Feb. 25-26, 2019		\$800.00		\$800.00			\$4,450.00	\$6,050.00
Gene	Convention South Rendezvous (3ppl) ?????		TRADESHOW	The Woodlands	Mar. 11-13, 2019	\$3,500.00	\$244.00	\$150.00	\$600.00				\$120.00
Travis	TSAE Tech Talk		SOCIAL	Austin	Mar. 29-31, 2019	\$250.00							
Gene	Dallas Travel Show		TRADESHOW	Dallas	Mar. 30-31, 2019	\$900.00	\$400.00		\$300.00				\$120.00
Gene	DFWAE A Day 2019		SOCIAL/TRADESHOW	Dallas	April 29, 2019	\$300.00	\$250.00	\$250.00	\$300.00				\$120.00
Alisha	THSCTexas Home School Conference)		TRADESHOW	The Woodlands	May 30-Jun. 1, 2019								
Travis	PYM Live (Austin)		TRADESHOW	Austin	May, 16, 2019	\$2,000.00							
Travis	TSAE OPEN		TRADESHOW	Austin	May 15, 2019	\$825.00	\$244.00	\$690.00	\$850.00	\$2,000.00	\$1,500.00		\$120.00
Travis	SGMP Professional Development Seminar		SOCIAL/TRADESHOW	Central TX	Aug. 2019	\$1,000.00	\$160.00		\$300.00				\$120.00
Gene/Hotelier	SYTA (Student Youth Travel) Birmingham, AL		TRADESHOW	Birmingham, AL	Aug. 9-13, 2019	\$350.00			\$300.00				\$120.00
Travis	TSAE New Ideas Conference		SOCIAL/TRADESHOW	Galveston	Sep. 15-17, 2019	\$605.00	\$380.00	\$800.00	\$685.00	\$3,500.00			\$120.00
Gene	PYM LIVE (Dallas)		TRADESHOW	Dallas	Sep. 29, 2019	\$2,000.00	\$350.00		\$300.00				\$120.00
Travis, Gene	Connect Texas		TRADESHOW	Grapevine	Oct. 2, 2019	\$8,900.00	\$600.00	\$250.00	\$600.00				\$300.00
Travis	TSAE Fall MMC Conference		SOCIAL/TRADESHOW	Austin	Oct. 2019							\$1,750.00	
Gene	Connect Fam		Recruitment of Meeting Planners	SPI	Oct. 2019	\$15,000.00							
Gene	PYM LIVE (Houston)		TRADESHOW	Houston	Nov. 14, 2019	\$2,000.00	\$350.00		\$300.00				\$120.00
	TXMET		Subscription			\$750.00							
	Team TX - NTA (National Tour Association)		TRADESHOW	Fort Worth	Dec. 8-12, 2019	\$1,595.00	\$350.00		\$300.00				\$120.00
Gene	Destination Texas		TRADESHOW	Dallas	Dec. 10-12, 2019	\$3,500.00	\$300.00		\$600.00				\$120.00
Gene	DFWAE Annual Holiday Luncheon		Social		Dec. 2019	\$60.00	\$180.00		\$150.00				\$60.00
RGV Rep./Gene	UTRGV Campus Blitz		SALES BLITZ	RGV	April 2019							\$1,500.00	
RGV Rep./Gene	Valley Baptist Blitz		SALES BLITZ	RGV	April 2019							\$1,500.00	
RGV Rep./Gene	Wedding Fair												
	Team TX - ABA (American Bus Association)		X TRADESHOW	Louisville, KY	Jan. 26-29, 2019								
	Team TX Religious Conference Management Assoc.)		X TRADESHOW	Greensboro, NC	Jan. 29-31, 2019								
	TTIA Travel & Tourism College (Course 1)		X		Jun. 2019								
	Cvent Connect (Vegas)		X		July 2019								
	DMAI Annual Convention		X		July 2019								
	SMMC (Small Marketing Meetings Conference)		X	Greenbay WS	Sept. 24-26, 2019								
						\$46,995.00	\$6,528.00	\$2,258.00	\$9,085.00	\$8,500.00	\$12,600.00		\$8,330.00
													\$94,296.00

updated 01/14/2019

Name	Event				Event Dates	Registration Fee	Transportation	Car Rental/Shuttle	Hotel	Sponsorship	Booth Cost	Per Diem
Travis, RGV Rep	Dest. Intl Sales Academy I (DMAI)		Training		March	\$770.00	\$380.00	\$900.00	\$1,099.00			\$120.00
Sales Team	TACVB Annual Conference		Training	Denton	Aug. 13-15, 2019	\$500.00	\$244.00	\$700.00	\$700.00			\$180.00
	Dest. Intl - Sales & Services Summit		Training		Dec. 2019							\$300.00
						\$1,270.00	\$624.00	\$1,600.00	\$1,799.00			\$5,593.00

Name	Event				Event Dates	Registration Fee	Transportation	Car Rental Shuttle	Hotel	Sponsorship	Booth Cost	Per Diem
<b>2019 Pre Convention Commitments</b>												
Gene	TACVB (Board Retreat)		CONVENTION SERVICES	SPI	TBD - Apr. 2019					\$3,500.00		
Gene	TDCAA (Board Site Visit)		CONVENTION SERVICES	SPI	TBD					\$7,000.00		
Gene	TCMA (Board Site Visit)		CONVENTION SERVICES	Ft. Worth	June 27, 2019					\$6,000.00		
Gene	TCCE Annual Conference		CONVENTION SERVICES	El Paso	June 18, 2019		\$800.00	\$500.00	\$800.00	\$2,000.00	\$800.00	
Gene	TCMA Annual Conference		CONVENTION SERVICES	Ft. Worth	June 27, 2019		\$800.00	\$500.00	\$800.00		\$1,500.00	
Gene	TACVB Annual Conference		CONVENTION SERVICES	Denton	August 2019					\$3,500.00	\$500.00	
Gene	USLA (Sponsorship+DOS Attending)		CONVENTION SERVICES	Virginia	Aug. 2019		\$800.00	\$500.00	\$800.00	\$20,000.00		\$600.00
							\$2,400.00	\$1,500.00	\$2,400.00	\$42,000.00	\$2,800.00	\$600.00
												\$51,700.00

Name	Event				Event Dates	Registration Fee	Transportation	Car Rental Shuttle	Hotel	Sponsorship	Booth Cost	Per Diem
<b>2020 Convention Commitments</b>												
Gene	TCCE		CONVENTION SERVICES	SPI	June 2019		\$7,500.00					
Gene	TCMA		CONVENTION SERVICES	SPI	June 01-07, 2020		\$30,000.00					
Gene	TACVB		CONVENTION SERVICES	SPI	August 2020		\$15,000.00					
Gene	USLA		CONVENTION SERVICES	SPI	August 2020					\$40,000.00		
Gene	TDCAA		CONVENTION SERVICES	SPI	September 15-18, 2020		\$7,500.00					
Gene	Canonball Motorcycle Run		CONVENTION SERVICES	SPI	September 2020					\$5,000.00		
Gene	TXCS		CONVENTION SERVICES	SPI	October 18-21, 2020		\$5,000.00					
Gene	CVMA		CONVENTION SERVICES	SPI	October 08-10, 2020							
							\$65,000.00			\$45,000.00		\$110,000.00

updated 01/14/2019

**Supplemental Budget – Marketing & Tradeshow Opportunities**

<b>Show/Client Event</b>	<b>Dates</b>	<b># of Clients</b>	<b>Salespersons Attending</b>	<b>Cost</b>
<b>DFW Blitz-Rangers Game</b>	April	20	Gene, Travis	\$10,000.00
<b>TSAE Open</b>	May 15	6+	Travis, Gene (Hotel Partners)	\$2,500.00
<b>SGMP Annual - Exhibit</b>	June 25-27 – Detroit	TBD	Gene – Partner Hotels??	\$3,500.00
<b>SPI Client Event – Top Golf</b>	July	20-30	Gene, Travis, Partner Hotels	\$2,500.00
<b>TSAE New Idea’s – Galveston</b>	September 15-17	TBD	Gene, Travis	\$3,500.00
<b>TSAE Marketing Conference</b>	Fall	TBD	Travis	\$2,000.00
<b>TSAE Celebration Luncheon &amp; Pre Lunch Reception</b>	December 2019	TBD	Travis and Gene	\$4,000.00
<b>Tamalada Austin</b>	November 2019	20	Travis, Gene & Mayra	\$10,000.00
<b>RGV Spring Sales Blitz</b>	May	TBD	Gene, Mayra, New SM (Partner Hotels)	\$3,000.00
<b>UTRGV Blitz</b>	July	TBD	Gene, Mayra, New SM (Partner Hotels)	\$3,500.00
<b>RGV Taste of the Island - FAM</b>	June	TBD	All Hotels & CVB’s and other partners	\$10,000.00
<b>SGMP Membership</b>			Gene	\$500.00
<b>MPI Houston membership</b>			Gene	\$600.00
<b>DFWAE Membership</b>			Gene	\$650.00
<b>The Ticket Sports Radio (#1 station in 25-50 age demographics)</b>		Advertising to DFW Market – Segment Ads		\$2,500.00
<b>Houston Sales Blitz &amp; Reception</b>	April & September	TBD	CVB and Hotel Partners	\$15,000.00
			<b>Total:</b>	<b>\$73,750.00</b>



# Proposal from Digital Edge

Written by Kim, VP Business Relations

EDGIER  
MEETINGS  
MARKETING



## ABOUT DIGITAL EDGE

This is what we do ... exclusively. And by do, we mean making our clients stand out with holistic meetings marketing backed by over 75 combined years of DMO and hotel sales and marketing experience

If you haven't checked out our services lately, take a peek: [content writing](#), [methodical digital media](#), [killer social distribution](#), [website audits](#), [data-backed email marketing](#), third party media management and more.

You see, every day inside these Pantone 513C-colored walls, we're investing our passion and sweat (it's Florida, it's hot) into our clients' successes. We're veterans of the destination marketing industry. We're analytical but severely intuitive. [We're DMO-focused](#). We're comprehensive.

**We're rare.**



# Meetings Marketing Program Benefits

## Create a Strategic Approach to Meetings Marketing & Generate Viable Leads for Your Sales Team to Develop

Your meetings marketing campaign needs focus & concise messaging to ensure you are generating valuable leads. With new leads, your sales team will have a stronger opportunity to develop the relationship to get the RFP & drive more business for the destination.

*"I cannot thank the Digital Edge team enough for taking on our planning and this relationship at the last-minute and running with it to make it successful for marketing, sales and Atlanta CVB as a whole. I appreciate how involved and engaged the team is with me and most especially our sales team. This has been quite a welcome change from agency relationships that we've had in the past," Lauren Dismuke Rushing, Director of Meetings Marketing with the Atlanta Convention & Visitors Bureau*

We have developed a comprehensive program to address your immediate and long term needs, develop the strategies to position you for success and create tangible successes to share with your partners and stakeholders.

This program will compliment your sales team's efforts & develop a new funnel of meeting planner contacts for them to develop outside of the traditional methods.

# Situation Overview

## South Padre Island

### Destination Overview

South Padre Island lies on the southernmost tip of Texas and is situated on the south end of Padre Island, the longest Barrier Island in the world. SPI sits just 30 miles north of Mexico and is linked to the mainland by a two and a half mile long bridge, the Queen Isabella Memorial Bridge.

According to the Convention and Visitor's Bureau, more than five million people visit the Island every year. South Padre Island is a year-round destination located at the same latitude as Fort Lauderdale, Florida. The Island enjoys a sub-tropical environment with mild dry winters and warm, breezy summers. The Island has a winter average temperature of 65 degrees, a summer average temperature of 82 degrees, and an average of 253 days of sunshine each year.

Recently, Space Exploration Technologies, Space X, broke ground on its future commercial launch facility located on Boca Chica Beach in nearby Brownsville. The company designs, manufactures and launches advanced rockets and spacecraft with the ultimate goal of enabling people to live on other planets.

South Padre Island is the premier beach and resort destination in Texas with attractions, recreational opportunities and events to suit all ages and lifestyles year-round. With its scenic beaches as an ideal backdrop, the Island maintains a small-town feel for its residents, yet offers world-class resort destination amenities for its visitors.



## Meeting Planner Buyers Journey

01 Awareness

02 Consideration

03 Decision

04 Re-Engagement

# Align Your Objectives & Goals with the Organization's Focus & Develop a Strategy for Success This Year & Beyond

## Objective 1 – Site Visit

See & **Experience** the **Destination**.

There is no better way to get to know a destination than to see and feel it in person. Time the site visit for early March to kick off the relationship.

## Objective 2 – Evaluate Current Plan, Database & Reports

Take a **deep** dive into your **intel**.

Upon start up, spend the time to review your current plans, databases & reports. Utilizing our industry background and fresh perspective, develop the best plan of action for your meetings marketing.

## Objective 3 – Video Development

Now we know **who** we want to reach, let's make sure we have the **right video to engage them**.

## Objective 4 – Drive Engagement

Create **content** & get it **distributed**. Create **readership**.

Evaluate the meetings site with an **audit & strategy** to ensure it communicates the key messages our target planners need to know. Create the opportunity to take the content further. Then, make sure the right meeting planners see it.

## Objective 5 – Strategic Planning

**Develop** strategic plan & **learn** from what we started.

Use the activities in this fiscal year to guide in the development of your new

fiscal year strategy & plans.

*Digital Edge literally wrote the eBook(s) on Digital Marketing for Meetings & Conventions. [Check out all 4 eBooks written just for you!](#)*

# Timeline

## March

1. Account kick off & materials gathering
2. Evaluate meetings database and sales reports
3. Conduct meetings website audit & develop strategy
4. Review current leisure & meetings marketing
5. Recap report of activities

## April

1. Team site visit & audit of product
2. Completion of website strategy and content plan
3. Begin meetings video pre-production
4. Recap report of activities

## May

1. Begin development of 3 pages of meetings site content per month
2. Plan meetings video production & itinerary
3. Recap report of activities

## June

1. Shoot the meetings video in-market
2. Development of 3 pages of meetings site content per month
3. Launch the social distribution program with weekly postings
4. Monthly report

## July

1. Post production for meetings video
2. Monthly activities:
  1. 3 pages of web content
  2. Weekly sponsored social postings
  3. Monthly report

## August

- Distribute the video across social channels and add to your website
- Monthly activities:
  - Weekly sponsored social postings
  - Monthly report

# Site Visit

Digital Edge will conduct an on-site audit of your destinations leisure and meetings assets and review your brand guidelines, imagery, videos, messaging and content to ensure our team understands your product. The time spent in the destination will give us a feel for the destination's positioning and product available that we can utilize in the development of your meetings marketing.

Our agency will send two to three representatives and typically site visits last two days in-market. Scheduling will be for early April based on both team's availability & signing of this agreement.

## Site Visit:

- Meetings product – Hotels, Meeting Facilities and Unique Venues
- Destination's culture
- Infrastructure
- Economic Development
- Partner relationships
- Sales team overview
- Marketing assets
- Performance measurements

# Account Evaluations

Develop thorough understanding of your destination

## Reports

Review your sales reports to understand your lead activity, closed business activity, lost business opportunities and where your leads are coming from. In addition to your sales reports, we will evaluate your economic development activity for the destination to understand where the destination is looking to grow and drive business.

Our team will also evaluate your website analytics to understand what pages planners are visiting on your website & what content opportunities exist.

## Email Database Evaluation

Our team will evaluate your current meetings email database to identify what types of planners are in your database, what business opportunities exist in the database, what meeting segments are missing from your database and identify where we need to fill in the email database to ensure we are reaching the right planners. This includes cleaning of the email database as well.

# Creating Compelling Meetings Videos for Your Destination

<https://youtu.be/LwGIP5gYo10>

These days, you'll need the best imagery money can buy. That's where Digital Edge comes in.

[Digital Edge](#) uses the latest in equipment and software to provide our clients with photo and video assets needed for marketing to the meetings industry.

With a keen sense of awareness and a knack for attention to detail, Digital Edge captures unique footage and provides post-production editing services for the specific needs of the destination.

## THE RUNDOWN

- On-location Shooting Anywhere Across the Globe
- Highest Resolution Photography for Print or Digital Application
- 4K Aerial and Landscape Video
- 360 Videography
- Post Production Editing for Video and Photography

There are many, many moving parts in the creation of a video but at the end of the day you are paying for the expertise and experience of the key people responsible for your video.

We create the intangible - the story you tell clients about the product you have, the impact you make on events hosted in your destination, and most importantly, the value you bring. Using our tried and tested process we can build the story with you and help you accomplish your goals of creating awareness and generating leads. One thing is certain, the story you tell that prospective client is the one they'll repeat, so it better be good and it better be clear.

<https://youtu.be/yjYJCl618uc>

# The Process, step-by-step

## STEP 1 - DISCOVERY CALL

This is where we discuss your goals, your aspirations and what you need from your meetings video(s).

## STEP 2 - CONCEPT PLANNING

After our initial call, we develop the concept(s) for the meetings video. The benefit of using Digital Edge for your meetings photography and video production is our knowledge of the meetings industry and producing relevant imagery and video that will engage with your target audience.

## STEP 3 - PRE-PRODUCTION

This is where the majority of the planning takes place. Where are we shooting? How long will each scene/shot take? Are we shooting in one location or many? What are the specific requirements and constraints of each location? Are we indoors or outside? If we are shooting outside, is weather a factor? If so, what happens if it rains? How much set-up time is required? Are the locations close together? The most important factor is the total amount of time required for production. There are few economies of scale for time – but with good planning we can do a lot within a specific period of time.

## STEP 4 - ON LOCATION

This is the most fun part! We are on location in your destination getting the right shots to tell your story. Our team knows the right questions to ask your partners and how to get relevant footage that would entice planners to consider you for a meeting.

## STEP 5 - EDITING & POST PRODUCTION

The editing process is highly nuanced. Editing is where we create the style and substance of the video – we sequence all of the available assets into a cohesive story that communicates your key messages in a clear and engaging manner.

## STEP 6 - REVISIONS & COMPLETION

We include two rounds of revisions in our editing process. Once we all agree

the video is right & ready, we finalize the files to ensure you the best quality.

## STEP 7 - DISTRIBUTION PLAN

Now that you have your meetings video, it is key to ensure you have a plan to get it in front of key meeting planners. Our team will work with you to ensure your video doesn't end up lost on your YouTube channel & gets the views you worked so hard to get.

# Content Marketing

Setting your meetings site up for success by focusing on the right messages to reach the right planners

## Meetings Website Audit & Strategy

Nothing is more important than your website and the messaging it presents to meeting planners. With meeting planners relying on your digital presence first and foremost, it is imperative the site be tailored to what planners' needs are and showcase your destination in the best light possible.

### PROCESS

1. The Digital Edge team will conduct an audit of the M&C section of the website including reviewing Google Analytics reports
2. Upon conclusion of the audit, we will create the meetings website strategy
3. Then, we will craft the content plan for the M&C sections with the call to action for the individual pages tackling two pages of content per month through July scaling down to one per month after
4. The content strategy will include the various design features the site should incorporate following the CMS template options available

Our team will thoroughly review the site and provide insight into what imagery to incorporate, basic wireframes for the pages to ensure a cohesive flow of messaging and content needed to ensure the site is speaking to planners and providing them with the type of information needed to drive interest in the destination. We will create call to actions for the meetings pages to drive email sign ups and email leads for the sales team.

## MEETINGS WEBSITE CONTENT DEVELOPMENT

This is a proven process used hundreds of times to build meetings content that delivers. This is our bread and butter. We have no doubt whatsoever

that we can do the same for you.

## STEP 1 - CRAFT CONTENT CALENDAR & TIMELINE

Utilizing our website audit & strategy, we will develop the content calendar detailing what the subject(s) are each month, what the focus keywords will be, the meta descriptions & research links.

## STEP 3 - DRAFT COPY

We draft the content following our plan & send it to you via our proof system for approval. We anticipate feedback as we learn your voice and tone.

