

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

WEDNESDAY, MARCH 10, 2021
10:00 AM AT THE MUNICIPAL BUILDING,
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

1. Call to Order
2. Pledge of Allegiance
3. Public 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 board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to the board or may be placed on the agenda of a future Convention and Visitors Advisory Board meeting]

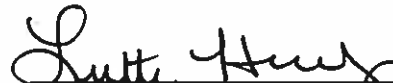
4. Regular Agenda

- 4.1. Discussion and possible action to approve the Northern Mexico Marketing Plan for FY 2021. (Caum)

5. Adjourn

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 MARCH 5, 2021



Linette Hernandez, CVB Management 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 FRIDAY, MARCH 5, 2021, 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 Management 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 PUBLIC WORKS DIRECTOR, CARLOS SANCHEZ AT (956)761-8103.



**CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS ADVISORY BOARD
AGENDA REQUEST FORM**

MEETING DATE: March 10, 2021

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the Northern Mexico Marketing Plan for FY 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:



March 2021

Receive a cordial greeting, on the occasion of Spring Break and Easter 2021 to be held in the month March and April, we present the following proposal to promote South Padre Island in Mexico as a great tourist destination.

The 4X1 proposal includes the following spaces:

- 1.- Run an ad equivalent to a color tabloid page to promote Spring Break on South Padre Island during the month of March. The ad will be anchored for a month on the Empresas Monterrey website
- 2.- Run another ad equivalent to a color tabloid page to promote South Padre Island as the Easter holiday destination during the month of April. The ad will be anchored for a month on the Empresas Monterrey website.
- 3.- Insert a banner of South Padre Island in 10 informative notes of Empresas Monterrey during March.
- 4.- Insert a banner of South Padre Island in 10 informative notes of Empresas Monterrey during the month of April.

As part of this proposal we have designed a special rate of \$ 1,000.00 dollars, paid via transfer in a single exhibition when authorizing the proposal.

Thank you for your attention to the present and we are at your service for any additional information at periodicoempresas@gmail.com, armandoempresasmt@gmail.com and on phone + 5 2 1 81 2026 00 05

Armando Torres
Director
Empresas Monterrey

Randy Smith
City Manager
City of South Padre Island.

EMPRESAS MONTERREY. emerged in March 2003. It reaches a very diverse audience made up mainly of businessmen, banking and financial executives, businesswomen, entrepreneurs, managers of private sector organizations, public officials, universities and university students. The reach of COMPANIES carried out through two channels, website and social networks which allows us to reach more than 120 thousand readers.

"Promoting business, tourism and entertainment"

SHOPPING EN TEXAS

www.deshoppingentexas.com

February 19, 2021.

Proposal to SPI Convention & Visitors Bureau

12 Months Contract

Package \$ 3,360 monthly

* 2 Color page Ads \$ 2,560

Ads together

* Website Superior Banner - Rotation (max of 3)

Rate \$ 800

Added Value

- On Social Media

One post every month on Facebook and Instagram

Today, 42,700 followers. (value \$ 1,200)

- Five Half -Page editorials that can be use during the contract to promote events. (value \$ 3,425)

- Special Position of the ads together has not been charged.

NOTES:

We can help with the design of the ads and the post for social media at no cost.

Gloria Gracia

801 N. Ware Rd.

McAllen, TX 78501

gloria@deshoppingentexas.com

www.deshoppingentexas.com



SHOPPING EN TEXAS

MISSION | MCALLEN | PHARR | EDINBURG | WESLACO | MERCEDES | HARLINGEN | BROWNSVILLE | SPI | LAREDO | SAN ANTONIO | CORPUS CHRISTI

30,000
MONTHLY
MAGAZINE
DISTRIBUTED



ABOUT US

De Shopping en Texas is a monthly publication aimed at promoting retail businesses, investment opportunities, real estate, restaurants, trade shows, special events and cultural activities in the Rio Grande Valley and other areas of Texas. Our goal is to increase the economic sector of this area by informing our readers about shopping and business opportunities in the Valley. We proudly work with the Chambers of Commerce to promote and showcase events.

IN MEXICO (RESTAURANTS, BEAUTY SALONS & SPAS):

- Hotels
- Restaurants
- Ihops in the RGV
- Chambers of Commerce
- In Customer Service:
- La Plaza Mall - McAllen

OUR MISSION

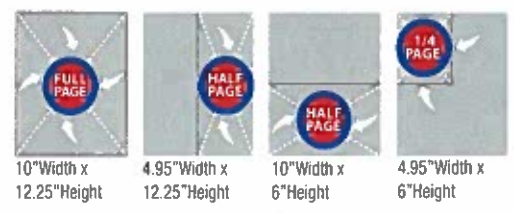
Is to be the main link between commercial and business sector of the Rio Grande Valley and other areas of Texas and local and external consumers, who are interested in investing & buying products and services in Texas.

