

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

WEDNESDAY, FEBRUARY 9, 2022
9:00 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 City Staff or may be placed on the agenda of a future Convention and Visitors Bureau meeting]

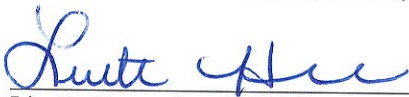
4. Regular Agenda

- 4.1. Discussion and possible action regarding the removal of the Collegiate Spring Break Digital Marketing from the Zimmerman Agency. (Till/Hart)

5. Adjourn

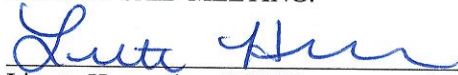
One or more members of the City of South Padre Island City Council and Special Events Committee may attend this meeting; if so, this statement satisfies the requirements of the OPEN MEETINGS ACT.

DATED THIS DAY FEBRUARY 4, 2022



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, FEBRUARY 4, 2022, 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 BUILDING OFFICIAL, GEORGE MARTINEZ AT (956)761-8103.



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

MEETING DATE: February 9, 2022

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action regarding the removal of the Collegiate Spring Break Digital Marketing from the Zimmerman Agency. (Hart)

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:



Spring Break Digital Media Performance Report

January 2022

THE Z!MMERMAN AGENCY



DIGITAL DISPLAY PERFORMANCE

DISPLAY INSIGHTS

- Overall, the Spring Break campaign has garnered over 4,200,000 impressions and a CTR of 0.09%
- College Spring Break is the top performing campaign in terms of CTR, CPM, and CPC
 - College Video CTR is 0.24% which is above industry benchmark of 0.10%
 - College Desktop tactic is the most efficient in terms of CPM, delivering a \$6.19
 - College Mobile tactic is the most efficient CPC, delivering a \$5.84
- The Family Spring Break targeting mobile is top performing in terms of CTR
- College Spring Break placement with Spotify has delivered an average Audio Completion Rate (ACR) of 91%
- Moving forward
 - Continue to optimize campaigns to drive awareness and conversions
 - Increase bids on top performing tactics
 - Monitor frequency caps to ensure customers are not served an ad too often

CAMPAIGN OVERVIEW

Campaign	Impressions	Clicks	CTR	Pixel Fires	Conversions	Spend
College Spring Break	2,748,984	2,827	0.10%	3,938	119	\$30,150
Family Spring Break	1,519,754	961	0.06%	2,843	99	\$13,981
TOTAL	4,268,738	3,788	0.09%	6,781	218	\$44,131



COLLEGE SPRING BREAK - SITE OVERVIEW

Site	Impressions	Clicks	CTR	Pixel Fires	Conversions	Spend
Basis	1,818,745	2,564	0.14%	2,270	55	\$14,452
Spotify (Audio)	659,148	126	0.02%	65	5	\$10,000
TOTAL	2,477,893	2,690	0.11%	2,335	60	\$24,452