## STEP 4 - DESIGN IN CMS

Once the final copy is approved, we lay out the copy using your website's CMS tools incorporating imagery & design features to make your content come alive!

# MEETINGS SOCIAL CONTENT DISTRIBUTION

### **The Schedule:**

This sets the tone for everything else we need to do. If you post any less than once a week, it's hard to get off the ground. Once per week at a minimum for many reasons:

- More social media exposure.
- More variety in your articles.
- You can go deeper into subjects.
- You keep your message in planners feeds.
- You create more opportunities for planners to click.

### **Distribution:**

Once you create content, you need to strategically distribute it where your audience hangs out online. The goal of distribution is to drive planners to your content. Reaching out through social media and distribution channels to bring planners back to your website to engage with the content further.

Our content distribution program gets your content in front of your target audience via social media channels. We've identified the best opportunities to reach your meetings marketing audience lie within LinkedIn's Professional Social Network, Facebook's Highly Defined Audience Network and Twitter's powerful "quick to read" network.

**Here's how it's done.**

## STEP 1 - SOCIAL CALENDAR

Utilizing your content calendar, we create the social distribution calendar.

Our team will draft the social messaging and identify which planner persona we are targeting for Facebook, Twitter and LinkedIn along with selecting the accompanying image. The calendar plans out the postings for each week to ensure your social channels are pushing your destination's meetings message once a week.

## STEP 2 - POST & SPONSOR

Once the calendar is approved, we will post to your social channels & sponsor the posts to meeting planners specifically. Depending on the platform and tier, we will broadly sponsor or sponsor them with specific and advanced strategic targeting to ensure it reaches your desired audience.

# Pricing

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**MEETINGS MARKETING PROGRAM**

This meetings marketing program as outlined for FY 2018 - 2019, program of work ending 8/31/18 with monthly payment of \$8,300

\$49,800

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**Total \$49,800**

## Proposal Valid for 30 Days

The pricing outlined in this proposal is valid for 30 days and subject to change after this timeframe.

In order to follow the timeline provided herein, this proposal needs to be accepted by February 8, 2019.

# Let's Get Started

## **Accept Proposal**

If you would like to join us and kick start your meetings marketing, then we'd be delighted to have you.

## **Next Steps**

1. Sign below by typing your name and hitting 'Sign Proposal'.
2. We'll arrange the initial interview where we'll gather all the details we need and schedule the marketing activities in our project management system.
3. We will send you a checklist of items needed to begin the outlined program of work.

# Terms & Conditions

WHEREAS the Client desires to retain the Agency to provide DMO meetings marketing services such as messaging, creative, planning, email marketing, social media marketing, and related services, as more particularly described below (the "Services"), and the Agency desires to be so retained and to perform the Services for the Client;

NOW THEREFORE the parties agree as follows:

**Services.** During the term of this Agreement, the Agency shall provide products and services necessary to manage the firm's meetings marketing including strategy, media management, creative development, email, advertising including the contracting of targeted meetings media, email lists and email marketing.

**Term.** This Agreement shall commence February 8, 2019 and shall continue for a period of 6 months, unless sooner terminated in accordance with the terms of this Agreement for a total fee of \$49,800.

**Independent Contractor.** It is understood and agreed that the Agency is independent in the performance of this Agreement, that the Agency shall perform the Services under the control of the Client as to the result of such activity only and not as to the means by which such result is accomplished and that the Agency is providing Services on a full-time basis. The Agency is not an employee of the Client, and has no authority whatsoever to bind the Client by contract or agreement of any kind other than as expressly provided under the terms of this Agreement. The Client shall not withhold federal or state/provincial income taxes or any other amounts from the Agency's fees payable hereunder.

The Client acknowledges and agrees that the Agency shall act on behalf of the Client but will not be liable for payment of media buys and purchases placed on behalf of Client. Should Client desire Agency to purchase media on its behalf Client must agree to said purchase in writing prior to any media buy and tender full payment for said purchase to Agency prior to said purchase. Campaigns will not launch until all payment in full for all media purchases placed by Client through Agency has been received by Agency.

**Compensation.** Upon execution of this Agreement, the Client agrees to pay the Agency all fees set forth in this proposal hereto and incorporated herein. The Client will be charged for additional products and/or services as ordered by the Client which are not part of the Services covered by the terms of this Agreement, at the Agency's then current rates for such additional products and/or services. The Client agrees to pay Agency all reasonable out-of-pocket miscellaneous expenses, pre-approved delivery charges and travel expenses, when applicable. Any expense greater than \$250.00 must be pre-approved by Client prior to being incurred by Agency. The Client, at its option, may maintain a prepaid retainer account ("Retainer Account") with the Agency, which will hold the funds in a non-interest bearing account on behalf of the Client.

**Payment.** The Agency shall invoice the Client at the beginning of each month beginning March 1, 2019. The monthly price for the Client's current fiscal year agreement ending August 31, 2019 is \$8,300.

**Unpaid Invoices.** All invoices not paid within 30 business days of receipt will bear a late payment of five dollars (\$5.00) per day plus interest at the rate of six percent (6%) per annum until paid. In addition, the Agency at its option may remove commercials from all media outlets, direct or indirect, and terminate the website(s) and other electronic communications established for the benefit of Client until payment in full is collected and cleared. Agency shall own all Work Product, copyrights, patents and other intellectual property produced or developed in accordance with this Agreement until such time as Agency has been paid in full.

**Confidentiality.** The Agency acknowledges that, in the course of providing the Services hereunder, the Agency will have access to confidential information about the Client's business. The Agency agrees to keep all such information strictly confidential and not use it for the Agency's own benefit nor disclose or divulge such information to any third party. The parties acknowledge that the provisions of this Section shall not apply to any information which: (a) had been rightfully in the possession of the recipient prior to its disclosure to the recipient; (b) had been in the public domain prior to its disclosure to the recipient; (c) has become part of the public domain by publication or by any other means except an unauthorized act or omission on the part of the recipient; (d) had been supplied to the recipient without restriction by a third party who is under no obligation to maintain such information in confidence; or (e) is required to be disclosed by any federal, state/provincial or municipal law, rule or regulation or by any applicable judgment, order or decree or any court or governmental body or agency having jurisdiction in the premises. The provisions of this Section

shall survive any termination or expiration of this Agreement.

**Ownership of Intellectual Property.** Unless otherwise provided by this Agreement, all copyrights, patents, trade secrets, or other intellectual property rights associated with any ideas, concepts, techniques, inventions, processes, or works of authorship develop or created by the Agency during the course of performing work for the Client or its clients (collectively, the “Work Product”) shall belong exclusively to the Client and shall, to the extent possible, be considered a work made by the Agency for hire for the Client, pursuant to applicable law. To the extent the Work Product may not be considered work made by the Agency for hire for the Client, the Agency agrees to assign and automatically assigns at the time of creation of the Work Product, without any requirement of further consideration, any right, title, or interest the Agency may have in such Work Product. Upon the request of the Client, the Agency shall take such further actions, including execution and delivery of instruments of conveyance, as may be appropriate to give full and proper effect to such assignment. All Work Product is for the exclusive use of the Client and may not be copied or sold to another party.

**Expanded Definition of “Client”.** The term “Client” also shall include any existing or future subsidiaries of the Client that are operating during the time periods described herein and any other entities that directly or indirectly, through one or more intermediaries, control, are controlled by or are under common control with the Client during the periods described herein. The provisions of this Section shall survive any termination or expiration of this Agreement.

**Remedies.** The Agency acknowledges and agrees that the Client’s remedy at law for a breach or threatened breach by the Agency would be inadequate and the breach shall be deemed as causing irreparable harm to the Client.

In the event of a breach by the Agency, the Agency agrees that, in addition to any remedy at law available to the Client, the Client shall be entitled to obtain injunctive relief, or any other appropriate equitable remedy, without having to post a bond or other security. It is expressly understood and agreed by the Agency that although the parties consider the provisions in this Agreement to be reasonable, if any provision herein is determined by a court of competent jurisdiction to be indefinite, invalid, illegal or otherwise unenforceable, in whole or in part, for any reason, the remainder of this Agreement shall continue in full force and effect and shall be construed as if such indefinite, invalid, illegal or unenforceable provision had not been

contained herein.

**Indemnification.** The Client shall indemnify, defend and hold harmless the Agency, its subsidiaries, affiliates and their directors, officers, employees, agents, successors and assigns from and against any and all claims relating to this Agreement arising out of acts or omissions of the Client, including, but not limited to, any financial obligations incurred by the Agency on behalf of the Client including attorneys' fees and costs incurred defending the Agency against any claim or lawsuit . The Client is responsible for reviewing all creative materials and advertisements to ensure compliance with all federal, state/provincial and local laws and regulations.

**Termination.** This Agreement may be terminated by either party on sixty (60) days written notice to the other party. In the event of such termination, the Client shall promptly pay all sums owed to the Agency to and including the effective date of termination, including any future non-cancelable commitments after the termination date. Should Client terminate the Agreement in accordance with this provision it shall pay Agency a termination fee equal to three months fees of \$25,000.

**Representations of the Agency.** The Agency has represented and hereby represents and warrants to the Client that the Agency is not subject to any restriction or non-competition covenant in favor of any other person or entity, and that the execution of this Agreement by the Agency and engagement by the Client, the performance of duties and provision of the Services hereunder will not violate or be a breach of any agreement with a former employer or any other person or entity. Further, the Agency agrees to indemnify the Client for any claim, including, but not limited to, attorneys' fees and expenses of investigation, by any such third party that such third party may now have or may hereafter come to have against the Agency based upon or arising out of any restriction or non-competition agreement or invention and secrecy agreement between the Agency and such third party. The provisions of this Section shall survive any termination or expiration of this Agreement.

**Attorneys' Fees.** In the event that the services of an attorney are required or legal action is taken to enforce the terms of this Agreement by either party, or to protect those rights provided by this contract or by law, the prevailing party shall be entitled to an award of actual attorney's fees, costs, and expenses reasonably expended.

**Governing Law.** This Agreement shall be governed by and construed in accordance with the laws of the state of Florida. Any legal actions, claims or

demands in anyway related to this Agreement shall be brought in a court of competent jurisdiction in Duval County, Florida.

**Counterpart and Facsimile Signatures.** This Agreement may be executed in any number of counterparts, each of which shall be enforceable against the parties actually executing such counterparts, and all of which together shall constitute one and the same instrument. A facsimile signature shall be considered the same as an original.

**Entire Agreement.** This Agreement constitutes the entire agreement between the parties to this Agreement pertaining to the subject matter hereof and supersede all prior and contemporaneous agreements, understandings, negotiations and discussions, whether oral or written, of the parties and there are no warranties, representations or other agreements between the parties in connection with the subject matter of this Agreement except as specifically set forth herein. No alteration, amendment, addition or modification of or to this Agreement shall be binding unless the same is in writing executed by each of the parties.

**Assignability.** This Agreement is not assignable by either party without the prior written consent of the other party hereto.

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

**WEDNESDAY, AUGUST 29, 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, August 29, 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: CVA Board Members Jimmy Hawkinson, Daniel Salazar, Tom Goodman, and George Block. Also present was Ex-officio Jose Mulet and Bryant Walker. Absent was Vice-Chairman Paul Curtin.

City Council: Ken Medders

Staff: City Manager Susan Guthrie, CVB Director Keith Arnold, Executive Services Specialist Rosa Zapata, Senior Marketing and Communications Manager Alisha Workman, and Events Development & Packaging Manager Marisa Amaya.

**II. PLEDGE OF ALLEGIANCE:**

Chairman Jones led the Pledge of Allegiance.

**III. PUBLIC ANNOUNCEMENTS AND COMMENTS:**

Public comments were given.

**IV. CONSENT AGENDA:**

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

- a. Approval of minutes for July 24, 2018 regular meeting and August 20, 2018 workshop.
- b. Approve excused absence for Board Member Arnie Creinin for July 24, 2018 regular board meeting and Board Member Jimmy Hawkinson for August 20, 2018 workshop.

**V. DISCUSSION AND ACTION TO APPROVE THE RENEWAL OF THE ATKINS GROUP 2018/19 FY AGREEMENT AND TO RECOMMEND APPROVAL TO CITY COUNCIL.**

Board Member Salazar made the motion to approve the renewal of The Atkins Group contract and recommend to City Council for approval. The motion was seconded by Board Member Block and carried as follows:

Ayes: Chairman Jones, Board Members Creinin, Goodman, Salazar, Block  
Nays: Board Member Hawkinson

**VI. DISCUSSION AND ACTION TO APPROVE A RECOMMENDATION FOR THE CITY COUNCIL TO ACCEPT THE RECOMMENDATIONS FROM THE VISITORS CENTER DMAIC SUBCOMMITTEE, INCLUDING A FUTURE APPROVAL AFTER OCT. 1, 2018 OF A BUDGET AMENDMENT IN THE AMOUNT OF \$500,000 (SUBJECT TO AVAILABILITY OF FUNDS FROM EXCESS RESERVES) TO BE ALLOCATED TOWARDS THE VISITORS CENTER IMPROVEMENTS.**

Susan Guthrie, City Manager, gave an explanation regarding results from the Visitors Center DMAIC and recommendations to improve the Visitors Center. She answered questions posed by Board Members.

Board Member Block moved to approve the budget amendment in the amount of \$500,000 and recommend to City Council for approval. The motion was seconded by Board Member Goodman and carried as follows:

Ayes: Chairman Jones and Board Members Hawkinson, Creinin, Salazar, and Goodman  
Nays: Board Member Block

**VII. UPDATE AND DISCUSSION OF THE CVB 1ST GENERATION DASHBOARD.**

Keith Arnold, CVB Director, gave the board an update regarding 1<sup>st</sup> Generation Dashboard. A brief discussion was held regarding marketing events to South Padre Island partners. A Board Member recommended asking Mary Jo Camp to help distribute the special events flyers to our local partners to display at their business. A recommendation was also given to possibly putting table tents at restaurants to help promote the special events. Alisha Workman, Senior Marketing and Communications Manager, gave a brief update regarding the promotion of Tailgate Weekend and other special events.

**VIII. ADJOURNMENT**

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

Approved this 29 day of August, 2018.

  
\_\_\_\_\_  
Wally Jones, CVA Chairman

Attest:

  
\_\_\_\_\_  
Rosa Zapata, CVB Executive Services Specialist

<b>MINUTES CITY OF SOUTH PADRE ISLAND CITY COUNCIL REGULAR MEETING</b>
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**WEDNESDAY, OCTOBER 3, 2018**

**I. CALL TO ORDER**

The City Council Members of the City of South Padre Island, Texas held a Regular Meeting on Wednesday, October 3, 2018 at the Municipal Complex Building, 2<sup>nd</sup> Floor, 4601 Padre Boulevard, South Padre Island, Texas. Mayor Stahl called the meeting to order at 5:30 p.m. A full quorum was present: Mayor Dennis Stahl, Council Members Ken Medders, Jr., Theresa Metty, Alita Bagley and Paul Munarriz. Council Member Ron Pitcock was out with an excused absence.

City staff members present were City Manager Susan Guthrie, Assistant City Manager Darla Jones, Police Chief Randy Smith, Chief Financial Officer Rodrigo Gimenez, Public Works Director Alex Sanchez, CVB Director Keith Arnold, Environmental Health Director Victor Baldovinos, Shoreline Management Director Brandon Hill, Planning Director Clifford Cross, Assistant Public Works Director Jon Wilson, Information Technology Director Mark Shellard, Director of Research Marketing & Analytics Michael Flores, Building Official David Travis, Public Information Officer Angelique Soto and City Secretary Susan Hill.

**II. PLEDGE OF ALLEGIANCE**

Mayor Stahl led the Pledge of Allegiance.

**III. PUBLIC COMMENTS AND ANNOUNCEMENTS**

Public comments and announcements were given at this time.

**IV. PRESENTATIONS AND PROCLAMATIONS:**

- a. **RECOGNITION: GFOA (GOVERNMENT FINANCE OFFICERS ASSOCIATION) CERTIFICATE OF ACHIEVEMENT IN EXCELLENCE IN FINANCIAL REPORTING.**
- b. **PROCLAMATION: NATIONAL BREAST CANCER AWARENESS MONTH**

**V. APPROVE CONSENT AGENDA:**

Council Member Medders made a motion, seconded by Council Member Munarriz to approve the Consent Agenda. Motion passed on a unanimous vote.

- a. **APPROVE MINUTES OF SEPTEMBER 19, 2018 REGULAR MEETING. (S. HILL)**
- b. **APPROVE INVOICES FOR PAYMENT. (GIMENEZ)**  
  
Invoices approved for payment were paid by General Fund checks numbered 142375 through 142476 and EFT payments totaling \$1,226,836.73.
- c. **APPROVE THE REVISED VERSION DATED OCTOBER 3, 2018 OF THE CITY OF SOUTH PADRE ISLAND PURCHASING POLICY 1100.04 TO REMAIN CURRENT WITH LEGAL REQUIREMENTS AND BEST PRACTICES. (GIMENEZ/DELGADO)**
- d. **APPROVE RESOLUTION NO. 2018-29 FOR THE TEMPORARY CLOSURE OF PARK ROAD 100 (PADRE BOULEVARD) FOR THE ANNUAL 2018 CHRISTMAS PARADE TO BE HELD ON FRIDAY, NOVEMBER 30, 2018 WITH A BACKUP DATE OF FRIDAY,**

**DECEMBER 7, 2018 IN CASE OF INCLEMENT WEATHER, AND AUTHORIZE THE CITY MANAGER TO EXECUTE THE AGREEMENT WITH THE TEXAS DEPARTMENT OF TRANSPORTATION (TXDOT). (CROSS)**

A true and correct copy of said Resolution was placed in the City's Resolution Book and entitled Resolution No. 2018-29, and, by reference hereto, included in these Minutes as if fully set out and spread upon the pages of the Minutes Book.

- e. **APPROVE A BUDGET AMENDMENT IN THE AMOUNT OF \$102,082.60 FOR THE PURCHASE OF ACCESS MATS FOR SOUTH PADRE ISLAND BEACH ACCESSES. (B. HILL)**
- f. **APPROVE A BUDGET AMENDMENT FROM EXCESS RESERVES IN THE AMOUNT OF \$130,000 TO BE UTILIZED FOR FRONTIER/VIA – DENVER/CHICAGO DIRECT SPENDING FOR MARKETING EFFORTS AND AUTHORIZE THE CITY MANAGER TO AMEND THE ATKINS GROUP CONTRACT ACCORDINGLY. (ARNOLD)**
- g. **APPROVE A BUDGET AMENDMENT IN THE AMOUNT OF \$60,000 FROM CVB EXCESS RESERVES FOR INSTALLATION OF AUDIO EQUIPMENT IN THE EXHIBIT HALL AND LOBBY AT THE CONVENTION CENTRE. (ARNOLD)**
- h. **APPROVE EXCUSED ABSENCE FOR COUNCIL MEMBER RON PITCOCK FROM THE OCTOBER 3, 2018 CITY COUNCIL MEETING. (PITCOCK)**

**VI. INTRODUCTION OF NEW CITY STAFF MEMBERS AND RECENTLY PROMOTED STAFF MEMBERS TO THE CITY COUNCIL AND COMMUNITY. (GUTHRIE)**

City Manager Susan Guthrie introduce new City staff members hired after June 6, 2018, along with recently promoted staff members during the same time frame, which consisted of:

**New Hires:**

Maria Herrera – Senior Accountant (Finance)  
 Travis Milum – Senior Sales Manager-Austin (CVB)  
 Luis Rios – Information Counselor (Visitors Center)

**Promotions:**

Jose Cortez – from Part-Time to Full-Time Maintenance (Public Works)  
 Claudine O'Carroll – from Lieutenant to Captain (Police)  
 Jacob Losoya – from Part-Time Police Officer to Full-Time Police Officer (Police)  
 Oziel Garcia – from EMS Lieutenant/Firefighter to EMS Captain (Fire)

**VII. DISCUSSION AND ACTION TO APPROVE THE SOUTH PADRE ISLAND MURAL PROGRAM TO CREATE A MURAL WITH GRANT FUNDS FROM RAILS TO TRAILS TO THE ACTIVE PLAN COMMUNITIES; APPROVE A MEMORANDUM OF UNDERSTANDING BETWEEN THE CITY OF BROWNSVILLE AND THE CITY OF SOUTH PADRE ISLAND AND AUTHORIZE THE CITY MANAGER TO SIGN. (LAPEYRE)**

EDC Executive Director Darla Lapeyre explained that grant funds in the amount of \$1,600 to each city participating in the Rails to Trails Lower Rio Grande Valley Active Plan is available. The goal of the grant is to incorporate art (murals) into the trails projects and the primary focus of the mural should emphasize an active lifestyle.

