

REVISED

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

THURSDAY, DECEMBER 15, 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 Convention and Visitors Advisory Board relating to agenda or non-agenda items. Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns. [Note: State law will not permit the Convention and Visitors Advisory 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 Advisory Board meeting]

4. Approve Consent Agenda

- 4.1. Approve the meeting minutes for the November 17, 2022 regular meeting. (Till)
- 4.2. Approve the excused absence for Board Members Chad Hart, Bryan Pinkerton, and Bob Friedman for the November 17, 2022 regular meeting. (Till)
- 4.3. Approve the Special Events post-event reports for the following events: (Brown)
 - *Hallowings 2022
 - *Muzician's Run 2022
 - *SPI Half Marathon 2022

5. Regular Agenda

- 5.1 Presentation and discussion by Predictive Data Lab on campaign performances, KPIs, and analytics. (Moore)
- 5.2 Update and presentation from the Zimmerman Team regarding the Spring Break Collegiate and Family Plan. (Hart)
- 5.3 Presentation and discussion regarding the CVB Monthly Report. (Henry)
 - 1.) Special Events
 - 2.) Groups & Meetings



REVISED

- 3.) Marketing & Communications
- 4.) Social Media
- 5.) Cision
- 6.) In-House Creative

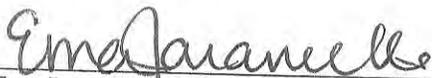
- 5.4 **Discussion and possible action regarding the marketing of the 50th Anniversary of the City of South Padre Island. (Till)**
- 5.5 Discussion and possible action to approve the funding request for Winter Outdoor Wildlife Expo in February 2023. (Brown)
- 5.6 Discussion and possible action to approve the funding request for the South Padre Island Sprint Triathlon in March 2023. (Brown)
- 5.7 Discussion and possible action to approve the funding request for the American Junior Golf Association South Padre Island Junior Championship in August 2023. (Brown)
- 5.8 Discussion and action concerning the new meeting date for January 2023. (Till)

6. Adjourn

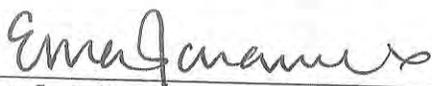
NOTE:

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 FRIDAY, DECEMBER 9, 2022


Ema Jaramillo, 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, DECEMBER 9 AT/OR BEFORE 5:00PM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.


Ema Jaramillo, 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.

Agenda: DECEMBER 15 2022 - CONVENTION AND VISITORS ADVISORY BOARD MEETING



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

MEETING DATE: December 15, 2022

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve the meeting minutes for the November 17, 2022 regular meeting. (Till)

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:

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

THURSDAY, NOVEMBER 17, 2022

1. Call to Order

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a regular meeting on Thursday, November 17, 2022 at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Sean Tillman called the meeting to order at 10:45 AM. Board Members present: Vice Chairman Daniel Salazar, Board Members Tom Goodman, and Bryan Pinkerton were present. Board members Bob Friedman and Chad Hart were absent. CVB Staff present were CVB Director Blake Henry, Special Events Manager April Brown, Operations and Services Manager Lori Moore. City Manager Randy Smith was present as well as City Councilman Ken Medders.

2. Pledge of Allegiance

Sean Till led the Pledge of Allegiance .

3. Public Comments and Announcements

Sean Till announced agenda items 5.1, 5.2, and 5.3 would be moved to after agenda item 5.8
Public comments given at this time.

4. Approve Consent Agenda

Committee Member Tom Goodman made a motion to approve consent agenda, seconded by Daniel Salazar. Motion carried unanimously.

- 4.1. Approve the meeting minutes for the October 27, 2022 regular meeting. (Till)
- 4.2 Approve the excused absence for Board Member Bob Friedman for the October 27, 2022 regular meeting. (Till)
- 4.3. Approve the Special Events Committee post-event reports for the following events:
(Brown)
 - *Banzaikon 2022
 - *Ride for Rotary Causeway Cross 2022
 - *Sandcastle Days 2022
 - *SPI Pride 2022

5. Regular Agenda

- 5.1 Presentation and discussion by Predictive Data Lab on campaign performances, KPIs, and analytics. (Moore)

Atique from Predicted Data Lab presented and answered questions regarding campaign performances, KPIs, and analytics.

- 5.2 Presentation, discussion, and possible action regarding the Zimmerman Media Plan for FY 2022-2023. (Moore)
Vice Chairman Daniel Salazar created a motion to approve the Zimmerman Media Plan for FY 2022-2023, seconded by Committee Member Rene Valdez. Motion passed unanimously.
- 5.3 Presentation, discussion, and possible action regarding the Zimmerman Public Relations Plan for FY 2022-2023. (Moore)
Committee Member Rene Valdez made a motion to approve the Zimmerman Public Relations Plan for FY 2022-2023, seconded by Vice Chairman Daniel Salazar. Motion carried unanimously.
- 5.4 Discussion and possible action to approve the funding request for Jailbreak South Padre in May 2023. (Brown)
Vice Chairman Daniel Salazar made a motion to approve \$25,000 for Jailbreak South Padre, seconded by Committee Member Rene Valdez. Motion carried unanimously.
- 5.5 Discussion and possible action to approve the funding request for the Ron Hoover Fishing Tournament in July 2023. (Henry)
Vice Chairman Daniel Salazar made a motion to approve \$15,000 in funds for the Ron Hoover Fishing Tournament, seconded by Committee Member Tom Goodman. Motion carried unanimously.
- 5.6 Discussion and possible action to approve the funding request for the American Junior Golf Association South Padre Island Junior Championship in August 2023. (Brown)
This agenda item was pulled.
- 5.7 Discussion and possible action to approve the funding request for the Ladies Kingfish Tournament in August 2023. (Brown)
Vice Chairman Daniel Salazar made a motion to approve \$5,000 funding request for the Ladies Kingfish Tournament, seconded by Committee Member Tom Goodman. Motion carried unanimously.
- 5.8 Discussion and possible action to approve the ecotourism buy with RGV Reef for \$50,000/ (Henry)
Vice Chairman Daniel Salazar made a motion to approve the \$50,000 ecotourism buy with RGV Reef, seconded by Committee Member Rene Valdez. Motion carried unanimously.
- 5.9 Discussion and possible action to approve the marketing buy with The Sport Fishing Championship for \$80,000. (Henry)

Committee Member Rene Valdez made a motion to approve the \$80,000 marketing buy with The Sport Fishing Championship, seconded by Vice Chairman Daniel Salazar. Motion carried unanimously.

- 5.10 Discussion and action concerning the new meeting date for November 2022. (Till)
Chairman Sean Till announced next meeting date will be Thursday, December 15, 2022 at 9:00 AM.

6. Adjourn

There being no further business, Chairman Till adjourned the meeting at 11:51 AM.

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

MEETING DATE: December 15, 2022

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve the excused absence for Board Members Chad Hart, Bryan Pinkerton, and Bob Friedman for the November 17, 2022 regular meeting. (Till)

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:

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

MEETING DATE: December 15, 2022

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve the Special Events post-event reports for the following events: (Brown)

*Hallowings 2022

*Muzician's Run 2022

*SPI Half Marathon 2022

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:



SOUTH PADRE ISLAND EVENT FUNDING

POST EVENT REPORT

SUBMIT COMPLETED REPORT TO:

April Brown, Special Events Manager
C/O City of South Padre Island Convention and Visitors Bureau
7355 Padre Blvd., South Padre Island, TX 78597
Phone: (956) 761-3000
Email: april@sopadre.com

SOUTH PADRE ISLAND EVENT FUNDING POST EVENT REPORT



Please complete all sections.

Date Report Submitted: 11/30/2022

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 post event:

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 a 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, and websites showing the South Padre Island CVB logo.

ORGANIZATION INFORMATION

Name of Organization: South Padre Island Birding Nature Center & Alligator Sanctuary

Address: 6801 Padre Blvd

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

Full Name:
CRISTIN ENHOLM

E-Mail:
CHOWARD@SPIBIRDING.COM

Office Number:
956-778-2910

Cell Phone Number:
956-778-2910

EVENT INFORMATION

Name of Event: HALLOWINGS ACROSS SOUTH PADRE MONARCH MIGRATION CELEBRATION

Date(s) of Event:
SATURDAY, OCTOBER 29, 2022

Primary Location of the Event:
SPI BIRDING CENTER

How many years have you held this event on South Padre Island? 5

EVENT FUNDING INFORMATION

Please attach an actual event budget showing all revenues including sponsorships and expenses.

Amount Requested: 2,000.00

Total Amount to be Received: 2,000.00

Did the event charge admission? Was there a net profit from the event? If so, what was the amount and how is it being used?

FREE ADMISSION

EVENT ATTENDANCE INFORMATION

How many people did you **predict** would attend this event? (Number submitted in the application)?

700

What was the actual attendance at the event?

596 ENTERED THE BUILDING WE PREDICTED ANOTHER 100 BEVER ENTERED

How many of the participants were from another city or county? 52 DIFFERENT ZIP CODES

How many room nights did you **predict** in your application would be generated by attendees of this event?

50

How many room nights were **actually generated** by attendees of this event? 772

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: 772 Two Years Ago: DID NOT TRACK
Last Year: DID NOT TRACK Three Years Ago: _____

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, a survey of hoteliers, total attendance formula, zip code information, etc.}?

SURVEY AT DOOR

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

COULD NOT GET HOTELS TO ANSWER EMAILS EXCEPT THE HILTON WHO WAS SOLD OUT

EVENT MARKETING INFORMATION

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 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.

Please list all efforts your organization used to promote the event and how much was spent in each category:

Print \$: 2,125.00 Website \$: _____
Radio \$: _____ Social Media \$: 20.00
TV \$: _____ Other Digital Advertising \$: _____

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

What new marketing initiatives did you utilize to promote hotel and convention activity for this event?

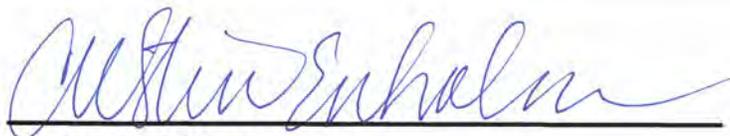
ADDITIONAL EVENT INFORMATION

Please note any other success indicators of your event:
THE COLD FRONT THAT BROUGHT A WIDE VARIETY OF DIFFERENT SPECIES OF BUTTERFLIES , INCLUDING MONARCHS

What South Padre Island businesses did you utilize for food, supplies, printing, etc.?
PRINTING WAS DONE IN HOUSE.
PORKY'S PITT WAS THE FOOD VENDOR ONSITE

What was the weather like during the event?
PERFECT

Were there any other factors that may have affected the event?



