NOTICE OF CONVENTION AND VISITOR ADVISORY BOARD MEETING
CITY OF SOUTH PADRE ISLAND

WEDNESDAY, JUNE 24, 2020
9:00 AM AT THE MUNICIPAL BUILDING
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BLVD, SOUTH PADRE ISLAND, TEXAS

1. Call to Order

2. Pledge of Allegiance

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

4. Approve Consent Agenda
   4.1. Approve the meeting minutes for the May 20, 2020 regular meeting.
   4.2. Approve the excused absences for Board Members Arnie Crenin, Bryan Pinkerton, and Bob Friedman for the May 20, 2020 regular meeting. (Salazar)

5. Regular Agenda
   5.1. Discussion and recommendation to City Council to approve FY 2020-2021 draft budget for Events Marketing (593) and Marketing (594). (Caum)
   5.2. Discussion and recommendation to City Council to approve The Atkins Group contract extension for FY 2020/2021. (Caum)
   5.3. Discussion, presentation and possible action to approve the marketing plan for August and September 2020. (Caum)
   5.4. Discussion and action to approved the funding request for Sandcastle Days October 2020. (Amaya)
   5.5. Discussion and action to approve the funding request for SPI Kite Fest February 2021. (Amaya)
   5.6. Discussion and action to approve the funding request for Ride to Rotary October 2020. (Amaya)

Agenda: JUNE 24, 2020
5.7. Presentation and discussion regarding the Directors' Report and the following topics. (Caum)

*Marketing and Communications
*Social Media
*Research and Analytics

5.8. Discussion and update regarding South Padre Island's hotel/VRM's booking numbers for Summer 2020 and factors to watch for going into Fall and Winter 2020. (Salazar)

5.9. Discussion and possible action concerning new meeting date for July 2020. (Salazar)

6. Adjourn

NOTE:
One or more members of the City of South Padre Island City Council and Special Events Committee may attend this meeting; if so, this statement satisfies the requirements of the OPEN MEETINGS ACT.

DATED THIS DAY THE 19TH OF JUNE 2020

Linette Hernandez, CVB Administrative Assistant

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE ABOVE NOTICE OF MEETING OF THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT CITY HALL/MUNICIPAL BUILDING ON JUNE 19, 2020, AT/OR BEFORE 5:00 PM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

Linette Hernandez, CVB Administrative Assistant

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, BELINDA TARVER AT (956)761-8103.
MEETING DATE: June 24, 2020

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM
Approve the meeting minutes for the May 20, 2020 regular meeting.

ITEM BACKGROUND
N/A

BUDGET/FINANCIAL SUMMARY
N/A

COMPREHENSIVE PLAN GOAL
N/A

LEGAL REVIEW
Sent to Legal: No
Approved by Legal: No

RECOMMENDATIONS/COMMENTS:
MEETING MINUTES
CONVENTION AND VISITOR ADVISORY BOARD MEETING
CITY OF SOUTH PADRE ISLAND

WEDNESDAY, MAY 20, 2020

I. CALL TO ORDER

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Meeting on Wednesday, May 20, 2020 at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Daniel Salazar called the meeting to order at 10:00 a.m. A quorum was present: Tom Goodman, Pamela Romer, and Chad Hart. Absent were Arnie Crenin, Bryan Pinkerton, and Bob Friedman.

City Officials: City Manager, Randy Smith

Staff: CVB Director Ed Caum, Office Manager/Accountant Lori Moore, Administrative Assistant Linette Hernandez, Marketing and Communications Specialist Matthew Lee.

II. PLEDGE OF ALLEGIANCE

III. PUBLIC COMMENTS AND ANNOUNCEMENTS:

Ed Caum CVB Director made a public comment regarding the upcoming Memorial Day weekend and acknowledged first responders during the pandemic.

IV. CONSENT AGENDA

4.1. Approve the meeting minutes for February 26, 2020 regular meeting. Board Member Tom Goodman made the motion, seconded by Board Member Chad Hart. Motion Carried unanimously.

4.2. Approve the meeting minutes for May 4, 2020 regular meeting. Board Member Chad Hart made the motion, seconded by Board Member Tom Goodman. Pamela Romer abstained. Motion Carried.

4.3. Approve excused absence for Chairman Daniel Salazar for February 26, 2020 regular meeting. Board Member Tom Goodman made the motion, seconded by Board Member Chad Hart. Motion Carried unanimously.

4.4. Approve excused absence for Pamela Romer and Bryan Pinkerton for May 4, 2020 regular meeting. Board Member Tom Goodman made the motion, seconded by Board Member Chad Hart. Motion Carried.

CVA Board Meeting Minutes 5-20-2020
V. REGULAR AGENDA

5.1. Presentation on Texas Travel Alliance Recovery. CVB Director Ed Caum to the podium to present a PowerPoint that was done as a webinar for the Texas Association of Convention and Visitors Bureaus. The presentation focused on marketing to the Texas drive market. CEO Steve Atkins, of the Atkins group, spoke at the podium regarding the marketing recovery plan.

5.2. Update and discussion regarding the Directors' Report and the following COVID-19 response topics.
* Current fiscal year budget cuts 2019-2020
* Financial recap report
* Recovery marketing plan
* Budget reduction of upcoming fiscal year 2020-2021
* Convention Centre update
* Group business update

5.3. Discussion and Recommendation to City Council to move $300,000 from March's HOT collections to marketing (594) to create a funding source for a weekly in-house digital marketing spend of up to $3,000. After a brief discussion, Board Member Tom Goodman, made a motion to recommend to the City Council that the $300,000 from March's HOT collection be moved into the marketing budget. Board Member, Pamela Romer, seconded motion. Motion carried unanimously.

5.4. Discussion and Recommendation to City Council to implement a Digital Marketing Discussion Group made up of one CVA Board Member, one City Council Member and up to four digital marketing experts. Analytics will be reviewed every Monday and recommendations will be given to the CVB Director on digital placement and redirection of campaigns not driving conversions. After a brief discussion, Board Member Tom Goodman made a motion to not recommend formation of a Digital Marketing Discussion Group to City Council, seconded by Pamela Romer. SEC Committee Member Doyle Wells to the podium with further comments regarding formation of a new group. Motion carried unanimously.

5.5. TIFT funding, discussion and recommendation to City Council. CVB Director Ed Caum provided an update on the Special Events Committee recommendation to the City Council
to fund TIFT by the full amount budgeted for their event in the amount of $25,000. SEC Member Doyle Wells to the podium to elaborate on the SEC decision to provide full funding to TIFT. Board Member Chad Hart made the motion to approve, seconded by Board Member Tom Goodman. Motion Carried unanimously.

5.6. Discussion and possible action concerning new meeting date for June 2020. New meeting was scheduled for June 24, 2020.

VI. ADJOURN

There being no further business, Chairman Salazar adjourned the meeting at 11:47 am.

Linette Hernandez, CVB Administrative Assistant

APPROVED:

Mr. Daniel Salazar, CVA Chairman

CVA Board Meeting Minutes 5-20-2020
MEETING DATE: June 24, 2020

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM
Approve the excused absences for Board Members Arnie Crenin, Bryan Pinkerton, and Bob Friedman for the May 20, 2020 regular meeting. (Salazar)

ITEM BACKGROUND
N/A

BUDGET/FINANCIAL SUMMARY
N/A

COMPREHENSIVE PLAN GOAL
N/A

LEGAL REVIEW
Sent to Legal: No
Approved by Legal: No

RECOMMENDATIONS/COMMENTS:
MEETING DATE: June 24, 2020

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM
Discussion and recommendation to City Council to approve FY 2020-2021 draft budget for Events Marketing (593) and Marketing (594). (Caum)

ITEM BACKGROUND
N/A

BUDGET/FINANCIAL SUMMARY
N/A

COMPREHENSIVE PLAN GOAL
N/A

LEGAL REVIEW
Sent to Legal: No
Approved by Legal: No

RECOMMENDATIONS/COMMENTS:
**Incremental Marketing Budget by Quarter**

**October 2020 – September 2021**

**1st Quarter - October – December 2019**
No Spending – Projected Hot Collections $900,000

**2nd Quarter – January – March**
- Family Spring Break - $100,000
- Christian Spring Break - $100,000
- Airport Airlift Advertising RGV - $100,000

**3rd Quarter – April – June**
- Family Vacation (SA/Austin, DFW, Houston) $100,000
- Vacation Rentals Campaign $100,000
- Outdoor Experiences $100,000

**4th Quarter – July – September**
- Island for the Holidays Campaign (Texas) $100,000
- Snow for Sand (Northern Cities) Campaign $100,000
- Family Spring Break Deals 2022 Kick-Off Campaign $100,000

**Agency Support**

1. **Creative & Content Services** $25,000
   Agency creative services, production and traffic management includes all time associated with determining the best creative strategies for print, collateral, broadcast, digital and other online marketing outreach, including the development of written and video social media content, as well as producing all campaign materials and assets needed to fulfill the brand campaign, various creative projects and the media plan. This includes concept development, art direction, design, layout and production management, as well as digital strategy and development for projects associated with overall brand campaign and to fulfill creative assets as per the media plan. Content development involves creative work like copywriting or graphics and run in parallel with the brand campaign. Our content strategy and implementation plan will cross all owned publishing.
2. Account Services
   $20,000
   As an extension of your staff, the account service team provides day-to-day management to maintain a clear understanding of your objectives, strategic direction, brand growth and maintenance requirements. This team will maintain ongoing communications, participate in planning meetings, assists with board/staff communication and others when appropriate and on an ongoing basis, prepare and submit to you for advance approval estimates of costs for recommended projects and programs, report and coordinate projects, keeping you informed of schedules, changes to scope and any other relevant information.

3. Production & Editing
   $35,000
   This production budget allocation will be used for any costs associated with production of campaign materials including photography, video/audio production, talent usage rights, VO/music, editing, printing, etc. We negotiate hard with vendor partners to get the most favorable quotes, while maintaining the quality level the South Padre Island brand deserves.

4. Advanced Analytics & Reporting
   $20,000
   TAG will provide high levels of analytics that use detailed data from digital tracking, media impressions, public relations and other forms of research to develop insightful reports that paint a clear picture of not only what’s been done, but how it is performing by campaign by objective. Moreover, this monitoring and analysis is being done on an ongoing basis so that mid-month course corrections are possible, allowing content to adjust and tune to perform at optimal levels. The result of our Advanced Analytics and Reporting is greater utilization of resources and improved program performance. Monthly summary reports are rolled into quarterly full reports, formatted to present to all necessary stakeholders in City leadership.

Total Incremental Spend 2021
$1,000,000
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## Hotel/Hotel Tax Fund

### Events Marketing

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### 02 - HOTEL/Motel Tax Fund
#### Marketing

**Department Expenditures**

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<td>3,712,553.00</td>
<td>2,229,253.71</td>
<td>3,597,500.00</td>
<td>(115,053.00)</td>
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<tr>
<td>** Department Total **</td>
<td>3,891,830.44</td>
<td>4,089,040.09</td>
<td>3,712,553.00</td>
<td>2,229,253.71</td>
<td>3,597,500.00</td>
<td>(115,053.00)</td>
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</table>
CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS ADVISORY BOARD
AGENDA REQUEST FORM

MEETING DATE: June 24, 2020

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM
Discussion and recommendation to City Council to approve The Atkins Group contract extension for FY 2020/2021.
(Caum)

ITEM BACKGROUND
N/A

BUDGET/FINANCIAL SUMMARY
N/A

COMPREHENSIVE PLAN GOAL
N/A

LEGAL REVIEW
Sent to Legal: No
Approved by Legal: No

RECOMMENDATIONS/COMMENTS:
Agreement
Between
City of South Padre Island
and
The Atkins Group

The Atkins Group (referred to as TAG) with offices located at 501 Soledad Street, San Antonio, TX 78205, hereby agrees to serve as marketing communications agency for the City of South Padre Island (referred to City) with offices located at 4601 Padre Boulevard, South Padre Island, TX 78597, in accordance with and subject to the following terms:

1. During the term of this Agreement, the City appoints TAG as the primary agency for the City of South Padre Island, with the only exception being direct placement by the City. TAG will be charged with the responsibility of strategic planning and stewardship, brand campaign concept development and maintenance, digital services, public relations and social media strategy/management, and preparing and placing advertising/marketing communications for the City.

2. Charges not to exceed the annual costs outlined below per year for the term of the contract: October 1, 2020 – September 30, 2021.