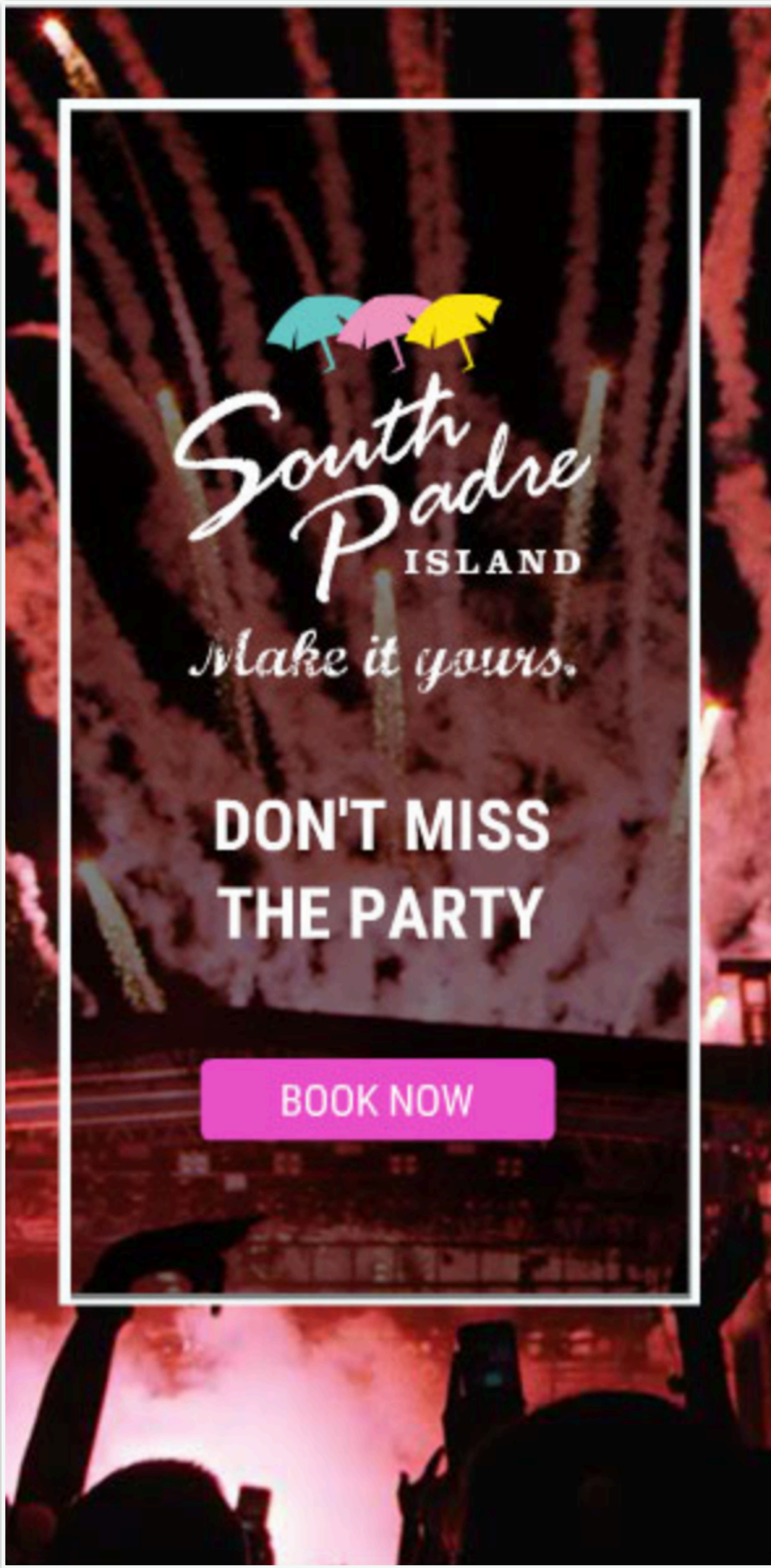