11/30/2022

Authorized Signature
CRISTIN ENHOLM
Print Name

Date

| Zip Code | # of nights stay | Zip Code | # of nights stay | Attendee Count: 596 |
|----------|------------------|----------|------------------|---------------------|
| 77505 | 0 | 78329 | | |
| 78516 | 0 | 75040 | 0 | |
| 60605 | 0 | 90449 | 4 | |
| 64012 | 7 | 78596 | 0 | |
| 78566 | 0 | 78516 | 0 | |
| 97471 | 7 | 78373 | 35 | |
| 78516 | 0 | 49415 | 0 | |
| 78521 | 3 | 78578 | 0 | |
| 78587 | 30 | 78569 | 0 | |
| 77009 | 30 | 78550 | 0 | |
| 75401 | 30 | 77703 | 3 | |
| 87124 | 35 | 78317 | 3 | |
| 78550 | 0 | 4260 | 7 | |
| 1581 | 0 | 78552 | 0 | |
| 78501 | 0 | 28658 | 10 | |
| 78575 | 0 | 28601 | 10 | |
| 78597 | 0 | 78654 | 2 | |
| 78526 | 0 | 78739 | 8 | |
| 78641 | 3 | 78572 | 0 | |
| 75002 | 3 | 78552 | 0 | |
| 78579 | 0 | 78559 | 1 | |
| 78501 | 0 | 78574 | 0 | |
| 56441 | 180 | 78597 | 0 | |
| 78562 | 0 | 78521 | 2 | |
| 63343 | 14 | 29745 | 4 | |
| 78579 | 0 | 87544 | 14 | |
| 78578 | 0 | 787144 | 0 | |
| 63736 | 0 | 78504 | 7 | |
| 78516 | 0 | 78599 | 0 | |
| 80831 | 180 | 78580 | 2 | |
| 78574 | 0 | 78520 | 0 | |
| 98292 | 10 | 56560 | 1 | |
| 98292 | 30 | 64050 | 3 | |
| 98282 | 10 | 78566 | 0 | |
| 78521 | 0 | 77003 | 1 | |
| 78223 | 3 | 40165 | 6 | |
| 78503 | 0 | 71446 | 30 | |
| 78577 | 0 | 71403 | 30 | |
| 47130 | 7 | | | |
| 98199 | 7 | | | |
| 78501 | 0 | | | |
| | 589 | | 183 | |



REMIT TO:
 AIM Media Texas
 Business Office
 PO Box 3267
 McAllen, TX 78502

ACCOUNT NO. 40011727 BALANCE DUE \$1,275.00 CHECK NO. _____
 MKT. CONSULTANT Open DEPARTMENT MM AMOUNT PAID _____

SPI Birding
 6801 Padre Blvd
 South Padre Island, TX 78591

| Advertising Invoice | |
|---------------------|---------------|
| INVOICE DATE | INVOICE NO. |
| 10/31/2022 | 40011727-1022 |

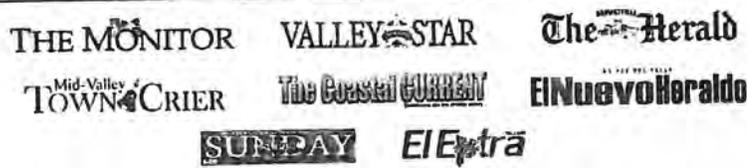
TO ASSURE PROPER CREDIT - PLEASE RETURN TOP PORTION WITH REMITTANCE - ENTER ACCOUNT NUMBER ON YOUR CHECK

| ACCOUNT NUMBER | CURRENT | PAST DUE 31-60 DAYS | PAST DUE 61-90 DAYS | PAST DUE 91-OVER |
|----------------|------------|---------------------|---------------------|------------------|
| 40011727 | \$1,275.00 | \$0.00 | \$0.00 | \$0.00 |

| DATE | REF # | DESCRIPTION | UNITS | AMOUNT |
|----------|----------|---|-------|--------|
| 10/22/22 | 30218991 | 1000-VMS Display Advertising Front Page Banner | 10.00 | 350.00 |
| 10/28/22 | 30218992 | 1000-MM Display Advertising Front Page Banner | 10.00 | 550.00 |
| 10/28/22 | 30219117 | 1000-CC Display Advertising | 40.00 | 375.00 |



| PREVIOUS BALANCE | NEW CHARGES | CREDITS | BALANCE DUE |
|------------------|-------------|---------|-------------|
| \$0.00 | \$1,275.00 | \$0.00 | \$1,275.00 |



Phone: 956-683-4000
 Fed ID# 45-5484496

This Statement
 is due and payable
 upon receipt.

Valley Business Report

"The Pro-RGV News"

CELEBRATING 13 YEARS!

Mailing Address:

PO Box 136743
 Clermont, FL 34714
 (956) 310-8953

BILL TO:

Attn: Cris Howard
 SPI Birding, Nature Center & Alligator Sanctuary
 6801 Padre Blvd.
 South Padre Island, TX 78597
 (956) 761-6801

INVOICE

| | |
|-------------|--------------|
| DATE | 10/1/2022 |
| INVOICE # | 10122-01 |
| Customer ID | SPIBNCAS-761 |

| DESCRIPTION | AMOUNT |
|---|--------|
| SPI Birding, Nature Ctr & Alligator Sanctuary - VBR Publication Date: October 2022 1/4 page color ad Includes coverage at www.valleybusinessreport.com & B2B-targeted social media. We accept VISA and MC. Please call if you prefer to pay by credit card. | 450.00 |

| | |
|--------------|-----------------|
| SUBTOTAL | \$450.00 |
| TAX RATE | 0.000% |
| TAX | \$0.00 |
| OTHER | \$0.00 |
| TOTAL | \$450.00 |

OTHER COMMENTS

1. Payment due by October 15, 2022. Thank you very much!
2. Please include the invoice number on your check.

Make check payable to
Valley Business Report

With billing questions, contact Todd Breland at
 (956) 310-8953 todd@valleybusinessreport.com

Thank You For Your Business!

Cristin Howard - Enholm <choward@spibirding.com>

Wed, Sep 14, 3:23 PM

to PI/SPI

Pat,

This is my ad for October. I will not be running any ads in November or December.
The fee is \$250.00?

--

Respectfully,

Cristin Enholm, SPI CTA

Executive Director and Marketing

SPI Birding Nature Center and Alligator Sanctuary

6801 Padre Blvd

South Padre Island, Texas 78597

956-761-6801 Main Line

956-761-6803 Direct Line

www.spibirding.com

<https://www.facebook.com/SPIbirding/>

<https://smile.amazon.com/ch/20-3288155>

<https://youtu.be/gnD6hGXXSKI> (1)

2 Attachments • Scanned by Gmail



Patricia M. McGrath <sales@portisabelsouthpadre.com>

Wed, Sep 14, 3:38 PM

to me

Yes Ma'am, I am also working on the Winter Texan Guide. It will be out mid November I think.

Patricia M. McGrath

Port Isabel-South Padre Press

South Padre Parade

(956) 943-5545 office

(210) 363-5411 cell

406 South Garcia Street

Port Isabel, Texas 78578

ccastillo@valleystar.com <ccastillo@valleystar.com>

Fri, Oct 14, 4:02 PM (17 hours ago)

to John, me

Hi Cristin,

This is to confirm that the ads are scheduled in the VMS, Oct. 22nd and the Monitor, Oct. 28th.

Have a great weekend!

Kind Regards,



Chris Castillo
Assistant Sales Director Cameron County
o. 956-430-6235 m. 956- 454-2015
Web. www.myrgv.com
1906 E. Tyler Ste D, Harlingen TX 78550

...

[Message clipped] [View entire message](#)

Thank you!

Thank you, you too!

Great, thanks!

Reply

Reply all

Forward

| | | |
|-------------------|-----------|--------|
| Invoice/Statement | Date | Number |
| | 9/30/2022 | 51 |

Port Isabel South Padre Press
 PO Box 308
 Port Isabel TX 78578

Phone Number: (956) 420-0643

*March
 self copy*

ID# 168

SPI Birding Center
 Cristin Howard
 6801 Padre Blvd
 So Padre Island TX 78597

Balance Due: 150.00

| Date | Description | Units | Debit | Credit |
|------------|------------------------------|-------|--------|--------|
| 09/30/2022 | South Padre Parade Parade | | 150.00 | |
| | Balance Due | | 150.00 | |

| | | | | |
|---------|------|------|------|------|
| Current | 30 | 60 | 90 | 90+ |
| 150.00 | 0.00 | 0.00 | 0.00 | 0.00 |

 REMITTANCE COUPON

SPI Birding Center
 Cristin Howard
 6801 Padre Blvd
 So Padre Island TX 78597

Account No: 168
 Amount Due Now: 150.00

THANK YOU for the opportunity to serve your business!

Amount Enclosed: _____

Port Isabel South Padre Press
 PO Box 308
 Port Isabel TX 78578

A Celebration of Monarch Migration

HALLOWINGS

Across South Padre Island



Free Admissions Day

Native Plant Sale

Live Music

Assorted Vendors

Kids Activities

Butterfly Garden Tours

Costume Contest

and Much More!



Saturday, October 29th

9:00AM - 3:00PM



For more information visit:
SPIBIRDING.COM



and developing their employees.

The Weslaco plant has been visited multiple times by quality audit teams of large vitamin and supplement companies that sell their products to large retailers like Wal-Mart and Target. The ACV gummies at these stores may be from Weslaco, although nondisclosure agreements do not allow Clever management to publicly confirm who their clients are.

“We manufacture for other brands,” Villarreal said. “We can provide multiple formulations that include probiotics, minerals and electrolytes. The supplements market is growing tremendously. Within that market, gummies are the fastest growing product because they appeal to people across all age groups.”

Looking Ahead

Clever hopes to someday produce and sell their own brands. Tour participants were given some ACV gummies manufactured at Clever with the company’s label on them. It could be a hint of things to come. For now, the focus for Villarreal and his co-owners are adding manufacturing lines and equipment while growing their presence in a fast-growing global market.



Apple cider vinegar gummies are among the fastest-growing vitamins and supplements in national and global markets. (VBR)

Alamo
ECONOMIC DEVELOPMENT CORPORATION

**Workshop
Franchise
Opportunities**

**LUNCH
WILL BE
PROVIDED**

Wednesday, October 26, 2022
From 12:00 pm - 1:00 pm
715 Business 83
Alamo, TX 78516



A Celebration of Monarch Migration

HALLOWINGS
Across South Padre Island



- Free Admissions Day**
Native Plant Sale
Live Music
Assorted Vendors
Kids Activities
Butterfly Garden Tours
Costume Contest
and Much More!



Saturday, October 29th
9:00AM - 3:00PM

South Padre Island
For more information visit:
SPIBIRDING.COM



10-29 HalloWings Festival

It makes me very proud to see our HalloWings Monarch Migration celebration becoming one of SPI's anticipated fall events. It's great to see both, the local community, and out-of-town visitors, really enjoy this special time of year on the island and realize how important SPI is for Monarchs in migration through our education. These sorts of events and nature happenings add a lot to someone's sense of place and their feelings about where they live their lives. The awareness we have built with HalloWings has added another special natural element to SPI. Over 500 visitors enjoyed HalloWings this year. Our butterfly habitats have greatly improved since we started planting following our first HalloWings in 2017. We have seen dozens and dozens of Monarchs utilizing our gardens this fall as well as an increasing number of butterfly species and pollinator species. Our gardens have become a haven for pollinators on SPI. We offered a native plant sale, a guided butterfly tour, Monarch gardening presentations, live music, educational crafts for kids, we hosted vendors, had a Moon jump, sandcastle lessons, face painting, and more!