EN MÉXICO (RESTAURANTES, CLUBS Y SPA):

- Monterrey
- Saltillo
- Tampico
- Cd. Victoria
- Matamoros
- Reynosa

Size and prices

		When making a contract for 4 EDITIONS in a monthly cost, it will receive a DISCOUNT OF 5%	When making a contract for 8 EDITIONS in a monthly cost, it will receive a DISCOUNT OF 10%	When making a contract for 12 EDITIONS in a monthly cost, it will receive a DISCOUNT OF 15%
Back cover	-----	-----	-----	\$ 1,460
1 page	\$ 1,510	\$ 1,430	\$ 1,360	\$ 1,280
1/2 page	\$ 805	\$ 765	\$ 725	\$ 685
1/4 page	\$ 410	\$ 390	\$ 365	\$ 350
Ad on the cover	-----	-----	\$ 735	\$ 650



Advertisement: For format compatibility, we require all designs to have the following extensions : *.jpg, *.tif, *.pdf, *.ai, *.eps, with 300 dpi. Resolution minimum and original size.
*If the ad was designed in programs such as Corel Draw or Publisher, it must be exported to any of these extensions and the text must be in outlines. We redesign all ads created in Word or Power Point.

Special Position: Additional 20%, (if 20% additional is not covered, the special position will not be considered).

Contracts: Above contract rates will remain fixed during the contracted period, protecting it from increases.

Credit/Debit aceptante

March 3, 2021 REV

Proposal 1

Billboard located at the Entrance of Anzalduas International Bridge

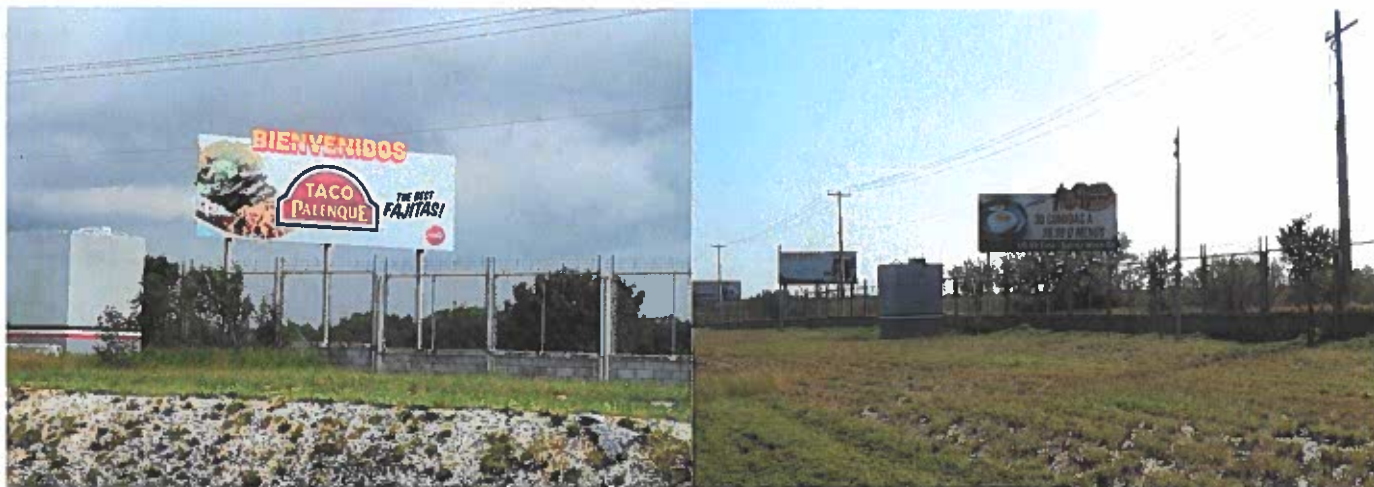
Size (9.84 ft H x 26.24 ft W)

REVISION :

TWO MONTHS CONTRACT

\$ 1,250 monthly payment.

VINYL AND INSTALLATION \$ 650



Proposal 2

Billboard located at Autopista Monterrey – Reynosa

Size 12.20 x 7.32 mts. (24 x 40 ft)

REVISION:

TWO MONTHS CONTRACT:

\$ 650 monthly payment.