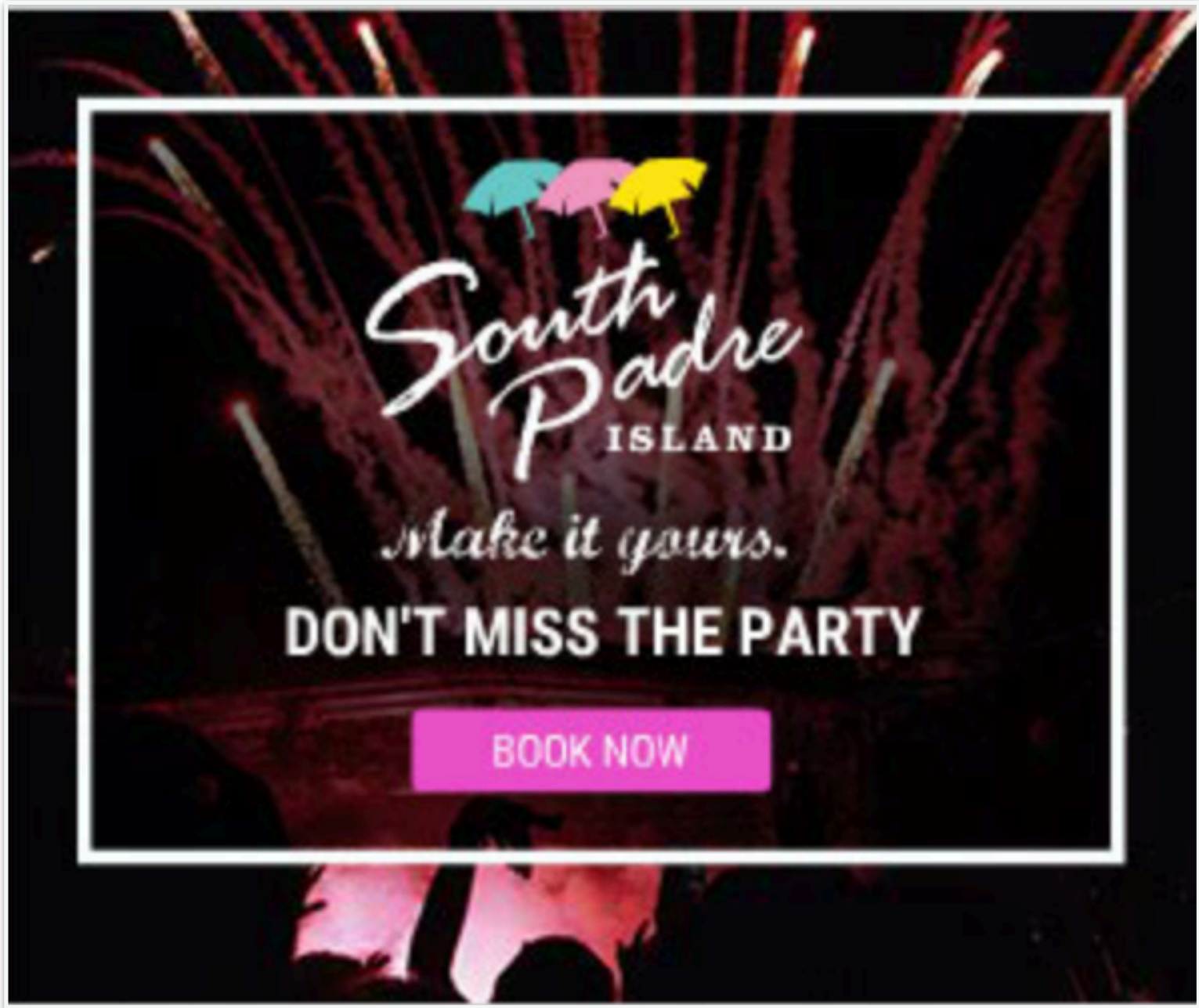