A Celebration of Monarch Migration

WELCOME BUTTERFLIES

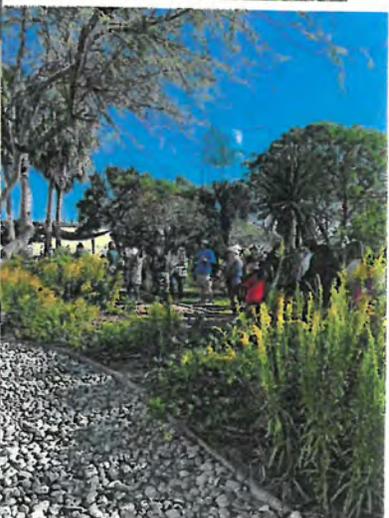
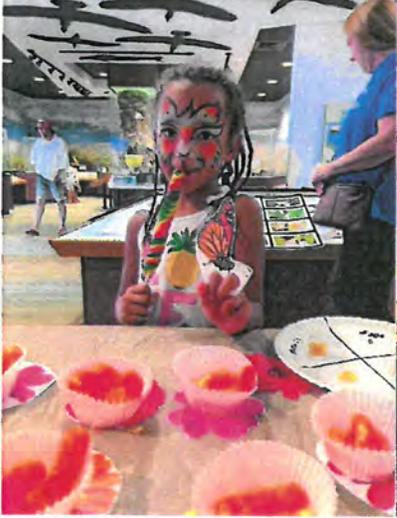
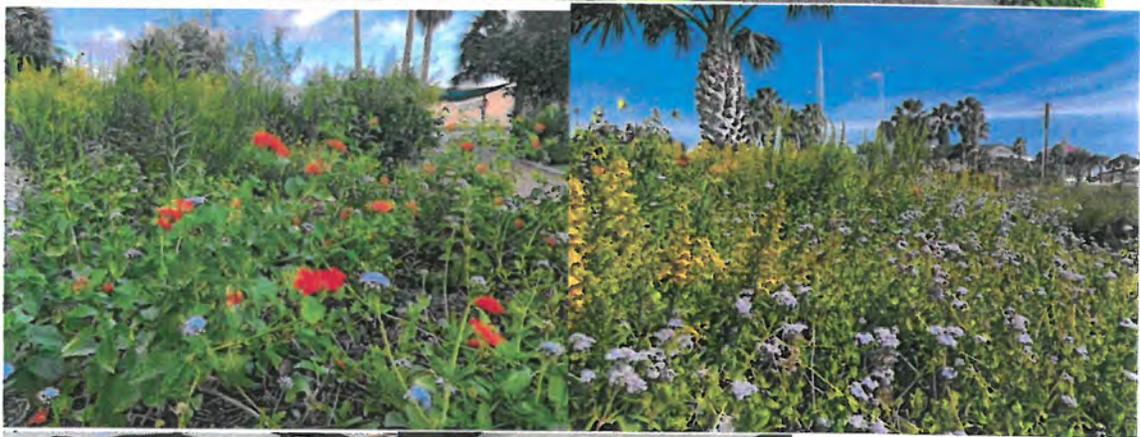
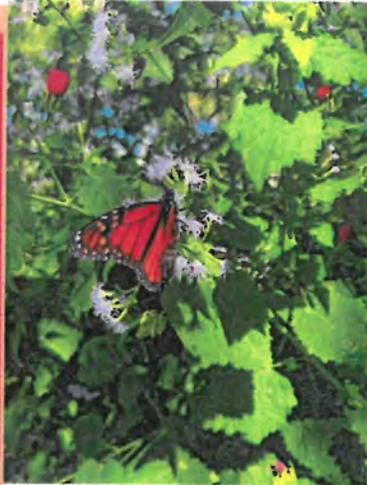
Across South Padre Island

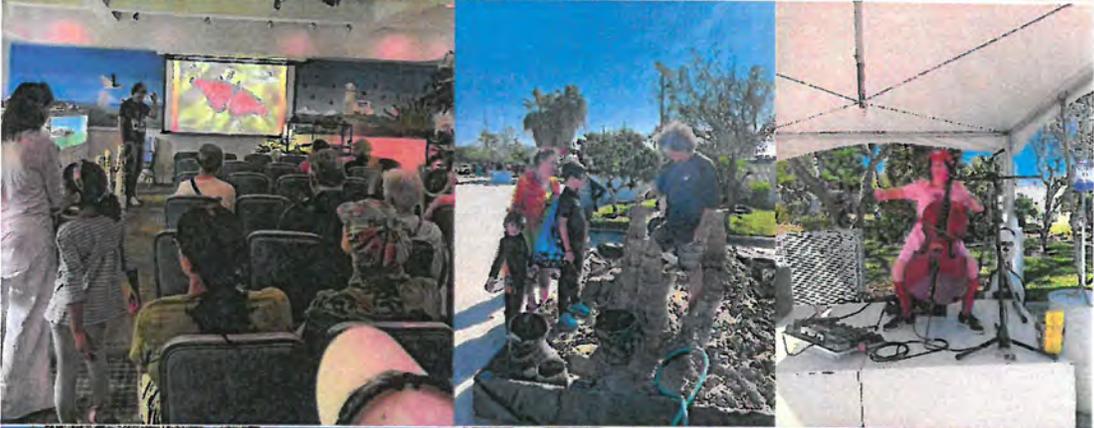
Free Admissions Day
 Native Plant Sale
 Live Music
 Assorted Vendors
 Kids Activities
 Butterfly Garden Tours
 Costume Contest
 and Much More!

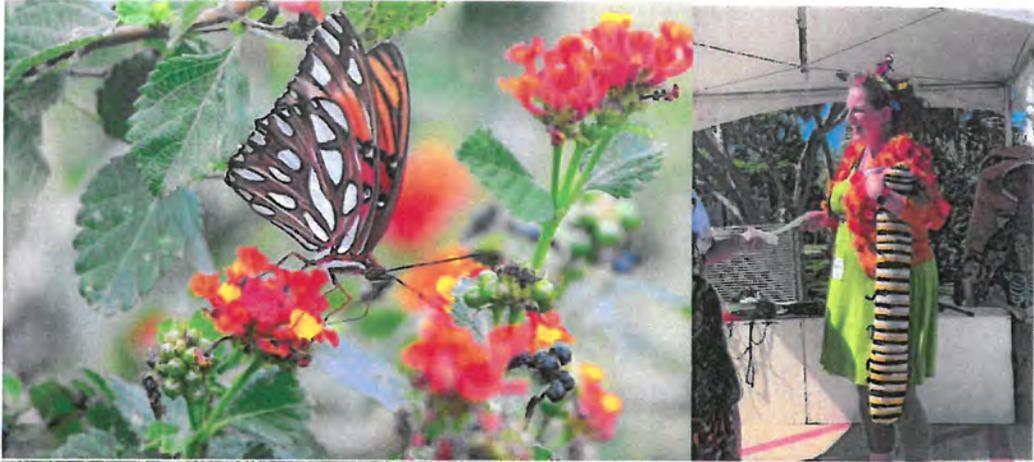
Saturday, October 29th
 9:00AM - 3:00PM

For more information visit: www.visitSPIDRING.COM

South Padre Island
 South Padre Island
 South Padre Island







A Celebration of Monarch Migration



HALLOWEENS



Across South Padre Island



Entertainment Schedule

Leslie Blasing 10:00am - 11:00am
Mariachi Sol Azteca 11:15am - 12:15pm
Jenuine Cello 12:30pm - 1:30 pm
Costume Contest 1:35pm - 2:00pm
Nathan Hubble 2:00pm - 3:00pm

Native Plant Sale

9:00am - 3:00pm

Sandcastle Building

10:00am - 12pm

Butterfly Walk

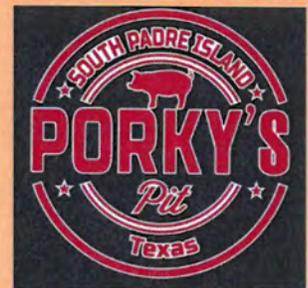
10:30am - 11:15am

Presentation:

Monarch Conservation in the RGV

11:30am - 12:15pm

Food Service by:



For more information visit:
SPIBIRDING.COM



Saturday, October 29th

9:00AM - 3:00PM



Montalvo Insurance Agency

208 South Texas Blvd
 PO Box 2
 Weslaco, TX 78599

For monarch pay. The city requested.

South Padre Island Economic Development
 SPI Birding & Nature Center
 6801 Padre Blvd.
 South Padre Island, TX 78597

INVOICE

| | |
|------------------|--|
| Customer | South Padre Island Economic Development |
| Acct # | 3995 |
| Date | 11/16/2022 |
| Customer Service | Ramon Montalvo III San Juanita Palacios |
| Page | 1 of 1 |

| Payment Information | |
|---------------------|---------------|
| Invoice Summary | \$ 157.39 |
| Payment Amount | |
| Payment for: | Invoice#71216 |
| 00125394-0 | |



PLEASE PRINT OR TYPE IN PAYMENT

Customer: South Padre Island Economic Development

| Invoice | Effective | Transaction | Description | Amount |
|--------------|------------|---------------|---|------------------------|
| 71216 | 10/29/2022 | Policy change | Policy #00125394-0 12/21/2021-12/21/2022 SouthWest Risk, LP / James River Insurance Company General Liability - A/I:City of South Padre Island Stamping Fee - A/I:City of South Padre Island Surplus Lines Tax - A/I:City of South Padre Island | 150.00 0.11 7.28 |
| Total | | | | |
| | | | | \$ 157.39 |

| | | |
|---|---------------|------------|
| Montalvo Insurance Agency 208 South Texas Blvd PO Box 2 Weslaco, TX 78599 | (956)968-5521 | Date |
| | | 11/16/2022 |



8144 Walnut Hill Lane, Suite 1400, Dallas, TX, 75231
Ph: (214)-206-4900
Fax: (214)-206-4901

COVER NOTE

EFFECTIVE DATE: 10/29/2022

Named Insured: South Padre Island Economic Development Corp. SPI Birding & Nature Center

Insurer: James River Casualty Company

Policy No.: 00125394-0

PER ATTACHED CARRIER ISSUED ENDORSEMENT

Additional Premium: \$150.00

Additional Tax: \$7.39

Total Additional: **\$157.39**

ALL OTHER TERMS AND CONDITIONS REMAIN UNCHANGED

Date of Issue November 16, 2022 / KBerryman

BY:  _____

THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

ADDITIONAL INSURED

This endorsement modifies insurance provided under the following:

COMMERCIAL GENERAL LIABILITY COVERAGE
PRODUCTS/COMPLETED OPERATIONS LIABILITY COVERAGE

SCHEDULE

City of South Padre Island
4601 Padre Blvd
South Padre Island, TX 78597

Who is an "Insured" is amended to include as an Insured the person or organization shown in the Schedule as an Additional Insured. The coverage afforded to the Additional Insured is solely limited to liability directly caused by "your work" which is imputed to the Additional Insured.

Where no coverage shall apply herein for the Named Insured, no coverage or defense shall be afforded to the Additional Insured.

This coverage does not apply to "bodily injury", "property damage" or "personal and advertising injury":

1. Arising out of the sole negligence of the Additional Insured;
2. Arising out of the claimed negligence of the Additional Insured other than that directly caused by "your work" which shall be imputed to the Additional Insured; or
3. To any employee of the Named Insured or to any obligation of the Additional Insured to indemnify another because of damages arising out of such injury.

ALL OTHER TERMS AND CONDITIONS OF THE POLICY REMAIN UNCHANGED.

THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

POLICY CHANGES

Policy Change
Number 2

| | | |
|---|---|---|
| POLICY NUMBER 00125394-0 | POLICY CHANGES EFFECTIVE 10/29/2022 12:01 AM Standard Time at the address of the Named Insured | COMPANY JAMES RIVER INSURANCE COMPANY |
| NAMED INSURED South Padre Island Economic Development Corp SPI Birding & Nature Center | | AUTHORIZED REPRESENTATIVE Richard J. Schmitzer |
| COVERAGE PARTS AFFECTED ALL COVERAGE PARTS | | |
| CHANGES ENDORSEMENT CHANGE | | |
| For an additional premium of \$150.00, The following endorsement is added to this policy: AP2000US-0405 Additional Insured ALL OTHER TERMS AND CONDITIONS OF THE POLICY REMAIN UNCHANGED. | | |



Authorized Representative Signature

SOUTH PADRE ISLAND EVENT FUNDING POST EVENT REPORT



Please complete all sections.

Date Report Submitted: 11.19.22

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 post event:

- 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 a 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, and websites showing the South Padre Island CVB logo.

ORGANIZATION INFORMATION

Name of Organization: 26point2 Consulting Group, LLC

Address: 4001 S Houston Dr

City, State, Zip: Harlingen, Texas 78550

Full Name:
Angie Juarez

E-Mail:
angie@26point2cg.com

Office Number:
956-244-5358

Cell Phone Number:
953-244-5358

EVENT INFORMATIONName of Event: South Padre Island Muzicians RunDate(s) of Event:
November 5, 2022Primary Location of the Event:
Beach Park at Isla BlancaHow many years have you held this event on South Padre Island? this was year 4**EVENT FUNDING INFORMATION****Please attach an actual event budget showing all revenues including sponsorships and expenses.**Amount Requested: \$15,000Total Amount to be Received: \$15,000

Did the event charge admission? Was there a net profit from the event? If so, what was the amount and how is it being used?