<table>
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<tr>
<th>Service</th>
<th>Costs</th>
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<td>Creative and Content Services</td>
<td>$183,000</td>
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<tr>
<td>Account Services</td>
<td>$162,000</td>
</tr>
<tr>
<td>Production &amp; Editing</td>
<td>$150,000</td>
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<tr>
<td>Advanced Analytics &amp; Reporting</td>
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<tr>
<td>Public Relations &amp; Social Media Strategy</td>
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<tr>
<td>Website &amp; Digital Development</td>
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<tr>
<td>Media Research, Planning and Placement</td>
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<tr>
<td><strong>TOTAL:</strong></td>
<td><strong>$2,700,000</strong></td>
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3. The City may, however, wish to assign additional projects, products, or services to TAG beyond the budget outline shown above. TAG agrees to accept such assignments upon written authorization from both the South Padre Island Convention & Visitors Bureau Director and Convention & Visitors Advisory Board.

4. TAG shall perform the above services as defined in Detail A (Scope of Work) and Detail B (Digital Development), attached hereto and incorporated for all purposes, in connection with the planning, preparing and placing of advertising/community outreach/promotions and other marketing communications to sell the overall experience of South Padre Island and to stimulate overnight lodging. TAG will be compensated for services rendered in accordance with Detail A (Scope of Work).

5. TAG will present cost estimates for individual projects over $1,500 for the City's review and approval prior to beginning work on projects. These estimates detail all costs and reflect a plus or minus 10% contingency factor in addition to any specifically stated contingency. If changes and/or additional unforeseen services/costs are necessary to
complete a job, a change order will be issued to the City's for review and approval.

6. All purchases of production materials, locations fees and engagement of talent with respect to the advertising of the City's products shall be subject to prior approval. If the City should direct TAG to cancel and/or terminate any previously authorized purchase or project, the City will pay TAG for services rendered and for hard costs associated with current projects or media vendors in alignment with industry standard cancellation payment periods.

7. TAG warrants and represents to the City that in purchasing any materials or services for your account, we shall exercise due care in selecting suppliers and make every effort to obtain the lowest price for the desired quality of materials or services. In every circumstance appropriate, TAG shall obtain multiple competitive bids.

8. It is the intention of the City that proceeds from the hotel occupancy tax are available to pay for the work reflected in this Agreement. If during a fiscal year, hotel occupancy tax collections vary more than ten percent from the expectations on which the applicable budget of this Agreement is based, the City shall send TAG written notice of how the City proposes to adjust the budget and Agreement accordingly. If TAG agrees with the proposed adjustments, TAG will adjust budget levels in a reasonable time period notwithstanding all fees incurred at the time of notice. It is not intended that the Agreement should be adjusted if there are adequate funds available in the reserve fund to continue to pay for the work; provided, however, that once the available tax collections and any available money in such reserve funds have been spent, then no further money shall be available or paid by the City.

9. The term of this Agreement shall commence on October 1, 2020 for a period of one year and may be renewed annually thereafter for three additional one-year periods based on performance review. City will provide written notice of intent to renew at least 90 days prior to the end of each renewal period. This Agreement may be terminated by either party at any time without cause upon written notice of such intention given ninety (90) days in advance. Notices shall be deemed given on the day of mailing or in case of notice by fax or email, on the day it is transmitted. The rights, duties and responsibilities of TAG shall continue in full force during the period of notice, including the ordering and billing of advertising in print media whose closing dates fall within such period and the ordering and billing of advertising in broadcast media where the air dates fall within such period.

10. Any advertising, merchandising, packaging and similar plans and ideas prepared by TAG and submitted to the City (whether submitted separately or in conjunction with or as part of other material) but not used by the City, shall remain the City's property provided that TAG is compensated for its development. The City agrees to return to TAG any copy, art work, files or any other physical embodiment of the creative work relating to such ideas or plans, (which may be in the City's possession upon termination) that have not been paid for at that time.

11. TAG is authorized to purchase media on the City's behalf, with advance approval.
Compensation for services, terms of payment and responsibility for payment are found in Detail A (Scope of Work). Provided TAG has been paid the full amount for a specific media contract by the City, TAG will be responsible for payment to the Media Provider. However, in the event the City has not paid TAG for a specific media contract or contracts, payments due for those services entered into on behalf of the City by TAG are guaranteed by the City and will be paid by the City.

12. TAG may list any work done on behalf of the City that is publicly available and not confidential in nature, whether online or in print or any other media. Listing may include one or more images of the creative work, website or website page, a description of services provided and/or summary of features implemented by TAG, as well as hyperlinks to and/or web address for the listed website or website page.

13. Upon termination of this contract, TAG shall transfer, assign and make available to the City, all property and materials in TAG’s possession or control belonging to and paid for by the City, to be carried to completion by TAG and paid for by you under rates found in Detail A (Scope of Work). Furthermore, the City recognizes that talent contracts with members of certain labor unions or guilds generally cannot be assigned except to signatories to the collective bargaining agreements governing the services rendered by such talent. Upon termination, no rights or liabilities shall arise out of this relationship, regardless of any plans which may have been made for future advertising, except that any non-cancelable contracts made on the City's authorization and still existing at termination hereof, which contracts were not paid or could not be assigned by TAG to the City or someone designated by the City, shall be carried to completion by TAG and paid for by the City in the manner described in Detail A (Scope of Work).

For purposes of this section, Work Product means all service, materials, reports and other products, including the following:

a. website content code, photos, and videos; and
b. creative materials, including ads, collateral materials, brochures, flyers, photography; and
c. all copy including public relations, blogs, advertising, scripts, photography; and
d. all databases and content including all CRM contact lead database; and
e. all other work product or work materials produced for the City as described in Detail A and Detail B.

14. TAG shall maintain general liability insurance, including “personal and advertising injury” with minimum limits of $1,000,000 per occurrence, $2,000,000 annual aggregate, during the term of this Agreement.

15. All notices given under this Agreement will be sent by certified mail to the following:

As to: City of South Padre Island
Randy Smith, City Manager
4601 Padre Blvd
South Padre Island, TX 78597

As to: The Atkins Group
Steve Atkins, President
501 Soledad Street
San Antonio, TX 78205
16. The Atkins Group is an independent contractor. Nothing in this Agreement is intended, nor should be construed to create a relationship of principal and agent, joint venture, partnership, or any relationship other than that of independent contractors, contracting with each other solely with respect to the performance of those services, which are the subject matter of this Agreement.

17. This Agreement, which includes Detail A and B attached hereto and incorporated herein by reference for all purposes, supersedes any and all other agreements, either oral or in writing, between the parties hereto with respect to the subject matter hereof, and no other agreement, statement, or promise relating to the subject matter of this Agreement, which is not contained herein shall be valid or binding. The parties agree that this Agreement and its attachments constitute the entire understanding of the parties. In the event of conflict between the Agreement and Proposal, the Agreement shall control.

18. Except as limited herein, the terms and provisions of this Agreement shall be binding upon an inure to the benefits of the parties hereto and their respective heirs, devisees, personal and legal representatives, successors and assigns. Neither party shall have the right to assign that party’s interest in this Agreement without the prior written consent of the other party.

19. The validity of this Agreement, any of its terms or provisions, as well as, the rights and duties of the parties hereunder, shall be governed by the laws of the State of Texas. The parties agree that it is performable in Texas and that exclusive venue shall be in Cameron County, Texas.

20. This Agreement is entered into subject to the charter and ordinances of the City as they may be amended from time to time, and is subject to and is to be construed, governed and enforced under all applicable federal and state laws. TAG shall make any and all reports required in accordance with federal, state or local law, including but not limited to proper reporting to the Internal Revenue Service as required in accordance with TAG’s income.

21. In case any one or more of the provisions contained in this Agreement shall for any reason be held invalid, illegal, or unenforceable in any respect, such invalidity, illegality, or unenforceability shall not affect any other provision thereof and; this Agreement shall be construed as if such invalid, illegal, or unenforceable provision had never been contained herein.

22. TAG acknowledges and represents it is aware of the laws, City Charter, and City Code of
Conduct regarding prohibited interest and that the existence of a prohibited interest at any time will render the Agreement voidable. At the time of executing this Agreement, a representative of TAG will execute the Conflict's Disclosure Statement.

23. Nothing in this Agreement shall be as a waiver of the City's governmental immunities. In accordance with Texas Government Chapter 2270, by signing the Contract, Contractor verifies that it does not boycott Israel and will not boycott Israel during the term of the contract.

Entered into an Agreement as of October 1, 2020.

The Atkins Group
Steve Atkins, President

Date

City of South Padre Island
Randy Smith, City Manager

Date
Detail A - Scope of Work  
Between the City of South Padre Island and The Atkins Group

We have formed an Agreement that gives us the opportunity to work with you to help shape your brand, enhance your reputation and grow your business based upon your goals.

This Agreement is detailed by the elements of the scope of work listed below. These apply to the year of service covering FY 2020/2021. Subsequent years will be further defined and mutually agreed on an annual or other basis:

1. Creative & Content Services $183,000
Agency creative services, production and traffic management includes all time associated with determining the best creative strategies for print, collateral, broadcast, digital and other online marketing outreach, including the development of written and video social media content, as well as producing all campaign materials and assets needed to fulfill the brand campaign, various creative projects and the media plan. This includes concept development, art direction, design, layout and production management, as well as digital strategy and development for projects associated with overall brand campaign and to fulfill creative assets as per the media plan. Content development involves creative work like copywriting or graphics and run in parallel with the brand campaign. Our content strategy and implementation plan will cross all owned publishing.

2. Account Services $162,000
As an extension of your staff, the account service team provides day-to-day management to maintain a clear understanding of your objectives, strategic direction, brand growth and maintenance requirements. This team will maintain ongoing communications, participate in planning meetings, assists with board/staff communication and others when appropriate and on an ongoing basis, prepare and submit to you for advance approval estimates of costs for recommended projects and programs, report and coordinate projects, keeping you informed of schedules, changes to scope and any other relevant information.

3. Production & Editing $150,000
This production budget allocation will be used for any costs associated with production of campaign materials including photography, video/audio production, talent usage rights, VO/music, editing, printing, etc. We negotiate hard with vendor partners to get the most favorable quotes, while maintaining the quality level the South Padre Island brand deserves.

4. Advanced Analytics & Reporting $24,000
TAG will provide high levels of analytics that use detailed data from digital tracking, media impressions, public relations and other forms of research to develop insightful reports that paint a clear picture of not only what’s been done, but how it is performing by campaign by objective. Moreover, this monitoring and analysis is being done on an ongoing basis so that mid-month course corrections are possible, allowing content to adjust and tune to perform at optimal levels. The result of our Advanced Analytics and Reporting is greater utilization of resources and improved program performance. Monthly summary reports are rolled into quarterly full reports, formatted to present to all necessary stakeholders in City leadership.
5. Public Relations & Social Media Strategy $96,000
Ongoing public relations and social media management will include a cohesive connection of your inbound and outbound PR efforts. From owned channels (social and web) to earned (media and influencers) to in house, PR must not only use media as a megaphone, but arm your staff and customers so they can amplify messages as well. It requires channel specific strategy to maximize results. This program involves: News Media Relations, Social Media Strategy, Social Amplification, Edu-tainment through Blogs, Influencers, etc.

6. Website Maintenance & Digital Development $60,000
Through our managed services program, we’ll assist with ongoing training and support to your team, as well as assist with ongoing feature and functionality development and general website maintenance and platform updates. Our technology services will support this effort to continually evolve the marketing platforms we’ve built together. This includes website hosting through WP Engine, Hot Jar analytics tools, WPML service, Timely Event Management service, Googlemaps API, and the Active Campaign email automation service. Additionally, we’ll provide periodic SEO optimizations to ensure the website and its content are performing at peak opportunity.

7. Media Research, Planning & Placement $2,025,000
The paid channels team works on an ongoing basis to understand the audiences, reach and budget objectives for each assignment, and through the use of media research tools, an approach and plan will be developed using a variety of paid channels. This includes creation of an annual plan noting key seasonal shifts and targeting the leisure and groups/meetings audiences, and ongoing research and evaluation of various media opportunities. We will negotiate on your behalf, using our experience and buying leverage, to yield the best rates and value-added possible, and order the space, time or other means to be used for your advertisements. This includes invoice reconciliation and reporting. Media is paid by the commission for media placed with 12.5% yield (this is calculated using the advertising industry standard multiplier of 1.1429 to yield 12.5% margin on the net media cost). Media is billed to you when the media is placed, meaning the time when the outlet has reserved the media for your use.

Hourly Costs by Job Function
The following hourly costs for each job description were utilized to form the overall budget plan as outlined in contract item #2. The budget line items as defined previously contain all costs within the defined budget plan total. The only application of additional hourly charges will come if new projects are defined and authorized from both the South Padre Island Convention & Visitors Bureau Director and Convention & Visitors Advisory Board.