COLLEGE SPRING BREAK - PLACEMENT OVERVIEW

Creative	Impressions	Clicks	CTR	Pixel Fires	Conversions
Desktop	451,415	106	0.02%	457	30
Mobile	1,499,035	2,148	0.14%	2,744	66
Video	139,386	447	0.32%	672	17
TOTAL	2,089,836	2,701	0.13%	3,873	113



CREATIVE SCREENSHOTS



FAMILY SPRING BREAK - SITE OVERVIEW

Partner	Impressions	Clicks	CTR	VCR	Pixel Fires	Conversions	Investment
Basis (Display)	1,341,495	961	0.07%	N/A	2,843	99	\$9,525
Stack Adapt (OTT)	178,259	N/A	N/A	99%	0	0	\$4,456
TOTAL	1,519,754	961	0.06%	1	2,843	99	\$13,981

FAMILY SPRING BREAK - PLACEMENT OVERVIEW

Partner	Impressions	Clicks	CTR	Pixel Fires	Conversions
Desktop	644,825	257	0.04%	1,155	64
Mobile	696,670	704	0.10%	1,688	35
TOTAL	1,341,495	961	0.07%	2,843	99

CAMPAIGN SCREENSHOTS



PAID SEARCH

PAID SEARCH INSIGHTS

- The campaign has delivered a CTR well above the benchmark of 4.68%
 - MoM the Spring Break campaigns saw a 29% increase in CTR
- The Spring Break campaigns saw 85 conversions during January
 - Conversions include form fill and various website buttons
- Optimizations made helped drive down the average cost per click by 74%, allowing SPI to garner more clicks and therefore more conversions
- The majority of conversions and clicks occur on mobile devices
- Females 35-44 were the top converting audience
- The peak in conversions occurred during the week between 11am-7pm
- Moving forward
 - Continue to optimize by increasing bids on top performing keywords
 - Adjusting bids to reach the target audience during peak days and times

CAMPAIGN PERFORMANCE OVERVIEW

Campaign	December	January	% Change
Impr.	33,627	56,077	67%
Clicks	2,714	5,836	115%
CTR	8.07%	10.41%	29%
Avg. CPC	\$2.75	\$0.70	-74%
Cost	\$7,475	\$4,101	-45%
Conversions	0	85	



CAMPAIGN PERFORMANCE BREAKDOWN

Campaign	Impr.	Clicks	CTR	Avg. CPC	Cost	Conversions
Family Spring Break	39,848	4,313	10.82%	\$0.68	\$2,912	45
College Spring Break	16,229	1,523	9.38%	\$0.78	\$1,189	40
TOTAL	56,077	5,836	10.41%	\$0.70	\$4,101	85