Participation fee charged. Net Loss for 2022.**EVENT ATTENDANCE INFORMATION**How many people did you **predict** would attend this event? (Number submitted in the application)?750What was the actual attendance at the event? 404How many of the participants were from another city or county? 380 not from SPI nor PIHow many room nights did you **predict** in your application would be generated by attendees of this event?150 to 200How many room nights were **actually generated** by attendees of this event? 234

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: | <u>234</u> | Two Years Ago: | <u>103</u> |
| Last Year: | <u>115</u> | Three Years Ago: | <u>53</u> |

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, a survey of hoteliers, total attendance formula, zip code information, etc.)?

Self reply survey during the registration process with zip code info included.

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

Room blocks of 10 with release dates were set up with the Isla Grand, Holiday Inn Resort, Inn at Padre Island & Padre South Hotel.

Reported rooms booked: Isla Grand 21 / Holiday Inn Resort 5 / Inn at Padre Island 10 / Padre South Hotel 4

EVENT MARKETING INFORMATION

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 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.

Please list all efforts your organization used to promote the event and how much was spent in each category:

| | | | |
|-----------|----------------|-------------------------------|-----------------|
| Print \$: | <u>1929.68</u> | Website \$: | <u>87.73</u> |
| Radio \$: | <u>669.00</u> | Social Media \$: | <u>12587.31</u> |
| TV \$: | <u>0.00</u> | Other Digital Advertising \$: | <u>901.00</u> |

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

What new marketing initiatives did you utilize to promote hotel and convention activity for this event?

We sent out hotel information e-blasts to registrants along with hotel targeted sponsored posts on facebook & instagram.

ADDITIONAL EVENT INFORMATION

Please note any other success indicators of your event:

In talking with people, we heard people a lot of people say that they ended up renting condos.

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

Kelly's Irish Pub, KFC, Whataburger, Denny's, Yummy's for meals, various Stripes gas stations,

Ace Hardware, Mini Stor All, CVS for misc. & the water refill station for water jugs

What was the weather like during the event?

Lower 80's, steady winds of 16 to 18 mph, cloudy the day-of and light rain started about an 1 & 15 minutes into the event.

Were there any other factors that may have affected the event?

10 days out there were predictions of "bad weather", the cool front and rain.

We fewer people register in the last two weeks & day-of that in previous years.

Maria A. Juarez Digitally signed by Maria A. Juarez
Date: 2022.11.19 17:42:22 -06'00'

11.19.2022

Authorized Signature

Date

Angie Juarez

Print Name

South Padre Island Muzicians Run 2022 - Budget Summary

| | | |
|--|--|----------------------------|
| TOTAL EVENT BUDGET | | <i>\$50,848</i> |
| Marketing & Advertising Mix | | \$16,174.99 |
| Contract Workers & Hotel | | \$4,147.44 |
| Participants Swag (Shirts, medals, decal, drawstring bags and Sales Tax on registrations) | | \$15,401.83 |
| Professional & Liability Insurances and Music Licencing | | \$3,126.79 |
| Event Logistics, Supplies & Misc (SPI-PD, Portable Toilets, Uhaul, Storage, New Water flags, etc.) | | \$5,897.10 |
| Mariachi & Music Bands | | \$6,100.00 |
| SPONSORSHIPS & PAID PARITICIPANTS | | <i>\$36,633.79</i> |
| City of South Padre Island | | \$15,000.00 |
| Paid Sponsorships | | \$4,555.00 |
| In Kind Sponsorships | | \$820.00 |
| Paid Participants | | \$16,258.79 |
| NET LOSS | | <i>-\$14,214.21</i> |
| <i>Net Loss Covered by 26point2 Consulting Group LLC</i> | | |



You are receiving this email because you have expressed interest in running, cycling and triathlon events or have participated in a recent event in Texas. If you wish to unsubscribe, please click on the link at the bottom.

Online registration remains open thru 11/1 for our Nov 5th run/walk. Make it a weekend get-a-way with \$79 pool side cabanas & other great deals from our host hotels! Use promo code **TEXASRACE4** for \$4 OFF your registration... REGISTER NOW at www.muziciansrun.com

**Mariachi music filled course with
tacos, beer & margaritas at the finish!**

Music filled 5k, 10k & 1 mile routes with fun swag like a 5" finishers medal, mariachi designed event shirt, decal & MORE!

NOVEMBER 5, 2022



**SATURDAY 5 P.M. EVENING RUN
SOUTH PADRE ISLAND, TEXAS**



For DETAILS & TO REGISTER NOW :

www.MuziciansRun.com

Presented &
Hosted by:



Texas Race Promotions | P.O. BOX 3243, SUGAR LAND, TX 77487-3243

unsubscribe@muziciansrun@gmail.com

[Update Profile](#) | [Contact](#) | [Data Notice](#)

Sent By: tasar@tprproms@gmail.com powered by



The email marketing for free today!



From : South Padre Island Muzicians Run <muziciansrun@gmail.com>

Reply : 26point2events@gmail.com

Subject : Make it a Run-cation get-a-way on South Padre Island w/ the SPI Muzicians Run 5k/10k on Nov 5th

One of South Texas' most unique run/walks on Nov 5th...
the **South Padre Island Muzicians Run 5k/10k**:

- Live Mariachis about every half mile ✓
- Tacos, 🍷 & 🍹 at the finish ✓
- Big 5" finishers medal ✓
- dry-tek Mariachi designed event shirt ✓
- Host hotel deals like pool side cabanas at \$79 (four hotels w/ rooms \$55 to \$99) ✓
- More Mariachi music at the finish plus other great swag like a souvenir styrene pint, decal & drawstring bag ✓

Online registration open thru 11/1 www.MuziciansRun.com

Event & Hotel Info



Cabanas Starting at \$79



Rooms Starting at \$75

Make it a weekend get-a-way by staying with one of our
host hotels offering great rates for our run/walk!

Visit www.MuziciansRun.com
for booking codes & how to book.



Rooms Starting at \$99



Rooms Starting at \$55



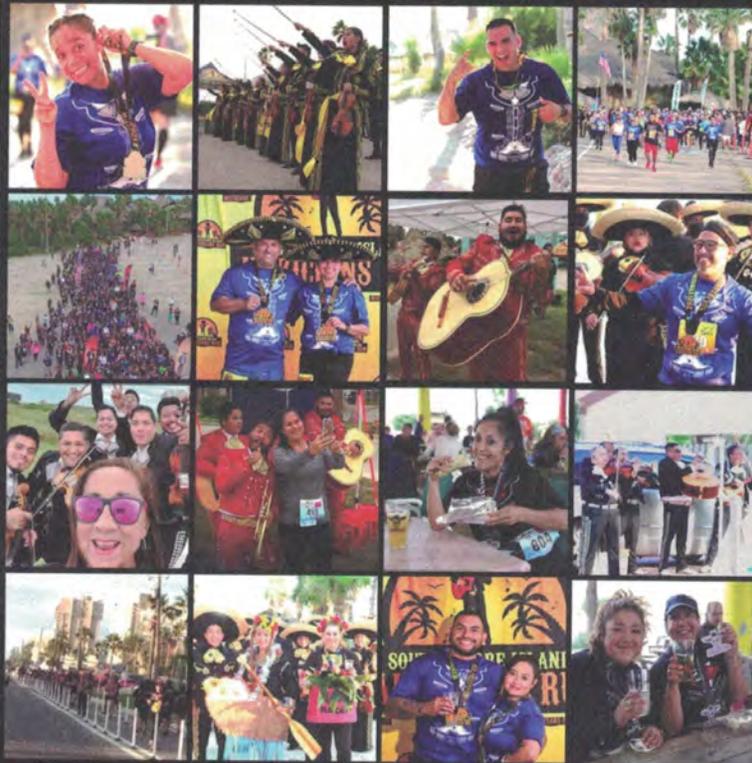
NOVEMBER 5, 2022



SATURDAY 5 P.M. EVENING RUN SOUTH PADRE ISLAND, TEXAS

**Mariachis, Mariachis, Mariachis...
plus tacos, beer & margaritas after the run!**

Music filled 5k, 10k & 1 mile routes with fun swag like a 5" finishers medal, mariachi designed event shirt, decal & MORE!



For DETAILS & TO REGISTER NOW :
www.MuziciansRun.com

Presented &
Hosted by:



YOUR ENTERTAINMENT & VISITOR'S GUIDE

Coastal Current

NOV. 4-11, 2022

Bring Your Appetite

Shrimp Cook-Off
returns for 29th year


ONYX
A MARCELLO'S LOUNGE
110 N TARNAVA, PORT ISABEL

**NOW OPEN INSIDE
MARCELLO'S RESTAURANT**

*Premium Liquors, Cocktails, Wine & Champagnes
Fabulous Menu of Small Plates for Sharing
All in a First-Class, Relaxed Atmosphere!*

Mariachi music filled course with
tacos, beer & margaritas at the finish!

Music filled 5k, 10k & 1 mile routes with fun swag like a 5" finishers medal, mariachi designed event shirt, decal & MORE!

November 5, 2022



Saturday 5 p.m. Evening Run
South Padre Island, Texas



For DETAILS & TO REGISTER NOW :



www.MuziciansRun.com



Presenting Sponsor &
Hosted by:



Benefitting:



**The Port Isabel
Shrimp Cookoff &
Seafood Festival**



Saturday, November 5th
10:00 am- 4:00 pm

Please scan QR code for



Features: Professional
Amateur chefs prepare
Gulf Shrimp & Seafood
OTHER FOOD vendors



Intersection of Hwy.
(Sutherlands) in Port I
For Shrimp Cook-Off
956-943-2262
director@portisabe

NEW VENDORS WE

YOUR ENTERTAINMENT & VISITOR'S GUIDE

Coastal Current

OCT. 28-NOV. 3

Butterfly Festivities

Hallowings to celebrate monarch migration on South Padre Island



CASUAL WATERFRONT DINING



CALL 956-943-3663

Now Serving Breakfast!
Open 7:00 Serving
breakfast, lunch
& dinner

CASUAL BAYFRONT FISHING



956-943-PIER

PiratesLandingRestaurant.com • Located at the Foot of the Causeway in Port Isabel's Historic Lighthouse District

night shift

Texas, including the Valley, population challenges

alloween, Bat Week

ual international
d to raise aware-
ation, kicked off

d the help, and
highest popula-
ate in the nation.
most different spe-

ats, and for farm-
/ billions of dollars
ge from insects
o the U.S. Geo-
pidly spreading
town as white-

which infects the
d wings of hiber-
discovered in the
States in 2007-
read to 38 states,

s killed millions of
dwelling species,
spaces, which are
growing fungus.

drome

uses the disease
handle in 2017.

The first actual bat victim was discovered at Enchanted Rock State Park near Fredericksburg in 2020.

Nathan Fuller is a bat biologist with the Texas Parks and Wildlife Department. Two summers ago, thanks to funding from the U.S. Fish and Wildlife Service, he and fellow researchers set out to determine the extent of white-nose syndrome in the Texas Hill Country, where dead bats were showing up.

Problem is, nobody really knows how many bats live in Texas, and that creates issues when trying to craft population comparisons.

"We're a lot further south than most of the other bat populations that have been getting hit pretty hard," Fuller said. "In addition, these are different species of bats with different hibernation, migration and energetic strategies. We just weren't sure what the deal was."

"However, once we started finding dead bats on the landscape, we realized that, ok, it looks like, unexpectedly, yes it does have an impact on bats here," he added.

The research into maternity roosts, the summer bat roosts, across the Hill Country indicate significant population declines among cave bats.

Fuller stresses the data is only preliminary, but the initial findings are nonetheless startling.

Mariachi music filled course with
tacos, beer & margaritas at the finish!

Music filled 5k, 10k & 1 mile routes with fun swag like a
finishers medal, mariachi designed event shirt, decal & MORE

November 5, 2022

Saturday 5 p.m. Evening Run
South Padre Island, Texas



For DETAILS & TO REGISTER NOW :



www.MusiciansRun.com



Presenting Sponsor &
Hosted by:



Benefitting:



ingen

October 28, 2022

(last Friday of
every month) 7-10

t

N HARLINGEN

Art, Hand Crafted Goods And Live Music

at 956-536-8484 for more information



South Padre Island Muzicians Run

October 12 · 🌐

...