<table>
<thead>
<tr>
<th>Job Description</th>
<th>Hourly Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concept and Design</td>
<td>$175</td>
</tr>
<tr>
<td>Copywriting</td>
<td>$150</td>
</tr>
<tr>
<td>Art Direction</td>
<td>$125</td>
</tr>
<tr>
<td>Production Art</td>
<td>$95</td>
</tr>
<tr>
<td>Traffic</td>
<td>$95</td>
</tr>
<tr>
<td>Account Supervision</td>
<td>$150</td>
</tr>
<tr>
<td>Account Coordination</td>
<td>$125</td>
</tr>
<tr>
<td>Service</td>
<td>Rate</td>
</tr>
<tr>
<td>---------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>Analytics Supervision</td>
<td>$150</td>
</tr>
<tr>
<td>Analytics Coordination</td>
<td>$125</td>
</tr>
<tr>
<td>Public Relations Director</td>
<td>$150</td>
</tr>
<tr>
<td>Public Relations Writing</td>
<td>$125</td>
</tr>
<tr>
<td>Media Planning</td>
<td>$175</td>
</tr>
<tr>
<td>Media Buying</td>
<td>$150</td>
</tr>
<tr>
<td>Media Coordination</td>
<td>$95</td>
</tr>
<tr>
<td>Social Media</td>
<td>$150</td>
</tr>
<tr>
<td>Digital Design/Senior Programming</td>
<td>$150</td>
</tr>
<tr>
<td>Programming</td>
<td>$125</td>
</tr>
<tr>
<td>Account Supervision – principal</td>
<td>$195</td>
</tr>
<tr>
<td>Strategic Planning – principal</td>
<td>$225</td>
</tr>
</tbody>
</table>

**Travel Reimbursement**
Travel costs will be approved in advance and are not to exceed $10,000 per calendar year unless authorized by The City.

TAG will submit approved travel dates for any business-related meetings, production activities, event promotion activities, etc. Time will be billed to the City at one half the hourly cost for the individuals involved. Travel Expenses and Per Diem will be charged as follows:

**Automobile Transportation**
Travel by company or private automobile will be reimbursed at the then-allowable IRS rate. Mileage, as well as any parking, tolls or other travel-related expenses will be reimbursed.

**Commercial Carrier Travel (out of town)**
Every effort will be made to secure the most time and cost-efficient mode of travel. TAG will purchase at the lowest fares available within the planning timetable. If schedule changes are required by client, any adjustment to the fare will be added. If travel is cancelled and TAG is able to reuse funds on a previously purchased ticket, that cost will be credited to the City, less any anticipated change fees. If it is a non-refundable/non-reusable ticket, the City will be billed for the fare. Commercial Carrier Travel receipts will be provided for reimbursement with no markup.

**Rental Vehicles**
Every effort will be made to secure the lowest rate possible for comfortable and secure transportation, including utilizing an available corporate rate available through TAG or the City when available. Actual rental car receipts along with parking, toll and fuel receipts will be provided for reimbursement with no markup.

**Lodging**
Every effort will be made to secure the lowest rate possible for comfortable and secure lodging, including utilizing an available corporate rate available through TAG or the City when available. Actual hotel receipts (including parking fees, if necessary), will be provided for reimbursement with no markup.
**Meals**
A per diem rate of $65 per day, per person, will be charged for meals and any incidentals. For billing purposes, a day consists of time away from the corporate office during regular business hours. This will be charged in conjunction with travel and does not necessarily require an overnight stay.

**Fees at Termination**
Upon termination, we will transfer, assign and make available to you, all property and materials in our possession or control belonging to and paid for by you, to be carried to completion by TAG and paid for by City at the then-current Hourly Fee Schedule rates. If requested and reasonably possible, an estimate will be provided prior to starting the services. Payment for services when estimated will be due and payable 50% at commencement and the actual balance prior to delivery of requested materials, releases, etc. If no estimate is requested, we will progress bill at appropriate points in the process, with final balance due prior to delivery of requested materials, releases, etc.

**Miscellaneous Expenses**
You agree to reimburse us for delivery fees and other reasonable and necessary expenses incurred on your behalf.

**Payment terms**
Our monthly billing terms are Net 30 Days. A finance charge of 1.5% per month (18% annually) will be billed on balances 30-days or more past invoice date.
Detail B - Digital Development
Between the City of South Padre Island and The Atkins Group

Creation and modifications of websites (desktop, mobile and responsive), applications and any/all other digital assets involves creation of code and other elements, most of which are created specifically for the need, but some are obtained from other sources. Because these circumstances are specific to digital development, the following apply.

OWNERSHIP OF SOFTWARE AND OTHER CONTENT

1. Definitions.
   a. “Reusuable Elements” means software tools and code, informational content, graphic elements and any other content that we have created or acquired and/or will during the course of the Agreement create, acquire and/or improve that are reusable or are useful for one or more other products, tasks and projects and for which we own all right, title and interest;
   b. “Third Party Elements” means software tools and code, informational content, graphic elements and any other content under which we do not own the entire right, title and interest; and
   c. “Client Specific Elements” means software tools and code, informational content, graphic elements and any other content (1) other than specified in subsections 1(a) or 1(b) and (2) specifically identified as such in the particular Project Estimate under which it is created and delivered.

2. Reusable Elements. You agree that all Reusable Elements are or will be our exclusive property. Except as otherwise expressly provided in one or more relevant Project Estimates, upon payment of amounts due to us with regard to each Estimate, we will grant to you a non-exclusive, worldwide, perpetual, irrevocable and fully paid up license to use, modify, adapt and otherwise exploit such Reusable Elements solely for use with the deliverables under such Project Estimate and derivatives of such deliverables. Under no circumstance, however, may you sublicense to any third party any right in such Reusable Elements.

3. Third Party Elements. Client agrees that all rights of use and ownership in, to and under Third Party Elements shall be governed exclusively by the third party terms of use or other agreement under which such Third Party Elements are acquired.

4. Client Specific Elements. Upon payment of all amounts due to us with regard to each Project Estimate, Client Specific Elements under such Estimate will belong to you and will be, to the fullest extent permitted under the U.S. copyright laws, a work-made-for-hire for you. To the extent that any such Client Specific Elements are not a work-made-for-hire, such Client Specific Elements (including, as applicable, the binary code and source code) are hereby assigned to you.

5. Facilitation. Each party agrees to provide, at the other party’s expense, any documents reasonably necessary or useful to vest in each party its respective intellectual property under this Detail. Additionally, Client hereby grants to us a non-exclusive and non-
transferable license to access and use your computer and network systems and proprietary software and to use any software tools and code, informational content, graphic elements and any other content of your as reasonably required for us to carry out our obligations under this Agreement.

6. **No Other Rights.** Except as expressly stated in this Agreement, each party retains its own rights. No rights are created or transferred by implication.

7. **Warranties and Indemnity**
   
   a. **Agency Warranties.** We warrant: (a) that it has all required corporate authority to execute and perform this Agreement; and (b) that any original creation by us provided or to be provided under this Agreement does not and will not infringe or violate any valid third party patent right, trademark or service mark right, right of likeness or publicity, right of privacy, copyright or trade secret right in the United States.
   
   b. **Client’s Warranties.** You warrant: (a) that it has all required corporate authority to execute and perform this Agreement; and (b) that any material and/or content furnished or to be furnished under this Agreement, including, without limitation, any third party product or service required for performance by us of Services under any Estimate, does not and will not infringe or violate any valid third party patent right, trademark or service mark right, right of likeness or publicity, right of privacy, copyright or trade secret right in the United States.
   
   c. **Warranty Exclusion.** EXCEPT AS EXPRESSLY STATED IN THIS AGREEMENT, WE DISCLAIM ALL EXPRESS AND IMPLIED WARRANTIES, INCLUDING IMPLIED WARRANTIES OF NON-INFRINGEMENT, MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.

8. **Indemnification.** You shall indemnify us at all times after the effective date of this Agreement against any liability, loss, damages (including punitive damages), claim, settlement payment, cost and expense, interest, award, judgment, diminution in value, fine, fee, penalty or other charge, including reasonable legal fees and the cost of enforcing this indemnity, arising out of or relating to any one or more of the following: (a) breach by you of any warranty set forth in this Agreement; (b) any claim, action, suit or proceeding made or brought by a third party based in whole or in part upon, or arising out of or relating to, performance by us of any Service; or (c) negligence, fraud or willful misconduct of Client.

9. **DISCLAIMER OF DAMAGES AND LIMITATIONS OF LIABILITY**
   
   a. The City of South Padre Island is entitled to all remedies available by law.

   **Stale Claims for Quality of Work.** We are not liable in any amount for any claim by you based upon, or arising out of or relating to, any objection by you to the quality of any Service performed or deliverable provided by us unless written notice of the objection is provided by you to us within 60 days following the date of performance or delivery.

   i. **Maximum Liability.** IN NO CASE ARE WE LIABLE TO YOU FOR ANY AMOUNT IN EXCESS OF THE LESSER OF: (a) THE REASONABLE COST OF CORRECTING ANY
ERROR ATTRIBUTABLE TO US OR (b) THE TOTAL FEES UNDER THE ESTIMATE RELEVANT TO THE LIABILITY THAT WERE PAID BY YOU TO US DURING THE SIX (6) MONTH PERIOD PRIOR TO THE FIRST DATE OF OCCURRENCE GIVING RISE TO THE LIABILITY. THIS LIMITATION APPLIES IN THE AGGREGATE TO ALL CAUSES OF ACTION ARISING FROM THE OCCURRENCE.
MEETING DATE: June 24, 2020

NAME & TITLE: Linette Hernandez

DEPARTMENT: Convention and Visitors Bureau

ITEM
Discussion, presentation and possible action to approve the marketing plan for August and September 2020. (Caurn)

ITEM BACKGROUND
N/A

BUDGET/FINANCIAL SUMMARY
N/A

COMPREHENSIVE PLAN GOAL
N/A

LEGAL REVIEW
Sent to Legal: No
Approved by Legal No

RECOMMENDATIONS/COMMENTS:
## SPI In-House Media Spend

### August and September 2020 ($300,000)

#### August

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>$10,000</td>
</tr>
<tr>
<td>Digital Media</td>
<td>$65,000</td>
</tr>
<tr>
<td>Television Ads</td>
<td>$50,000</td>
</tr>
<tr>
<td>Streaming TV Ads</td>
<td><strong>$25,000</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$150,000</strong></td>
</tr>
</tbody>
</table>

#### September

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>$10,000</td>
</tr>
<tr>
<td>Digital Media</td>
<td>$65,000</td>
</tr>
<tr>
<td>Television Ads</td>
<td>$50,000</td>
</tr>
<tr>
<td>Streaming TV Ads</td>
<td><strong>$25,000</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$150,000</strong></td>
</tr>
</tbody>
</table>
MEETING DATE: June 24, 2020

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM
Discussion and action to approve the funding request for Sandcastle Days October 2020. (Amaya)

ITEM BACKGROUND
N/A

BUDGET/FINANCIAL SUMMARY
N/A

COMPREHENSIVE PLAN GOAL
N/A

LEGAL REVIEW
Sent to Legal: No
Approved by Legal: No

RECOMMENDATIONS/COMMENTS:
South Padre Island Convention & Visitors Bureau

South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law
APPLICATION FOR INITIAL FUNDING

Today's Date: 6/11/2020

ORGANIZATION INFORMATION

Name of Organization: Clayton Brashear, Clayton's

Address: 6900 Padre Blvd.

City, State, Zip: South Padre Island, TX 78597

Contact Name: Clayton Brashear

Contact Office Phone Number: 956.761.5900

Contact Cell Phone Number: 956.455.8436

Web Site Address for Event or Sponsoring Entity sandcastledays.com

Non-Profit or For-Profit status: Non-profit

Tax ID #: 467-31-5779

Entity's Creation Date: 

Purpose of your organization:

Promote tourism

EVENT INFORMATION

Name of Events or Project: Sandcastle Days 2020

Date of Event or Project: October 15-18 2020

Primary Location of Event or Project: Clayton's

Amount Requested: $ 35,000.00
Primary Purpose of Funded Activity/Facility:

Promote tourism and preserve a long established event held on South Padre Island for over 30 years

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

Please see attached proposed budget for Sandcastle Days 2020

Percentage of Hotel Tax Support of Related Costs

51% Percentage of Total Event Costs Covered by Hotel Occupancy Tax

0% Percentage of Total Annual Facility Costs Covered by Hotel Occupancy Tax for the Funded Event

31% Percentage of Annual Staff Costs Covered by Hotel Occupancy Tax for the Funded Event

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

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

No, however, request City provide in-kind service of sand hauling as in previous years.
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: $ 35,000.00

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? See 2019 UTRGV Report

How many of the attendees at the sporting related event are expected to be from another city or county? 80% ______________

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity? See 2019 UTRGV Report
g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.