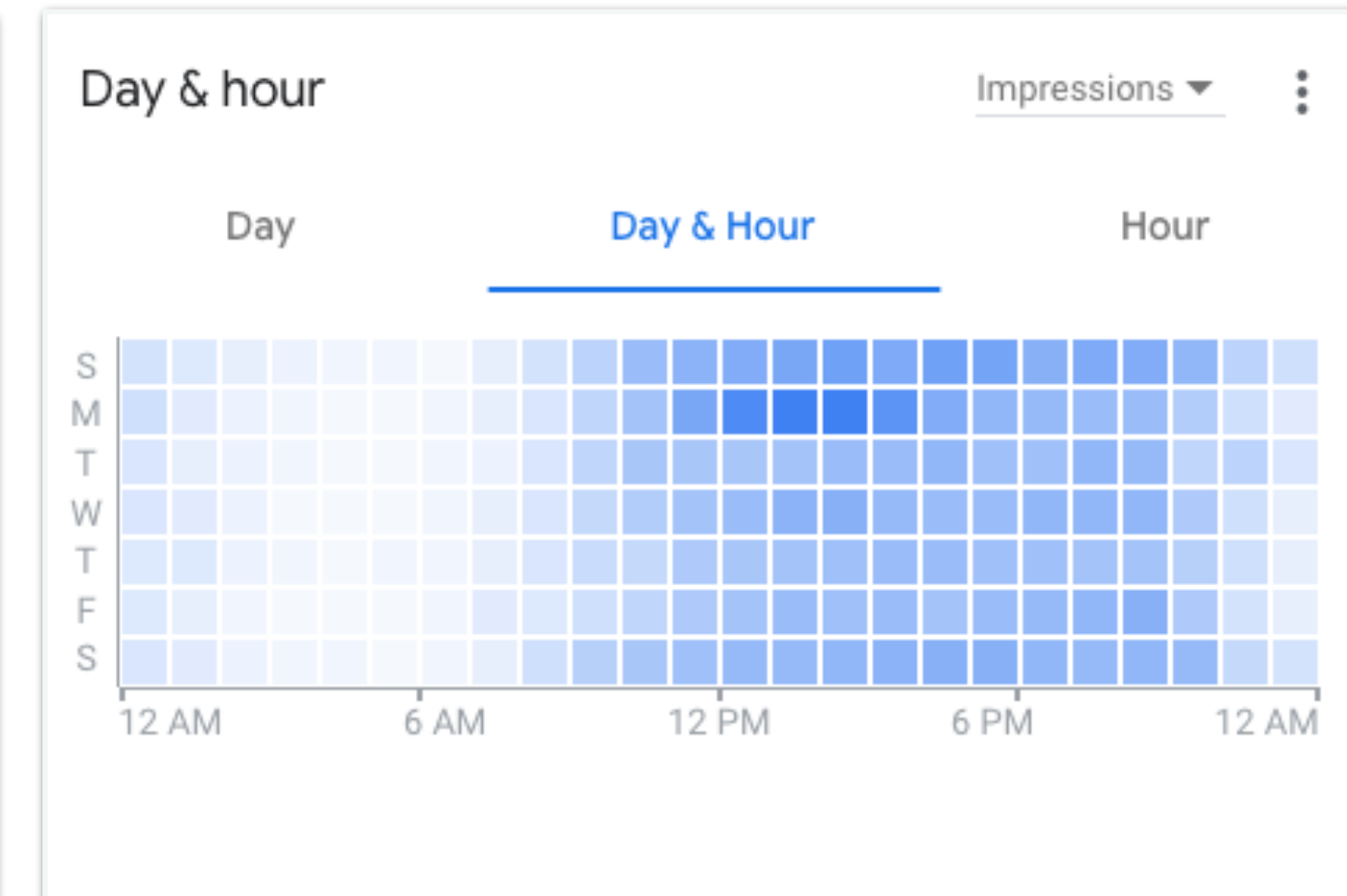
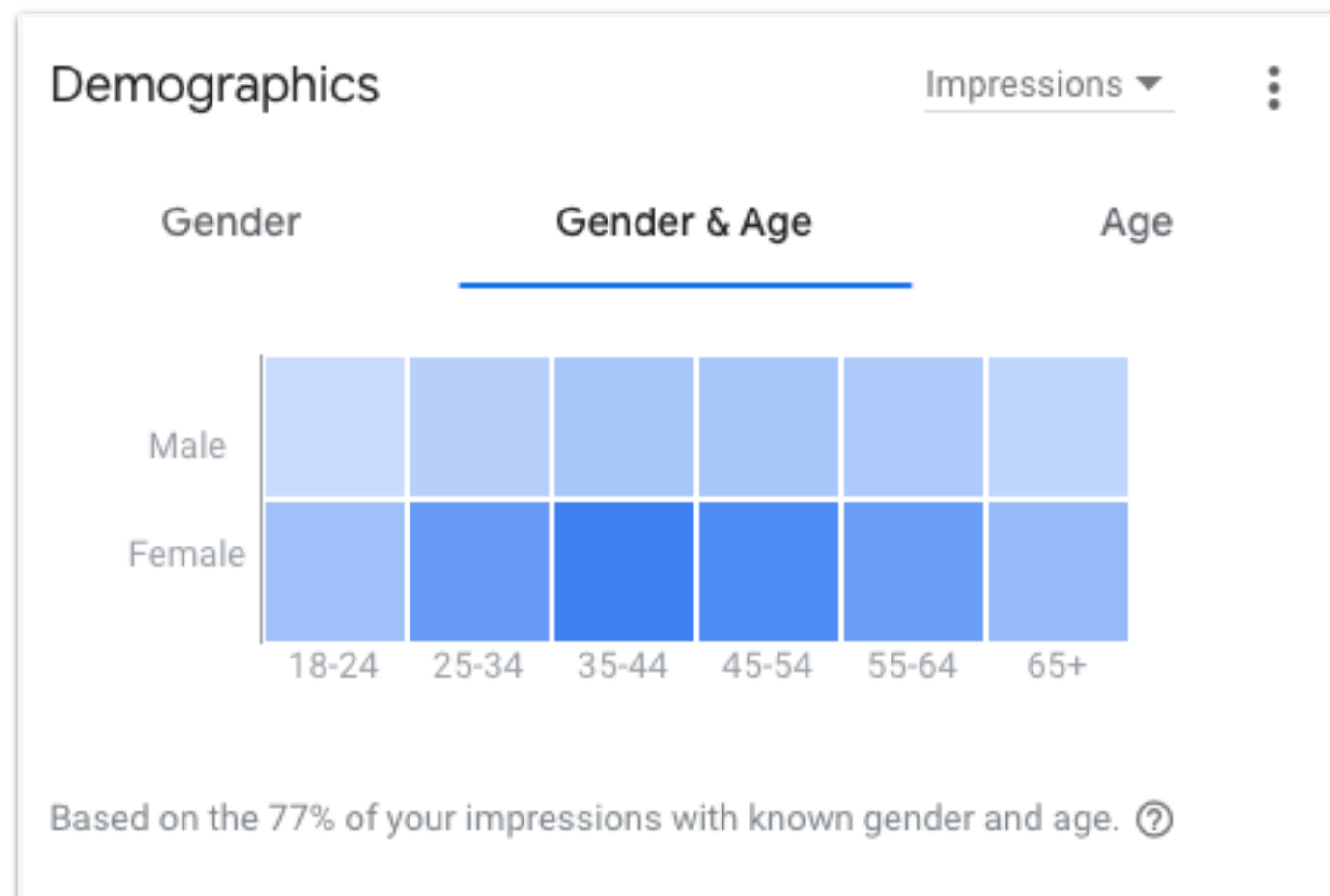