Make it a weekend get-a-way for our Nov 5 run/walk! AWESOME rates being offered by [Isla Grand Beach Resort](#) with Garden pool view Cabana \$79.00 plus tax; | [The Inn at South Padre](#) with Standard oversized room with two queen-size beds \$75.00 plus tax; | [Padre South Hotel On The Beach](#) Standard room with kitchenette \$55.00 plus tax; | [Holiday Inn Resort South Padre Island, Texas](#) 2 Queen Beds Standard Pool View at \$99 plus tax | For discount booking codes and how to book go to <https://muziciansrun.com/sponsors-%26-hotels>

#sopadre #southpadrerun #southpadreislandtx #southpadreisland



Cabanas Starting at \$79



Rooms Starting at \$75

Make it a weekend get-a-way by staying with one of our host hotels offering great rates for our run/walk!

Visit www.MuziciansRun.com for booking codes & how to book.



Rooms Starting at \$99



PADRE SOUTH HOTEL
on the beach

Rooms Starting at \$55

MUZICIANSRUN.COM
muziciansrun.com

 Learn more

See insights and ads

Boost again

  Marisa Amaya, Dina Castillo-Mau and 158 others

9 Comments 27 Shares



South Padre Island Muzicians Run

November 2 at 8:16 AM · 🌐

...

PACKET-UP DETAILS: Early packet pick-up will be Friday evening from 5pm to 7:30pm at the [South Padre Island Birding Nature & Alligator Sanctuary](#) (home of the SPI's best hidden selfie location - top of the 5 story tower) located 6801 Padre Blvd, South Padre Island, TX 78597.

Regular packet pick-up as norm will be day-of, Saturday, Nov. 5th from 10:30am to 4:30pm at [Beach Park South Padre Island](#) (previously Schlitterbahn) located at 33261 State Park Rd 100, South Padre Island, TX 78597.

The run/walk will be start Saturday, at 5pm for the 10k, 5k and 1 mile, rain or shine at Beach Park at Isla Blanca.

Other Details and FAQ:

- This is a CUP-LESS run. In an effort to reduce waste and littering: please bring your own cup or water bottle. There will be water refill station at each mariachi music location.
- 10k participants start at the front of start line. Walking participants (non-runners) please stage towards middle of start line. Strollers are welcome for those participating in the 5k & 1 mile participants ONLY and we ask that those participating with strollers start towards the back of the pack.
- This is a non-timed participation fun run/walk so you can enjoy the music along the route. Please keep in mind that the course will remain open from 5pm through 6:45pm. A sag vehicle will pick up participants after 6:45pm.
- Per the South Padre Island Police, unless otherwise designated by traffic cones, please run and walk on city sidewalks and city designated/marked pedestrian/bike lanes only. Route map shown on right.
- There are restrooms or portable restrooms at each music / water stop along with additional City restrooms along the route.
- NO Dogs or Pets. Only service animals are allowed in accordance with the ADA. No other dogs or pets of any kind unfortunately are not welcome (it's an insurance thing).
- Our event ends at 7:30pm and [Kelly's Irish Pub](#) will be hosting an after party with drink specials. Kelly's is located at 101 E Morningside Dr. WEAR YOUR MEDAL AND ASK FOR THE HAPPY HOUR SPECIALS EXTENED ALL NIGHT LONG!
- Last minute hotel reservations MAY still available with our host hotels from \$55 to \$99 call for availability and make sure to mention the Muzicians Run:
 - o [Isla Grand Beach Resort](#) 956-761-6511
 - o [Holiday Inn Resort South Padre Island, Texas](#) 956-426-9066
 - o [The Inn at South Padre](#) 956-761-5658
 - o [Padre South Hotel On The Beach](#) 956-761-4951

#sopadre #muziciansrun #spimuziciansrun



[See insights and ads](#)

[Boost again](#)



South Padre Island Muzicians Run

September 19 · 🌐



Nov 5th: It's a music 🎵 filled 5k/10k with a Mariachi music filled course and tacos, 🌮 & 🍷 to celebrate at the finish! Register Now for the South Padre Island Muzicians Run at <https://bit.ly/3RZvqVM> for a weekend experience of FUN! *Special thanks to Edcouch-Elsa's Mariachi Juvenil Azteca for this this hidden gem performance they played for the spectators once the 2021 runners & walkers started the 5k & 10k... these young performers never cease to AMAZE US!

#SPIMuziciansrun #Muziciansrun #SoPadre #5k #10k #funrun #southpadrerun



ACTIVE.COM

2022 South Padre Island Muzicians Run 5k/10k

Sign up

📣 Boost this post to reach up to 640 more people if you spend \$10.

Boost post



Joey Skeleton, Marisa Amaya and 524 others

22 Comments 64 Shares



South Padre Island Muzicians Run

October 1 · 🌐

...

Nov 5th: It's a music 🎵 filled 5k/10k w/ a Mariachi music filled course and tacos, 🌮 & 🍷 to celebrate at the finish! Register Now for the South Padre Island Muzicians Run at <https://bit.ly/3RZvqVM> for a weekend experience of FUN!

#spimuziciansrun #muziciansrun #sopadre #5k #10k #funrun #southpadrerun

*Special thanks to Mariachi Tekila, one of our favorite Mariachi bands



ACTIVE.COM

2022 South Padre Island Muzicians Run 5k/10k

Sign up

[See insights and ads](#)

[Boost again](#)



Dina Castillo-Mau, Mariachi Tekila and 929 others

35 Comments 116 Shares

| Price type | Participant name | City | State | ZIP/Postal code | Bib Number | Radio buttons3 | Nights | Day Trips |
|-----------------------------|-------------------|-------------|-------|-----------------|------------|---|--------|-----------|
| Individual 5k | Carrasco, J | Alvin | TX | 77511 | 390 | Day trip only | | 1 |
| Individual 5k | Esquivel, A | Alvin | TX | 77511 | 391 | Day trip only | | 1 |
| Individual 5k | Esquivel, A | Alvin | TX | 77511 | 393 | Day trip only | | 1 |
| Individual 5k | Rauh, M | Austin | TX | 78703 | 302 | Three (3) or More Nights Stay at Hotel or Condo | 3 | |
| Individual 5k | Cihota, K | Austin | TX | 78759 | 303 | Three (3) or More Nights Stay at Hotel or Condo | 3 | |
| Individual 5k | Rauh, E | Austin | TX | 78703 | 304 | Three (3) or More Nights Stay at Hotel or Condo | 3 | |
| Individual 5k | Zuniga Aguilar, M | AUSTIN | TX | 78750 | 319 | Three (3) or More Nights Stay at Hotel or Condo | 3 | |
| Individual 5k | Aguilar, A | AUSTIN | TX | 78750 | 320 | Two (2) Nights Stay at Hotel or Condo | 2 | |
| Individual 5k | Rodriguez, R | AUSTIN | TX | 78748 | 337 | Two (2) Nights Stay at Hotel or Condo | 2 | |
| Individual 5k | Sutti, N | Austin | TX | 78738 | 443 | Day trip only | | 1 |
| Individual 5k | Muniz, I | Austin | TX | 78744 | 597 | Two (2) Nights Stay at Hotel or Condo | 2 | |
| Individual 10k | Vasquez, M | Austin | TX | 78849 | 852 | Two (2) Nights Stay at Hotel or Condo | 2 | |
| Individual 10k | Cobe, C | Austin | TX | 78848 | 854 | Two (2) Nights Stay at Hotel or Condo | 2 | |
| Individual 1 Mile Challenge | Escobedo, G | Brownsville | TX | 78520 | 119 | | | 1 |
| Individual 1 Mile Challenge | Martinez, J | Brownsville | TX | 78526 | 125 | Day trip only | | 1 |
| Individual 1 Mile Challenge | Clinch, C | Brownsville | TX | 78526 | 130 | Day trip only | | 1 |
| Individual 1 Mile Challenge | Orta, P | BROWNSVILLE | TX | 78526 | 136 | Day trip only | | 1 |
| Individual 5k | Guillen, G | Brownsville | TX | 78526 | 307 | Day trip only | | 1 |
| Individual 5k | Arceneaux, M | Brownsville | TX | 78520-4096 | 316 | Day trip only | | 1 |
| Individual 5k | Arceneaux, C | BROWNSVILLE | TX | 78520 | 317 | Day trip only | | 1 |
| Individual 5k | Montez, D | BROWNSVILLE | TX | 78520 | 318 | Day trip only | | 1 |
| Individual 5k | Coronado, N | BROWNSVILLE | TX | 78526 | 322 | Day trip only | | 1 |
| Individual 5k | Molina, R | BROWNSVILLE | TX | 78526 | 328 | Day trip only | | 1 |
| Individual 5k | Carrillo, R | Brownsville | TX | 78521 | 333 | Day trip only | | 1 |
| Individual 5k | Barrera, G | Brownsville | TX | 78521 | 334 | Day trip only | | 1 |
| Individual 5k | Sanchez, J | Brownsville | TX | 78521 | 342 | Day trip only | | 1 |
| Individual 5k | Martinez, B | BROWNSVILLE | TX | 78526 | 347 | Day trip only | | 1 |
| Individual 5k | Linda, K | Brownsville | TX | 78526 | 349 | Day trip only | | 1 |
| Individual 5k | Ochoa, V | Brownsville | TX | 78526 | 350 | Day trip only | | 1 |
| Individual 5k | Guevara, J | Brownsville | TX | 78520 | 376 | Day trip only | | 1 |
| Individual 5k | Andrade, M | Brownsville | TX | 78520 | 379 | Day trip only | | 1 |
| Individual 5k | RAMIREZ, J | Brownsville | TX | 78521 | 395 | One (1) Night Stay at Hotel or Condo | 1 | |
| Individual 5k | Garza, R | BROWNSVILLE | TX | 78520 | 413 | Day trip only | | 1 |
| Individual 5k | Garcia, L | BROWNSVILLE | TX | 78526 | 414 | Day trip only | | 1 |
| Individual 5k | Martinez, B | BROWNSVILLE | TX | 78520-6551 | 415 | Day trip only | | 1 |
| Individual 5k | Headen, G | Brownsville | TX | 78520 | 416 | Day trip only | | 1 |
| Individual 5k | Mendoza, M | Brownsville | TX | 78526 | 428 | Day trip only | | 1 |
| Individual 5k | Mendoza, R | Brownsville | TX | 78526 | 429 | Day trip only | | 1 |
| Individual 5k | Distefano, H | BROWNSVILLE | TX | 78520-8911 | 430 | One (1) Night Stay at Hotel or Condo | 1 | |
| Individual 5k | Chacon, P | Brownsville | TX | 78521-7320 | 432 | Day trip only | | 1 |
| Individual 5k | Luna, M | Brownsville | TX | 78521 | 434 | | | 1 |
| Individual 5k | Chavez, D | Brownsville | TX | 78520 | 436 | One (1) Night Stay at Hotel or Condo | 1 | |
| Individual 5k | torres, j | BROWNSVILLE | TX | 78526 | 438 | Day trip only | | 1 |
| Individual 5k | Torres, J | Brownsville | TX | 78526 | 439 | Day trip only | | 1 |
| Individual 5k | Rodriguez, R | Brownsville | TX | 78521 | 459 | | | 1 |
| Individual 5k | Reyes, A | Brownsville | TX | 78521 | 460 | Day trip only | | 1 |
| Individual 5k | Reyes, R | Brownsville | TX | 78526 | 462 | | | 1 |
| Individual 5k | Hernandez, I | Brownsville | TX | 78520-8234 | 469 | Day trip only | | 1 |
| Individual 5k | Montelongo, G | BROWNSVILLE | TX | 78521 | 473 | Day trip only | | 1 |
| Individual 5k | Seymour, A | Brownsville | TX | 78521 | 474 | Day trip only | | 1 |
| Individual 5k | GALVAN, V | BROWNSVILLE | TX | 78521 | 476 | Day trip only | | 1 |
| Individual 5k | Rocha, C | BROWNSVILLE | TX | 78521-9130 | 481 | Day trip only | | 1 |
| Individual 5k | Flores, J | Brownsville | TX | 78526 | 491 | One (1) Night Stay at Hotel or Condo | 1 | |
| Individual 5k | santiago, m | BROWNSVILLE | TX | 78526 | 493 | Day trip only | | 1 |
| Individual 5k | Treso, J | Brownsville | TX | 78526 | 500 | | | 1 |
| Individual 5k | Obreгон, J | Brownsville | TX | 78520 | 502 | Day trip only | | 1 |
| Individual 5k | Peña, A | Brownsville | TX | 78526 | 503 | Day trip only | | 1 |
| Individual 5k | Rivera, R | Brownsville | TX | 78526 | 505 | Day trip only | | 1 |
| Individual 5k | Carrillo, A | Brownsville | TX | 78520 | 506 | Day trip only | | 1 |
| Individual 5k | Lopez, T | BROWNSVILLE | TX | 78520 | 507 | One (1) Night Stay at Hotel or Condo | 1 | |
| Individual 5k | Garcia, P | BROWNSVILLE | TX | 78520 | 508 | One (1) Night Stay at Hotel or Condo | 1 | |
| Individual 5k | Rookstool, A | Brownsville | TX | 78526 | 516 | Day trip only | | 1 |
| Individual 5k | Carrillo, A | Brownsville | TX | 78520-8574 | 519 | Day trip only | | 1 |
| Individual 5k | Mazur, C | Brownsville | TX | 78526-4352 | 524 | Day trip only | | 1 |
| Individual 5k | Mazur, O | Brownsville | TX | 78526-4352 | 525 | Day trip only | | 1 |
| Individual 5k | Tovar, A | Brownsville | TX | 78520 | 531 | Day trip only | | 1 |
| Individual 5k | Pardo, N | Brownsville | TX | 78526 | 532 | Day trip only | | 1 |
| Individual 5k | Padilla, A | Brownsville | TX | 78521 | 540 | One (1) Night Stay at Hotel or Condo | 1 | |
| Individual 5k | Maya, D | Brownsville | TX | 78526 | 541 | Day trip only | | 1 |
| Individual 5k | Puga, J | Brownsville | TX | 78520 | 564 | | | 1 |
| Individual 5k | Rivera, R | BROWNSVILLE | TX | 78526 | 566 | Day trip only | | 1 |
| Individual 5k | Padilla, C | BROWNSVILLE | TX | 78526 | 567 | Day trip only | | 1 |
| Individual 5k | Estrada, J | Brownsville | TX | 78520 | 574 | Day trip only | | 1 |
| Individual 5k | Chavez, J | Brownsville | TX | 78526 | 575 | Day trip only | | 1 |
| Individual 5k | Martinez, L | Brownsville | TX | 78526 | 577 | Day trip only | | 1 |
| Individual 5k | Torres, A | Brownsville | TX | 78521 | 605 | Day trip only | | 1 |
| Individual 10k | Velasquez, E | BROWNSVILLE | TX | 78526 | 802 | Day trip only | | 1 |
| Individual 10k | Rivera, S | Brownsville | TX | 78521 | 816 | Day trip only | | 1 |
| Individual 10k | McKinlay, A | Brownsville | TX | 78526 | 817 | | | 1 |
| Individual 10k | Hernandez, M | Brownsville | TX | 78520 | 822 | Day trip only | | 1 |
| Individual 10k | Amador, D | Brownsville | TX | 78521-2133 | 829 | Day trip only | | 1 |
| Individual 10k | Alaniz, O | Brownsville | TX | 78521 | 836 | Day trip only | | 1 |