Amount requested under this category: $____________________________________

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

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

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

What percentage of the ridership will be local citizens? ____________________________________________

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

Amount requested under this category: $____________________________________

What tourist attractions will be the subject of the signs?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

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

Expected Attendance:  20,000

How many people attending the Event or Project will use South Padre Island lodging establishments?  80%

How many nights do you anticipate the majority of the tourists will stay:  2-5

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:
No

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:

<table>
<thead>
<tr>
<th>Month/Year Held</th>
<th>Assistance Amount</th>
<th>Number of Hotel Rooms Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 2019</td>
<td>35,000.00</td>
<td>N/A</td>
</tr>
<tr>
<td>October 2018</td>
<td>35,000.00</td>
<td>N/A</td>
</tr>
<tr>
<td>October 2017</td>
<td>35,000.00</td>
<td>N/A</td>
</tr>
</tbody>
</table>

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

Please list other organization, government entities, and grants that have offered financial support to your project:  N/A

Will the event charge admission?  No

Do you anticipate a net profit from the event?  No

If there is a net profit, what is the anticipated amount and how will it be used?
N/A
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: $1,000.00
- Radio: $________
- TV: $10,000.00
- Website, Social Media: $3,500.00
- Other Paid Advertising: $________

Anticipated Number of Press Releases to Media: 10

Anticipated Number Direct Mailings to out-of-town recipients: N/A

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? Yes

[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?

Texas

___________________________________________________________________________________________

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:
1,000,000 per occurrence 2,000,000 aggregate Carrier - Arch Specialty Insurance Company

[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
Sandcastle Days Schedule of Events

Sandcastle Days brings you 5 full days of family-friendly activities and art on the beach.

Sandcastle Days Mercado Open
Thursday – Sunday 10:00 am – Close

Wednesday, October 2nd 14th
Doors Open: 9:00 am

- Masters of Sand carve as a group build Sponsors Sculptures. See them work their magic on the group sandcastle.

Thursday, October 3rd 15th
Doors Open: 9:00 am
- Official start Masters of Sand Competition
- Join the Masters, listen to music and watch them create Unforgettable Sand Art

Friday, October 4th 16th
Doors Open: 9:00 am

- Masters of Sand continue sculpting
- Registration Open – Amateur competition includes: Kids, Family, Groups, and Singles 1 pm – 5 pm
- T-Shirt Sales Open
- Sandcastle Days Mercado
- Live Bands on Stage At Clayton's

Saturday, October 5th 17th
Doors Open 9:00 am

- Sandcamp – Free Sandcastle Lessons begging at 8:00 am
- Master Sand Sculpting competition final day!
- Sandcastle Days Mercado Open 10:00 am to Close
- Children Water Slides, Bouncer & Bull Riding Open
- Amateur Registration open 8:00 am
- Amateur competition begins at 9:00 am, ends at 3:00 pm / Kids, Family, Group or Singles Castle welcome
- Unlitter Campaign 10th Annual Trashion Show “Straw Wars Theme” at 4:00 pm
- Judging for Amateur and Masters Divisions
- Awards Ceremony for Amateur and Masters Divisions at 4:30 pm
- Live Bands on Stage at Clayton's

Sunday, October 6th 18th
Doors Open: 9:00 am

- Sandcamp – Free Sandcastle Lessons begin at 10:00 am
- Sandcastle Days Mercado
- Children Water Slides, Bouncer & Bull Riding Open
- Enjoy the Sand Monuments, Listen to music and play the day away
- Spread The Word Family Fun For All Ages
- People's Choice Awards at 3:00 pm
## Income:

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>CVB Sponsorship</td>
<td>$35,000.00</td>
</tr>
<tr>
<td>Sponsorships Other</td>
<td>$6,000.00</td>
</tr>
<tr>
<td>Vendors</td>
<td>$3,900.00</td>
</tr>
<tr>
<td>Amateur Sand Sculptors</td>
<td>$90.00</td>
</tr>
<tr>
<td><strong>Total Budgeted Income</strong></td>
<td>$44,990.00</td>
</tr>
</tbody>
</table>

## Event Expenses:

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising Digital Marketing</td>
<td>$3,500.00</td>
</tr>
<tr>
<td>Advertising Print</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Advertising TV</td>
<td>$10,000.00</td>
</tr>
<tr>
<td><strong>Total Budgeted Advertising</strong></td>
<td>$14,500.00</td>
</tr>
<tr>
<td>Kiddie Rides and Tents</td>
<td>$2,720.00</td>
</tr>
<tr>
<td>Materials and Supplies</td>
<td>$4,000.00</td>
</tr>
<tr>
<td>Event MC</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Security</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Event Staff Management</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Event Staff Sand Sculptors</td>
<td>$12,000.00</td>
</tr>
<tr>
<td>Sand Sculptors Travel Expense</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>Sculptors Awards</td>
<td>$1,750.00</td>
</tr>
<tr>
<td>Sand Slaves</td>
<td>$2,600.00</td>
</tr>
<tr>
<td><strong>Total Budgeted Event Staff</strong></td>
<td>$20,350.00</td>
</tr>
<tr>
<td>In-Kind Hotel Rooms</td>
<td>$7,000.00</td>
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<tr>
<td>In-Kind Venue Cost</td>
<td>$15,000.00</td>
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<tr>
<td>In-Kind Outside Food</td>
<td>$4,000.00</td>
</tr>
<tr>
<td><strong>Total Budgeted In-Kind Expense</strong></td>
<td>$26,000.00</td>
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<tr>
<td><strong>Total Budgeted Event Expense</strong></td>
<td>$69,570.00</td>
</tr>
</tbody>
</table>

**Net Profit/Loss**

$ (24,580.00)
MEETING DATE: June 24, 2020

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM
Discussion and action to approved the funding request for SPI Kite Fest February 2021. (Amaya)

ITEM BACKGROUND
N/A

BUDGET/FINANCIAL SUMMARY
N/A

COMPREHENSIVE PLAN GOAL
N/A

LEGAL REVIEW
Sent to Legal: No
Approved by Legal: No

RECOMMENDATIONS/COMMENTS:
Application

Date: 6-4-20

Organization Information

Name of Organization: B&S Kites

Address: 2812 Padre Blvd, Ste. B

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

Contact Name: Bill Doan

Contact Office Phone Number: 761-1248

Contact Cell Phone Number: 433-1699

Web Site Address for Event or Sponsoring Entity: www.spikitefest.com

Non-Profit or For-Profit status: For Profit

Tax ID #: 43-4372341

Entity's Creation Date: 5-2-98

Purpose of your organization: We are a retail kite shop serving the Rio Grande Valley and South Padre Island from 1998 to present. We started, organized & sponsored SPI Kite Fest from 2000 to 2013. We successfully revived SPI Kite Fest in 2016-2020.

Event Information

Name of Event or Project: SPI Kite Fest 2021

Date of Event or Project: Feb. 4th, 5th, & 6th, 2021

Primary Location of Event or Project: Indoor Kite Performances ~ SPI Convention Centre

Primary Purpose of Funded Activity/Facility:

To promote 'wind sports' by bringing thousands of visitors to the island for 3 days to experience colorful skies, amazing show kites, and performances by world renowned kite performers.
How will the hotel tax funds be used: _(please attach a list of the hotel tax funded expenditures)

(See enclosed proposed budget)

Percentage of Hotel Tax Support of Related Costs

88%  Percentage of Total Event Costs Covered by Hotel Occupancy Tax

12%  Percentage of Total Annual Facility Costs Covered by Hotel Occupancy Tax for the Funded Event

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

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

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

Approx. $2,500 for use of CVB Exhibition Hall for Thursday Night Indoor Kite Performances from 9 a.m. to 10 p.m. ~ Doors open 3 p.m. ~ Performances from 6:00 p.m. to 8:30 p.m. ~ Teardown from 8:30 p.m. to 10 p.m.

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

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

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

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

☐ d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that
the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: $______

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

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

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

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

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

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

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

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

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

What percentage of the ridership will be local citizens? ________

☐ h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category: $__________
What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 5 (2016-2020) Total 18 years 13 years prior 2000-2013

2. Expected Attendance: 7,000 + (3 days)

3. How many people attending the Event or Project will use South Padre Island lodging establishments? 500 + (in 2020 - Minimum rooms accounted for by Indoor Performance Registration was 621)

   How many nights do you anticipate the majority of the tourists will stay: 2-3 nights

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: No - but several hotels participate by giving a 'kite fest' rate for the event

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

<table>
<thead>
<tr>
<th>Month/Year Held</th>
<th>Assistance Amount</th>
<th>Number of Hotel Rooms Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb. 2018</td>
<td>$22,150</td>
<td>559 + (room nights)</td>
</tr>
<tr>
<td>Feb. 2019</td>
<td>$22,150</td>
<td>547 + (room nights)</td>
</tr>
<tr>
<td>Feb. 2020</td>
<td>$22,150</td>
<td>621 + (room nights)</td>
</tr>
</tbody>
</table>

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? Survey of attendees
7. Please list other organization, government entities, and grants that have offered financial support to your project: None ~ In-kind donations of hotel rooms from several SPI hotels

8. Will the event charge admission? Outdoor Event - NO - Cameron Co. will not allow us Indoor Event - YES - Minimum 500 @ $10 ea.

9. Do you anticipate a net profit from the event? No

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

11. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

<table>
<thead>
<tr>
<th>Media Outlet</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper &amp; Printed Advertising</td>
<td>$1,713</td>
</tr>
<tr>
<td>Radio:</td>
<td>$0</td>
</tr>
<tr>
<td>TV:</td>
<td>$0</td>
</tr>
<tr>
<td>Website, Social Media:</td>
<td>$1,301</td>
</tr>
<tr>
<td>Other Paid Advertising:</td>
<td>$2,681</td>
</tr>
</tbody>
</table>

   Past Years - Free TV coverage
   Daytime at 9 - Fox 38 Corpus Christi & CBS 4 RGV
   San Antonio Chief Meteorologist Alex Garcia
   KRGV Weather - Tim Smith
   Con Mi Gente - Rick Diaz
   KGBT Weather - Bryan Hale

   Anticipated Number of Press Releases to Media 46 Newspapers & Kite Clubs
   Anticipated Number Direct Mailings to out-of-town recipients 206 Valley RV Parks

   Other Promotions Festival Flyer - American Kitefliers Assn. Calendar of Events
   Central US Kite Calendar - Multiple On-line Calendar of Events

12. Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? No - but we do provide direct links to all sponsoring hotels on the event website

13. Will you negotiate a special rate or hotel/event package to attract overnight stays? Yes - and the hotels reservation websites will be linked to the kitefest website

14. What other marketing initiatives will you utilize to promote hotel and convention activity for this event?
15. What geographic areas does your marketing, advertising and promotion reach:

- Texas ~ RGV, San Antonio, Austin, Houston, Dallas/Fort Worth, Lubbock as well as Oklahoma,
- Oregon, Washington, North Carolina, New Jersey, Rhode Island, Florida, Michigan & Victoria and
- Vancouver, BC, Canada

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? 10,000 + (each media source ought to be able to quantify this number for applicants)

17. 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)

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

- $1,000,000 K&K Insurance Group (American Kitefliers Assn.)

a. (Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured)

19. 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 submitted with at least ___ weeks advance notice for approval by the South Padre Island CVB.

20. 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.

Submit to: Convention and Visitors Advisory Board
C/O City of South Padre Island Convention and Visitor's Bureau
7355 Padre Blvd., South Padre Island, Texas 78597
(956) 761-3000 Phone (956) 761-3024 Fax
POST EVENT REPORT

Today's Date: March 4, 2020

To be reimbursed, please submit the following within 10 days post event:

1. Number of participants calculated with backup documentation (i.e. zip codes, team rosters, surveys)
2. Number of room nights tracked with backup documentation (i.e. third-party housing documentation or certified hotel pickup reports)

Please submit the following within 30 days your post event report:

1. Valid Invoice(s) supporting reimbursable allowable expenses. Please submit only enough receipts to reach awarded grant amount.
2. Evidence of payment to support invoices paid from grantee to third party (front and back copies of cleared check(s) or detailed credit card/debit card receipts. For all media buys please provide tear sheets, copies of advertisements, schedules and signed station affidavits.
3. Copies of marketing or advertising materials, websites showing South Padre Island CVB logo.