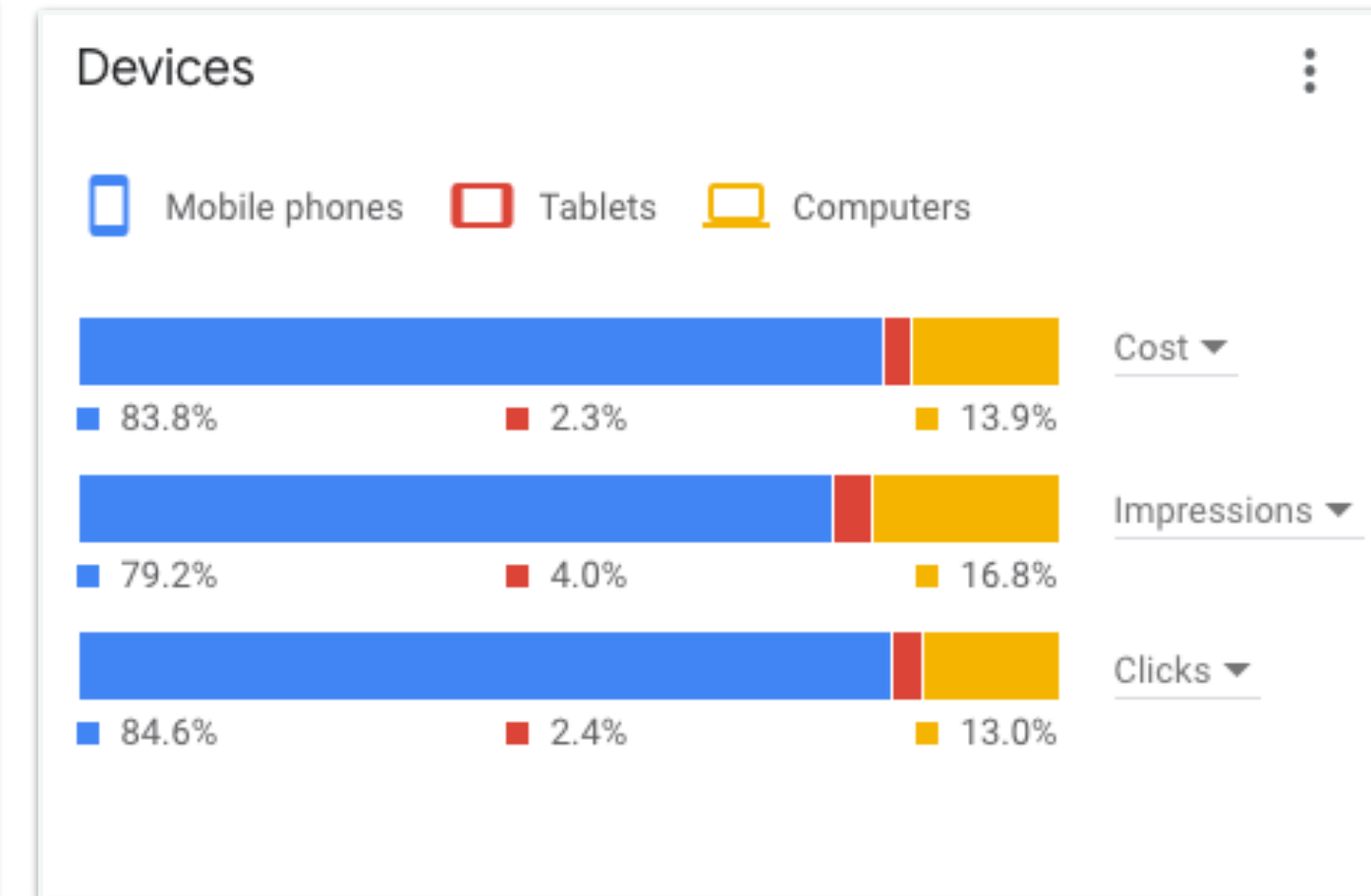