VINYL AND INSTALLATION \$ 650 DLLS



SOUTH PADRE ISLAND CONVENTION & VISITORS BUREAU

Marzo 2021

XHAB Canal 8 Vallevision	
1 Programa especial 30 minutos	\$3,000.00
1 Participación en el programa de Buenos Días	\$2,000.00
20 Menciones en Buenos Días	\$1,000.00
4 Capsulas en Buenos Días	\$1,200.00
50 Spots de 30 segundos ROS	\$2,500.00
8 Patrocinios/ Estado del Tiempo	<u>\$ 240.00</u>
	\$9,940.00



XERV Canal 9 Las Estrellas	
Noticias RGV	
8 Patrocinios	\$ 400.00
60 Spots de 30 segundos (10 Prime/50 ROS)	\$5,000.00
4 Presencia en vivo en el estado del tiempo desde SPI los viernes.	<u>\$ 500.00</u>
	\$5,900.00



Total: \$15,840.00

Randy Smith
City Manager

South Padre Island & Convention Bureau



South Padre Island Convention & Visitors Bureau

Author: Heydi Amador

Acct. Exec: Heydi Amador
 Email: Heydi.Amador@telemundo.com

Proposal ID: 192348
 Market: HARLINGEN-WSLCO-BRNSVL-MCA [83]
 Station: KTLM
 Schedule Date: 3/15/2021 - 5/15/2021
 Advertiser: South Padre Island Convention & Visitors Bureau
 Agency: South Padre Island Convention & Visitors Bureau
 Buyer: Teresa Rodriguez
 Spot Length(s): :30
 Book: May 2021 Est
 Report: Planner

Demo: DMA P25-54 D.000 Book: May 2021 Est

Station	Program Name	Time	Len	MR	MR	MR	MR	AP	AP	AP	AP	AP	MY	MY	Spots	(000)	Shr	CPM	IMPs	Total \$
KTLM	L Bar Logo Sponsorship	Mo-Fr 8:25a-8:25a	:30	5	5	5	5	5	5	5	5	5	5	5	45	2.6	8.4	\$0.00	117.0	\$0.00
KTLM	L Bar SPOT	Mo-Fr 8:25a-8:25a	:30	5	5	5	5	5	5	5	5	5	5	5	45	2.6	8.4	\$48.08	117.0	\$5,625.00
KTLM	BONUS ROTATORS	Mo-Sa 6:00a-12:00a	:30	3	3	3	3	3	3	3	3	3	3	3	27	5.2	9.5	\$0.00	140.4	\$0.00
KTLM	STATION PROMOTIONAL SPOT	Mo-Su 6:00a-12:00a	:30	15	15	15	15	15	15	15	15	15	15	15	90	4.8	8.7	\$0.00	432.0	\$0.00
KTLM	NOTICIAS TLMD 40 - 11AM	We-Fr 11:00a-11:30a	:30	3	3	3	3	3	3	3	3	3	3	3	27	3.8	10.2	\$19.74	102.6	\$2,025.00
KTLM	NOTICIAS TLMD 40	We-Fr 4:00p-5:30p	:30	3	3	3	3	3	3	3	3	3	3	3	27	7.9	12.5	\$28.48	213.3	\$6,075.00
KTLM	NOTICIAS TELEMUNDO 10p-11p	We-Fr 10:00p-11:00p	:30	3	3	3	3	3	3	3	3	3	3	3	27	8.5	10.7	\$47.06	229.5	\$10,800.00
KTLM	TOTALS:			37	37	37	37	37	37	37	37	37	32	27	288			\$18.14	1,351.8	\$24,525.00

Cost \$24,525.00
 Agency Commission @ 15% \$3,678.75
 Net Cost \$20,846.25
 Approved by: _____ Date: _____

Station	Program Name	Time	Len	MR	MR	MR	MR	AP	AP	AP	AP	AP	MY	MY	Spots	(000)	Shr	CPM	IMPs	Total \$
NTLM	TELEXITOS 40.2 ROS	Mo-Sa 6:00a-11:00p	:30	25	25	25	25	25	25	25	25	25	25	25	225	0.4	0.6	\$12.50	90.0	\$1,125.00
NTLM	TELEXITOS BONUS ROS	Mo-Sa 6:00a-11:00p	:30	5	5	5	5	5	5	5	5	5	5	5	45	0.4	0.6	\$0.00	18.0	\$0.00
NTLM	TOTALS:			30	30	30	30	30	30	30	30	30	30	30	270			\$10.42	108.0	\$1,125.00