Council Member Bagley made a motion to approve the South Padre Island Mural Program, approve the Memorandum of Understanding with the City of Brownsville and

authorize the City Manager to sign. Motion was seconded by Council Member Metty, which carried unanimously.

**VIII. DISCUSSION AND ACTION TO APPROVE COLOR SCHEME FOR NEW MULTIMODAL FACILITY, PRESENTED BY GIGNAC & ASSOCIATES. (ARRIAGA)**

This item was pulled from the agenda.

**IX. DISCUSSION AND ACTION TO APPROVE A BUDGET AMENDMENT IN THE AMOUNT OF \$500,000 FROM THE CVB EXCESS RESERVES, SUBJECT TO AVAILABILITY OF FUNDS, TO BE ALLOCATED TOWARDS THE VISITORS CENTER IMPROVEMENTS. (ARNOLD)**

Council Member Metty made a motion, seconded by Council Member Munarriz to approve the budget amendment in the amount of \$500,000 for the Visitors Center Improvements Project. Motion carried unanimously.

**X. DISCUSSION AND ACTION TO APPROVE A BUDGET AMENDMENT FROM CVB EXCESS RESERVES IN THE AMOUNT OF \$300,000 TO BE UTILIZED FOR THE FALL MARKETING ENHANCEMENT BUY TARGETING THE RGV, THE STATE OF TEXAS AND OTHER TOP CITIES OF ORIGIN AND AUTHORIZE THE CITY MANAGER TO AMEND THE ATKINS GROUP CONTRACT ACCORDINGLY. (ARNOLD)**

Council Member Bagley made a motion to approve a \$300,000 budget amendment for the Fall Marketing Enhancement Buy and authorize the City Manager to amend The Atkins Group contract accordingly. Council Member Munarriz seconded the motion, which passed on a unanimous vote.

**XI. DISCUSSION AND ACTION TO APPROVE A BUDGET AMENDMENT FROM CVB EXCESS RESERVES IN THE AMOUNT OF \$400,000 TO BE UTILIZED AS RESERVE FOR AIRLIFT IMPROVEMENT IN THE MARKETING BUDGET TO PROVIDE INCENTIVE FOR AIRLINES TO BRING NEW FLIGHTS TO OUR REGION. (ARNOLD)**

Council Member Munarriz made a motion to approve a budget amendment in the amount of \$400,000 to provide incentives for airlines to bring new flights to our region. Motion was seconded by Council Member Metty. Motion carried unanimously.

**XII. DISCUSSION AND ACTION TO APPROVE THE FIRST READING OF ORDINANCE NO. 18-24 AMENDING THE CITY'S FISCAL YEAR 2017-18 OPERATING BUDGET TO INCORPORATE PRIOR BUDGET AMENDMENTS AND BUDGET MODIFICATIONS FROM JULY 1, 2018 TO SEPTEMBER 30, 2018. (GIMENEZ)**

Council Member Munarriz made a motion, seconded by Council Member Metty to approve the first reading of Ordinance No. 18-24 amending the City's operating budget to incorporate budget amendments and modifications from July 1, 2018 to September 30, 2018. Motion passed unanimously.

**XIII. DISCUSSION AND ACTION TO RESCHEDULE OR CANCEL THE NOVEMBER 21, 2018 CITY COUNCIL MEETING DUE TO THE THANKSGIVING HOLIDAY. (S. HILL)**

Mayor Stahl made a motion to cancel the November 21, 2018 regular City Council meeting due to the Thanksgiving holiday. Council Member Bagley seconded the motion, which carried on a unanimous vote.

**XIV. CLOSED EXECUTIVE SESSION: PURSUANT TO TEXAS GOV'T CODE, SECTIONS 551.071, CONSULTATION WITH ATTORNEY, 551.087, DELIBERATION REGARDING ECONOMIC DEVELOPMENT; TO DISCUSS:**

**A. ECONOMIC DEVELOPMENT VENTURE ASSOCIATED WITH CRUISE LINES.**

At 6:37 p.m., Council Member Bagley made a motion, seconded by Council Member Metty to go into Executive Session. Motion carried unanimously.

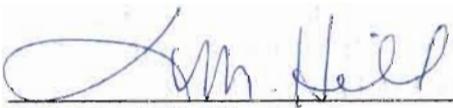
At 7:05 p.m., the City Council reconvened into open session.

**XV. DISCUSSION AND POSSIBLE ACTION REGARDING ECONOMIC DEVELOPMENT VENTURE ASSOCIATED WITH CRUISE LINES.**

Mayor Stahl made a motion, seconded by Council Member Metty to direct the City Manager to meet and share findings and discuss development opportunities with Cameron County. Motion passed on a unanimous vote.

**XVI. ADJOURN.**

There being no further business, Mayor Stahl adjourned the meeting at 7:06 p.m.

  
\_\_\_\_\_  
Susan M. Hill, City Secretary

APPROVED

  
\_\_\_\_\_  
Dennis Stahl, Mayor



**MINUTES**  
**CITY OF SOUTH PADRE ISLAND**  
**CITY COUNCIL WORKSHOP**

**MONDAY, DECEMBER 17, 2018**

8:30 A.M. AT THE CONVENTION CENTRE  
7355 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

**I. CALL TO ORDER.**

The City Council Members of the City of South Padre Island, Texas held a Workshop on Monday, December 17, 2018 at the Convention Centre, 7355 Padre Boulevard, South Padre Island, Texas. Mayor Stahl called the meeting to order at 8:30 a.m. A full quorum was present: Mayor Dennis Stahl, Council Members Ken Medders, Jr., Kerry Schwartz, Joe Ricco, Alita Bagley and Eva-Jean Dalton.

City staff members present were City Manager Susan Guthrie, Assistant City Manager Darla Jones and City Secretary Susan Hill.

**II. PLEDGE OF ALLEGIANCE.**

Mayor Stahl led the Pledge of Allegiance.

**III. TEXAS PLEDGE.**

Mayor Stahl led the Texas Pledge.

**IV. TEXAS OPEN MEETINGS ACT (TOMA) AND TEXAS PUBLIC INFORMATION ACT (TPIA) TRAINING – COUNCIL MAY HOLD CLOSED SESSION PURSUANT TO 551.071(2) OF THE TEXAS GOVERNMENT CODE TO CONSULT WITH CITY ATTORNEY TO RECEIVE LEGAL ADVICE ON POTENTIAL LIABILITY ISSUES RELATED TO THE TEXAS OPEN MEETINGS ACT AND TEXAS PUBLIC INFORMATION ACT.**

At 8:35 a.m., Mayor Stahl made a motion to go into Executive Session. Motion carried unanimously.

At 9:45 a.m., the City Council reconvened into open session.

**V. CLOSED EXECUTIVE SESSION PURSUANT TO 551.087 OF THE TEXAS GOVERNMENT CODE DELIBERATION REGARDING ECONOMIC DEVELOPMENT, TO DISCUSS:**

**A. ECONOMIC DEVELOPMENT VENTURE ASSOCIATED WITH CRUISE LINES.**

At 9:55 a.m., Mayor Stahl made a motion to go into Executive Session. Motion carried unanimously.

At 10:30 p.m., the City Council reconvened into open session.

**VI. REVIEW PROJECT LIST AND DISCUSS MEETINGS WITH CITY MANAGER.**

City Manager Susan Guthrie reviewed the project list.

**VII. REVIEW AND DISCUSS EXCESS RESERVES.**

Chief Financial Officer Rodrigo Gimenez was present to review and discuss excess reserves.

**VIII. REVIEW AND DISCUSS THE FACILITY PREVENTATIVE MAINTENANCE AND FLEET DMAICS.**

City Manager Susan Guthrie reviewed the Facility Preventive Maintenance and Fleet Maintenance schedules.

**IX. REVIEW AND DISCUSS VISITOR CENTER AND CVB MARKETING DMAICS.**

A review over determining the best use of the Visitor Center was presented along with the CVB Marketing DMAIC.

**X. REVIEW AND DISCUSS AIRLIFT UPDATE AND CURRENT POLICY.**

Interim CVB Director Michael Flores and Group Business Development Director Gene Rios were present to discuss the Airlift update and policy.

**XI. REVIEW AND DISCUSS VENUE TAX STRATEGY AND RELATED PROJECTS (WINDSPORTING, SIDEWALKS, MEDIANS AND CONVENTION CENTRE).**

City Manager Susan Guthrie reviewed the history of the venue tax and the venue tax projects that was passed by registered voters in 2016 and summarized the current focus and negotiations to tie in all related projects.

**XII. REVIEW AND DISCUSS PREVIOUSLY APPROVED LEGISLATIVE AGENDA.**

The Legislative agenda was briefly reviewed at this time.

**XIII. OVERVIEW AND DISTRIBUTION OF SHORELINE PLANS AND POLICIES.**

Notebooks with Shoreline related policies, plans and information was distributed at this time. It was suggested that in order to save time at this workshop, to hold a workshop solely on Shoreline issues.

**XIV. REVIEW AND DISCUSS EMPLOYEE COMPENSATION PLAN UPDATE.**

A brief overview was given on the Employee Compensation Plan which will formally be presented to City Council in January/February 2019.

**XV. REVIEW AND DISCUSS SPRING BREAK DEBRIEFS AND PLANNING PROCESS.**

City Manager Susan Guthrie stated that the Spring Break planning process is already underway and gave an overview of last year's process/progress.

**XVI. ADJOURN.**

There being no further discussion, Mayor Stahl adjourned the meeting at 3:18 p.m.

---

Susan M. Hill, City Secretary

APPROVED

---

Dennis Stahl, Mayor

5-5

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

**MEETING DATE:** January 23, 2019

**NAME & TITLE:** Michael Flores, Interim CVB Director

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

**ITEM**

Update and discussion of the Director's Report.

**ITEM BACKGROUND**

Discussion of previous months key performance indicators and administrative updates of CVB projects.

**BUDGET/FINANCIAL SUMMARY**

**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

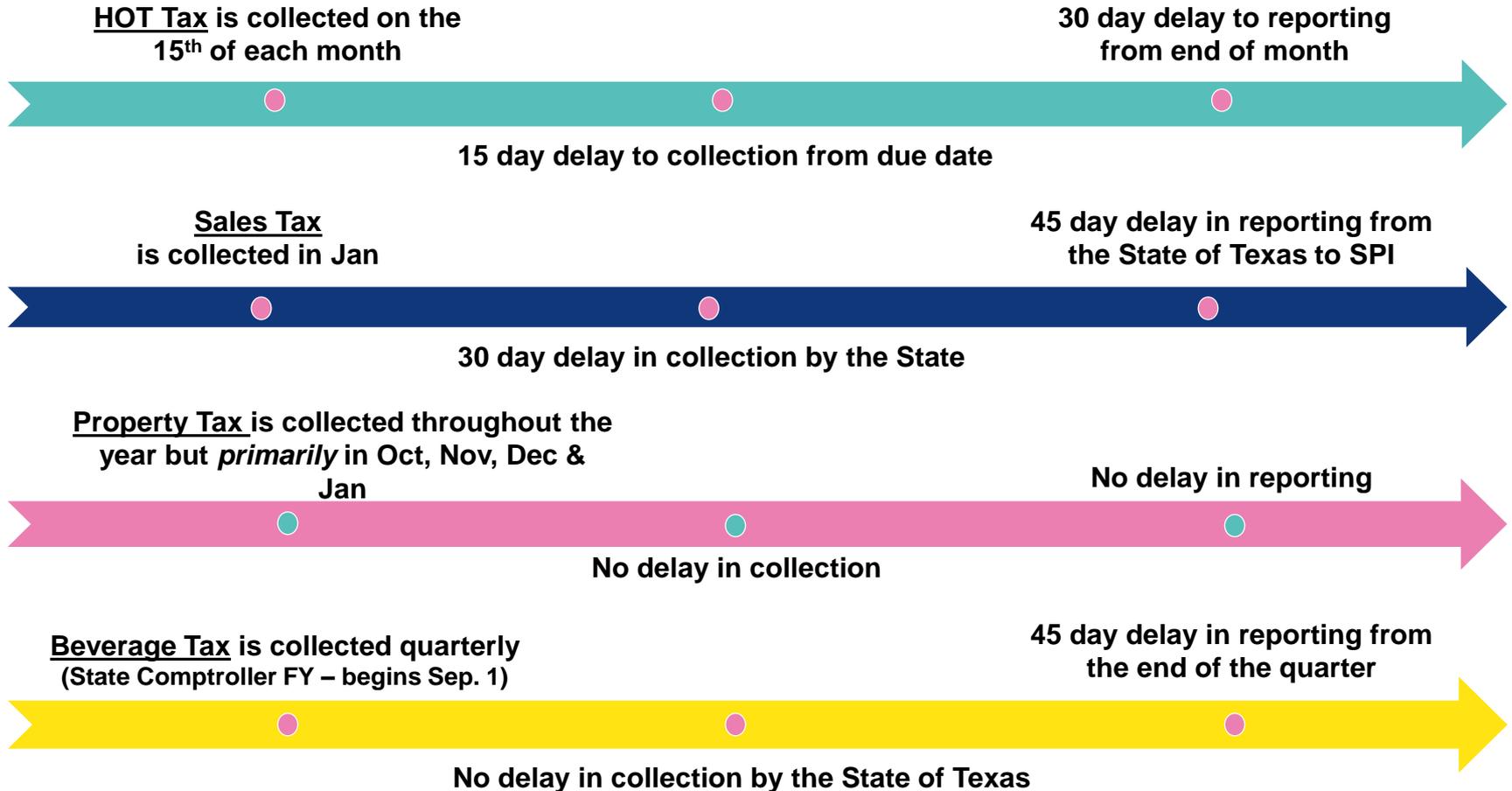
# CVB DASHBOARD

NOVEMBER 2018



# HOTEL OCCUPANCY TAX (HOT)

## Tax Collections Timeline, By Type

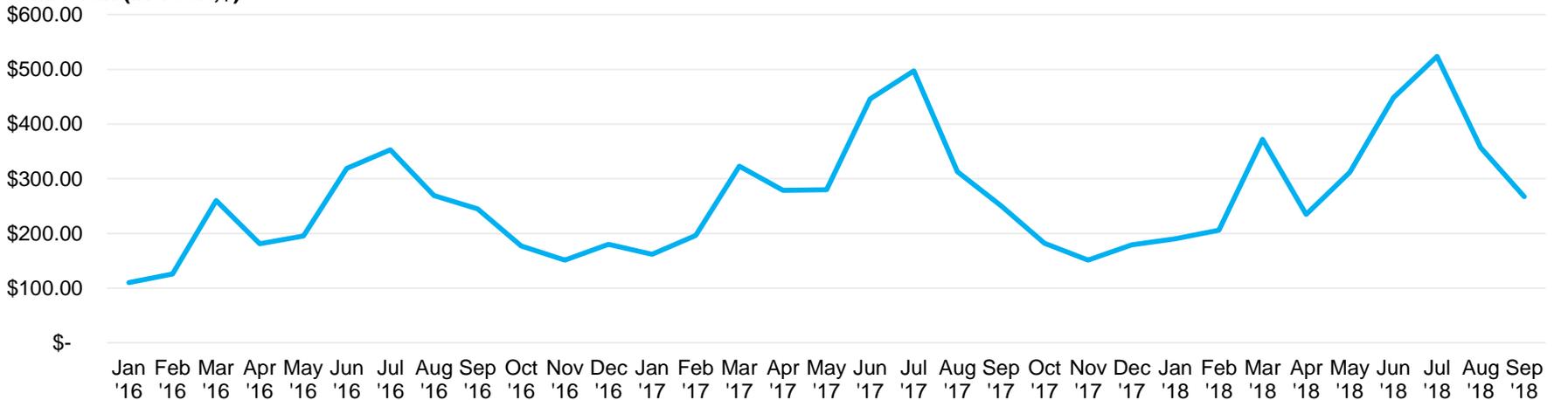


# ECONOMIC IMPACT

**Hotel Occupancy Tax (in 00,\$)**

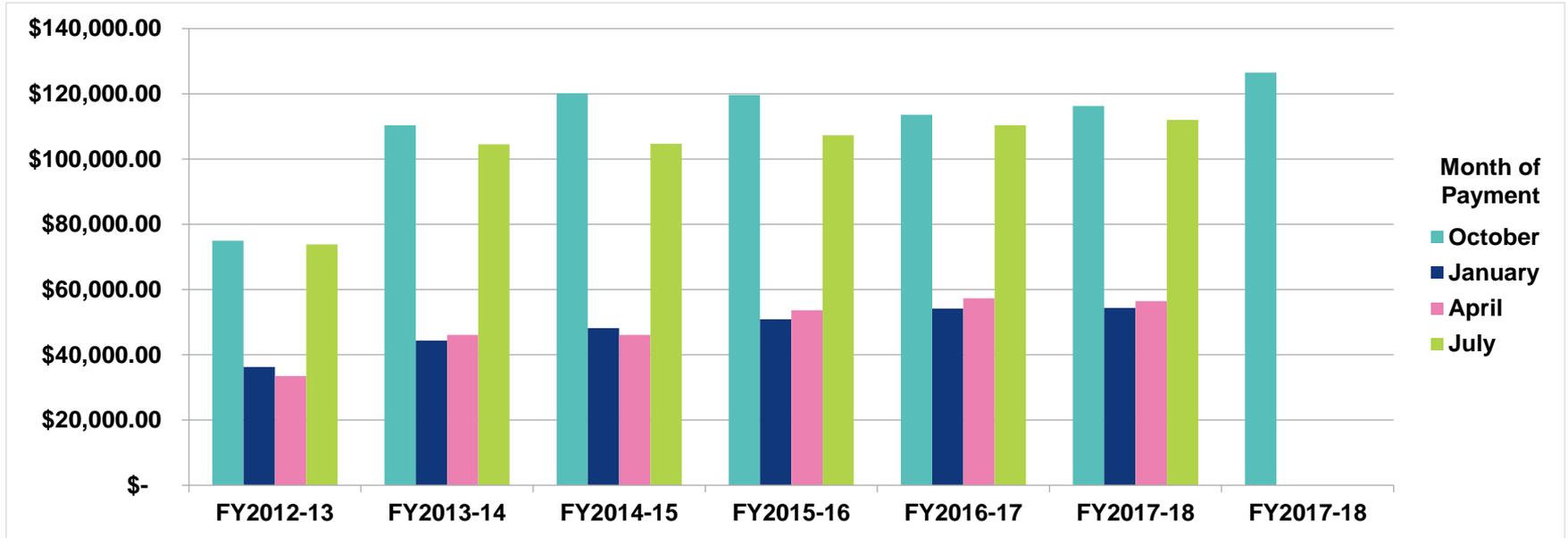


**Sales Tax (in 100K,\$)**



# ECONOMIC IMPACT

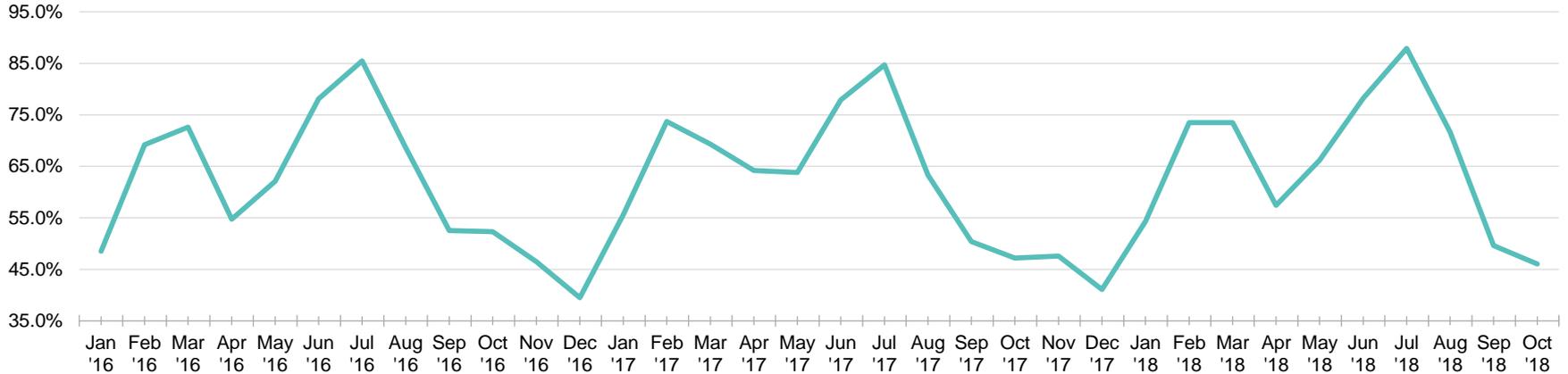
## Mixed Beverage Tax



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	\$126,584.28	\$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
<b>Total</b>			<b>\$339,169.50</b>	<b>\$335,422.10</b>	<b>\$331,576.86</b>	<b>\$319,259.11</b>	<b>\$305,351.19</b>	<b>\$218,657.47</b>