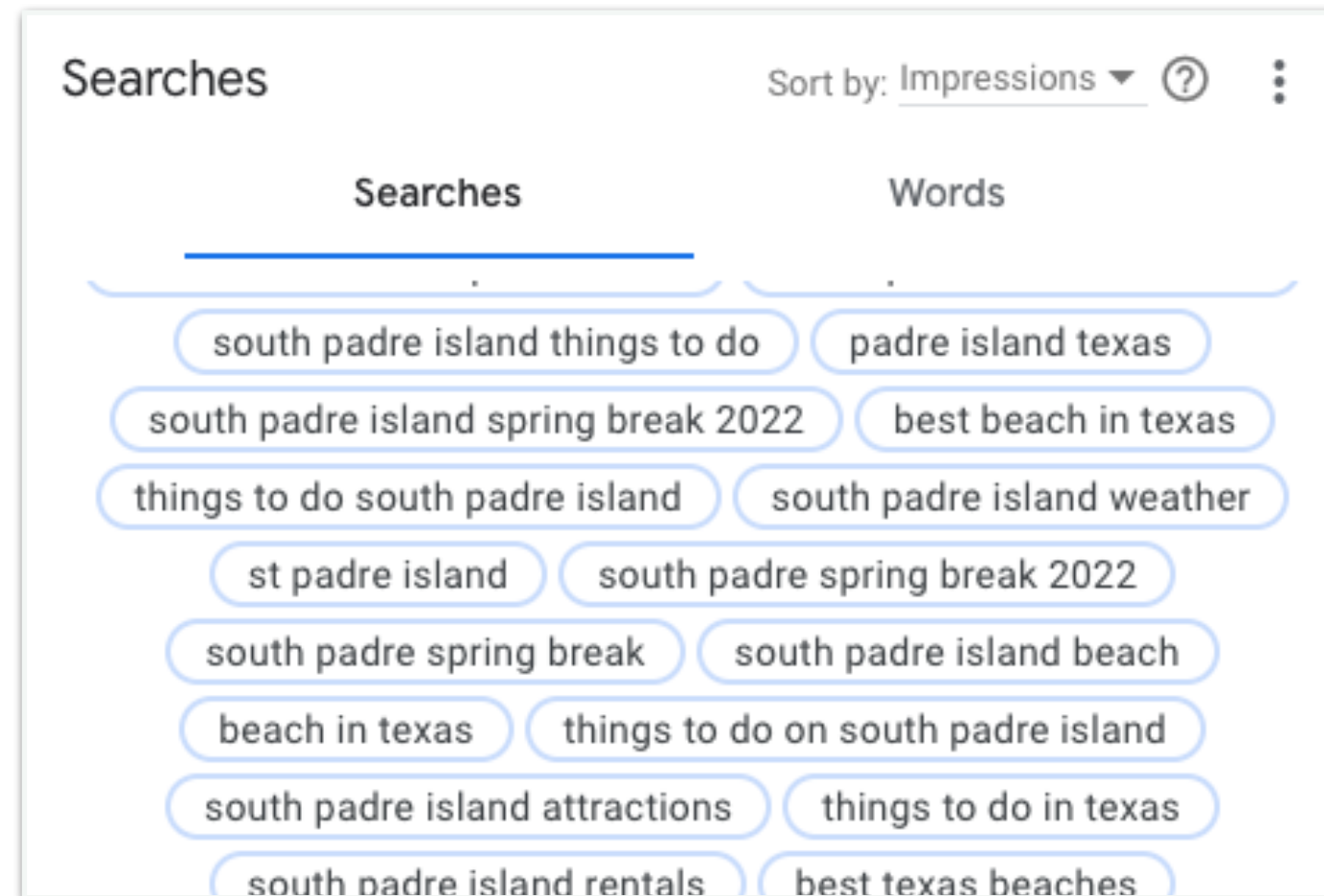
KEYWORD PERFORMANCE