Organization Information

Name of Organization: StarCare
Address: 2211 Padre Blvd. Bldg B
City, State, Zip: South Padre Island, Texas 78597
Contact Name: Bill Sepe
Contact Cell Phone Number: 956-433-1391 Work: 741-1248

Event Information

Name of Event or Project: SRI Kite Fest
Date(s) of Event or Project: Jan 30, Feb 6th & 14th 2020
Primary Location of Event or Project: Indoor - SR Convention Center, Outdoor - The Beach
Amount Requested: $20,000
Amount Received: $22,000
How many years have you held this Event or Program: 12, 2012-2020, 2000-2018
Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: 65%
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): In-Kind
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): In-Kind
4. If staff costs were covered, estimate of actual hours staff spent on funded event: In-Kind
5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used? 
   Indoor: Yes, Outdoor: No
   Net Profit: $2,500 - Amount will be applied to 2024 Proposed [One Year Budget]

6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

Event Attendance Information

1. How many people did you predict would attend this event? (Number submitted in the application for hotel occupancy tax funds): 8,000
2. What was the actual attendance at the event? 
   Approx. 7,400
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 6,000
4. How many room nights did you actually generate by attendees of this event? 621
5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this Event?
   - This Year: 621
   - Last Year: 647
   - Two Years Ago: 665
   - Three Years Ago: 482

6. What method did you use to determine the number of people who booked rooms at South Padre Island hotels (e.g., room block usage information, survey of hoteliers, total attendance formula, zip code information, etc.)? 
   - Method 1: Calculating number of tickets sold prior to event
   - Method 2: Calculating number of tickets sold post-event

7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? 
   Yes
   If the room block did not fill, how many rooms were picked up?
Event Promotion Information

1. Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:
   - **Newspaper:** $630
   - **Radio:** $12
   - **TV:** $0
   - **Other Paid Advertising:** $4,637.17
   - **Number of Press Releases to Media:** 48
   - **Number emails to out-of-town recipients:** 206
   - **Other Promotions:** $2,100.60

2. Did you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? [ ] Yes [ ] No

3. Did you negotiate a special rate or hotel/event package to attract overnight stays? [ ] Yes [ ] No

4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?
   - The indoor kite festival was held outside at a cost of $1.00 per participant. It was well-attended, with an attendance of 1228 spectators this year (2019) compared to 230 spectators last year (2018). An increase of 441 or 195%.
   - The indoor kite festival was held outside at a cost of $1.00 per participant. It was well-attended, with an attendance of 1228 spectators this year (2019) compared to 230 spectators last year (2018). An increase of 441 or 195%.

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

Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g., a city's newspaper, or a radio station that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.

5. Please note any other success indicators of your event:
   - The indoor kite festival was held outside at a cost of $1.00 per participant. It was well-attended, with an attendance of 1228 spectators this year (2019) compared to 230 spectators last year (2018). An increase of 441 or 195%.
   - The indoor kite festival was held outside at a cost of $1.00 per participant. It was well-attended, with an attendance of 1228 spectators this year (2019) compared to 230 spectators last year (2018). An increase of 441 or 195%.

South Padre Island Convention & Visitors Bureau | 7355 Padre Blvd. South Padre Island, TX 78597
(956) 761-3000 | (956) 761-3024 Fax | www.sopadre.com
Sporting Related Events

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? Kiting Event: 1,077 attendees.

2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? All—from TX, OR, WA, VI, MD, DC, British Columbia, United Kingdom, etc.

3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel within the city or its vicinity? The economic activity is from the thousands of spectators that come to watch the kite performances that show ideas.

Additional Event Information

1. The South Padre Island businesses did you utilize for food, supplies, materials, printing, etc.? Bars and Grills, Retail (equipment, clothing, etc.), Friends of Animal Rescue (petting), Cinema/Arts Center, Pro 1 (food), Crown Boys (food), Stage, Audio/Visual.

2. What was the weather like during the event? Friday was windy to three feet. It rained on Saturday, warm & sunny, wind N at 12, then E at 15.

3. Were there any other facts that may have affected on the event? Peers set of races provided this year—more seating for indoor Kite Performances—attendance up 17% over 2019.

Signature

Date

Submit to complete applications to:

Marisa Amaya
Event Development Manager
Convention and Visitors Advisory Board
C/O City of South Padre Island Convention & Visitors Bureau
7355 Padre Blvd., South Padre Island, TX 78597
Phone: (956) 761-3834
Email: marisa@sopadre.com
SPI Kite Fest  
Feb. 4th, 5th & 6th, 2021  
w/ Thursday Night Indoor Kite Performances

Proposed Budget

Demonstration Expense (Airfare & Travel) $15,031.00
Team KiteLife – Portland, OR - $5034
   John Barresi, Eli & Sara Russell, Brett Marchel, Sari Becker
   1 - Portland, OR 2 - Medford, OR 1 - Detroit, MI 1 - Bellingham, WA
   Airfares $3934 – Car/Gas/Food $1100
Team Rev Riders – Baltimore, MD - $3304
   Scott Welder, Jim Cosca, James Fletcher, Paul Lamasters
   1 - Portland, OR 1 - Ft. Washington, DC 2 - Baltimore, MD
   Airfares $2694 – Car/Gas/Food $610
Spence Watson – Seattle, WA – $1117
   Airfare $715 – Car/Gas/Food $402
Paul deBakker – Seattle, WA – $1117
   Airfare $715 – Car/Gas/Food $402
Steve deRooy – Victoria, BC – $950
   Airfare $875 – Car/Gas/Food – $75
Mario DiLucca – Victoria, BC – $1277
   Airfares $875 – Car/Gas/Food $402
Amy & Connor Doran – Seattle, WA – $1832
   Airfares $1430 – Car/Gas/Food $402
Phil & Barb Burks – Portland, OR - $400
   Travel Reimbursement $400

Demonstration Expense (In-state Travel) $250.00
Team EOL – Austin, TX - $250
   Jim Cox, Michael Boswell, Ben Gray, Lori Ramos

Demonstration Expense (Hotels) $16,588.00
   Isla Grand – 2 Condos, 9 Nights - $5314
   The Inn @ SPI – 3 Rooms, 4 Nights - $1109
   The Pearl – 2 Rooms, 4 Nights - $1702
   La Quinta – 2 Rooms, 4 Nights - $1490
   Ramada – 2 Room, 3 Nights - $1755
   Hilton – 1 Rooms, 4 Nights - $959
   Holiday Inn Express – 1 Room, 3 Nights - $547
   La Copa Inn – 2 Rooms, 3 Nights - $1288
   Beach Resort @ SPI – 2 Rooms, 4 Nights - $2424

Demonstration Expense (Hotels – NOT COMPED) $1,501.00
   The Pearl – 1 Room, 4 Nights - $851
   The Pearl – 1 Room, 3 Nights - $650

Demonstration Expense – (Freight on Show Kites) $1,100.00

Demonstration Expense – (Indoor Venue) $2,500.00

Demonstration Expense – (Indoor Special Effects/Programs) $1,250.00

Demonstration Expense – (Banquet) $1,980.00

Advertising and Promotion $5,751.00
   Website Design & Monitoring - $850
   Facebook Setup, Monitoring & Live Feed - $450
   Draft & Submit Press Releases (33) - $400
   Flyers & Posters – Design, printing, delivery - $500
Newspaper Ads - $630
Festival Shirts (372) – Design & printing - $2319
Festival Buttons - $129
Banners - Float Christmas Parade $223
Median Banner - $250

Sound & Announcing – Photography/Videography $ 1,300.00
Parking $ 1,000.00
Porta Potties / Insurance / Fee for Flats $ 3,656.00
Miscellaneous $ 1,201.00
Toilet Paper, Gas, Field Crew, Kite Parts, Indoor Tickets, etc.

Festival Management/Production/Over-runs $ 4,043.00
TOTAL Projected Expense $57,151.00

Projected Income & Pledges

In-Kind Services (Hotel) $16,588.00
Isla Grand – 2 Condos, 9 Nights - $5314
The Inn @ SPI – 3 Rooms, 4 Nights - $1109
The Pearl – 2 Rooms, 4 Nights - $1702
La Quinta – 2 Rooms, 4 Nights - $1490
Ramada – 2 Room, 3 Nights - $1755
Hilton – 1 Rooms, 4 Nights - $959
Holiday Inn Express – 1 Room, 5 Nights - $547
La Copa Inn – 2 Rooms, 3 Nights - $1288
Beach Resort @ SPI – 2 Rooms, 4 Nights - $2424

In-Kind Service – Convention Center $ 2,500.00

Festival Income – Projected $13,413.00
Festival Shirts – 256 @ $13.86/$16.63 = $3,753
Banquet Tickets – 58 @ $20 = $1,160
Indoor Tickets – 850 @ $10.00 = $8,500

TOTAL Projected Income $32,501.00

Outstanding Balance – $24,650.00
Less Overage from Kite Fest 2020 - 2,500.00
Requested Amount w/Thursday Night Indoor $22,150.00

Additional In-Kind Services Request
3 Rooms for 3 Nights @ La Quinta (or other SPI Hotel)
Public Works – Parking Cones, Trash Cans, Trash Pick-up
Police – Traffic Control – Sat. & Sun. @ 2 p.m. To 4 p.m.
CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS ADVISORY BOARD
AGENDA REQUEST FORM

MEETING DATE: June 24, 2020

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM
Discussion and action to approved the funding request for Ride to Rotary October 2020. (Amaya)

ITEM BACKGROUND
N/A

BUDGET/FINANCIAL SUMMARY
N/A

COMPREHENSIVE PLAN GOAL
N/A

LEGAL REVIEW
Sent to Legal: No
Approved by Legal: No

RECOMMENDATIONS/COMMENTS:
N/A
South Padre Island Convention & Visitors Bureau

South Padre Island Tax
Funding Application
Hotel Occupancy Tax Use Guidelines Under Texas State Law
APPLICATION FOR INITIAL FUNDING

Today's Date: 02/03/20

ORGANIZATION INFORMATION

Name of Organization: Rotary Club of Historic Brownsville
Address: 4745 Lakeway Drive
City, State, Zip: Brownsville, Texas
Contact Name: Robert Hibyan          Contact Email: hibyr@aol.com
Contact Office PhoneNumber: n/a
Contact Cell PhoneNumber: (956) 490-5378
Website Address for Event or Sponsoring Entity: Facebook (Ride for Rotary Causeway Cross) and Rotary Club Runner Website
Non-Profit or For-Profit status: 501(c)(3)          Tax ID #: 81-3474234
Entity's Creation Date: February 1996

Purpose of your organization:
We are a Rotary Club that sponsors service projects both in the greater Brownsville area and internationally.

EVENT INFORMATION

Name of Event: Ride For Rotary - Queen Isabella Cross 2020
Date(s) of Event: October 04, 2020
Primary Location of Event: Brownsville Events Center to Louie's Backyard
Amount Requested: $3,000

Primary Purpose of Funded Activity/Facility:
Our planned bicycling event is meant to be a fund-raiser to help us fund our annual service projects.
However, our event serves as a great recreational activity for cyclists both young and old alike.
How will the hotel tax funds be used? (please attach a list of the hotel tax funded expenditures? We will use grant funds to advertise this event. We will be contracting with the consulting firm 26 Point 2 Consulting, LLC to market our event to cyclists living in the greater South Texas region.

Percentage of Hotel Tax Support of Related Costs
20% Percentage of Total Event Costs Covered by Hotel Occupancy Tax
0% Percentage of Total Annual Facility Costs Covered by Hotel Occupancy Tax for the Funded Event
0% Percentage of Annual Staff Costs Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities __________________% Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain: If possible we would like to have the city's event registration fee waived.

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: $ 3,000
How many attendees are expected to come to the sporting related event? 700

How many of the attendees are expected to be from more than 75 miles away? 200

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

We expect to include hotel advertising links on our website.

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

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

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

What percentage of the ridership will be local citizens? ______________________

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

What tourist attractions will be the subject of the signs?

We expect to have the CVB banner advertising our event placed on the island median directed at incoming traffic onto the island.

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event? 16 yrs.

**Expected Attendance:** 700

How many people attending the Event will use South Padre Island lodging establishments? 75 (estimated)

How many nights do you anticipate the majority of the tourists will stay? 2 nights

Will you reserve a room block for this Event at an area hotel(s)? Possibly

Where and how many rooms will be blocked?

Participants wishing to stay on the island will book their own accommodations directly. However, if we can assist individual hotels by promoting event specials we will.
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:

<table>
<thead>
<tr>
<th>Month/Year Held</th>
<th>Assistance Amount</th>
<th>Number of Hotel Rooms Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 2019</td>
<td>$1,500</td>
<td>27</td>
</tr>
</tbody>
</table>

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

We tend to receive paid sponsorships from Brownsville business owners.

Please list other organization, government entities, and grants that have offered financial support to your project: We tend to receive paid sponsorships from Brownsville business owners.

Will the event charge admission? Yes If so, what is the cost per person? $40

Do you anticipate a net profit from the event? Yes

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

We are hoping to raise $10,000 which will be used to fund our service projects such as free eye clinic for low-income public school students, scholarships, and feeding homeless people among other projects.

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: $7,000
- Other Paid Advertising: $850

Anticipated Number of Press Releases to Media: 3 releases

Anticipated Number Direct Emails to out-of-town recipients: 300m+

Other Promotions: We will place posters around the RGV and distribute handbills to riders at other cycling events.

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? Yes

[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? We will promote an activity like Sand Castle Days if it is to be held over the weekend of our event this year.

Who is your target audience? Cyclists

What geographic region(s) are you marketing to?
The greater RGV and south Texas.

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:
Approx $4,000,000

[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an additionally 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.