# ECONOMIC IMPACT

## Occupancy

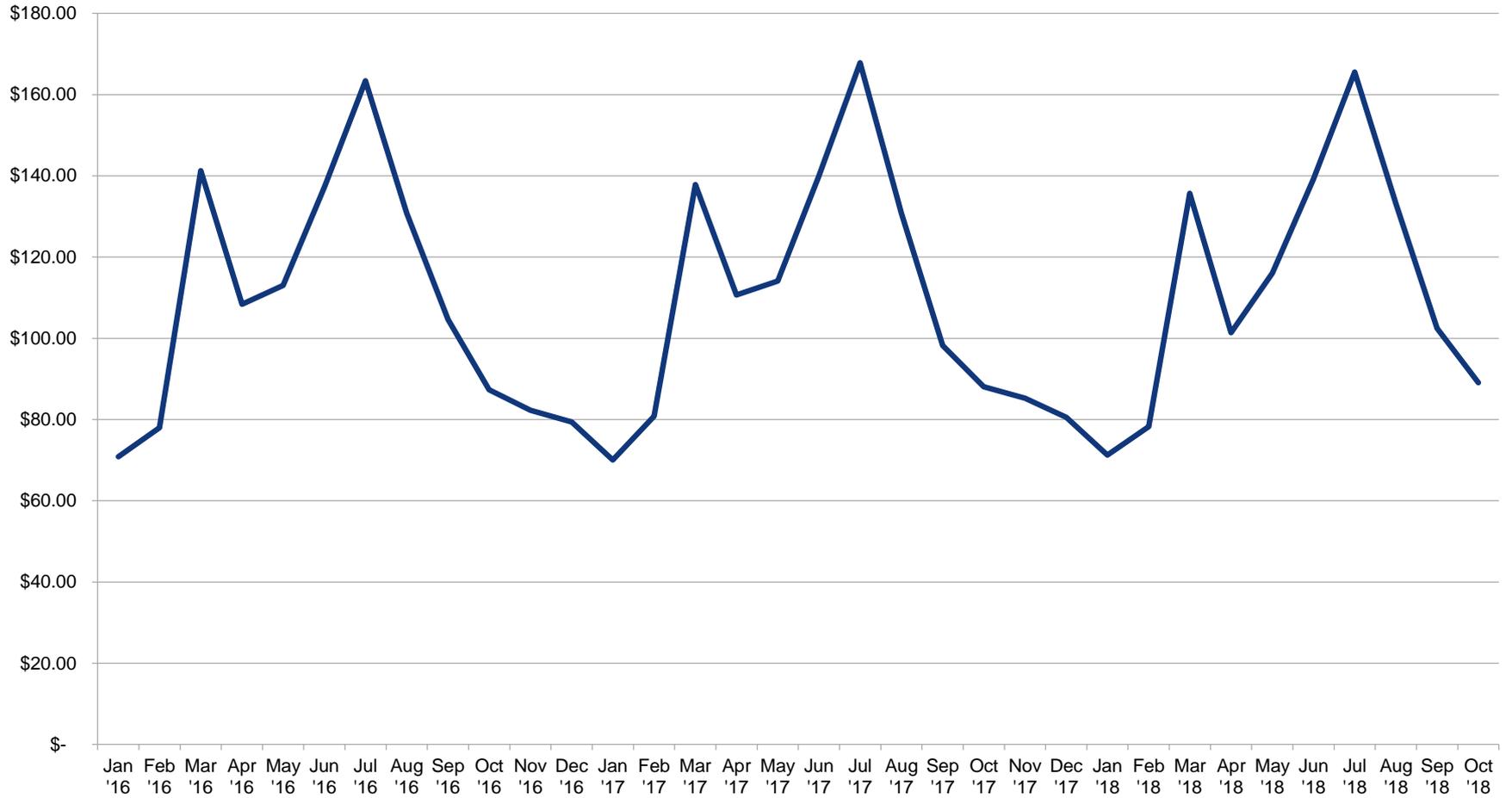


## Revenue Per Available Room (RevPAR)



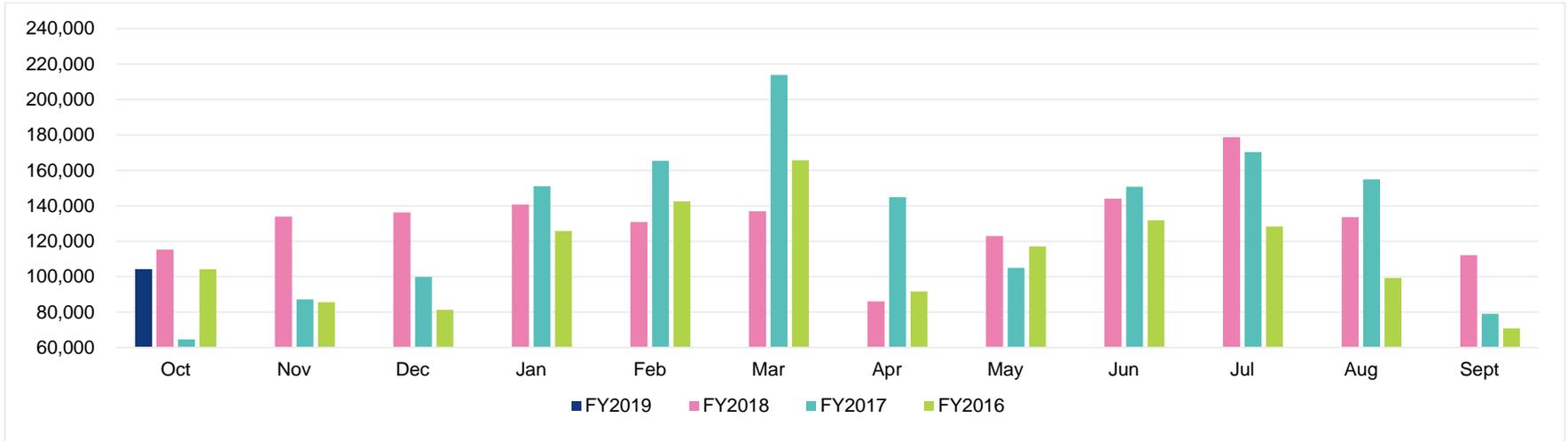
# ECONOMIC IMPACT

Average Daily Rate (ADR)

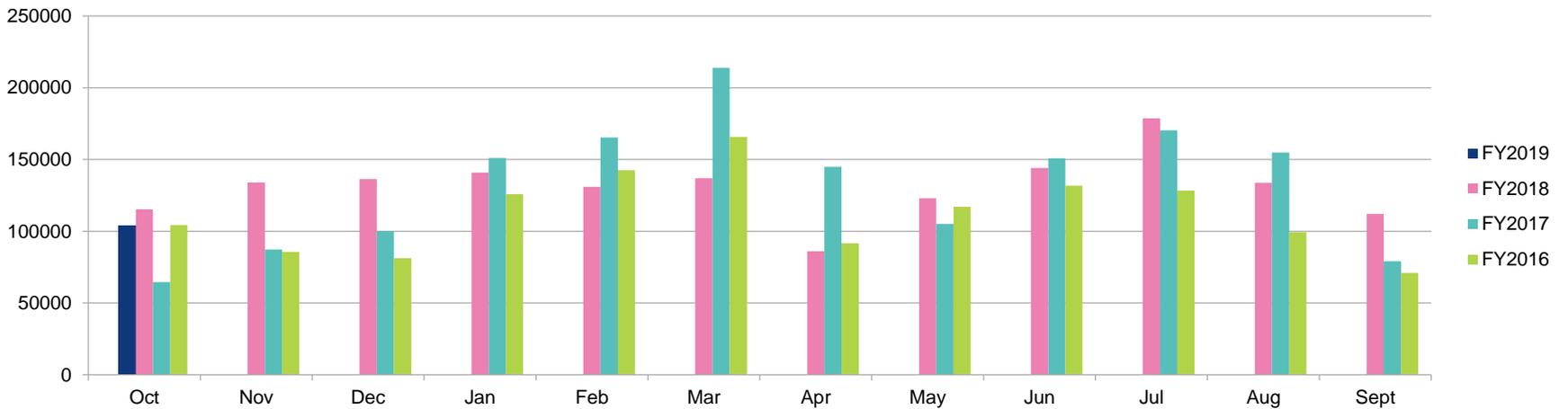


# AWARENESS

## Web Visits

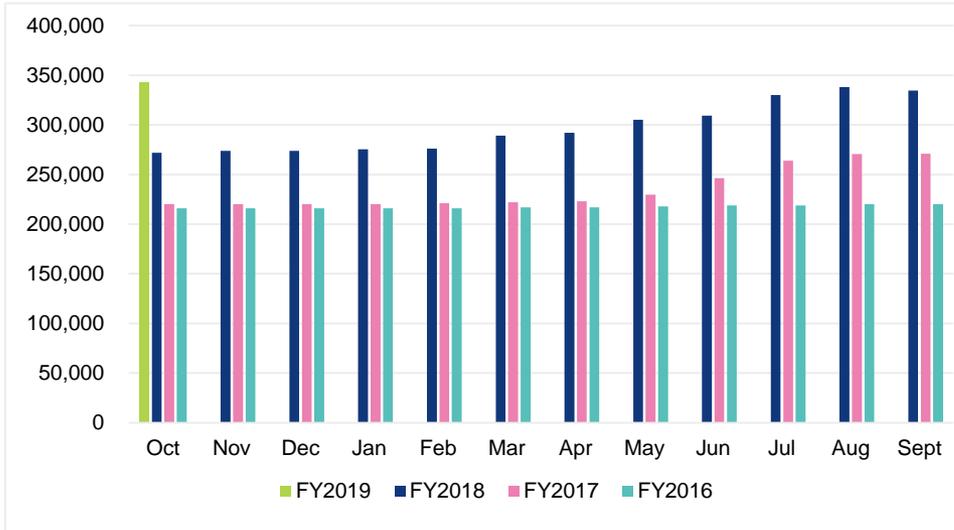


## Total Web Sessions

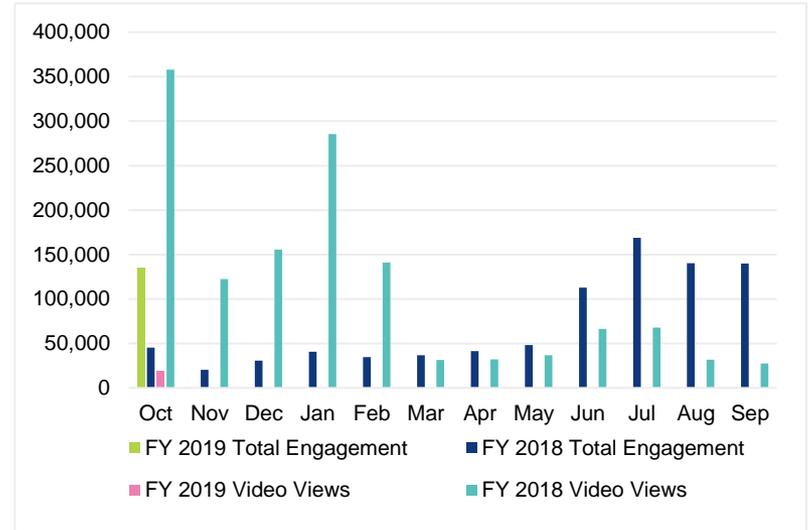


# AWARENESS

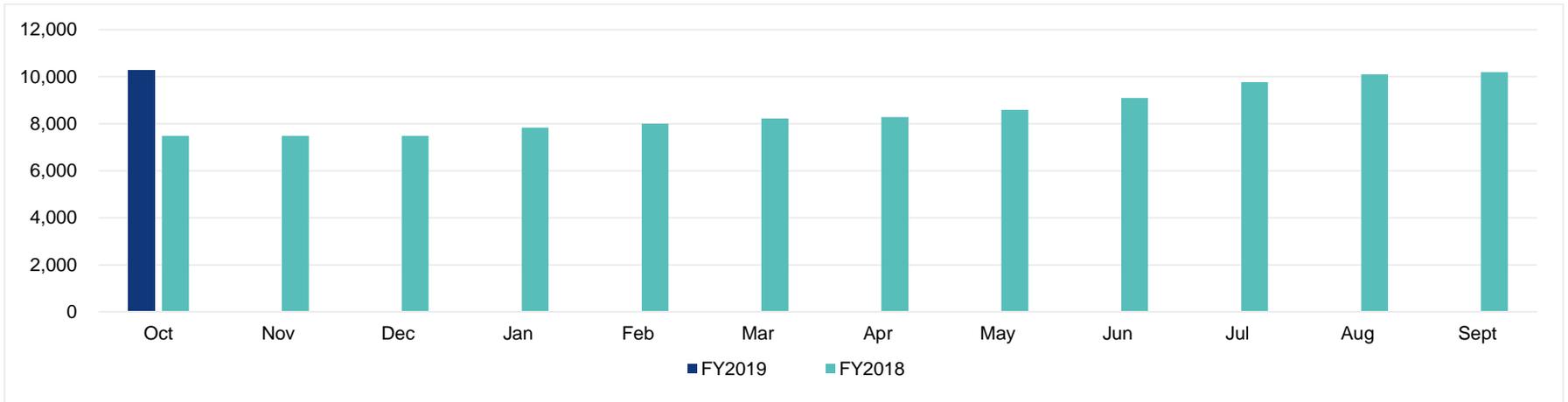
## Facebook Likes/ Followers



## Facebook Engagement

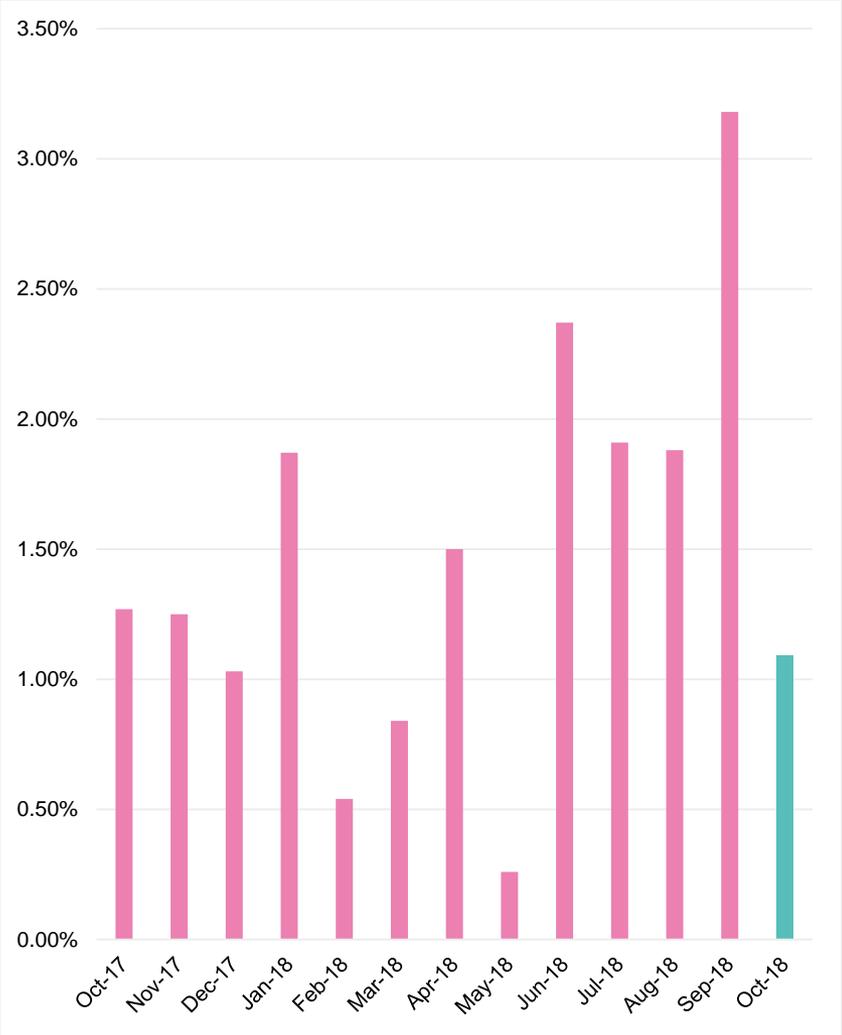


## Instagram Followers

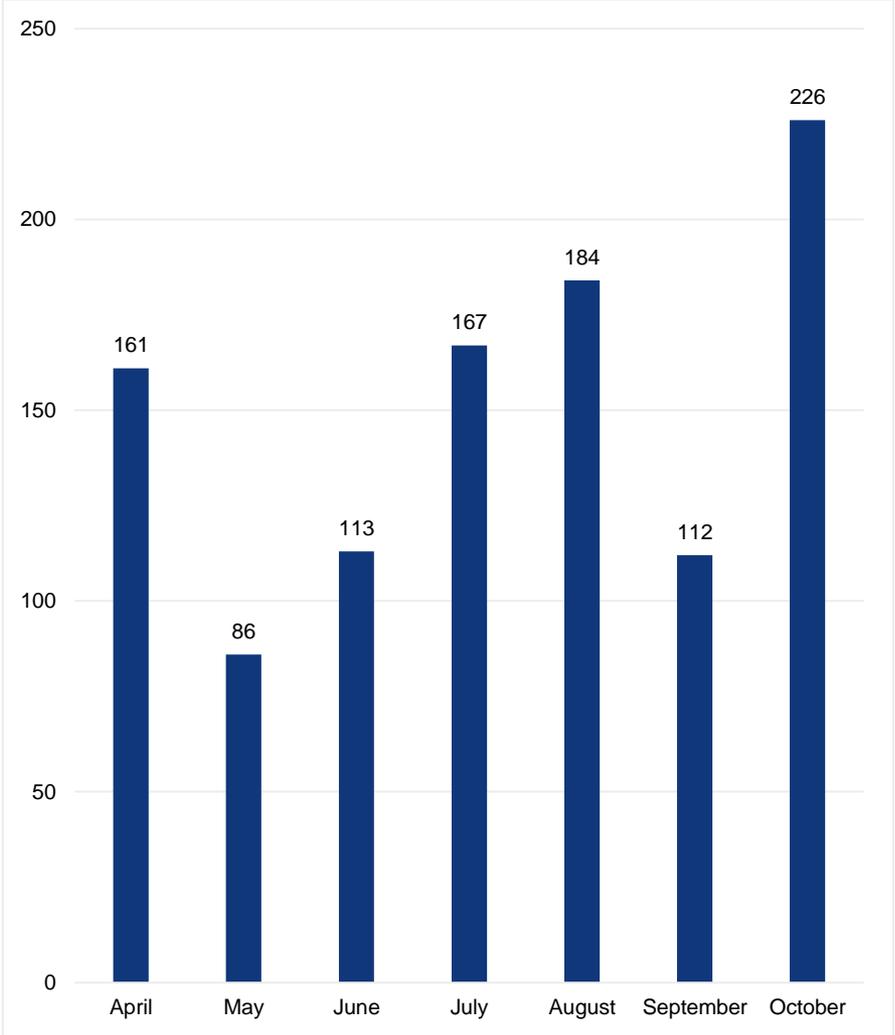


# ENGAGEMENT

Website Click Through Rate (%)