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|-----------------------------|---------------------|-----------------|--------|------------|-----|---|---|
| Individual 10k | Gomez, A | BROWNSVILLE | TX | 78521-4044 | 839 | Day trip only | 1 |
| Individual 10k | Snelson, S | Brownsville | TX | 78520-9206 | 841 | Day trip only | 1 |
| Individual 10k | Ochoa, I | Brownsville | TX | 78520 | 844 | Day trip only | 1 |
| Individual 10k | Cruz, M | Brownsville | TX | 78520 | 850 | Day trip only | 1 |
| Individual 10k | Ramirez, E | BROWNSVILLE | TX | 78526 | 853 | Day trip only | 1 |
| Individual 10k | Hernandez, S | BROWNSVILLE | TX | 78526 | 855 | Day trip only | 1 |
| Individual 10k | Sanchez, Y | Brownsville | TX | 78526 | 858 | Day trip only | 1 |
| Individual 5k | Davis, G | Cedar Hill | TX | 75104 | 442 | Day trip only | 1 |
| Individual 10k | Campos, M | Ciudad Victoria | maulip | 87134 | 820 | Day trip only | 1 |
| Individual 10k | Hill, D | Clayton | WA | 99110-0237 | 811 | Two (2) Nights Stay at Hotel or Condo | 2 |
| Individual 5k | Gonzalez, A | CORP CHRISTI | TX | 78412 | 447 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Cantu, R | CORP CHRISTI | TX | 78414-2777 | 599 | Day trip only | 1 |
| Individual 5k | Fonteno, P | Corpus Christi | TX | 78411 | 313 | Two (2) Nights Stay at Hotel or Condo | 2 |
| Individual 5k | Casas, A | Corpus Christi | TX | 78411 | 448 | Day trip only | 1 |
| Individual 5k | McBride, W | DALLAS | TX | 75287 | 400 | Three (3) or More Nights Stay at Hotel or Condo | 3 |
| Individual 5k | McBride, K | DALLAS | TX | 75287 | 400 | Three (3) or More Nights Stay at Hotel or Condo | 3 |
| Individual 5k | Rodriguez, V | Donna | TX | 78537-3963 | 417 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Castillo, P | Donna | TX | 78537 | 583 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Campos, R | Donna | TX | 78537 | 612 | Day trip only | 1 |
| Individual 1 Mile Challenge | Silva, J | Edcouch | TX | 78538 | 120 | | 1 |
| Individual 5k | Silva, J | Edcouch | TX | 78538 | 409 | Two (2) Nights Stay at Hotel or Condo | 2 |
| Individual 5k | Borrego, M | Edcouch | TX | 78538 | 609 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 1 Mile Challenge | Austin, A | Edinburg | TX | 78542 | 122 | Day trip only | 1 |
| Individual 5k | GARZA, P | EDINBURG | TX | 78539 | 380 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Garza, M | EDINBURG | TX | 78539 | 381 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Castillo, O | EDINBURG | TX | 78539 | 384 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Perez, L | EDINBURG | TX | 78539 | 398 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Garza, A | EDINBURG | TX | 78539 | 402 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Garza Jr, P | EDINBURG | TX | 78539 | 403 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Rodriguez, A | Edinburg | TX | 78539 | 411 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | BARRERA, J | EDINBURG | TX | 78539 | 437 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | POLIN, D | EDINBURG | TX | 78539 | 440 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Salinas, E | EDINBURG | TX | 78539 | 449 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Moreno, M | EDINBURG | TX | 78539 | 468 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Cavazos, C | Edinburg | TX | 78539 | 494 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Tommerdahl-Garza, S | Edinburg | TX | 78539 | 501 | Day trip only | 1 |
| Individual 5k | Garza, E | Edinburg | TX | 78539 | 517 | Day trip only | 1 |
| Individual 5k | Ortiz, C | EDINBURG | TX | 78542 | 523 | Day trip only | 1 |
| Individual 5k | Rodriguez, T | EDINBURG | TX | 78539 | 535 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Reyes III, R | EDINBURG | TX | 78541-0734 | 554 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Rodriguez, D | EDINBURG | TX | 78539 | 557 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Rodriguez, B | EDINBURG | TX | 78539 | 558 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Pena, J | EDINBURG | TX | 78542-0762 | 573 | Day trip only | 1 |
| Individual 10k | Normendez, A | Edinburg | TX | 78539 | 842 | Two (2) Nights Stay at Hotel or Condo | 2 |
| Individual 10k | Pina, A | EDINBURG | TX | 78539-8430 | 843 | Two (2) Nights Stay at Hotel or Condo | 2 |
| Individual 10k | Bair, T | ELIZABETHTOWN | PA | 17022 | 851 | Three (3) or More Nights Stay at Hotel or Condo | 3 |
| Individual 5k | Martinez, J | Elsa | TX | 78543 | 485 | Day trip only | 1 |
| Individual 5k | Martinez, C | ELSA | TX | 78543 | 486 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 1 Mile Challenge | Perez, S | Floresville | TX | 78114 | 103 | Three (3) or More Nights Stay at Hotel or Condo | 3 |
| Individual 5k | Perez, H | Floresville | TX | 78114 | 308 | Three (3) or More Nights Stay at Hotel or Condo | 3 |
| Individual 1 Mile Challenge | Kinzer, K | Forest Lake | MN | 55025 | 113 | Three (3) or More Nights Stay at Hotel or Condo | 3 |
| Individual 1 Mile Challenge | LeTourneau, M | Forest Lake | MN | 55025 | 114 | Three (3) or More Nights Stay at Hotel or Condo | 3 |
| Individual 5k | ward, S | garland | TX | 75042 | 367 | Three (3) or More Nights Stay at Hotel or Condo | 3 |
| Individual 10k | Martinez, R | GEORGETOWN | TX | 78628 | 810 | Two (2) Nights Stay at Hotel or Condo | 2 |
| Individual 1 Mile Challenge | Casares, E | Harlingen | TX | 78552 | 129 | | 1 |
| Individual 1 Mile Challenge | Carranco, K | Harlingen | TX | 78552 | 135 | Day trip only | 1 |
| Individual 5k | Gonzalez, R | Harlingen | TX | 78552 | 315 | Two (2) Nights Stay at Hotel or Condo | 2 |
| Individual 5k | Esparza, D | Harlingen | TX | 78550 | 339 | Day trip only | 1 |
| Individual 5k | Hernandez, M | HARLINGEN | TX | 78550 | 346 | | 1 |
| Individual 5k | Beadle, B | HARLINGEN | TX | 78552 | 422 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | OGwynn, J | Harlingen | TX | 78553 | 433 | Two (2) Nights Stay at Hotel or Condo | 2 |
| Individual 5k | Barajas, G | Harlingen | TX | 78550 | 435 | Day trip only | 1 |
| Individual 5k | Townley, R | Harlingen | TX | 78552 | 477 | Day trip only | 1 |
| Individual 5k | Townley, M | Harlingen | TX | 78552 | 478 | Day trip only | 1 |
| Individual 5k | Casares, R | Harlingen | TX | 78552 | 487 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Gonzalez, C | Harlingen | TX | 78550 | 499 | Day trip only | 1 |
| Individual 5k | Gaviria, A | Harlingen | TX | 78552 | 513 | Two (2) Nights Stay at Hotel or Condo | 2 |
| Individual 5k | Zuniga, B | Harlingen | TX | 78552 | 514 | Two (2) Nights Stay at Hotel or Condo | 2 |
| Individual 5k | Garcia, J | HARLINGEN | TX | 78550 | 515 | Day trip only | 1 |
| Individual 5k | Anzaldua, C | Harlingen | TX | 78550 | 536 | Day trip only | 1 |
| Individual 5k | Anzaldua, A | Harlingen | TX | 78550 | 537 | Day trip only | 1 |
| Individual 5k | Rohrbough, L | HARLINGEN | TX | 78550-4085 | 539 | Day trip only | 1 |
| Individual 5k | Bernal, M | Harlingen | TX | 78550 | 549 | Day trip only | 1 |
| Individual 5k | Adame, A | Harlingen | TX | 78550 | 559 | Day trip only | 1 |
| Individual 5k | Resendez, A | HARLINGEN | TX | 78552 | 582 | Day trip only | 1 |
| Individual 5k | Resendez, A | HARLINGEN | TX | 78552 | 592 | Day trip only | 1 |
| Individual 5k | Juarez, Jr., P | Harlingen | TX | 78550 | 593 | Day trip only | 1 |
| Individual 5k | Mesa, V | HARLINGEN | TX | 78552 | 594 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Macias, A | Harlingen | TX | 78552 | 600 | Day trip only | 1 |
| Individual 5k | Maldonado, R | Harlingen | TX | 78552 | 602 | Day trip only | 1 |
| Individual 10k | Garcia, N | HARLINGEN | TX | 78552-2480 | 803 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 10k | Garcia, A | Harlingen | TX | 78552 | 804 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 10k | Lee, M | Harlingen | TX | 78550 | 814 | | 1 |
| Individual 10k | MAGALLANES, A | Harlingen | TX | 78550 | 821 | One (1) Night Stay at Hotel or Condo | 1 |