Cost \$1,125.00
 Agency Commission @ 15% \$168.75
 Net Cost \$956.25
 Approved by: _____ Date: _____

Station	Spots	CPM	CPP	GRPs	Reach	Freq	Total \$
KTLM	288	\$18.14	\$63.52	386.1	28.5	13.5	\$24,525.00
NTLM	270	\$10.42	\$41.67	27.0	2.3	11.7	\$1,125.00
HARLINGEN-WSLCO-BRNS	558	\$17.57	\$62.09	413.1	30.2	13.7	\$25,650.00



South Padre Island Convention & Visitors Bureau

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General Summary (DMA P25-54 D.RTG)

Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
KTLM	288	\$24,525.00	386.1	1,351.8	28.5	13.5	24.8	\$63.52	\$18.14	88,724	311,209
NTLM	270	\$1,125.00	27.0	108.0	2.3	11.7	2.0	\$41.67	\$10.42	7,197	311,209
HARLINGEN-WSLCO-BRNS	558	\$25,650.00	413.1	1,459.8	30.2	13.7	26.3	\$62.09	\$17.57	93,869	311,209

Week Summary (DMA P25-54 D.RTG)

Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	Reach	Freq	CPP	CPM	Acc Reach	Acc Freq
3/15/2021	67	12%	\$2,850.00	11%	52.9	13%	186.2	9.6	5.5	\$53.88	\$15.31	9.6	5.5
3/22/2021	67	12%	\$2,850.00	11%	52.9	13%	186.2	9.6	5.5	\$53.88	\$15.31	16.0	6.6
3/29/2021	67	12%	\$2,850.00	11%	52.9	13%	186.2	9.6	5.5	\$53.88	\$15.31	20.1	7.9
4/5/2021	57	10%	\$2,850.00	11%	38.9	9%	138.2	8.7	4.5	\$73.26	\$20.62	22.8	8.7
4/12/2021	57	10%	\$2,850.00	11%	38.9	9%	138.2	8.7	4.5	\$73.26	\$20.62	24.9	9.5
4/19/2021	57	10%	\$2,850.00	11%	38.9	9%	138.2	8.7	4.5	\$73.26	\$20.62	26.6	10.4
4/26/2021	67	12%	\$2,850.00	11%	52.9	13%	186.2	9.6	5.5	\$53.88	\$15.31	28.1	11.7
5/3/2021	62	11%	\$2,850.00	11%	45.9	11%	162.2	9.3	4.9	\$62.09	\$17.57	29.2	12.8
5/10/2021	57	10%	\$2,850.00	11%	38.9	9%	138.2	8.7	4.5	\$73.26	\$20.62	30.2	13.7
Total (DMA P25-54)	558	100%	\$25,650.00	100%	413.1	100%	1,459.8	30.2	13.7	\$62.09	\$17.57	30.2	13.7



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Frequency Distribution (DMA P25-54 D.RTG)

Description	Reach	Net Reach	Graph
1+ Times Viewed	30.2	93,869	
2+ Times Viewed	28.1	87,388	
3+ Times Viewed	26.3	81,779	
4+ Times Viewed	24.7	76,830	
5+ Times Viewed	23.3	72,431	
6+ Times Viewed	22.0	68,495	
7+ Times Viewed	20.9	64,953	
8+ Times Viewed	19.8	61,747	
9+ Times Viewed	18.9	58,834	
10+ Times Viewed	18.1	56,173	
11+ Times Viewed	17.3	53,735	
12+ Times Viewed	16.5	51,491	
13+ Times Viewed	15.9	49,420	
14+ Times Viewed	15.3	47,502	
15+ Times Viewed	14.7	45,722	
16+ Times Viewed	14.2	44,064	
17+ Times Viewed	13.7	42,516	
18+ Times Viewed	13.2	41,069	
19+ Times Viewed	12.8	39,712	
20+ Times Viewed	12.4	38,437	
21+ Times Viewed	12.0	37,237	
22+ Times Viewed	11.6	36,106	
23+ Times Viewed	11.3	35,038	
24+ Times Viewed	10.9	34,027	
25+ Times Viewed	10.6	33,069	

Multi-Demo Summary (DMA P25-54 D.RTG)

Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
DMA P25-54	558	\$25,650.00	413.1	1,459.8	30.2	13.7	26.3	\$62.09	\$17.57	93,869	311,209