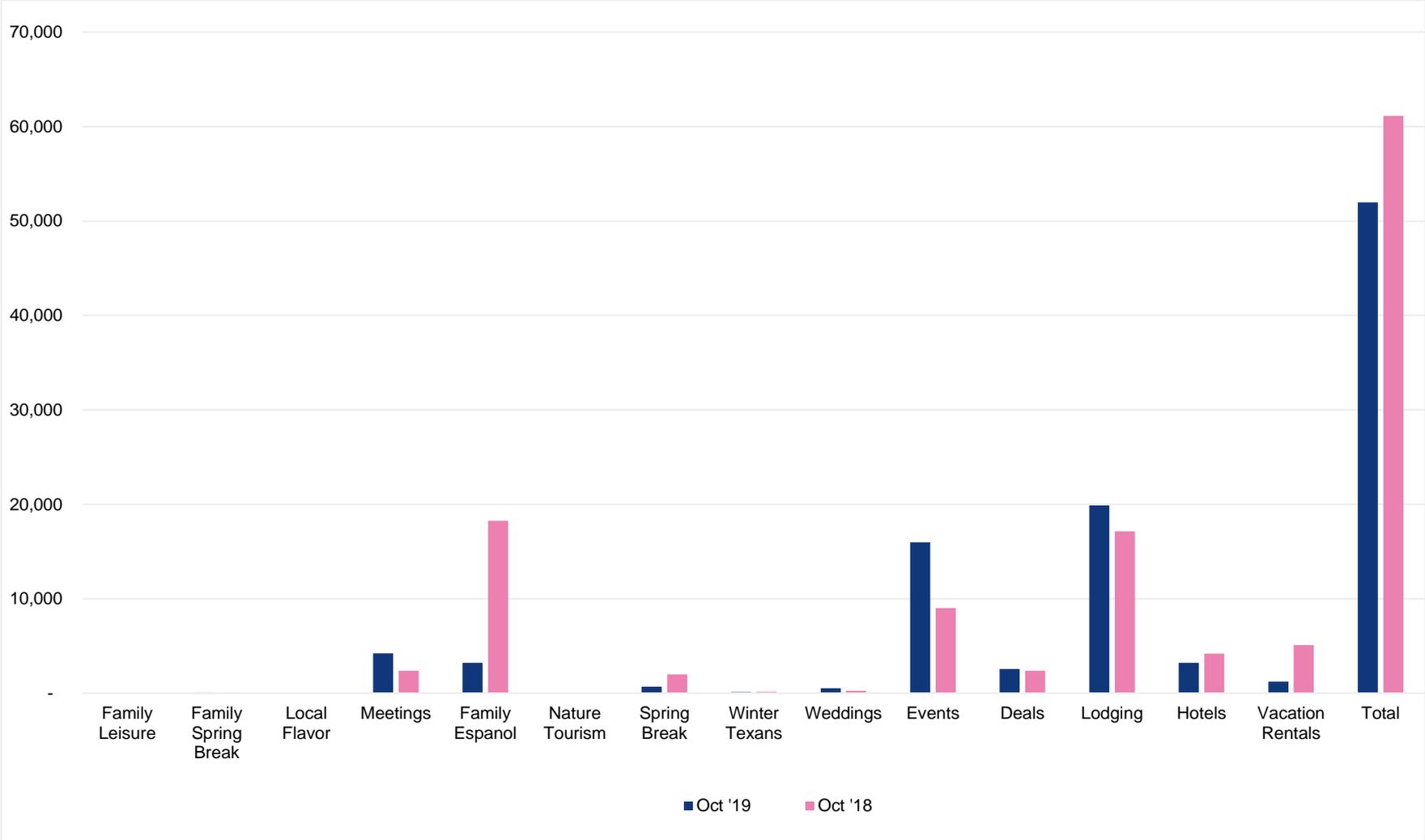


PR Engagement



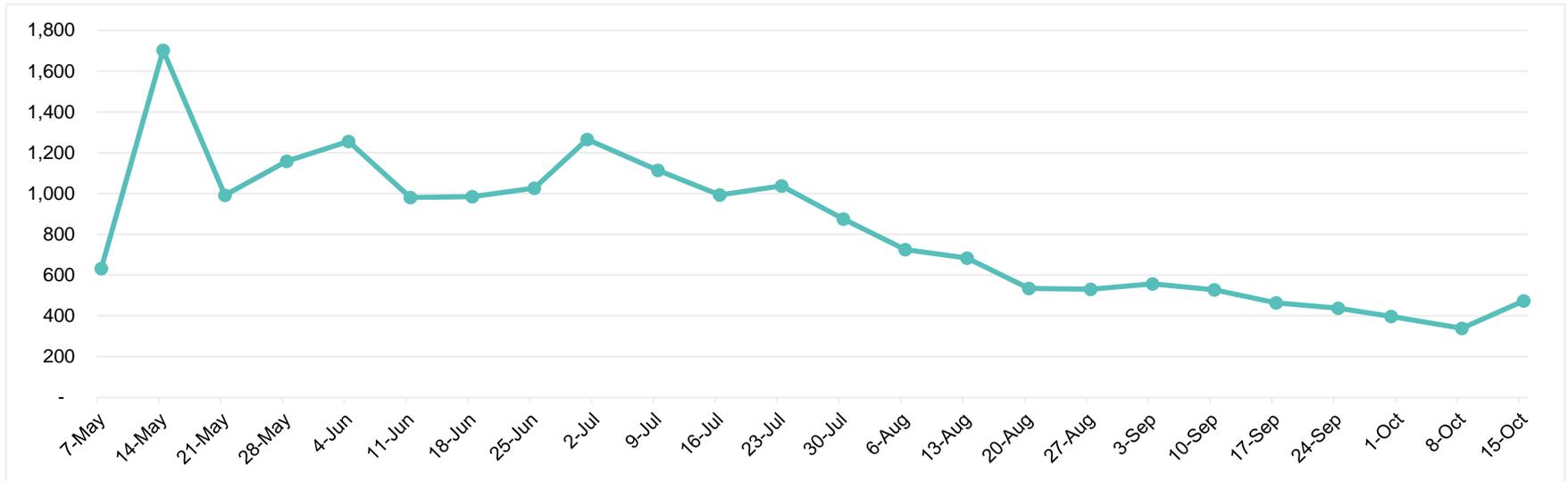
# ENGAGEMENT

## Key Website Content

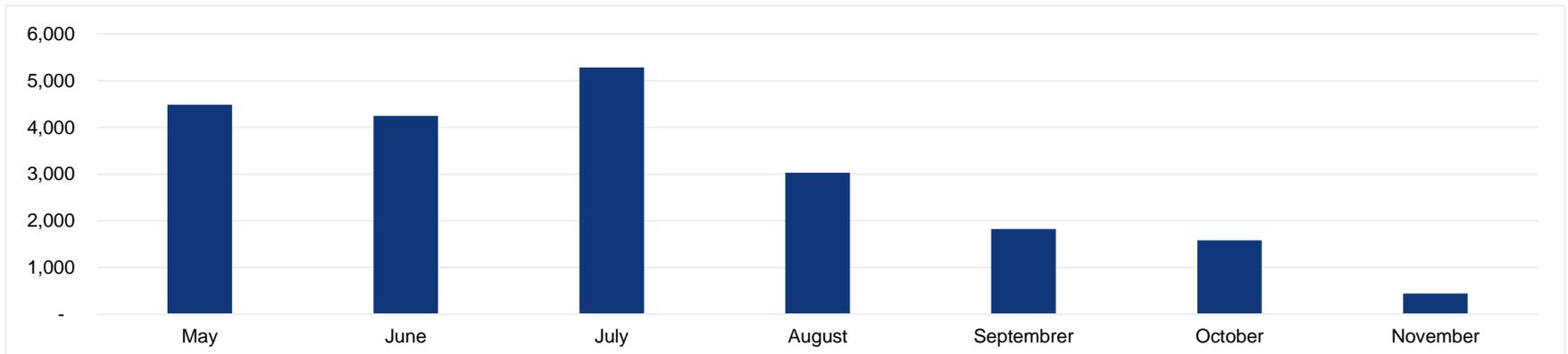


# ENGAGEMENT

AgileCRM: New Email Sign Up (Per Week)

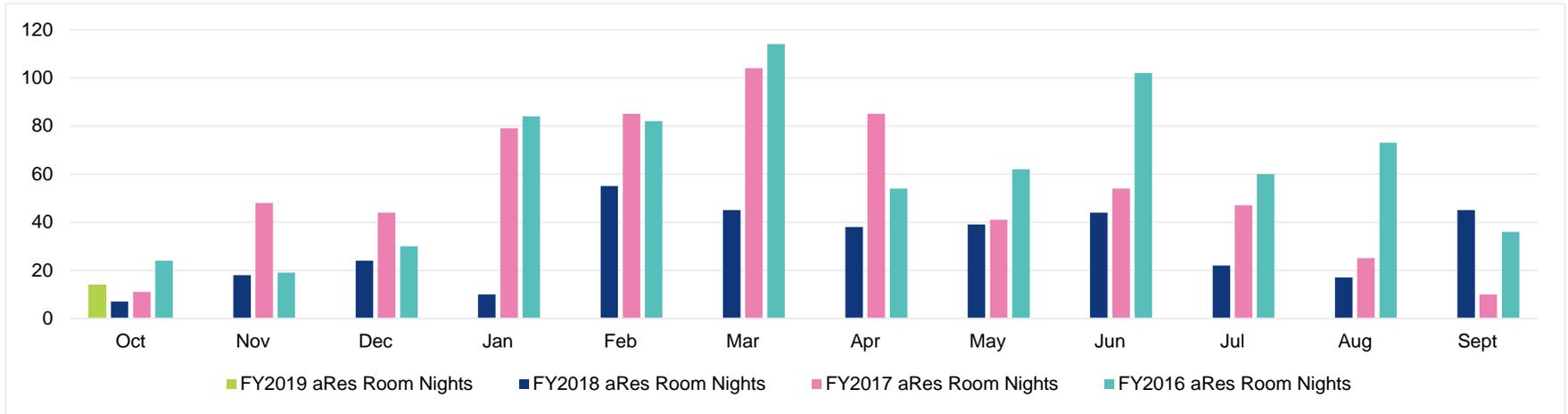


Total New Emails Collected

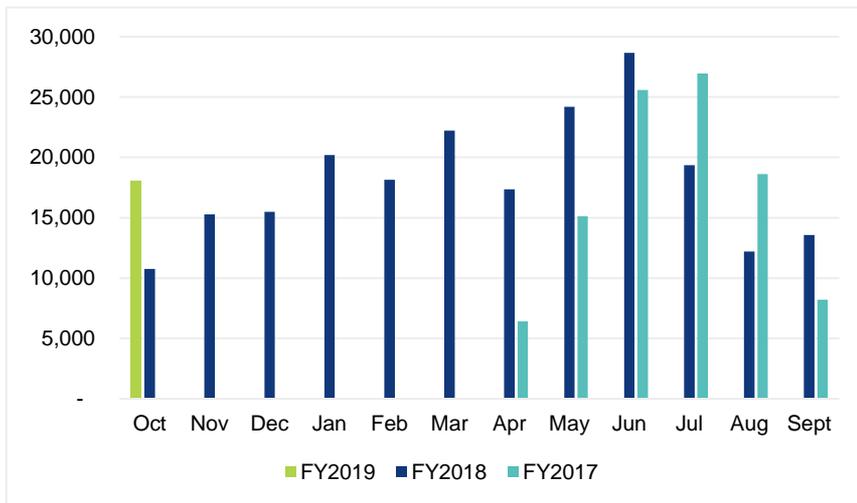


# CONVERSION

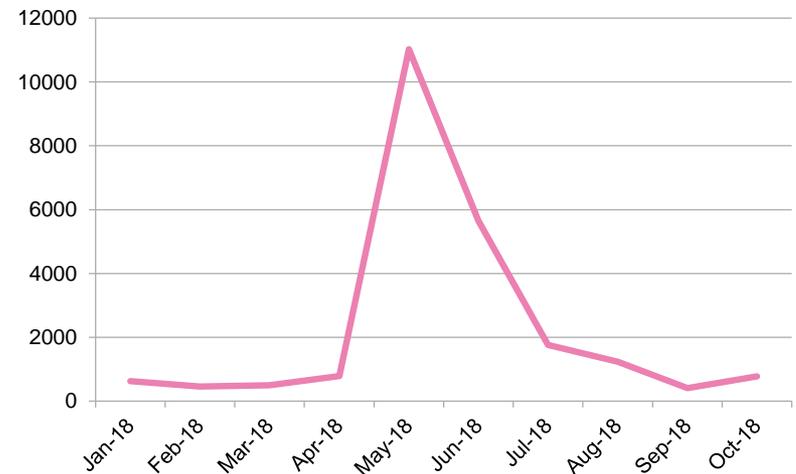
## aRes Room Night Conversions



## Outbound Partner Links



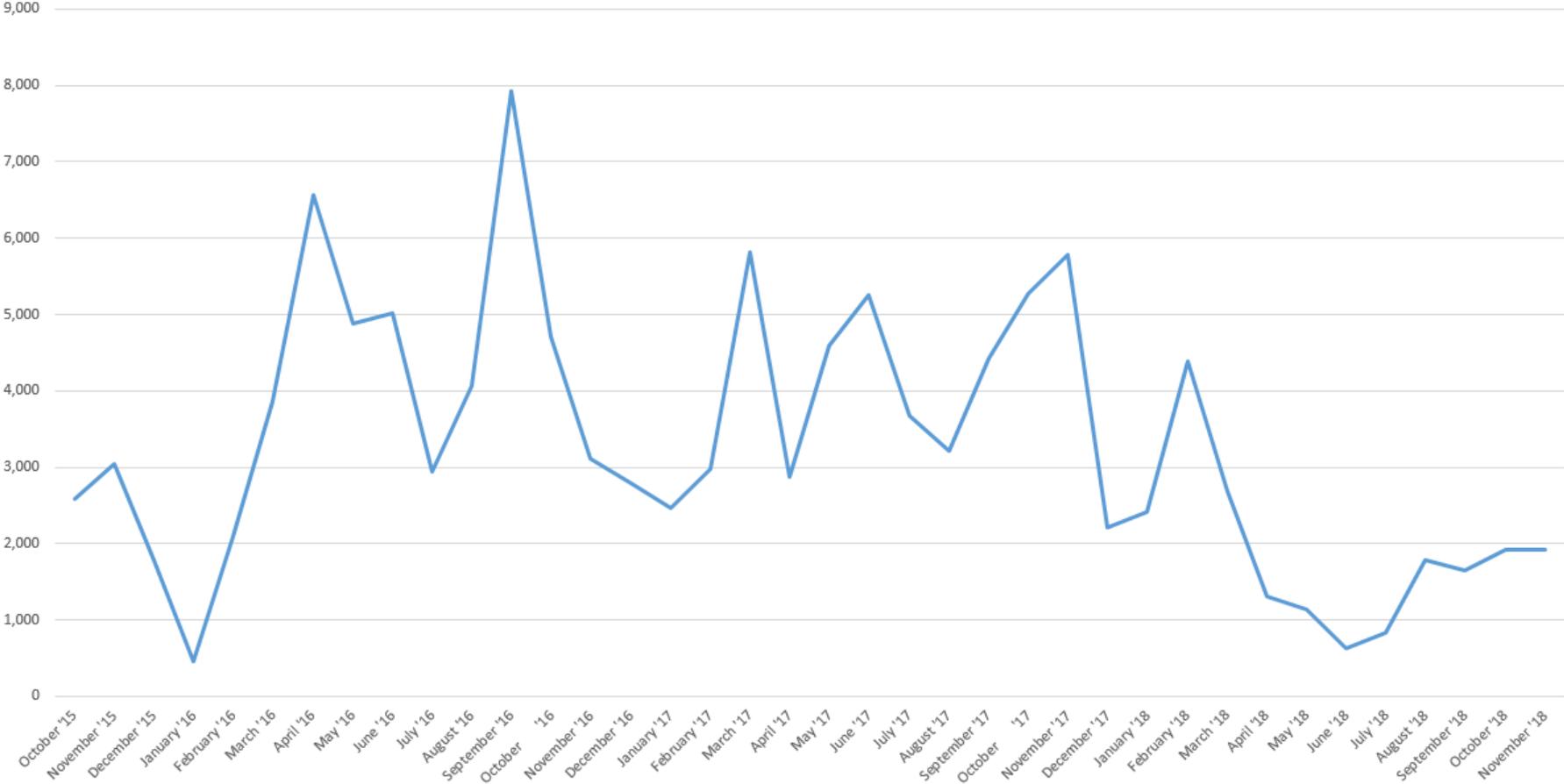
## Visitor Guides Requests (Fulfillment House)



# CONVERSION

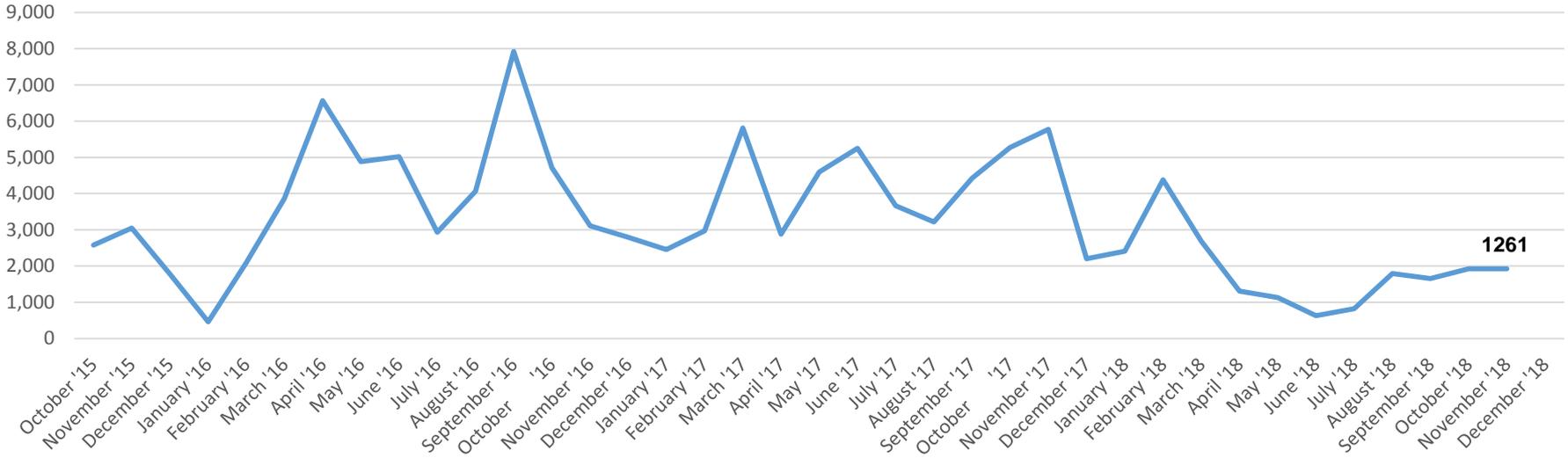
## Group Leads Sent

Business turned Definite



# CONVERSION

## Group Business Booked



## BOOKED BUSINESS

- JPCA / 75<sup>th</sup> JPCA Education Conference (750)
- STFIA/2018 South Texas Fire Investigators Association (50)
- TSTSSC/2019 Annual Symposium (12)
- RGV Trauma Council (240)
- Aglow International/2019 Meeting (65)
- YM360 (144)

## TOTAL 1261

( ) Indicates Number of Room Nights Booked

# 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)



# CONVERSION

## 2019 Special Events

### January

Polar Bear Dip & Penguin Plunge  
Longest Causeway Run/Walk  
Market Days  
WOWE  
Winterfest

### February

SPI Kitefest  
W4W Chili Cook Off  
Market Days

### March

Spring Break Car Jam  
Beach Bash

### April

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

### May

Jailbreak  
Xpogo  
Pedal to Padre  
**Our Lady of Sorrows Fishing  
Tournament**  
Shallow Sport Fishing Tournament

### June

Dargel Fishing Tournament  
Longest Causeway Run/Walk

### July

Xpogo

### August

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

### September

#### Ninja Warrior Kids

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

### October

SandCastle Ball  
SandCastle Days  
SPLASH  
Walk 4 Women Fishing Tournament  
Walk For Women – 5k  
Zombie Charge

Take a Kid Fishing  
SPI Fishing Days  
Hallowings

- Boo Bash
- Winged Gala
- Breakfast with the Pirates

### November

Veteran's Day Weekend

- GoRuck
- Golf Tournament
- Concert

SPI Film, Art and Music Festival  
Mariachi Run  
**SPI Bike Race**  
Holiday SandCastle Village

### December

Elite Redfish Championship  
Holiday Sand Castle Village  
Lights over South Padre Weekend

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

# Director's Notes

## Project Updates

### Airlift Enhancement

Frontier Airlines - Denver. Marketing campaign and hotel partner coop has been deployed in support of the Frontier Airlines, Denver-Harlingen flights. This campaign is focused on families and budget travelers over the coming months.