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|-----------------------------|----------------------|--------------|----|------------|-----|---|---|
| Individual 10k | Philpot, P | HARLINGEN | TX | 78552-2122 | 826 | Day trip only | 1 |
| Individual 10k | Casares, S | Harlingen | TX | 78552 | 827 | Day trip only | 1 |
| Individual 10k | Lambert, S | Harlingen | TX | 78552 | 832 | | 1 |
| Individual 5k | Rodriguez De Leon, B | Hidalgo | TX | 78557 | 387 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Rodriguez, V | Hidalgo | TX | 78557 | 387 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Rhea, B | Hondo | TX | 78861-0689 | 325 | Two (2) Nights Stay at Hotel or Condo | 2 |
| Individual 5k | Jeffrey, Y | Hondo | TX | 78861 | 326 | | 1 |
| Individual 5k | Staley, K | Houston | TX | 77035 | 353 | Day trip only | 1 |
| Individual 10k | Estrada, I | Indian Lake | TX | 78566 | 833 | | 1 |
| Individual 5k | Baumann, C | KATY | TX | 77494 | 458 | Day trip only | 1 |
| Individual 10k | Murphy, A | LA FERIA | TX | 78559-4335 | 856 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Hernandez, D | LA VILLA | TX | 78562 | 510 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Hernandez, S | La Villa | TX | 78562 | 511 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 1 Mile Challenge | Blowers, D | Laguna Vista | TX | 78578 | 101 | Day trip only | 1 |
| Individual 1 Mile Challenge | Liveoak, J | Laguna Vista | TX | 78578 | 104 | Day trip only | 1 |
| Individual 1 Mile Challenge | Peace, S | LAGUNA VISTA | TX | 78578-2931 | 105 | Day trip only | 1 |
| Individual 1 Mile Challenge | Kriegshauser, D | LAGUNA VISTA | TX | 78578 | 110 | Day trip only | 1 |
| Individual 1 Mile Challenge | Kriegshauser, S | Laguna Vista | TX | 78578 | 111 | Day trip only | 1 |
| Individual 5k | Vela, G | LAGUNA VISTA | TX | 78578 | 445 | Day trip only | 1 |
| Individual 5k | MacGabhann, M | Laguna Vista | TX | 78578 | 530 | Day trip only | 1 |
| Individual 5k | Arizmendez, M | LAGUNA VISTA | TX | 78578 | 604 | Day trip only | 1 |
| Individual 5k | Chacon, L | Laredo | TX | 78045 | 383 | | 1 |
| Individual 5k | Reyna, F | Laredo | TX | 78046 | 544 | Two (2) Nights Stay at Hotel or Condo | 2 |
| Individual 5k | Martinez, C | Laredo | TX | 78043 | 586 | Day trip only | 1 |
| Individual 10k | Ugartechea, D | League City | TX | 77573 | 813 | | 1 |
| Individual 10k | Lindsey, M | Leander | TX | 78641 | 809 | Two (2) Nights Stay at Hotel or Condo | 2 |
| Individual 1 Mile Challenge | Gagnon, D | LINO LAKES | MN | 55038 | 115 | Three (3) or More Nights Stay at Hotel or Condo | 3 |
| Individual 1 Mile Challenge | BETANCOURT, R | Los fresnos | TX | 78566 | 112 | Two (2) Nights Stay at Hotel or Condo | 2 |
| Individual 5k | Rousseau, L | Los Fresnos | TX | 78566 | 306 | Day trip only | 1 |
| Individual 5k | Salinas, V | LOS FRESNOS | TX | 78566-7940 | 431 | Day trip only | 1 |
| Individual 5k | Fulton, L | Los fresnos | TX | 78566 | 596 | Day trip only | 1 |
| Individual 5k | Benavides, L | Los fresnos | TX | 78566 | 601 | Day trip only | 1 |
| Individual 5k | Silva, N | Los Fresnos | TX | 78566 | 608 | Day trip only | 1 |
| Individual 5k | Reyes, Y | Lyford | TX | 78569 | 490 | Day trip only | 1 |
| Individual 5k | Solis, A | Lyford | TX | 78569-0951 | 601 | Day trip only | 1 |
| Individual 5k | Romo, E | Lyford | TX | 78569 | 604 | Day trip only | 1 |
| Individual 5k | Alanis, G | McAllen | TX | 78504-5662 | 312 | Two (2) Nights Stay at Hotel or Condo | 2 |
| Individual 5k | Serviere, M | McAllen | | | 351 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Serviere, P | McAllen | | | 352 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Guerrero, L | McAllen | TX | 78501 | 378 | Two (2) Nights Stay at Hotel or Condo | 2 |
| Individual 5k | Garcia, R | McAllen | TX | 78504 | 408 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | De Anda, G | McAllen | TX | 78501 | 421 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Morales, A | McAllen | TX | 78504 | 426 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Morales, R | McAllen | TX | 78504 | 427 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Cisneros, T | MCALLEN | TX | 78503 | 546 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | MATA, M | McAllen | TX | 78504 | 548 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Manrique, G | McAllen | TX | 78504 | 607 | Three (3) or More Nights Stay at Hotel or Condo | 3 |
| Individual 5k | Cavazos, J | Mercedes | TX | 78570 | 370 | Day trip only | 1 |
| Individual 5k | NORIEGA, J | MERCEDES | TX | 78570 | 372 | Day trip only | |
| Individual 5k | Villarreal, C | Mercedes | TX | 78570-5042 | 496 | Two (2) Nights Stay at Hotel or Condo | 2 |
| Individual 5k | Noriega, D | Mico | TX | 78056 | 576 | Three (3) or More Nights Stay at Hotel or Condo | 3 |
| Individual 5k | Gonzalez, D | Mico | TX | 78056 | 607 | Three (3) or More Nights Stay at Hotel or Condo | 3 |
| Individual 5k | Trevino, N | Mission | TX | 78572 | 331 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Guajardo, S | mission | TX | 78574 | 332 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Villalobos, M | Mission | TX | 78573 | 373 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Lerma, A | Mission | TX | 78574 | 392 | Day trip only | 1 |
| Individual 5k | Rendon, M | Mission | TX | 78572 | 404 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Garcia, J | MISSION | TX | 78573-0033 | 489 | Day trip only | 1 |
| Individual 5k | ROMO, M | MISSION | TX | 78572-6893 | 509 | Day trip only | 1 |
| Individual 5k | Loughry, R | Mission | TX | 78572 | 529 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Siller Gonzalez, N | Mission | TX | 78572 | 538 | Two (2) Nights Stay at Hotel or Condo | 2 |
| Individual 5k | Toney, K | mission | TX | 78572 | 555 | Day trip only | 1 |
| Individual 5k | Lozano, C | Mission | TX | 78572 | 568 | | 1 |
| Individual 5k | Cavazos, A | Mission | TX | 78572 | 569 | | 1 |
| Individual 5k | Cavazos, C | Mission | TX | 78572 | 570 | | 1 |
| Individual 5k | Cavazos, F | Mission | TX | 78572 | 571 | | 1 |
| Individual 5k | Cavazos, A | Mission | TX | 78572 | 572 | | 1 |
| Individual 5k | Urbina, V | Mission | TX | 78573 | 590 | Day trip only | 1 |
| Individual 5k | Ortiz, J | Mission | TX | 78572 | 603 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Santillana, M | Mission | TX | 78574 | 606 | Day trip only | 1 |
| Individual 5k | Kolodzej, G | Mission | TX | 78572 | 611 | Three (3) or More Nights Stay at Hotel or Condo | 3 |
| Individual 10k | Benitez, R | Mission | TX | 78574 | 824 | Two (2) Nights Stay at Hotel or Condo | 2 |
| Individual 10k | Mireles, A | Mission | TX | 78574 | 825 | | 1 |
| Individual 5k | Cadriel, Y | Olmito | TX | 78575-0478 | 412 | Day trip only | 1 |
| Individual 5k | Vega, A | Olmito | TX | 78575 | 585 | Day trip only | 1 |
| Individual 5k | Cavazos, A | Palmhurst | TX | 78573 | 336 | | 1 |
| Individual 5k | Papangellin, D | Pearland | TX | 77584 | 369 | Two (2) Nights Stay at Hotel or Condo | 2 |
| Individual 5k | Pedraza Alaniz, C | PHARR | TX | 78577 | 358 | Two (2) Nights Stay at Hotel or Condo | 2 |
| Individual 5k | Fine, R | Pharr | TX | 78577 | 394 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Puente, B | Pharr | TX | 78577 | 405 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Puente, A | Pharr | TX | 78577 | 406 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Salas, R | Pharr | TX | 78577 | 455 | One (1) Night Stay at Hotel or Condo | 1 |
| Individual 5k | Salas, A | PHARR | TX | 78577-7526 | 457 | Day trip only | 1 |
| Individual 5k | Martinez, X | Pharr | TX | 78577 | 527 | Day trip only | 1 |