South Padre Island Convetion & Visitors Bureau

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 Report: Planner

Monthly Summary (DMA P25-54 D.RTG)										
Description	Spots	%	Cost	%	Net Cost	GRPs	%	Impressions (000)	CPP	CPM
Mar/21	134	24%	\$5,700.00	22%	\$4,845.00	105.8	26%	372.4	\$53.88	\$15.31
Apr/21	238	43%	\$11,400.00	44%	\$9,690.00	169.6	41%	600.8	\$67.22	\$18.97
May/21	186	33%	\$8,550.00	33%	\$7,267.50	137.7	33%	486.6	\$62.09	\$17.57
Total (DMA P25-54)	558	100%	\$25,650.00	100%	\$21,802.50	413.1	100%	1,459.8	\$62.09	\$17.57



talking about activities

gettyimages
Dennis Tansey Jr



SPI Marketing Plan to Reach Families Today

Presented To: Ed Caum

South Padre Island “Where Music Meets the Beach”



Reach RGV Families bringing them to the SPI destination



Reach Families outside the RGV directing them to the SPI Destination



Reach Families in Monterrey Mexico to vacation at SPI



Reach Winter Texan during the Winter Months

Target Families and Winter Texans keeping them in the know about SPI

- Incorporate a segment to air each hour, during Views from the 956, featuring an event coming up at SPI and when possible interview someone from the Island concerning the event(s).
- Zak Cantu broadcasting from an Island Event from 9am – 11am on Saturdays, when requested and available. (1 per month)
- SPI logo on the Facebook feed during the View from the 956 show



Target RGV Families bringing them to the SPI destination

- Weekly SPI segment to air Thursdays on KURV during the Roxanne show during 2p-4p show
- Weekly Island giveaways (or as requested) to promote Island businesses and drive families to SPI.
- Island Update and interviews with Roxanne once a month.
- SPI logo on the FaceBook feed during the Roxanne's show.



Reach Family members where and how they Communicate

(7800) :30 second Streaming Impressions on Super Tejano KBUC
 (2700) :30 second Streaming Impressions on Digital XAVO
 (9500) :30 second Streaming Impressions on La Ley XHRR
 (2700) :30 second Streaming Impressions on KURV
 (1800) :30 Second Streaming Impression on La Lupe XCAO
 (24,500) :30 second Streaming Impression per Month

Streaming reaching people where they listen anywhere. Laptop, DeskTop, Alexa, Phone, Website or App. Our stations have people listening throughout the US and Mexico. (100 :30 commercials per station per month streaming)

1 Facebook Post per week on La Ley XHRR, Digital XAVO and Super Tejano

Facebook Analytics

As of December 31, 2020

Facebook URL Address	Likes	Followers
Facebook.com/porqueesaley	199,121	228,238
Facebook.com/digital1015fm	80,504	93,884
Facebook.com/supertejano1021	110,486	118,567

Streaming Analytics

Period: October 1 – December 31, 2020



Station	Connections	Duration (Hours)	Data (GB)	Average Duration (Hours)
KURV-AM	106545	59771	1084	3808
KBUC-FM	227366	135635	3035	9904
XHRR-FM	220582	139480	2392	8570
XHAVO-FM	47536	27691	752	2647
XHCAO-FM	53631	29000	1048	3565
All	655660	391577	-	-

* The "Last Week Unique Users" column contains the unique users for the last fully completed week and the "Last Month Unique Users" column contains the unique users for the last fully completed month.

Source: **WO STREAMING**

Total Investment Breakdown

KURV

- 10 :30 second commercials per month during the Views from the 956 with Zak (2 every Saturday)
- 10 30 second commercials per month during the Roxanne Show from 2p-4p (2 very Thursday)
- SPI Updates each Thursday done by Roxanne during her show, talking about Island activities and upcoming activities
- SPI Updates each Saturday done by Zak during his show Views from the 956, talking about Island activities and upcoming activities

Investment: \$600

Streaming Impressions on all 5 stations

- 24,500 Streaming Impressions across all 5 stations (500 :30 Commercials Total)

Investment: \$500

Facebook Post (440,689 Followers)

- 4 Facebook post per month on Super Tejano
- 4 Facebook post per month on Digital
- 4 Facebook pos per month on La Ley

Investment: \$890

Total Monthly Investment: \$1,990.00

Accepted By: _____ Date: _____

Summary of Proposal

Taking a multi-layer approach will extend SPI goal to reach families. With the 3 different platforms SPI will gain a tremendous increase in touch points. People need to hear a message at 3 times before they respond, each time they hear the message is a touch point. The reach utilizing streaming and FaceBook has the capability to reach people anywhere in the world to bring them to SPI and experience the Family fun and values.