American Airlines - Dallas-Harlingen. Marketing campaign is in the planning phase with Harlingen's marketing team and CVB staff. Further mid to lower level funnel conversion marketing efforts will be the focus of this effort. All digital.

United Airlines - Denver. Marketing campaign to support the new Denver-Brownsville flights is in the early stages of planning and implementation. This campaign should deploy within the next 30 days.

### Marketing Services RFP

The marketing services RFP has been released to several agencies. Please direct all questions and requests to distribute to Alisha Workman. An evaluation panel will be established to help review all bids, select finalists and set up presentations to the full board later this Spring. The South Padre Island Convention & Visitors Bureau (CVB) is seeking a lead agency that can deliver creative, original, and effective professional services to work as collaborative partners in the development, implementation, and optimization of world-class marketing programs, further accelerating South Padre Island's growth as a year-round travel destination to state, regional, national and international markets.

### Visitor's Center

Small updates to equipment are taking place; AC, overhead lighting, carpeting, restroom, indoor/outdoor painting. Kiosks and touch screens in the lobby are being evaluated and priced for the best possible user experience. Staff is researching the many options available for a mobile VC. City Council has asked that this project be ready by Summer 2019 and be comprised of fully-interactive components.

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

**MEETING DATE:** January 23, 2019

**NAME & TITLE:** Alisha Workman, Senior Marketing and Communications Manager

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

**ITEM**

Presentation and discussion regarding PR Report.

**ITEM BACKGROUND**

In-depth discussion and presentation by Senior Marketing and Communications Manager regarding 2018, annual public relations recap.

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

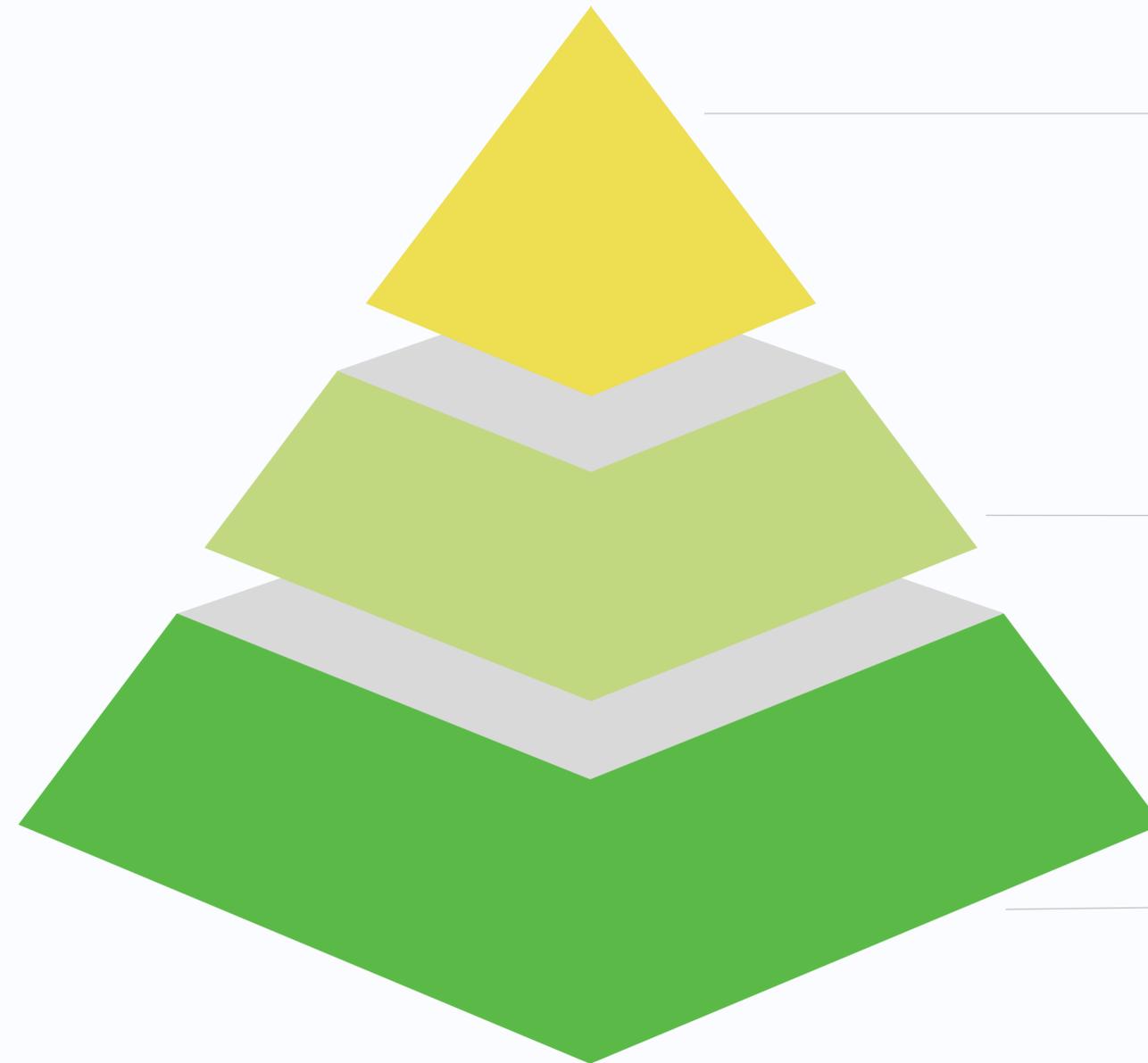
**RECOMMENDATIONS/COMMENTS**

# PR UPDATE

Marketing & Communications  
South Padre Island Convention & Visitors Bureau



# What Is Public Relations?



## **Brand Reputation**

1

Communicate, influence and generate positive perceptions about South Padre Island.

## **Relationship Management**

2

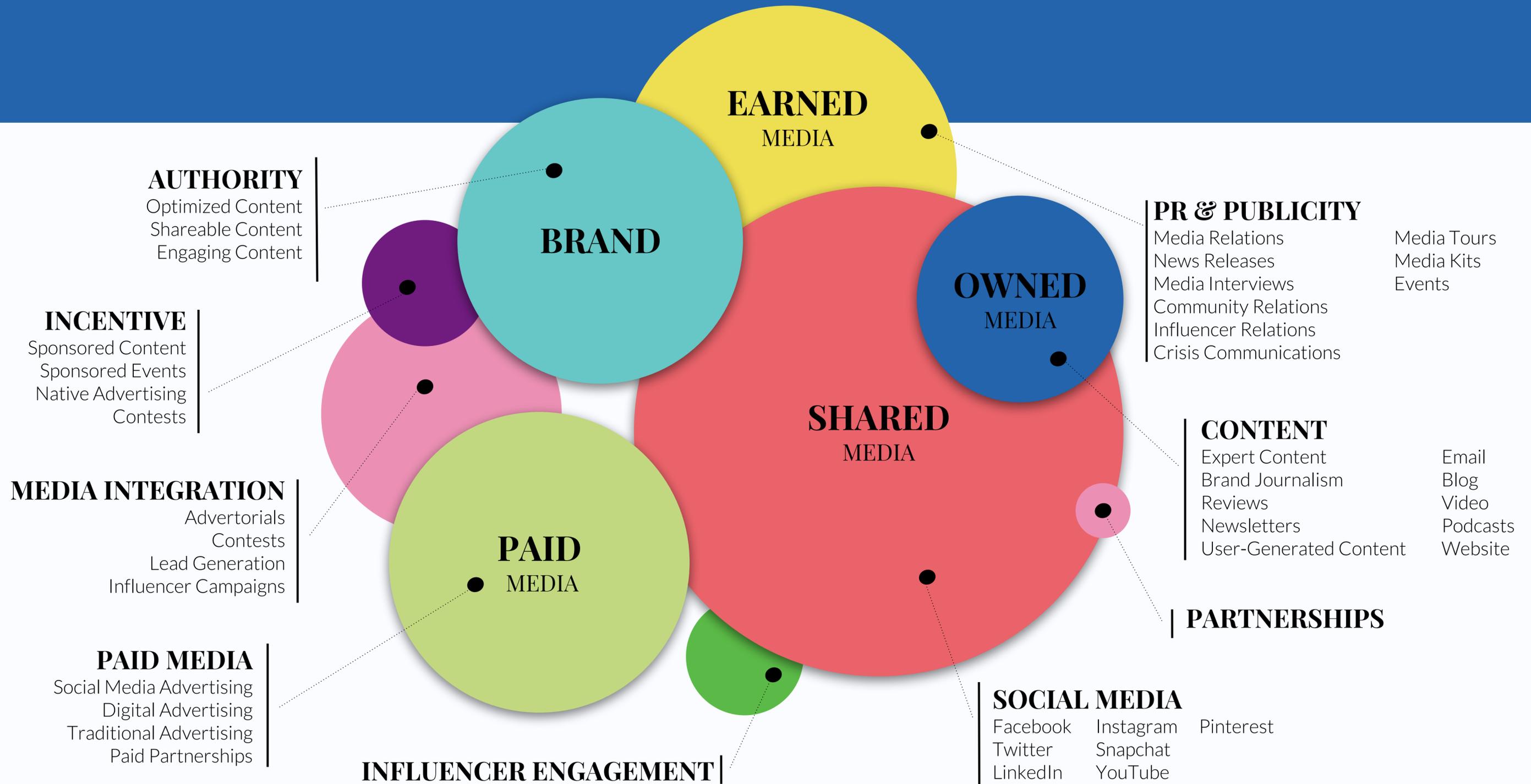
Strategic communication to enhance the relationship between South Padre Island and our audiences.

## **Task Management**

3

Create new PR opportunities and compelling editorial content that adds value to our audiences and uses technology and creativity to thrive in a rapidly changing world.

# Portfolio of Opportunities



# Reaching the Right Audience

## **Audience 1: Singles/Couples Mid-Lifers**

Age: 25-35; HHI: \$75k

Traveling with no children

Seasonality: Year Round/ Geo: All

## **Audience 1A: Singles/Couples Mid-Lifers**

Age: 36-54; HHI: \$75k

Traveling with no children

Seasonality: Year Round

Geo: All

## **Audience 2: Families**

Age: 30-54; HHI: \$75k

Traveling with children

Seasonality: Summer and Spring Break/ Geo: All

## **Audience 2A: Families**

Age: 55+; HHI: \$75k

Traveling with older children

Seasonality: Summer and Spring Break

Geo: All

## **Audience 3: Empty Nesters/Active Adults**

Age: 55+; HHI: \$75k

Traveling with no children

Seasonality: Year Round/ Geo: All

## **Audience 4: Winter Texan/Retirees**

Age: 65+; HHI: \$75k

Traveling with no children

Seasonality: Fall and Winter

Geo: Upper Midwest Corridor & Canada

## **Audience 5: Collegiate Spring Break**

Age: 18-24; College Students

Seasonality: Spring Break non-TX week

Geo: Specific Colleges/Areas

## **Audience 6: Meetings & Groups**

Corporate, groups, smaller associations and incentive travel.

Seasonality: All, Off Peak Season

Geo: Texas Metro; Austin and RGV

# Activity Report

## Spring Break Pitching

- News Releases (College & Family)
- Media lists compliment current marketing efforts
- Texas and should stated media
- College - Week of 12/10
- Family - Week of 1/17

## 2019 Content & Event Calendar

Extensive content/editorial calendar that includes deployment of newsletters, blogs, press releases, social media promotions and boosts, special events and more.

## Media Tours

- Family Blogger **Vessy Smith** (Jan. 2-8)
- Writer **Chris Hunt** (Jan. 9-13)
  - On assignment for fishing publications Hatch Magazine and Trout Unlimited

## Spring 2019 Group FAM

- May 14-17 (Alternate: April 23-26)
- Finalizing master list of interested travel writers

### Next Steps

Follow up with interested travel writers in the Midwest, Canada, Chicago, Denver, Los Angeles and Seattle to issue invitations and determine what articles they can produce.

## Media Relations

- **RTX Magazine FAM (Feb. 4-8, 2019)**
  - Timeshare Owners Publication w/ circulation of 50,000
  - Five (5) features of South Padre Island experience to reader readership about new timeshare destination
- **Ted Alan Stedman (April/May 2019)**
  - Covers travel for a number of regional and national media outlets including Denver Life Magazine, BBC Travel and CNN Travel.
- **Go Escape Magazine**

## Social Media Influencers

Featured content/lifestyle guides for niche audiences (i.e. Girlfriend/Guy Getaways; Wedding/Elopements; Holiday, etc...)

## 2019 Meeting Planner FAM

Highlight opportunities for meeting planners. Expand opportunity to host a PR event for Dallas-area meeting planners and media in conjunction with sales and special event efforts/promotion.

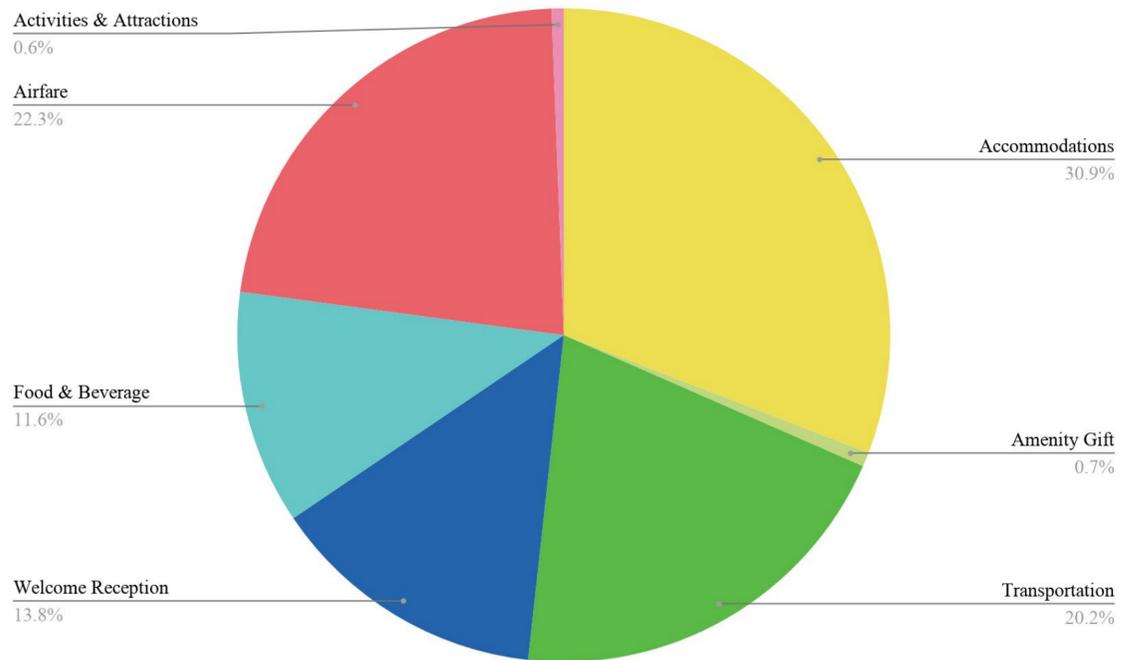
## Media Lists & Media Kit

Updating and expanding media lists, both within and outside of Texas. Reviewing current media list materials.

# United Airlines (ORD-BRO) Inaugural Flight: Nov. 3-6, 2018

**\$13,114.63**

Total Media Tour Expenses



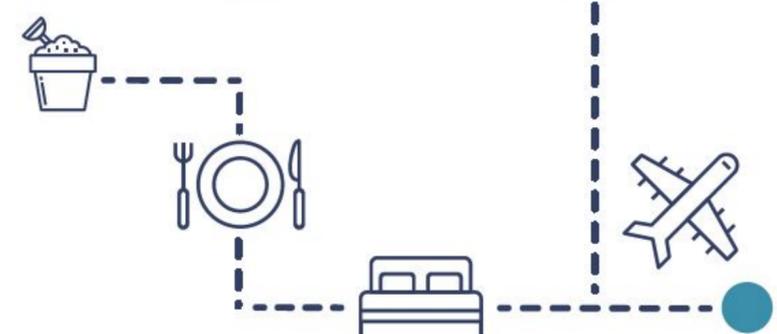
In conjunction with the United Airlines inaugural nonstop flights at Brownsville South Padre Island International Airport from Chicago, the South Padre Island CVB hosted a press tour featuring Chicago journalists and social media influencers.

Participants included **Pamela McKuen** (Chicago Tribune/UrbanMatter Chicago); **Cindy Richards** (Chicago Sun-Times/Chicago Parent); **Jodie Jacobs** (UrbanMatter Chicago/CBS Local); and **Jacky Runice** (CBS Local/USA Today 10 Best).



The itinerary included an exploration of signature activities and attractions - **Sea Turtle, Inc; SPI Birding & Nature Center; sandcastle lesson** on the beach; **nature tourism cruise**; and **musuems and lighthouse tour in Port Isabel**.