■ Top 10 highest volume Keywords:

Keyword	Impr.	Clicks	CTR	Avg. CPC	Conversions	Cost
fun things to do in south padre island	221	41	18.55%	\$0.60	0	\$25
"best family vacation texas"	409	41	10.02%	\$0.47	0	\$19
south padre island places to stay	561	31	5.53%	\$0.48	0	\$15
south padre activities	286	29	10.14%	\$0.56	0	\$16
south padre stay	419	27	6.44%	\$0.90	0	\$24
things to do in south padre island	235	25	10.64%	\$0.44	0	\$11
south padre island rentals	330	23	6.97%	\$0.69	0	\$16
concert south padre	192	22	11.46%	\$0.57	0	\$12
texas beach family vacation	320	22	6.88%	\$1.02	0	\$22
things to do at the beach	562	22	3.91%	\$0.55	0	\$12



ADDITIONAL INSIGHTS





Annual Digital Media Performance Report
January 2022

THE Z!MMERMAN AGENCY



PAID SEARCH

PAID SEARCH INSIGHTS

- The annual campaign was activated in January
 - Campaign has ramped up nicely in a short amount of time
- The Annual South Padre Island Brand campaign has delivered the highest CTR and the most conversions
 - It is also the most efficient campaign in terms of average cost per click
- The majority of conversions and clicks occur on mobile devices
- Females 35-44 were the top converting audience
- The peak in conversions occurred during the week between 1pm-7pm
- Moving forward
 - Continue to optimize by increasing bids on top performing keywords
 - Adjusting bids to reach the target audience during peak days and times

CAMPAIGN PERFORMANCE OVERVIEW

Campaign	January
Impr.	48,838
Clicks	6,120
CTR	12.53%
Avg. CPC	\$0.49
Cost	\$3,000
Conversions	300



CAMPAIGN PERFORMANCE BREAKDOWN

Campaign	Impr.	Clicks	CTR	Avg. CPC	Cost	Conversions
South Padre Island Annual Brand	42,546	5,082	11.94%	\$0.53	\$2,714	299
South Padre Island Annual Competitor	6,293	1,038	16.49%	\$0.72	\$744	1
TOTAL	48,839	6,120	12.53%	\$0.57	\$3,458	300



KEYWORD PERFORMANCE

■ Top 10 highest volume Keywords:

Keyword	Impr.	Clicks	CTR	Avg. CPC	Conversions	Cost
south padre island rentals	5,623	430	7.65%	\$0.65	0	\$282
[padre island]	4,187	562	13.42%	\$0.48	30	\$271
san padre island	3,397	399	11.75%	\$0.63	25	\$251
"texas beach destination"	3,170	557	17.57%	\$0.68	1	\$380
[things to do in south padre island]	2,701	682	25.25%	\$0.45	1	\$307
events in south padre island	2,516	342	13.59%	\$0.48	3	\$165
[best beaches in texas]	2,281	411	18.02%	\$0.71	0	\$290
south padre texas	2,125	129	6.07%	\$0.52	7	\$67
san padre island texas	2,073	274	13.22%	\$0.44	23	\$121
[south padre island texas]	2,064	282	13.66%	\$0.49	18	\$139



ADDITIONAL INSIGHTS