Submit to complete applications to:

Marisa Amaya
Event Development Manager
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
South Padre Island Convention & Visitors Bureau
Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

Ride For Rotary Causeway Cross 2020

Name of Event

Date Submitted

☑ Received and understood the separate Special Events Policy
☑ Received and understood the separate HOT Funding Guidelines
☑ Completed the South Padre Island Hotel Tax Funding Application form
☐ Enclosed a description of all planned activities or schedule of events (REQUIRED)
☐ Enclosed a sponsor list (categorized by "confirmed" and "pending")
☐ Enclosed a vendor/exhibitor list (categorized by "confirmed" and "pending")
☐ Enclosed an event map
☐ Enclosed security/safety plans
☐ Enclosed a complete detailed budget (REQUIRED)
☐ Enclosed an advertising/marketing and promotion plan (REQUIRED)
☐ Enclosed copies of promotional materials (if available)
☐ Enclosed a summary of previous special event experience of organizer(s)
☐ Enclosed a history of event (if previously produced)
☐ Indicated the type(s) of assistance requested
☐ In Room night projections, with back-up, for the Funded Event (REQUIRED)
☐ Indicated the amount of financial support (if requested)

Authorized Signature

Robert Hibyan, on behalf of Rotary Club of Historic Bvlie

Print Name

02/03/2020

Date
Ride For Rotary-Queen Isabella Causeway Cross 2020

October 04, 2020
The Brownsville Event Center • 1 Event Ct Brownsville, TX 78526
Organized by ROTARY CLUB OF HISTORIC BROWNSVILLE

Categories

<table>
<thead>
<tr>
<th>Category</th>
<th>Event Reminder</th>
<th>Price</th>
<th>Register</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cycling-Half Century - Individual Age group/open</td>
<td>in 50 days $40.00</td>
<td>$35.00</td>
<td></td>
</tr>
<tr>
<td>Cycling-33 miles - Individual Age group/open</td>
<td>in 50 days $40.00</td>
<td>$35.00</td>
<td></td>
</tr>
</tbody>
</table>

Save on this event with ACTIVE Advantage
Members save up to $10 on registration fees and more!

Get up to $10 off
Learn More

Media
11 Photos and Videos

About this event

October 04, 2020
Sunday
The Brownsville Event Center
1 Event Ct Brownsville, TX 78526
The Rotary Club of Historic Brownsville will host its Annual Ride for Rotary-Queen Isabella Causeway Cross Benefit Ride on October 4, 2020. The ride will end at Louies's Backyard. The ride draws participation from cyclists of all levels and ages. Last year, we had participants from Brownsville, Weslaco, Harlingen, San Benito, South Padre Island, McAllen, Corpus Christi, San Antonio, Matamoros, and Reynosa.

All proceeds raised by the event will be used to support Rotary's local projects, which include providing free eye exams and eyeglasses to children, hosting Rotary's Annual Heart Gallery (an adoption awareness event), funding scholarships for local students, providing Christmas gifts to nursing home residents, and funding for other Rotary International humanitarian projects.

Event details and schedule

Event Date: October 6, 2019 (Sunday) at Brownsville Event Center

Registration Price: $45 (Kids 12 & under free) Free t-shirts to first 200 riders

<table>
<thead>
<tr>
<th>Tour Start Time</th>
<th>Tour Distance in Miles</th>
<th>Minimum Average Speed Required</th>
<th>Maximum Clock Finish</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m.</td>
<td>33</td>
<td>8-17 mph</td>
<td>10:00 a.m.</td>
</tr>
<tr>
<td>7:00 a.m.</td>
<td>50</td>
<td>17-25 MPH</td>
<td>10:00 a.m.</td>
</tr>
</tbody>
</table>

Packet pickup: McCARTHY'S's Irish PUB-1425 Ruben M Torres BlvdBrownsville TX from 10:00 a.m. to 2:00 p.m. on October 3, 2020. Or on the day of the event.

If you have any questions, please contact Erick Lucio 956-648-5857 or Diego Garza at 956-455-4243

All Riders must wear helmets. All riders must meet at Pelican Station by 10:30 a.m. The causeway cross will take place by 10:45 a.m. NO rider is allowed on the causeway, until we all cross at the same time. All riders must have BIBS on there shirts at the start of
the ride. NO RIDERS WILL BE ALLOWED TO CROSS WITHOUT A BIB ON THEIR SHIRT (NO EXCEPTIONS)
South Padre Island Convention & Visitors Bureau

Post Event Report
POST EVENT REPORT

Today's Date: 10/31/2019

To be reimbursed, please submit the following within 10 days post event:

1. Number of participants calculated with backup documentation (i.e. zip codes, team rosters, surveys)
2. Number of room nights tracked with backup documentation (i.e. third-party housing documentation or certified hotel pickup reports)

Please submit the following within 30 days your post event report:

1. Valid invoice(s) supporting reimbursable allowable expenses. Please submit only enough receipts to reach awarded grant amount.
2. Evidence of payment to support invoices paid from grantee to third party (front and back copies of cleared check(s) or detailed credit card/debit card receipts. For all media buys please provide tear sheets, copies of advertisements, schedules and signed station affidavits.
3. Copies of marketing or advertising materials, websites showing South Padre Island CVB logo.

Organization Information

Name of Organization: Rotary Club of Placitas Brownsville
Address: 4345 Lakeview Drive
City, State, Zip: Brownsville, TX 78520
Contact Name: Robert Bryan
Contact Email: holloway@placitas.org
Contact Cell Phone Number: (956) 410-4576

Event Information

Name of Event or Project: Race for Rotary/Barrier Crossing
Date(s) of Event or Project: October 6, 2019
Primary Location of Event or Project: Broadway from Brownsville Events Center to Louis's Backyard
Amount Requested: $5,000.00
Amount Received: $1,500.00
How many years have you held this Event or Program: 5
Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: 11.5%
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): None
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): None
4. If staff costs were covered, estimate of actual hours staff spent on funded event: None
5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used? 
   Avg. Charge $40
   $8,848 incl. HOT tax; money to be used to fund club’s social service projects (free eye glasses, food for homeless, heart gallery)

6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

Event Attendance Information

1. How many people did you predict would attend this event? (Number submitted in the application for hotel occupancy tax funds): 700
2. What was the actual attendance at the event? 286
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 100
4. How many room nights did you actually generated by attendees of this event? 27
5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this Event?
   - This Year: 27
   - Last Year: n/a
   - Two Years Ago: n/a
   - Three Years Ago: n/a
6. What method did you use to determine the number of people who booked rooms at South Padre Island hotels (e.g.; room block usage information, survey of hoteliers, total attendance formula, zip code information, etc.). Surveys
7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? Yes
   If the room block did not fill, how many rooms were picked up? 27
Event Promotion Information

1. Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:

- Newspaper: $\_ \_ \_ \_ \_ \_ \\
- Radio: $\_ \_ \_ \_ \_ \_ \\
- TV: $\_ \_ \_ \_ \_ \_ \\
- Other Paid Advertising: $\_ \_ \_ \_ \_ (Posters & Social Media) \\
- Number of Press Releases to Media: 4 (Coastal Current) \\
- Number emails to out-of-town recipients: 168,389 \\
- Other Promotions: [specify advertising inserted at cycling event] \\

2. Did you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? [ ] Yes [ ] No

3. Did you negotiate a special rate or hotel/event package to attract overnight stays? [ ] Yes [ ] No

4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event? We used Facebook and other social media sources.

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

Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mall) used or where the advertising took place (e.g. a city’s newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.

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

We increased our membership this year over last year by 64%.
Sporting Related Events

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event?

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

3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel within the city or its vicinity?

Additional Event Information

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

2. What was the weather like during the event?

3. Were there any other facts that may have affected on the event?

Submit to complete applications to:

Marisa Amaya
Event Development Manager
Convention and Visitors Advisory Board
C/O City of South Padre Island Convention & Visitors Bureau
7355 Padre Blvd., South Padre Island, TX 78597
Phone: (956) 761-3834
Email: marisa@sopadre.com
CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS ADVISORY BOARD
AGENDA REQUEST FORM

MEETING DATE: June 24, 2020

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM
Discussion and presentation of the Directors' Report. (Caum)

ITEM BACKGROUND
N/A

BUDGET/FINANCIAL SUMMARY
N/A

COMPREHENSIVE PLAN GOAL
N/A

LEGAL REVIEW
Sent to Legal: No
Approved by Legal: No

RECOMMENDATIONS/COMMENTS:
N/A
CVAB Agenda 6/24/20

5. Regular Agenda

5.1. Discussion and recommendation to City Council to approve FY 2020-2021 draft budget for Events Marketing (593) and Marketing (594). (Caum)

5.2. Discussion and recommendation to City Council to approve The Atkins Group contract extension for FY 2020/2021. (Caum)

5.3. Discussion, presentation and possible action to approve the marketing plan for August and September 2020. (Caum)

5.4. Discussion and action to approve the funding request for Sandcastle Days October 2020. (Amaya)

5.5. Discussion and action to approve the funding request for SPI Kite Fest February 2021. (Amaya)

5.6. Discussion and action to approve the funding request for Ride to Rotary October 2020. (Amaya)
CVAB Agenda 6/24/20 (Continued)

5.7. Presentation and discussion regarding the Directors’ Report and the following topics.
      (Caum)

      *Marketing and Communications
      *Social Media
      *Research and Analytics

5.8. Discussion and update regarding South Padre Island’s hotel/VRM’s booking numbers for
      Summer 2020 and factors to watch for going into Fall and Winter 2020. (Salazar)

5.9. Discussion and possible action concerning new meeting date for July 2020. (Salazar)
### Incremental Marketing Budget by Quarter
#### October 2020 – September 2021

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Activity</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1st Quarter - October – December 2019</strong></td>
<td>No Spending – Projected Hot Collections</td>
<td>$900,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>2nd Quarter - January – March</strong></td>
<td>Family Spring Break</td>
<td>$100,000</td>
</tr>
<tr>
<td></td>
<td>Christian Spring Break</td>
<td>$100,000</td>
</tr>
<tr>
<td></td>
<td>Airport Airlift Advertising RGV</td>
<td>$100,000</td>
</tr>
<tr>
<td><strong>3rd Quarter – April – June</strong></td>
<td>Family Vacation (SA/Austin, DFW. Houston)</td>
<td>$100,000</td>
</tr>
<tr>
<td></td>
<td>Vacation Rentals Campaign</td>
<td>$100,000</td>
</tr>
<tr>
<td></td>
<td>Outdoor Experiences</td>
<td>$100,000</td>
</tr>
<tr>
<td><strong>4th Quarter – July – September</strong></td>
<td>Island for the Holidays Campaign (Texas)</td>
<td>$100,000</td>
</tr>
<tr>
<td></td>
<td>Snow for Sand (Northern Cities) Campaign</td>
<td>$100,000</td>
</tr>
<tr>
<td></td>
<td>Family Spring Break 2022 Campaign</td>
<td>$100,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$900,000</td>
</tr>
</tbody>
</table>
## Agency Support

<table>
<thead>
<tr>
<th>Service</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative &amp; Content Services</td>
<td>$25,000</td>
</tr>
<tr>
<td>Account Services</td>
<td>$20,000</td>
</tr>
<tr>
<td>Production &amp; Editing</td>
<td>$35,000</td>
</tr>
<tr>
<td>Advanced Analytics &amp; Reporting</td>
<td>$20,000</td>
</tr>
<tr>
<td></td>
<td>$100,000</td>
</tr>
</tbody>
</table>

**Total Incremental Spend 2021**

$1,000,000
## SPI In-House Media Spend

**August and September 2020 ($300,000)**

<table>
<thead>
<tr>
<th>August</th>
<th>September</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>Social Media</td>
</tr>
<tr>
<td>$10,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Digital Media</td>
<td>Digital Media</td>
</tr>
<tr>
<td>$65,000</td>
<td>$65,000</td>
</tr>
<tr>
<td>Television Ads</td>
<td>Television Ads</td>
</tr>
<tr>
<td>$50,000</td>
<td>$50,000</td>
</tr>
<tr>
<td>Streaming TV Ads</td>
<td>Streaming TV Ads</td>
</tr>
<tr>
<td>$25,000</td>
<td>$25,000</td>
</tr>
<tr>
<td><strong>Total $150,000</strong></td>
<td><strong>Total $150,000</strong></td>
</tr>
</tbody>
</table>
Director’s Report

For the Period of 5/15 – 6/15

June 24, 2020
Executive Summary

- Occupancy continues to trend on par with last year. Some projections show YOY increases
- ADR is down, but rising back to last year's levels
- Competitively, SPI is fairing better on Occupancy levels and on par with ADR levels
- Overall KPI performance is down, largely due to the March/April pause
- Organic social media continues to generate excellent engagement from our audiences, with a solid content strategy driving traffic
- Paid media is performing well. San Antonio and Austin are trending well. Dallas is performing better than expected
Weekly ADR