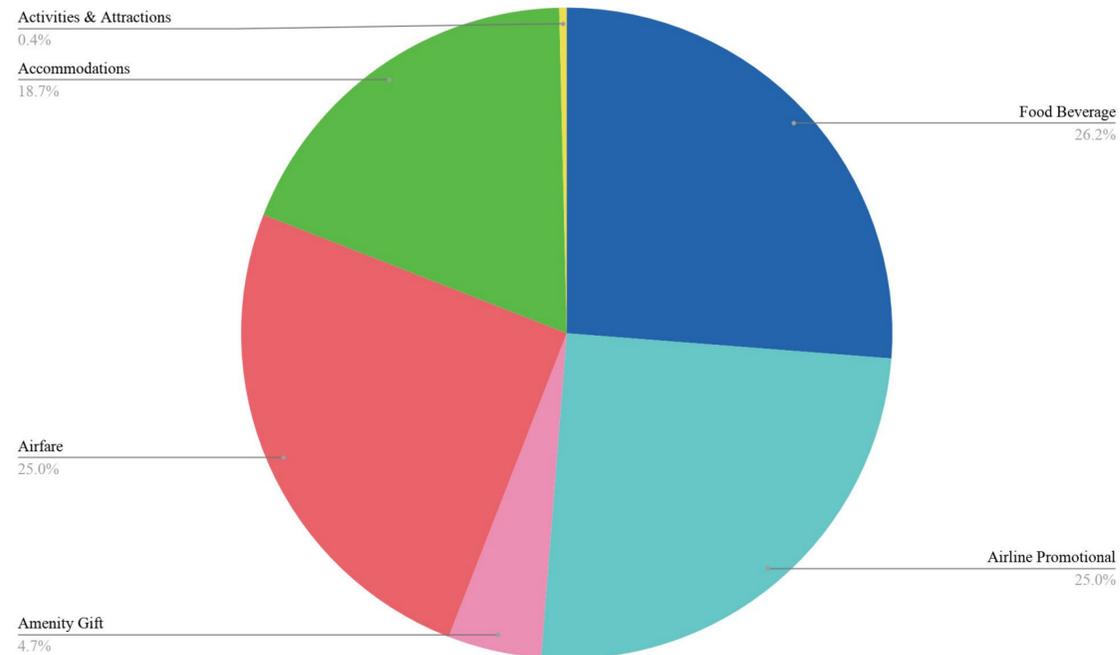
Media experienced the bold tropical flavors of the Island at local dining and live venue spots.



# Frontier Airlines (DEN-VIA) Inaugural Flight: Nov. 3-6, 2018

**\$1,407.24**

Total Media Tour Expenses



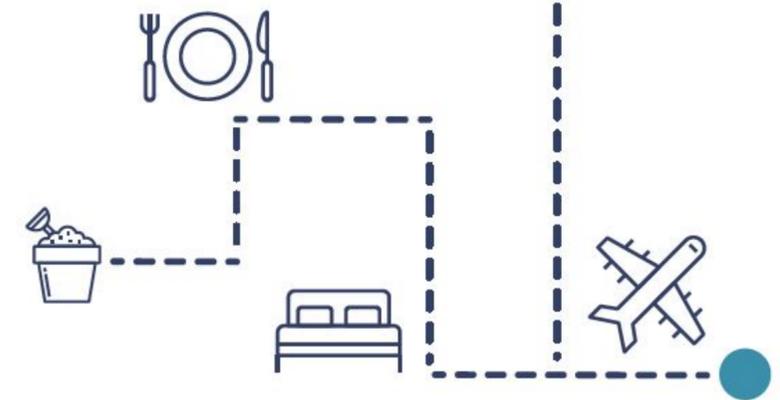
In conjunction with the inaugural Frontier Airlines nonstop flights at Valley International Airport from Denver and Harlingen becoming the carrier's 100th destination city, the South Padre Island CVB hosted a press tour featuring Denver journalists and social media influencers.

This media tour welcomed **Ron Stern** a travel photojournalist also known as "The Global Gumshoe" who was on assignment featuring the Island's nature tourism activities and attractions. Stern is a travel contributor for **Epoch Times**, **Communities Digital News** and **50+ Market Place News**.



The itinerary included an exploration of signature activities and attractions - **Sea Turtle, Inc**; **SPI Birding & Nature Center**; **Sea Life Nature & Marine Center**; dolphin watch cruise; and a tour in Harlingen at the **Iwo Jima Musuem & Monument**.

Stern also experiences the bold tropical flavors of the Island at local dining and live venue spots.



# Analysis Report



## Database

Find and connect with the right influencers for our audience.

## Distribution

Earned media visibility with Cision Distribution by PR Newswire.

## Monitoring

Multichannel reach and impact of South Padre Island coverage across online, social, print and broadcast.

## Analytics

Attribute value and South Padre Island's earned media coverage through metrics and data.

# 438

## Total Mentions

The total number of news stories for a specified time period. Shows how many news hits were pulled.

# 589.8M

## Total Reach (UVPM)

A globally consistent baseline metric for measuring the reach of a media outlet.

# \$605.4K

## Total Publicity Value

A scoring system that creates an approximate value for a news article.

## TOP OUTLETS

Outlet	Number of Clips	Reach (UVPM)	Publicity Value
Port Isabel-South Padre...	16	65,440	\$15.05
San Antonio Express-News	13	21,822,333	\$17,566.98
The Monitor	11	254,661	\$18,205.14
Winter Texan Times-On...	11	45,441	\$10.45
Laredo Morning Times O...	10	732,410	\$168.45
Valley Morning Star Online	9	556,533	\$128.00
The Brownsville Herald	9	169,965	\$5,638.35
The Brownsville Herald	9	679,221	\$312.44
KVEO-TV Online	8	137,856	\$31.71
SFGate	7	167,503,105	\$38.525.71

# News & Accolades

*\*Not an exhaustive list*

## SOUTH PADRE ISLAND NEWS

- SPI Birding & Nature Center featured in 2018 [“5 Magnificent Nature Road Trips to Experience the Wilds of Texas”](#) article by Culture Map Austin
- Sea Turtle, Inc featured in 2018 [“Best of Day Trips”](#) article in *Austin Chronicle*
- South Padre Island featured in [“Bounty of Beaches”](#) article in Oklahoma’s *405 Magazine*
- Isla Grand Beach Resort names one of [“The 5 Best Resorts in Texas”](#) by Alltherooms.com
- [Fins 2 Feathers](#) featured on San Antonio’s Daytime@Nine show (Fox)
- Clayton's Beach Bar named one of [“The 21 Best Beach Bars in America”](#) by *Thrillist*
- South Padre Island story featured in 2018 Special Edition of [Canadian Traveller's "America: Yours to Discover"](#)
- Sea Turtle, Inc. featured in the June 2018 Issue of Texas Parks & Wildlife [“Editor’s Letter”](#) for Sea Turtle Inc.’s conservation efforts and details a recent turtle hatchling release
- B&S Kites featured in the [“The Ultimate Texas Summer Bucket List”](#) for kite flying in Texas Highways Magazine

## SOUTH PADRE ISLAND ACCOLADES

- Listed on the 2019 [“The Best US Weekend Getaway Destinations With Royal Holiday”](#) on [www.aworldoftravel.com](http://www.aworldoftravel.com)
- Listed on the 2019 [“29 Islands You need to Visit in 2019”](#) by MSN.com
- Listed on the 2019 [“15 Spring Break Destinations You Need to Visit in 2019”](#) by Society19
- Listed on the 2018 [“20 Small Towns Perfect for a Winter Getaway”](#) by [House Method](#)
- Listed on the 2018 [“17 Best Winter Beach Vacations for Sun Seekers”](#) by TripAdvisor
- Ranked #1 on the 2018 [“15 Best Winter Vacations In The US”](#) by Society19.com
- Ranked #4 on the 2018 [“15 Best Surf Destinations in America for All Skill Levels” Where to “Hang Ten” on Your Beach Getaway”](#) by TripAdvisor
- Listed on the 2018 [“Best Places to Learn to Surf”](#) by TravelChannel.com
- Listed on the 2018 [“Best Beaches in U.S. for Celebrating July 4th”](#) by Travel + Leisure
- Ranked #1 on the 2018 [15 Amazing Island Getaways – in America!](#) by *Southern Living Magazine*
- Ranked #11 on the 2018 [“15 Best Places to Vacation in Texas”](#) by TripAdvisor
- Listed on the 2018 [“8 Best Summer Vacation Destinations in Texas”](#) by Trips to Discover

# Thank You!

**ANY QUESTIONS?**

Alisha Workman  
Senior Marketing & Communications Manager  
[Alisha@sopadre.com](mailto:Alisha@sopadre.com)

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

**MEETING DATE:** January 23, 2019

**NAME & TITLE:** Michael Flores, Interim CVB Director

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

**ITEM**

Update and discussion regarding Research Report.

**ITEM BACKGROUND**

Arrivalist and inclement weather study of Fall (Sep.-Dec.) 2018 visitor behaviors and special events.

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

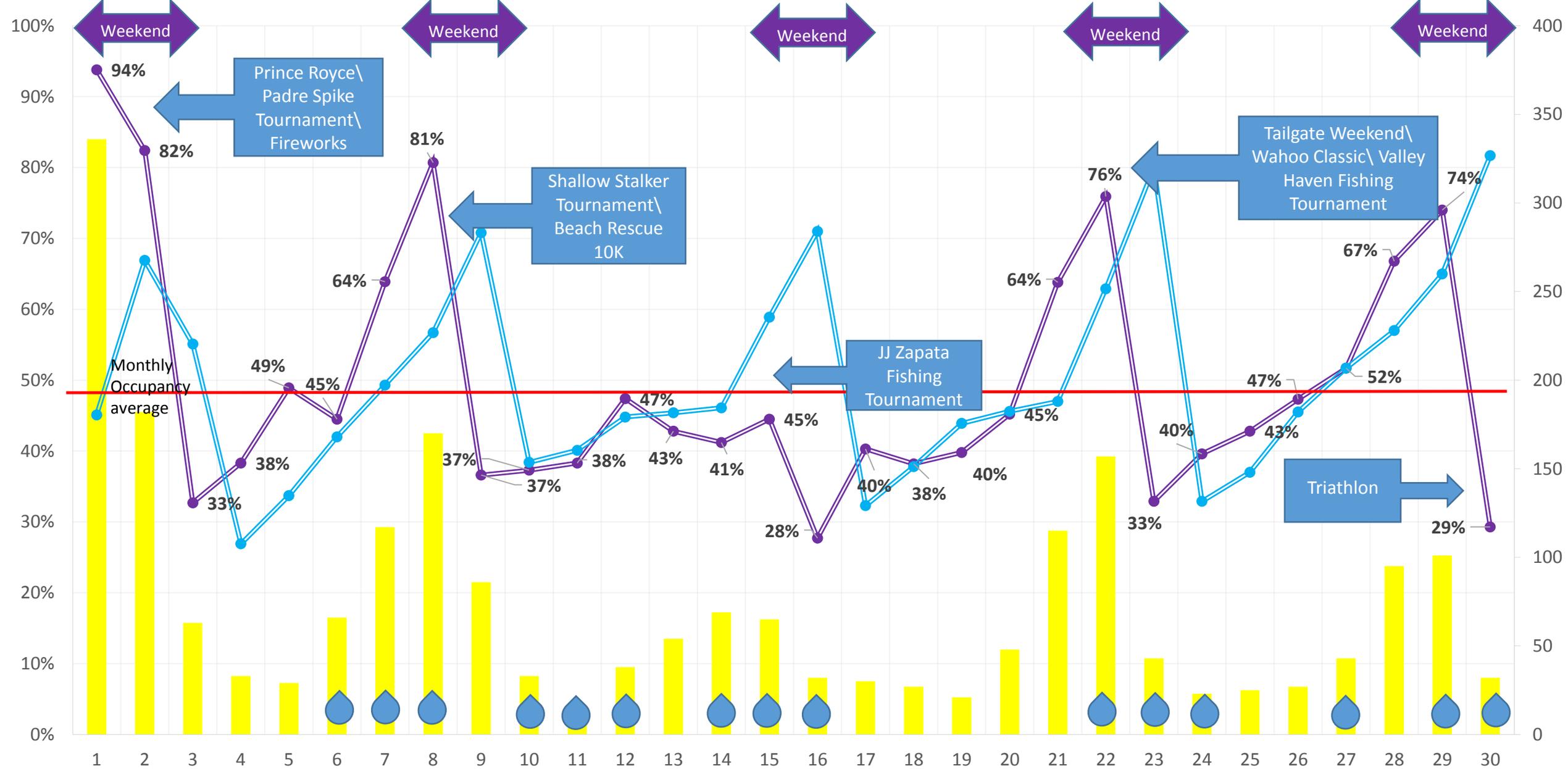
Comments:

**RECOMMENDATIONS/COMMENTS**

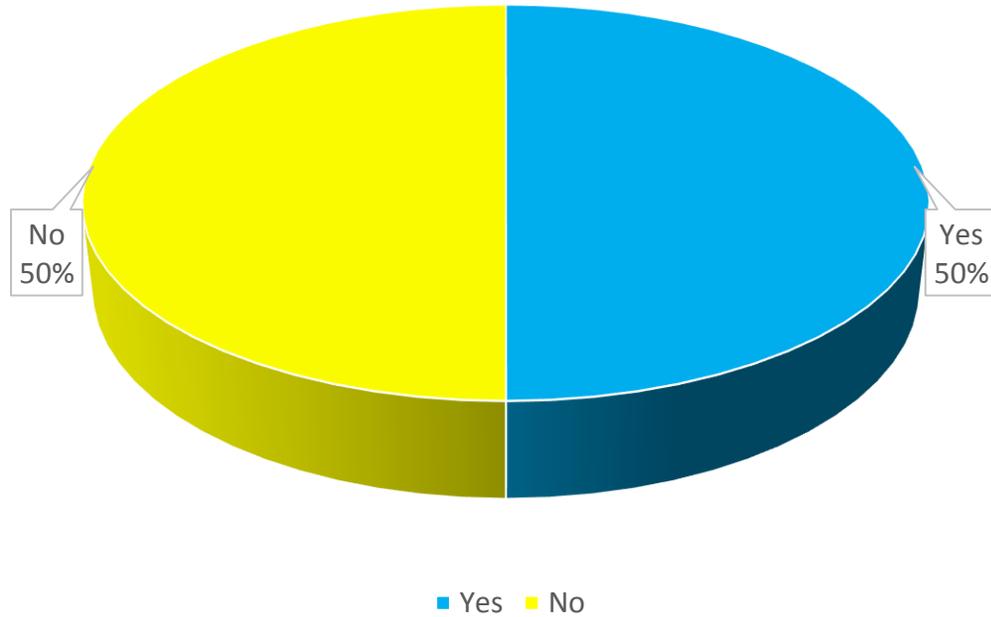
# SEPTEMBER 2018 (DOWN OVERALL YOY BY -1.5%)

🌧️ = rainfall day

🟡 Arrivalist    ● 2018 Occupancy    ● 2017 Occupancy



## Rainy Days



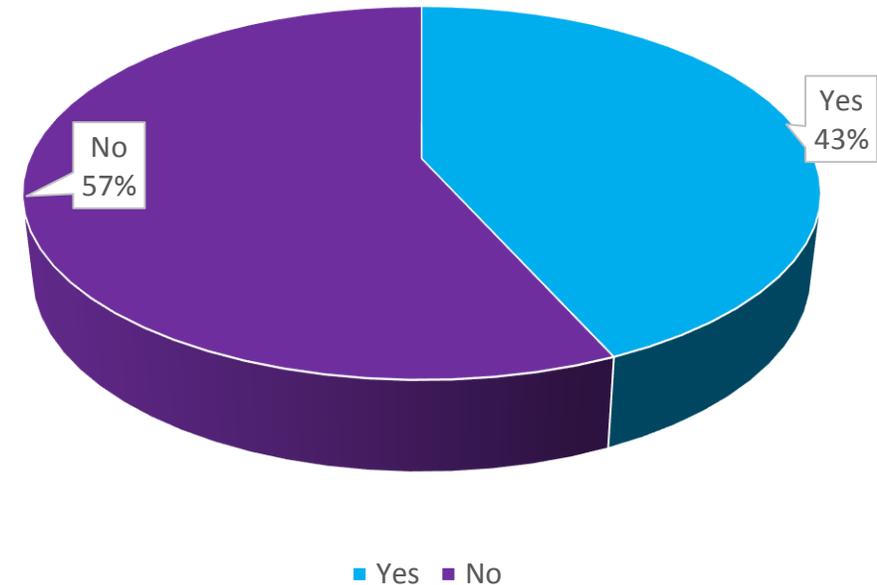
## September Inclement Weather

4 out of 5 rainy weekends

15 days of rain

13 days of wind

## Days with wind over 20MPH

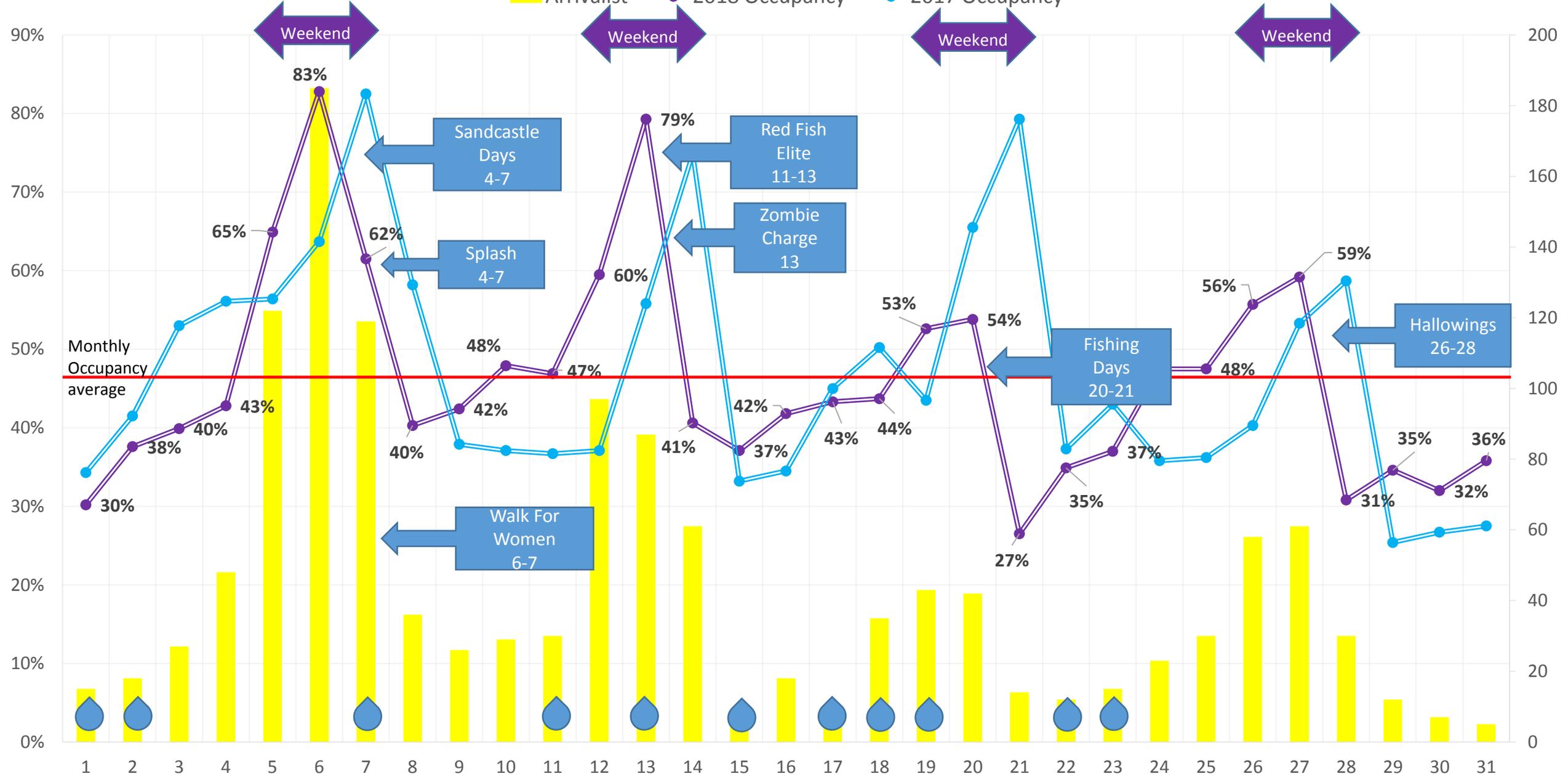


Occupancy %	2017 ('16 vs '17)	2018 ('17 vs '18)
This year	50.4	49.6
Last year	52.5	50.4
Percent change	-4.1	-1.5