Source: STR Report

12 month Average down 3.5%
# Competitive Analysis - May

<table>
<thead>
<tr>
<th></th>
<th>SPI</th>
<th>Galveston</th>
<th>Corpus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occupancy</td>
<td>64% (↓ 5% YOY)</td>
<td>49.3% (↓ 18.8% YOY)</td>
<td>50.9% (↓ 22.1% YOY)</td>
</tr>
<tr>
<td>ADR</td>
<td>$103.05 (↓ 11.1% YOY)</td>
<td>$131.34 (↓ 6.9% YOY)</td>
<td>$89.11 (↓ 12.6% YOY)</td>
</tr>
<tr>
<td>RevPar</td>
<td>$65.94 (↓ 13.7% YOY)</td>
<td>$64.74 (↓ 24.3% YOY)</td>
<td>$45.39 (↓ 31.9% YOY)</td>
</tr>
</tbody>
</table>

Source: STR Report
KPI Updates

- We monitor 7 key KPIs:
  - OCC
  - ADR
  - REVPAR
  - SALES TAX
  - HOT TAX
  - MIXED BEVERAGE TAX
  - TOTAL LODING REVENUE

<table>
<thead>
<tr>
<th>TRUE KPI:</th>
<th>OCCUPANCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>YTD (Oct - May)</td>
<td>-10.98%</td>
</tr>
<tr>
<td>YTD (Oct - May)</td>
<td>-16.02%</td>
</tr>
<tr>
<td>INTERNAL GOAL</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TRUE KPI:</th>
<th>HOT TAX</th>
</tr>
</thead>
<tbody>
<tr>
<td>YTD (Oct - Apr)</td>
<td>-30.78%</td>
</tr>
<tr>
<td>YTD (Oct - Apr)</td>
<td>-34.08%</td>
</tr>
<tr>
<td>INTERNAL GOAL</td>
<td></td>
</tr>
</tbody>
</table>

Occupancy YTD has been significantly impacted, particularly during the months of March and April. But we are seeing tremendous growth in May and June.
## Key Data Top Cities

<table>
<thead>
<tr>
<th>County/City</th>
<th>Guest Check Ins</th>
<th>Percent of Guest Checkins</th>
<th>Rent</th>
<th>Revenue per guest</th>
<th>Percent of Rent</th>
<th>Avg. Daily Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Antonio</td>
<td>269</td>
<td>12.40%</td>
<td>$253,567</td>
<td>$943</td>
<td>12.00%</td>
<td>$264</td>
</tr>
<tr>
<td>Austin</td>
<td>184</td>
<td>8.50%</td>
<td>$204,942</td>
<td>$1,114</td>
<td>9.70%</td>
<td>$251</td>
</tr>
<tr>
<td>Houston</td>
<td>89</td>
<td>4.10%</td>
<td>$90,066</td>
<td>$1,012</td>
<td>4.30%</td>
<td>$253</td>
</tr>
<tr>
<td>Brownsville</td>
<td>99</td>
<td>4.60%</td>
<td>$78,274</td>
<td>$791</td>
<td>3.70%</td>
<td>$242</td>
</tr>
<tr>
<td>Greenleaf</td>
<td>99</td>
<td>4.60%</td>
<td>$69,683</td>
<td>$704</td>
<td>3.30%</td>
<td>$214</td>
</tr>
<tr>
<td>Mcallen</td>
<td>64</td>
<td>2.90%</td>
<td>$50,187</td>
<td>$784</td>
<td>2.40%</td>
<td>$236</td>
</tr>
<tr>
<td>Harlingen</td>
<td>45</td>
<td>2.10%</td>
<td>$40,516</td>
<td>$900</td>
<td>1.90%</td>
<td>$265</td>
</tr>
<tr>
<td>Mission</td>
<td>46</td>
<td>2.10%</td>
<td>$39,761</td>
<td>$864</td>
<td>1.90%</td>
<td>$292</td>
</tr>
<tr>
<td>Round Rock</td>
<td>29</td>
<td>1.30%</td>
<td>$37,858</td>
<td>$1,305</td>
<td>1.80%</td>
<td>$211</td>
</tr>
<tr>
<td>Fort Worth</td>
<td>33</td>
<td>1.50%</td>
<td>$34,743</td>
<td>$1,053</td>
<td>1.60%</td>
<td>$233</td>
</tr>
</tbody>
</table>

Independently San Antonio and Austin represent the two top markets for VRM check ins.

Austin, Houston, Round Rock and Fort Worth represent the largest revenue per guest points of origin.

Source: Key Data; date range 5/15 – 6/15
ORGANIC SOCIAL MEDIA OVERVIEW
## Facebook Performance Summary

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions</td>
<td>6,259,227</td>
<td>83.4%</td>
</tr>
<tr>
<td>Engagements</td>
<td>225,398</td>
<td>47.2%</td>
</tr>
<tr>
<td>Post Link Clicks</td>
<td>13,035</td>
<td>27.5%</td>
</tr>
</tbody>
</table>
Facebook Audience Growth

Audience Metrics

- **Fans**: 517,738 (0.18%)
- **Net Page Likes**: 1,125 (13.13%)
- **Organic Page Likes**: 2,880 (7.82%)
- **Paid Page Likes**: 0 (0.00%)
- **Page Unlikes**: 1,755 (27.54%)

Facebook Engagement

Engagement Metrics

- **Total Engagements**: 225,398 (47.31%)
- **Reactions**: 36,821 (78.03%)
- **Comments**: 6,783 (21.60%)
- **Shares**: 4,337 (9.88%)
- **Post Link Clicks**: 13,036 (27.51%)
- **Other Post Clicks**: 184,442 (60.00%)

Engagement Rate (per Impression): 3.6% (19.74%)
Facebook Impressions

Impression Metrics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Totals</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Impressions</td>
<td>6,259,227</td>
<td>83.44%</td>
</tr>
<tr>
<td>Organic Impressions</td>
<td>2,731,623</td>
<td>65.75%</td>
</tr>
<tr>
<td>Paid Impressions</td>
<td>3,527,604</td>
<td>100.64%</td>
</tr>
<tr>
<td>Average Daily Impressions per Page</td>
<td>195,600.84</td>
<td>83.42%</td>
</tr>
<tr>
<td>Average Daily Reach per Page</td>
<td>121,853.91</td>
<td>84.20%</td>
</tr>
</tbody>
</table>

MAY

- Organic Impressions
- Paid Impressions
<table>
<thead>
<tr>
<th>Facebook Top Posts</th>
<th></th>
<th></th>
</tr>
</thead>
</table>
| ![South Padre Island Tr...](image)  
Wed 6/3/2020 9:04 am PDT | ![South Padre Island Tr...](image)  
Sun 5/24/2020 7:15 pm PDT | ![South Padre Island Tr...](image)  
Tue 9/9/2020 7:08 pm PDT |
| Take a ride on the Rio Adventura and the Rapids with us! 🌊 Beach Park South Padre Island opened last week | Happy Memorial Day! We hope you enjoy the fireworks over the bay presented by the South Padre Island Chamber of Commerce. 🎆 | Live music 🎶 and fireworks over the bay. Tuesday is the best night to hang out at Louie's Backyard 🍦 |

<table>
<thead>
<tr>
<th>Total Engagements</th>
<th>28,101</th>
<th>17,993</th>
<th>12,927</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reactions</td>
<td>2,480</td>
<td>4,606</td>
<td>2,253</td>
</tr>
<tr>
<td>Comments</td>
<td>1,341</td>
<td>462</td>
<td>465</td>
</tr>
<tr>
<td>Shares</td>
<td>473</td>
<td>544</td>
<td>227</td>
</tr>
<tr>
<td>Post Link Clicks</td>
<td>7</td>
<td>3</td>
<td>-</td>
</tr>
<tr>
<td>Other Post Clicks</td>
<td>23,600</td>
<td>12,378</td>
<td>9,982</td>
</tr>
</tbody>
</table>
Facebook Video Performance

**View Metrics**
- Total Views: 592.8k

**Organic Full**
- Views: 63,926

**Organic Partial**
- Views: 366.7k

**Paid Full**
- Views: 24,311

**Paid Partial**
- Views: 137.8k

**Viewing Breakdown**
- Organic Views: 73%
- Paid Views: 27%
- Click Plays: 4%
- Auto Plays: 96%
<table>
<thead>
<tr>
<th></th>
<th>Impressions</th>
<th>Engagements</th>
<th>Profile Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2,026,668</td>
<td>19,913</td>
<td>637</td>
</tr>
<tr>
<td>Growth Rate</td>
<td>↑107%</td>
<td>↑76.2%</td>
<td>↑36.1%</td>
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</tbody>
</table>
### Instagram Audience Growth

#### Net Follower Growth Breakdown, by Day

<table>
<thead>
<tr>
<th>Date</th>
<th>Followers Gained</th>
<th>Followers Lost</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
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<td>17</td>
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<td>30</td>
<td></td>
<td></td>
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<tr>
<td>31</td>
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<tr>
<td><strong>JUN</strong></td>
<td></td>
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<tr>
<td>1</td>
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<td>2</td>
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<tr>
<td>3</td>
<td></td>
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<td>4</td>
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<td>5</td>
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<td>11</td>
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<tr>
<td>12</td>
<td></td>
<td></td>
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<tr>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Audience Metrics

- **Followers**: 28,711 (+8.67%)
- **Net Follower Growth**: 1,795 (+30.76%)
- **Followers Gained**: 2,148 (+21.10%)
- **Followers Lost**: 354 (+46.28%)

### Instagram Engagement

#### Engagements Comparison, by Day

- Likes
- Comments
- Saves
- Story Replies

#### Engagement Metrics

<table>
<thead>
<tr>
<th>Engagement Type</th>
<th>Total</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Engagements</strong></td>
<td>19,913</td>
<td>76.19%</td>
</tr>
<tr>
<td>Likes</td>
<td>18,800</td>
<td>75.75%</td>
</tr>
<tr>
<td>Comments</td>
<td>410</td>
<td>51.29%</td>
</tr>
<tr>
<td>Saves</td>
<td>531</td>
<td>68.68%</td>
</tr>
<tr>
<td>Story Replies</td>
<td>172</td>
<td>80.32%</td>
</tr>
</tbody>
</table>

**Engagement Rate (per Impression)**: 1% (+14.66%)
Instagram Impressions

<table>
<thead>
<tr>
<th>Impression Metrics</th>
<th>Totals</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions</td>
<td>2,026,668</td>
<td>107%</td>
</tr>
<tr>
<td>Average Daily Impressions per Profile</td>
<td>63,333.38</td>
<td>107%</td>
</tr>
<tr>
<td>Average Daily Reach per Profile</td>
<td>37,964.25</td>
<td>80.5%</td>
</tr>
</tbody>
</table>

Impressions, by Day

0 50K 100K 150K 200K 250K

15 17 19 21 23 25 27 29 31 JUN 0 10 20 30 40

South Padre Island
Instagram Top Posts

Not sure what to make for dinner tonight? Head over to the link in our bio to check out a current list of...

Total Engagements 1,475
Likes 1,384
Comments 39
Saves 52

It's time to check parasailing off of your South Padre Island to-do list.
#SoPadre

Total Engagements 1,164
Likes 1,134
Comments 17
Saves 13

South Padre views. 😊 Got any fun plans this weekend? #SoPadre

Total Engagements 1,110
Likes 1,061
Comments 15
Saves 34
### Instagram Hashtag Performance

<table>
<thead>
<tr>
<th>Most Used Hashtags</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>#padreparadise</td>
<td>26</td>
</tr>
<tr>
<td>#southpadreisland</td>
<td>26</td>
</tr>
<tr>
<td>#spitx</td>
<td>25</td>
</tr>
<tr>
<td>#spi</td>
<td>24</td>
</tr>
<tr>
<td>#SoPadre</td>
<td>23</td>
</tr>
<tr>
<td>#sopadre</td>
<td>23</td>
</tr>
<tr>
<td>#southpadre</td>
<td>22</td>
</tr>
<tr>
<td>#Islandtime</td>
<td>18</td>
</tr>
<tr>
<td>#igtexas</td>
<td>14</td>
</tr>
<tr>
<td>#texastodo</td>
<td>12</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Top Hashtags by Lifetime Engagements</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>#padreparadise</td>
<td>17,688</td>
</tr>
<tr>
<td>#southpadreisland</td>
<td>17,868</td>
</tr>
<tr>
<td>#spitx</td>
<td>17,169</td>
</tr>
<tr>
<td>#SoPadre</td>
<td>16,966</td>
</tr>
<tr>
<td>#spi</td>
<td>16,561</td>
</tr>
<tr>
<td>#sopadre</td>
<td>15,938</td>
</tr>
<tr>
<td>#southpadre</td>
<td>15,199</td>
</tr>
<tr>
<td>#Islandtime</td>
<td>12,058</td>
</tr>
<tr>
<td>#igtexas</td>
<td>9,848</td>
</tr>
<tr>
<td>#texastodo</td>
<td>7,955</td>
</tr>
</tbody>
</table>

### Instagram Story Performance

<table>
<thead>
<tr>
<th>Story Metrics</th>
<th>Totals</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Published Stories</strong></td>
<td>71</td>
<td>446%</td>
</tr>
<tr>
<td>Story Replies</td>
<td>172</td>
<td>805%</td>
</tr>
<tr>
<td>Story Taps Back</td>
<td>5,972</td>
<td>717%</td>
</tr>
<tr>
<td>Story Taps Forward</td>
<td>111,746</td>
<td>832%</td>
</tr>
<tr>
<td>Story Exits</td>
<td>6,614</td>
<td>190%</td>
</tr>
<tr>
<td>Story Impressions</td>
<td>143,106</td>
<td>596%</td>
</tr>
<tr>
<td>Average Reach per Story</td>
<td>1,845</td>
<td>33.5%</td>
</tr>
</tbody>
</table>
Top Instagram Stories

- **South Padre Island**
  - **Weekend Update** (6/11 - 6/13)
  - Impressions: 1,984
  - Accounts reached with this story

- **Wanna ride Rio Adventura?**
  - Impressions: 1,524
  - Accounts reached with this story

- **SHINE**
  - Impressions: 1,679
  - Accounts reached with this story
PAID MEDIA OVERVIEW
Original versus Current Media Budgets

- April: $292,355
  - Original: $59,899
  - Revised: $232,456
- May: $302,822
  - Original: $82,641
  - Revised: $220,181
- June: $322,281
  - Original: $80,355
  - Revised: $241,926
- July: $208,309
  - Original: $75,821
  - Revised: $132,488
- August: $199,202
  - Original: $54,769
  - Revised: $144,433
- September: $185,943
  - Original: $17,019
  - Revised: $168,924

With incremental funds:
- April: $197,269
- May: $159,519
Media Budgets by Geo May - Aug

<table>
<thead>
<tr>
<th>Geo</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
</tr>
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<tbody>
<tr>
<td>RGV</td>
<td>$19,886</td>
<td>$18,885</td>
<td>$16,386</td>
<td></td>
</tr>
<tr>
<td>SAN ANTONIO</td>
<td>$18,500</td>
<td>$14,201</td>
<td>$12,347</td>
<td></td>
</tr>
<tr>
<td>AUSTIN</td>
<td>$20,500</td>
<td>$11,201</td>
<td>$12,347</td>
<td></td>
</tr>
<tr>
<td>DALLAS</td>
<td>$2,500</td>
<td>$4,500</td>
<td>$3,750</td>
<td></td>
</tr>
<tr>
<td>HOUSTON</td>
<td>$5,250</td>
<td>$8,100</td>
<td>$7,105</td>
<td></td>
</tr>
<tr>
<td>CORPUS CHRISTI</td>
<td>$5,857</td>
<td>$2,796</td>
<td>$2,829</td>
<td></td>
</tr>
<tr>
<td>LAREDO</td>
<td>$5,000</td>
<td>$2,796</td>
<td>$2,829</td>
<td></td>
</tr>
</tbody>
</table>
Bridge Effort Budget Breakdown

- Targeted Facebook and Instagram Ads ($71K)
- Display & retargeting ($33K)
  ➢ 6% RGV
  ➢ 28% San Antonio
  ➢ 28% Austin
  ➢ 9% Dallas
  ➢ 16% Houston
  ➢ 7% Corpus Christi
  ➢ 6% Laredo
- Search Engine Marketing ($43)
- Magazine ($35K)

Does not include in-house RGV spending
<table>
<thead>
<tr>
<th>Markets</th>
<th>Creative Units</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>Impressions/Clicks*</th>
<th>Total Cost (Gros.)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GITAL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SEM</td>
<td>RGV, Laredo, Corpus Christi, San Antonio, Austin, Houston, DFW</td>
<td>30</td>
<td>6</td>
<td>13</td>
<td>20</td>
<td>27</td>
<td>4</td>
<td>11</td>
<td>18</td>
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<tr>
<td>Facebook</td>
<td></td>
<td>25</td>
<td>8</td>
<td>15</td>
<td>22</td>
<td>29</td>
<td>6</td>
<td>13</td>
<td>20</td>
</tr>
<tr>
<td>Instagram</td>
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<td>1</td>
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<td>1</td>
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<td>1</td>
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<td>1</td>
</tr>
<tr>
<td>Active Display &amp; retargeting</td>
<td></td>
<td>30</td>
<td>6</td>
<td>13</td>
<td>20</td>
<td>27</td>
<td>4</td>
<td>11</td>
<td>18</td>
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<td>IDEO</td>
<td>Cross platform &amp; retargeting</td>
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<td>1</td>
<td>1</td>
<td>1</td>
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<tr>
<td><strong>Total Digital</strong></td>
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<td>13</td>
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<td>27</td>
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<tr>
<td>Texas Monthly</td>
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<td>30</td>
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<td>13</td>
<td>20</td>
<td>27</td>
<td>4</td>
<td>11</td>
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<tr>
<td>Houston Family Magazine</td>
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<td><strong>Total Digital</strong></td>
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<td>13</td>
<td>20</td>
<td>27</td>
<td>4</td>
<td>11</td>
<td>18</td>
</tr>
<tr>
<td><strong>Total Plan</strong></td>
<td></td>
<td>60</td>
<td>16</td>
<td>26</td>
<td>30</td>
<td>54</td>
<td>12</td>
<td>22</td>
<td>36</td>
</tr>
</tbody>
</table>

*Reflects clicks; social reflects impressions
SPI Bridge Effort

Flight Dates: 5/15/20 – 6/15/20

**SOCIAL**
- Imps: 3,499,315
- Clicks: 11,080
- CTR: .32%

**PROGRAMMA**

**TIC & SEM**
- Imps: 1,179,126
- Clicks: 13,323
- CTR: 1.13%

Total Imps: 4,678,441
Total Clicks: 24,403
Total CTR: .52%
Total Spend: $20,948.67
Total CPC: $0.85

Total Paid Web Sessions: 15,031
Total Paid Users: 12,243
Total Paid Page Views: 21,894
SPI Bridge Effort - Social

**FACEBOOK**
- Imps: 1,347,933
- Clicks: 10,046
- CTR: 0.75%

**INSTAGRAM**
- Imps: 660,374
- Clicks: 1,880
- CTR: 0.28%

**FACEBOOK VIDEO**
- Imps: 893,324
- Clicks: 9,025
- CTR: 1.01%

**INSTAGRAM VIDEO**
- Imps: 597,684
- Clicks: 1,457
- CTR: 0.24%
SPI Bridge Effort - Programmatic & SEM

**NATIVE DISPLAY**
- Imps: 508,976
- Clicks: 7,539
- CTR: 1.48%

**RETARGETING**
- Imps: 450,289
- Clicks: 514
- CTR: .11%

**VIDEO RETARGETING**
- Imps: 89,989
- Clicks: 192
- CTR: .21%

**CROSS PLATFORM VIDEO**
- Imps: 57,960
- Clicks: 105
- CTR: .18%

**SEM**
- Imps: 71,912
- Clicks: 4,973
- CTR: 6.92%
Facebook Ads

1. Impressions: 391,691
   Clicks: 1,587
   CTR: 0.41%

2. Impressions: 428,725
   Clicks: 4,336
   CTR: 1.01%

3. Impressions: 189,851
   Clicks: 1,978
   CTR: 1.04%

4. Impressions: 120,854
   Clicks: 802
   CTR: 0.66%
Instagram Ads

Book Now

Your daydreams are ready to become a reality. Come live it on South Padre Island! #SouthPadre

Impressions: 62,718
Clicks: 267
CTR: 0.43%

Book Now

This view never gets old... but it is better in person. Come see for yourself on South Padre Island... more

Impressions: 60,702
Clicks: 58
CTR: 0.10%
Instagram Video Ads

Learn More

Heart 📸 🎥

VisitSouthPadreIsland Ready for a trip to South Padre Island? Pack your bags and head this way. See more.

Book Now

Heart 📸 🎥

You've been waiting for a memorable vacation! Come make memories on South Padre Island.

Book Now

Heart 📸 🎥

You're ready to get away, and we're so ready to welcome you. #SoPadre #TexasBestBeach

Impressions: 501,086
Clicks: 1,186
CTR: 0.24%

Impressions: 63,258
Clicks: 180
CTR: 0.28%

Impressions: 33,340
Clicks: 91
CTR: 0.27%
Carousel Ads - Facebook & Instagram

Save big on South Padre Island! Check out the island's unique packages and special offers to save money on a vacation that's just right for you. You're ready, we're ready. Let's Padre.

Impressions: 80,009
Clicks: 572
CTR: 0.71%

Impressions: 197,237
Clicks: 947
CTR: 0.48%
Native Display

Welcome to South Padre Island
South Padre Island
Our Island is working every day to keep you safe and happy, and we can’t wait to see you.

Visit Texas’ Best Beach. You’re so ready to get away and we’re so ready to welcome...
South Padre Island

Imps: 508,976
Clicks: 7,539
CTR: 1.48%
Cross Platform Video

"We're So Ready": 15
Imps: 28,460
Clicks: 50
CTR: .18%

"We're So Ready": 30
Imps: 29,300
Clicks: 55
CTR: .19%
Retargeting

320x50
Imps: 96,782
Clicks: 166
CTR: .17%

300x50
Imps: 103,081
Clicks: 159
CTR: .15%

728x90
Imps: 97,286
Clicks: 107
CTR: .11%
Video Retargeting

-30s
Imps: 45,294
Clicks: 98
CTR: 0.22%

-.15s
Imps: 44,695
Clicks: 94
CTR: 0.21%
During this time frame, there has been tremendous growth to the site, actively exceeding YoY by over 50%.

This has been driven by growth across all organic and paid media.
### Website Analytics

During this time frame, there has been tremendous growth to the site, from almost all markets.

The top leaders during this time frame were:

- **HOUSTON**
- **McALLEN**
- **SAN ANTONIO**
- **DALLAS**

- **AUSTIN** Was the only top market that experienced YOY user loss.
During this time frame we experienced changes in age groups visiting the site.

Age group: 35-44 decreased from 27% to 21%
While Age group: 25-34 slightly increased.

It is also very interesting to see that Age group: 55-64 also saw a slight increase YOY.

Male vs Female percentages remained the same YOY.
With Male 40% and Female 60%
INCREMENTAL MEDIA PLAN
### Media Strategies

**OBJECTIVE**
- Drive Fall Travel

**TARGET AUDIENCE**
- Families with young kids; homeschooling families
- Fishing enthusiasts

**GEOGRAPHY**
- Primary: 90% Austin & San Antonio
- Secondary: 10% Houston & DFW

**TIMING**
- August - September

**BUDGET**
- $285,000 Media
- $15,000 Creative

**KPIs**
- Online engagement (Web Traffic)
- CTR
- Web Goal Completions
Media Touchpoints

DIGITAL
- Google search and retargeting
- Cross platform display & eblasts
- Social through Facebook, Instagram and YouTube

TRADITIONAL & VIDEO
- Cable & broadcast TV
- Streaming TV
- Magazine

Note: Spotify & YouTube in Mexico only.
Full Recovery Plan: May-Sept
$467K

Media Mix

Fall Plan: Aug-Sept
$285K
Market Allocation

Fall Plan: Aug-Sept
$285K

- Texas 21%
- San Antonio 35%
- Houston 4%
- DFW 4%
- Austin 36%

Full Recovery Plan: May-Sept
$467K

- Texas 14%
- San Antonio 33%
- RGV 6%
- Houston 8%
- Corpus Christi 2%
- Laredo 2%
- Dallas 6%

Note: Spotify & YouTube in Mexico only
MEETING DATE: June 24, 2020

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM
Discussion and update regarding South Padre Island's hotel/VRM's booking numbers for Summer 2020 and factors to watch for going into Fall and Winter 2020. (Salazar)

ITEM BACKGROUND
N/A

BUDGET/FINANCIAL SUMMARY
N/A

COMPREHENSIVE PLAN GOAL
N/A

LEGAL REVIEW
Sent to Legal: No
Approved by Legal: No

RECOMMENDATIONS/COMMENTS:
MEETING DATE: June 24, 2020

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM
Discussion and possible action concerning new meeting date for July 2020. (Salazar)

ITEM BACKGROUND
N/A

BUDGET/FINANCIAL SUMMARY
N/A

COMPREHENSIVE PLAN GOAL
N/A

LEGAL REVIEW
Sent to Legal: No
Approved by Legal: No

RECOMMENDATIONS/COMMENTS:
N/A