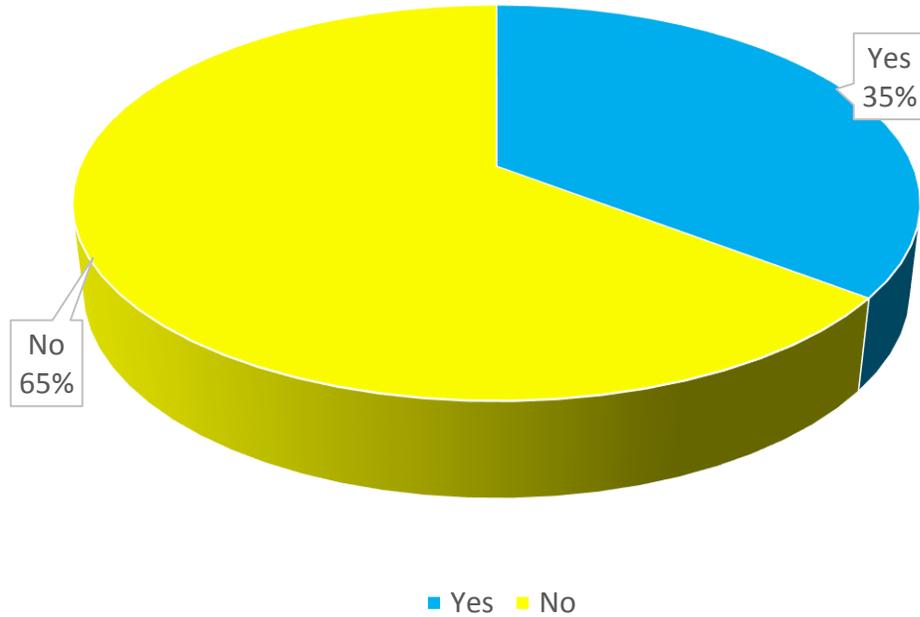
# OCTOBER 2018 (DOWN OVERALL YOY BY -2.3%)

 = rainfall day

 Arrivalist  2018 Occupancy  2017 Occupancy



## Rainy Days



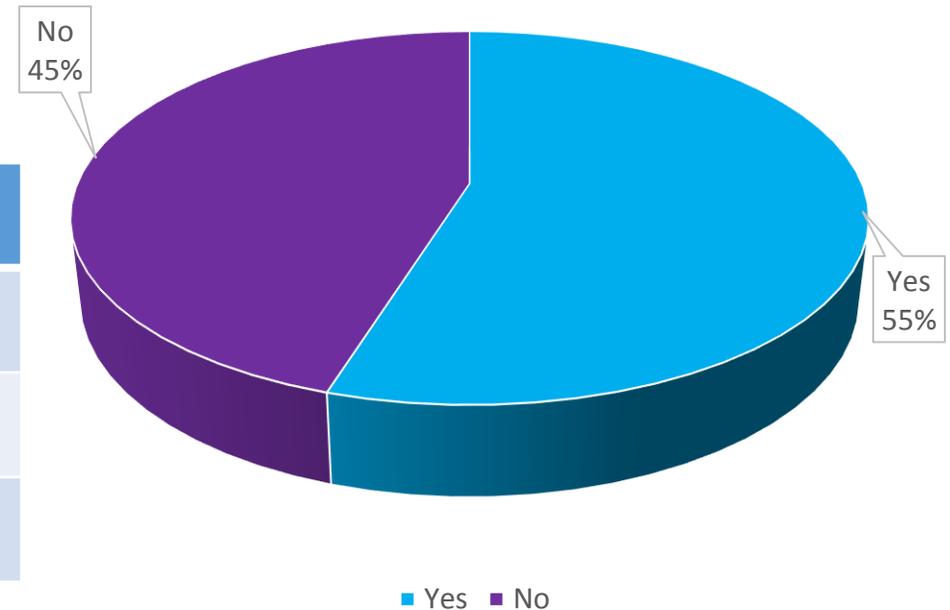
## October Inclement Weather

3 out of 4 rainy weekends

11 days of rain

17 days of wind

## Days with wind over 20MPH

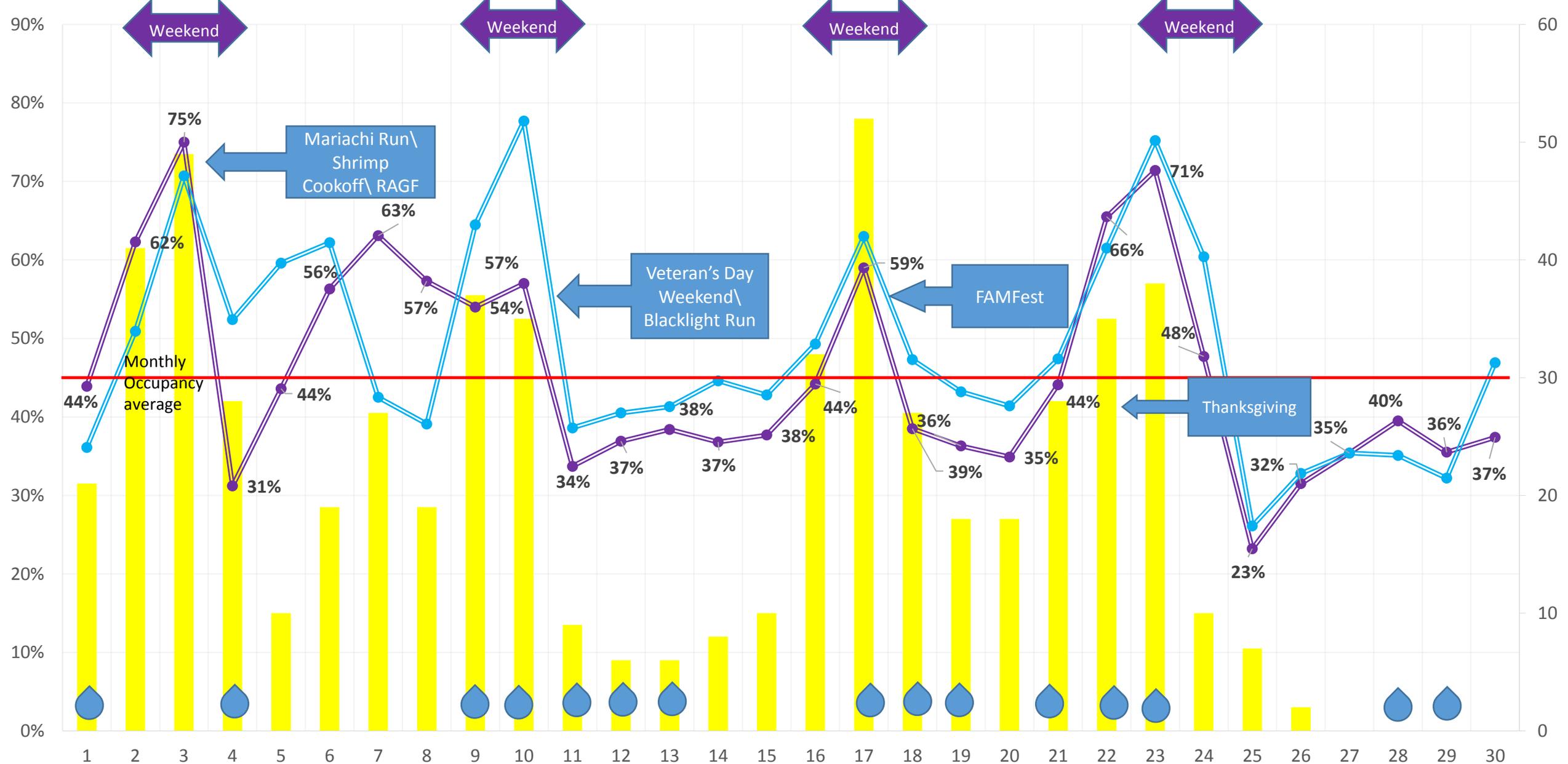


Occupancy %	2017 ('16 vs '17)	2018 ('17 vs '18)
This year	47.2	46.1
Last year	52.3	47.2
Percent change	-9.7	-2.3

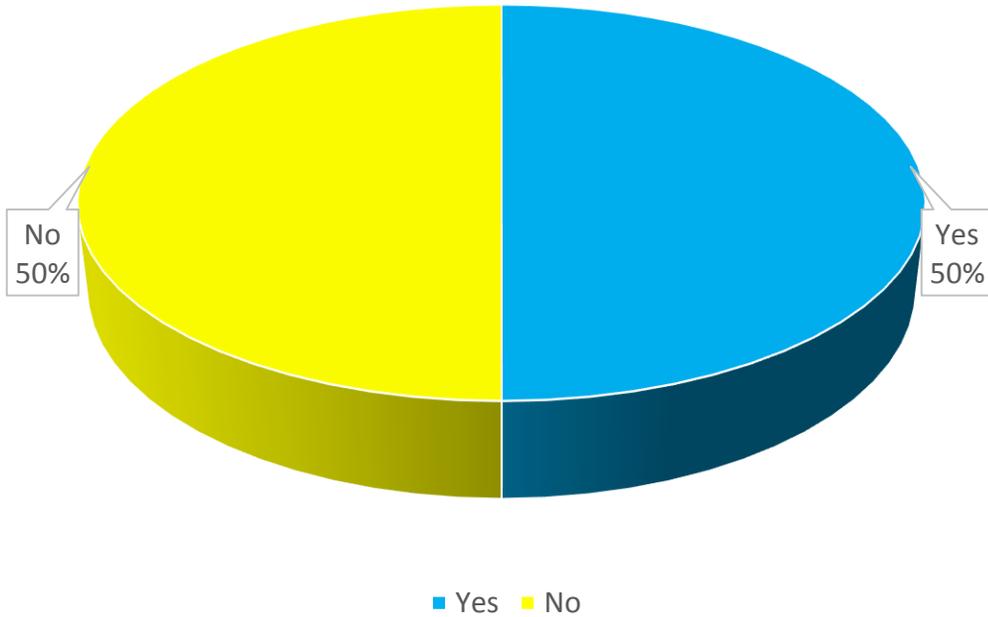
# NOVEMBER 2018 (DOWN OVERALL YOY BY -5.6%)

 = rainfall day

 Arrivalist  2018 Occupancy  2017 Occupancy



## Rainy Days



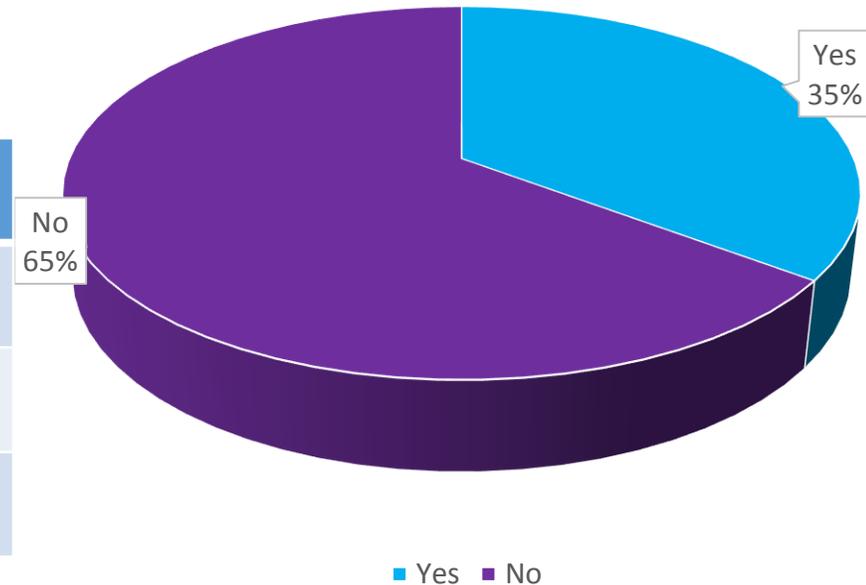
## November Inclement Weather

4 out of 4 rainy weekends

15 days of rain

12 days of wind

## Days with wind over 20MPH



Occupancy %	2017 ('16 vs '17)	2018 ('17 vs '18)
This year	47.6	44.9
Last year	44.0	47.6
Percent change	8.1	-5.6

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

**MEETING DATE:** January 23, 2019

**NAME & TITLE:** Michael Flores, Interim CVB Director

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

**ITEM**

Discussion and action to approve the funding request on new special event Jetty Jam.

**ITEM BACKGROUND**

New special event possible option for coop opportunity between Cameron County Parks and City of South Padre Island. Country music artist concert coordinated by Live Nation Music.

**BUDGET/FINANCIAL SUMMARY**

02-593-8099 Special Event Marketing \$31,600

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve funding request.

South Padre Island Convention & Visitors Bureau

# South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



## STATE LAW

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

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

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

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

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



## CITY POLICY

The City of South Padre Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RFP's or accept applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted on the official application by the below noted deadlines.

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

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

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

## APPLICATION PROCESS

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

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

### Eligibility and Priority for Hotel Tax Funds:

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

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



## Compliance

Selected applicants must:

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

**The SPICVB will consider providing direct financial support that includes “non-financial support” listed in Section I (above), if events requesting initial support can prove their potential to generate overnight visitors by:**

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

The SPICVB CVA sub-committee shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the sub-committee shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board. The Convention and Visitors Advisory Board may accept or amend the CVAB sub-committee’s recommendations by a majority vote of the Committee.

**There shall be a five-year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses.**

The Convention and Visitors Advisory Board has the discretion to shorten or terminate that limitation if deemed appropriate. All organizations should assume that potential SPICVA funding would decrease every year for the term of this agreement. **Any event promoter/producer responding to a SPICVA RFP or making a request for funding must include a member of the SPI CVA Board, Staff or expert sub-committee on their organization’s Board of Directors for the duration of the agreement.**

## Use of Revenues from Event

A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a “legacy project” of South Padre Island’s funding of a particular event.



## Post Event Report

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

## Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834

Email: [marisa@sopadre.com](mailto:marisa@sopadre.com)

## Black Out Periods for Hotel Tax Funding

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

- **The months of March, June and July**

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



# APPLICATION FOR INITIAL FUNDING

Today's Date: \_\_\_\_\_

## ORGANIZATON INFORMATION

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Office Phone Number: \_\_\_\_\_

Contact Cell Phone Number: \_\_\_\_\_

Web Site Address for Event or Sponsoring Entity \_\_\_\_\_

Non-Profit or For-Profit status: \_\_\_\_\_ Tax ID #: \_\_\_\_\_

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization:

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## EVENT INFORMATION

Name of Events or Project: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

Primary Location of Event or Project: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_





## Which Category or Categories Apply to Funding Request & Amount Requested Under Each Category:

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ \_\_\_\_\_
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ \_\_\_\_\_
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ \_\_\_\_\_
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ \_\_\_\_\_
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ \_\_\_\_\_
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**  
Amount requested under this category: \$ \_\_\_\_\_

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

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

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

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

Amount requested under this category: \$ \_\_\_\_\_

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

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

What percentage of the ridership will be local citizens? \_\_\_\_\_

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

Amount requested under this category: \$ \_\_\_\_\_

What tourist attractions will be the subject of the signs?

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

How many people attending the Event or Project will use South Padre Island lodging establishments? \_\_\_\_\_

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

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

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

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

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

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

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

Please list other organization, government entities, and grants that have offered financial support to your project: \_\_\_\_\_

Will the event charge admission? \_\_\_\_\_

Do you anticipate a net profit from the event? \_\_\_\_\_

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

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



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

- Newspaper: \$ \_\_\_\_\_
- Radio: \$ \_\_\_\_\_
- TV: \$ \_\_\_\_\_
- Website, Social Media: \$ \_\_\_\_\_
- Other Paid Advertising: \$ \_\_\_\_\_

Anticipated Number of Press Releases to Media: \_\_\_\_\_

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

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

A link to the CVB must be included on your promotional handouts and in your website for booking hotel nights during this event. Are you able to comply?  Yes  No

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

\_\_\_\_\_

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

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What geographic areas does your event reach?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

- Expected Visitation by Tourists Monthly/Annually: \_\_\_\_\_
- Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: \_\_\_\_\_% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)



What amount of event insurance do you have for your event and who is the carrier:

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*[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured]*

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

Yes       No

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

### SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

- \_\_\_\_\_ Proposed Marketing Plan for Funded Event
- \_\_\_\_\_ Schedule of Activities or Events Relating to the Funded Project
- \_\_\_\_\_ Complete budget for the Funded Project
- \_\_\_\_\_ Room night projections, with back-up, for the Funded Event

### Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834  
Email: marisa@sopadre.com



# Jetty Jam Texas Music Festival



## VISION & VIBE

Jetty Jam is best described as a “toes in the sand” Texas music festival. A weekend full of Texas and Red Dirt music on a large stage situated on the pristine beach of South Padre Island. The Jetty Jam entertainment will be built from artist in this genre such as Josh Abbott, Randy Rogers Band, Cody Johnson, William Clark Green, Pat Green, Koe Wetzell, Roger Creager, Kevin Fowler, Casey Donahew and many more. Jetty Jam will feature everything from a beach bar atmosphere to onsite camping, tropical themed stage, and handpicked concessions serving local cuisines and Texas beverages.

## EVENT DETAILS

Friday June 7<sup>th</sup> will kick off the event with gates opening at 1pm and music beginning at 2pm. The stage will run until 10:00 pm Friday night. Saturday June 8<sup>th</sup>, gates will open at noon with music from 1pm to 10:00pm. Our goal for the event schedule is to allow time at the end of each night for crowds to have time to funnel into South Padre’s local night life and experience the town.



The event will feature general admission passes as well a VIP experience with viewing from the newly completed boardwalk. Concessions will line the event featuring artist merchandise, food concessions and several bar locations inside the event footprint. Live Nation views Jetty Jam as an annual event to be held each summer and to continue building the event experience for the fans. The goal for attendance in year one is 8,000-10,000

## THE TOWN OF SOUTH PADRE

The idea is for this event to take place on the Texas coast line of South Padre, which offers not only a great beach



festival site, but a town that can provide the ultimate Jetty Jam experience for fans.

With many hotel and camping options to choose from, South



Padre has the ability to offer festival goers multiple options for lodging while attending the event. Although we anticipate some local attendance from surrounding cities, our



main marketing will be focused on festival goers from Houston, Austin, Dallas, Fort Worth, and San Antonio for a destination vacation event.

Jetty Jam Contact: Zack Taylor – [zack@larryjoetaylor.com](mailto:zack@larryjoetaylor.com) – 254-968-8505

A Live Nation Production

## Jetty Jam Diagram 1



## Jetty Jam Diagram 2



## Jetty Jam Diagram 3



<b>Jetty Jam In-Kind Services Estimated Cost</b>					
	<b>Personnel</b>	<b>Hours</b>	<b>Pay/Hour</b>	<b>Total</b>	<b>Fri/Sat Total</b>
<b>Uniform Security</b>					
Ticket Gates	4	11	\$40.00	\$1,760.00	\$3,520.00
Stage, Vendors, Crowd	20	11	\$40.00	\$8,800.00	\$17,600.00
Outside event (beach, parking, camping, traffic control)	12	12	\$40.00	\$5,760.00	\$11,520.00
<b>Trash Cleanup</b>					
Roll off dumpsters (3-40 yard dumpsters)					\$2,000.00
Trash bags and trash cans					\$1,500.00
Trash pick up personnel	10	12	\$20.00	\$2,400.00	\$4,800.00
Transportation/trash trailers					\$1,500.00
<b>EMS/Ambulance</b>					
EMS Personnel	4	12	\$25.00	\$1,200.00	\$2,400.00
2 on site ambulances	2	10	\$150.00	\$1,500.00	\$3,000.00
<b>Fencing</b>					
1500' of 6' chain link fencing					\$5,000.00
<b>RV Sites</b>					
	<b>Days</b>	<b>Rate</b>	<b>Sites</b>		
200 Sites Held For Jetty Jam (June 6-8) Sold By LN	3	60	200		\$36,000.00
<b>Facility Rent</b>					
Two Day rent for boardwalk, parking and beach					\$30,000.00
<b>Total estimated cost of in-kind services</b>					<b>\$118,840.00</b>
Amount of funds need to support event					\$150,000.00
<b>Monetary contribution to event expenses</b>					<b>\$31,160.00</b>