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|-----------------------------|---------------|--------------------|----|------------|-----|---|---|---|
| Individual 5k | Trevino, E | Pharr | TX | 78577 | 534 | Day trip only | | 1 |
| Individual 5k | Henderson, M | PHOENIX | AZ | 85085 | 563 | One (1) Night Stay at Hotel or Condo | 1 | |
| Individual 10k | Yanish, C | PINEDALE | WY | 82941 | 808 | Three (3) or More Nights Stay at Hotel or Condo | 3 | |
| Individual 1 Mile Challenge | Banda, D | Port Isabel | TX | 78578 | 131 | Day trip only | | 1 |
| Individual 5k | Rivera, M | port isabel | TX | 78578 | 340 | Day trip only | | 1 |
| Individual 5k | Candaudap, R | port isabel | TX | 78578 | 341 | Day trip only | | 1 |
| Individual 5k | Herrera, M | port isabel | TX | 78578 | 361 | | | 1 |
| Individual 5k | Apango, J | PORT ISABEL | TX | 78578 | 467 | Day trip only | | 1 |
| Individual 10k | Love, T | Port Isabel | TX | 78578 | 812 | | | 1 |
| Individual 5k | Mendez, I | Rancho Viejo | TX | 78575 | 472 | Day trip only | | 1 |
| Individual 5k | Ysasi, E | Raymondville | TX | 78580 | 520 | Day trip only | | 1 |
| Individual 10k | Chaney, H | RAYMONDVILLE | TX | 78580 | 818 | Two (2) Nights Stay at Hotel or Condo | 2 | |
| Individual 10k | Chaney, D | Raymondville | TX | 78580 | 819 | Two (2) Nights Stay at Hotel or Condo | 2 | |
| Individual 10k | Rodriguez, R | RAYMONDVILLE | TX | 78580 | 830 | Two (2) Nights Stay at Hotel or Condo | 2 | |
| Individual 10k | Rodriguez, I | Raymondville | TX | 78580 | 831 | Two (2) Nights Stay at Hotel or Condo | 2 | |
| Individual 5k | Guerra, I | Rio Grande City | TX | 78582 | 355 | One (1) Night Stay at Hotel or Condo | 1 | |
| Individual 5k | Silva, C | Rio Hondo | TX | 78583 | 385 | Day trip only | | 1 |
| Individual 5k | Conde, R | Rio Hondo | TX | 78583 | 497 | Day trip only | | 1 |
| Individual 5k | Martinez, L | S PADRE ISLE | TX | 78597 | 321 | Day trip only | | 1 |
| Individual 5k | SALAZAR, Y | S PADRE ISLE | TX | 78597 | 327 | Day trip only | | 1 |
| Individual 5k | Henning, T | S PADRE ISLE | TX | 78597 | 396 | Three (3) or More Nights Stay at Hotel or Condo | 3 | |
| Individual 5k | Cichowlas, S | S PADRE ISLE | TX | 78597 | 399 | Three (3) or More Nights Stay at Hotel or Condo | 3 | |
| Individual 5k | Kreybig, T | S PADRE ISLE | TX | 78597 | 424 | One (1) Night Stay at Hotel or Condo | 1 | |
| Individual 10k | McKinlay, G | S PADRE ISLE | TX | 78597-6831 | 815 | Day trip only | | 1 |
| Individual 1 Mile Challenge | Vought, C | San Antonio | TX | 78253 | 108 | Three (3) or More Nights Stay at Hotel or Condo | 3 | |
| Individual 1 Mile Challenge | Rue, E | San Antonio | TX | 78249 | 109 | Three (3) or More Nights Stay at Hotel or Condo | 3 | |
| Individual 5k | Vought, S | San Antonio | TX | 78253 | 359 | Three (3) or More Nights Stay at Hotel or Condo | 3 | |
| Individual 5k | Alvarado, G | San Antonio | TX | 78240 | 363 | | | 1 |
| Individual 5k | Macias, T | SAN ANTONIO | TX | 78240-2074 | 365 | Two (2) Nights Stay at Hotel or Condo | 2 | |
| Individual 5k | Gonzalez, R | San Antonio | TX | 78250 | 518 | One (1) Night Stay at Hotel or Condo | 1 | |
| Individual 5k | Nieto, A | san antonio | TX | 78227 | 547 | One (1) Night Stay at Hotel or Condo | 1 | |
| Individual 10k | Estrada, V | SAN ANTONIO | TX | 78228 | 845 | One (1) Night Stay at Hotel or Condo | 1 | |
| Individual 10k | Lopez, R | San Antonio | TX | 78238 | 846 | One (1) Night Stay at Hotel or Condo | 1 | |
| Individual 10k | Garcia, I | SAN ANTONIO | TX | 78249-1707 | 848 | Day trip only | | 1 |
| Individual 5k | sanchez, v | san benito | TX | 78586 | 329 | One (1) Night Stay at Hotel or Condo | 1 | |
| Individual 5k | Sanchez, J | San Benito | TX | 78586 | 330 | One (1) Night Stay at Hotel or Condo | 1 | |
| Individual 5k | Silva, B | San Benito | TX | 78586 | 335 | | | 1 |
| Individual 5k | Yzaguirre, M | SAN BENITO | TX | 78586-6748 | 343 | One (1) Night Stay at Hotel or Condo | 1 | |
| Individual 5k | Alvarez, S | SAN BENITO | TX | 78586-6960 | 470 | One (1) Night Stay at Hotel or Condo | 1 | |
| Individual 5k | Pedraza, L | San Benito | TX | 78586 | 479 | Day trip only | | 1 |
| Individual 5k | Pedraza, R | San Benito | TX | 78586 | 480 | Day trip only | | 1 |
| Individual 5k | castillo, c | san benito | TX | 78586 | 521 | Day trip only | | 1 |
| Individual 5k | Rojas, J | San Benito | TX | 78586 | 565 | Day trip only | | 1 |
| Individual 5k | Castillo, M | San Juan | TX | 78589 | 410 | One (1) Night Stay at Hotel or Condo | 1 | |
| Individual 5k | Ortiz, J | SAN JUAN | TX | 78589 | 450 | Two (2) Nights Stay at Hotel or Condo | 2 | |
| Individual 5k | Ortiz, M | SAN JUAN | TX | 78589 | 451 | Two (2) Nights Stay at Hotel or Condo | 2 | |
| Individual 5k | Ortiz, D | SAN JUAN | TX | 78589 | 452 | Two (2) Nights Stay at Hotel or Condo | 2 | |
| Individual 5k | Ortiz, S | SAN JUAN | TX | 78589 | 453 | Two (2) Nights Stay at Hotel or Condo | 2 | |
| Individual 5k | Ortiz, S | SAN JUAN | TX | 78589 | 454 | Two (2) Nights Stay at Hotel or Condo | 2 | |
| Individual 5k | Johnson, C | San Juan | TX | 78589-5076 | 464 | Day trip only | | 1 |
| Individual 5k | Johnson, R | San Juan | TX | 78589 | 465 | Day trip only | | 1 |
| Individual 5k | Johnson, S | San Juan | TX | 78589 | 466 | Day trip only | | 1 |
| Individual 5k | montano, n | San Juan | TX | 78589 | 526 | Day trip only | | 1 |
| Individual 5k | Montano, A | SAN JUAN | TX | 78589 | 553 | Day trip only | | 1 |
| Individual 1 Mile Challenge | Quiroz, M | Schertz | TX | 78154 | 117 | Two (2) Nights Stay at Hotel or Condo | 2 | |
| Individual 5k | Ramirez, A | Shavano Park | TX | 78231 | 610 | One (1) Night Stay at Hotel or Condo | 1 | |
| Individual 5k | Henry, B | South Padre Island | TX | 78597 | 301 | | | 1 |
| Individual 5k | Gaughran, S | South Padre Island | TX | 78597 | 305 | One (1) Night Stay at Hotel or Condo | 1 | |
| Individual 5k | Murphy, T | South Padre Island | TX | 78597 | 309 | Day trip only | | 1 |
| Individual 5k | Azoulay, L | south padre island | TX | 78597 | 310 | Day trip only | | 1 |
| Individual 5k | Martinez, L | South Padre Island | TX | 78597 | 311 | Day trip only | | 1 |
| Individual 5k | Elizondo, D | South Padre Island | TX | 78597 | 323 | | | 1 |
| Individual 5k | Holzhauser, R | South Padre Island | TX | 78597 | 324 | Day trip only | | 1 |
| Individual 5k | Palestina, B | South Padre Island | TX | 78597 | 345 | Day trip only | | 1 |
| Individual 5k | Mendiola, C | South Padre Island | TX | 78597 | 366 | Day trip only | | 1 |
| Individual 5k | Riley, C | South Padre Island | TX | 78597 | 397 | Day trip only | | 1 |
| Individual 5k | milner, I | SOUTH PADRE ISLAND | TX | 78597 | 579 | Day trip only | | 1 |
| Individual 10k | Dijkman, C | South Padre Island | TX | 78597 | 806 | Day trip only | | 1 |
| Individual 5k | Molaison, S | SUGAR LAND | TX | 77479-1759 | 542 | Day trip only | | 1 |
| Individual 10k | Powell, W | Vadnais Heights | MN | 55127 | 823 | Three (3) or More Nights Stay at Hotel or Condo | 3 | |
| Individual 10k | Crawford, K | Victoria | TX | 77904 | 857 | Two (2) Nights Stay at Hotel or Condo | 2 | |
| Individual 5k | Olivarez, S | Weslaco | TX | 78599 | 338 | Day trip only | | 1 |
| Individual 5k | Leal, Y | Weslaco | TX | 78596 | 578 | Day trip only | | 1 |
| Individual 10k | Reyna, H | Weslaco | TX | 78596 | 805 | One (1) Night Stay at Hotel or Condo | 1 | |
| Individual 10k | Millan, C | Weslaco | TX | 78541 | 833 | Two (2) Nights Stay at Hotel or Condo | 2 | |
| Individual 10k | Riojas, A | weslaco | TX | 78596 | 834 | Day trip only | | 1 |
| Individual 10k | Riojas, E | Weslaco | TX | 78599-0211 | 835 | One (1) Night Stay at Hotel or Condo | 1 | |
| Individual 5k | Cantu, D | WINDCREST | TX | 78239 | 533 | Day trip only | | 1 |
| Individual 5k | Cantu, C | WINDCREST | TX | 78239 | 556 | | | 1 |
| Individual 10k | barrera, M | ZAPATA | TX | 78076 | 847 | One (1) Night Stay at Hotel or Condo | 1 | |
| Individual 1 Mile Challenge | Blowers, B | | | | 102 | | | 1 |
| Individual 1 Mile Challenge | Gonzalez, T | | | | 106 | | | 1 |
| Individual 1 Mile Challenge | Gagnon, B | | | | 116 | | | 1 |
| Individual 1 Mile Challenge | Silva, T | | | | 118 | | | 1 |

| | | | | | | |
|-----------------------------|-----------------|----|-------|-----|---------------|---|
| Individual 1 Mile Challenge | Tovar, M | | | 121 | | 1 |
| Individual 1 Mile Challenge | Davalos, A | | | 123 | | 1 |
| Individual 1 Mile Challenge | Davalos, L | | | 124 | | 1 |
| Individual 1 Mile Challenge | Davalos, H | | | 126 | | 1 |
| Individual 1 Mile Challenge | Casares, M | | | 127 | | 1 |
| Individual 1 Mile Challenge | Casares, L | | | 128 | | 1 |
| Individual 1 Mile Challenge | Banda, J | | | 132 | | 1 |
| Individual 1 Mile Challenge | Pena, L | | | 133 | | 1 |
| Individual 1 Mile Challenge | Carranco, J | | | 134 | | 1 |
| Individual 1 Mile Challenge | Reyna, E | | | 137 | | 1 |
| Individual 5k | Swanson, R | | | 314 | | 1 |
| Individual 5k | Munoz, J | | | 344 | | 1 |
| Individual 5k | Guerra, J | | | 354 | | 1 |
| Individual 5k | Guerra, I | | | 357 | | 1 |
| Individual 5k | Alaniz, J | | | 360 | | 1 |
| Individual 5k | Castellano, D | | | 362 | | 1 |
| Individual 5k | Alvarado, M | | | 364 | | 1 |
| Individual 5k | Olivarez, L | | | 368 | | 1 |
| Individual 5k | Rodriguez, R | | | 371 | | 1 |
| Individual 5k | Garcia, J | | | 374 | | 1 |
| Individual 5k | Cavazos, M | | | 375 | | 1 |
| Individual 5k | Cavazos, V | | | 377 | | 1 |
| Individual 5k | Borbon, I | | | 382 | | 1 |
| Individual 5k | Rodriguez, M | | | 386 | | 1 |
| Individual 5k | Trejo, A | | | 389 | | 1 |
| Individual 5k | Garza, Jose | | | 407 | | 1 |
| Individual 5k | Headen, G | | | 418 | | 1 |
| Individual 5k | Headen, T | | | 419 | | 1 |
| Individual 5k | Headen, T | | | 420 | | 1 |
| Individual 5k | Beadle, E | | | 423 | | 1 |
| Individual 5k | Kreybig, E | | | 425 | | 1 |
| Individual 5k | Montelongo, D | | | 441 | | 1 |
| Individual 5k | Sutti, M | | | 444 | | 1 |
| Individual 5k | Vela, G | | | 446 | | 1 |
| Individual 5k | Diaz, L | | | 456 | | 1 |
| Individual 5k | Arizpe cantu, J | | | 461 | | 1 |
| Individual 5k | Rodríguez, A | | | 463 | | 1 |
| Individual 5k | Ybarra, E | | | 471 | | 1 |
| Individual 5k | Avalos, J | | | 475 | | 1 |
| Individual 5k | ROCHA, C | | | 482 | | 1 |
| Individual 5k | Silva, V | | | 483 | | 1 |
| Individual 5k | Casares, V | | | 484 | | 1 |
| Individual 5k | Casares, D | | | 488 | | 1 |
| Individual 5k | Zavala, E | | | 492 | | 1 |
| Individual 5k | Soto, D | | | 495 | | 1 |
| Individual 5k | Morales, J | | | 504 | | 1 |
| Individual 5k | Cantu, T | | | 512 | | 1 |
| Individual 5k | Garcia, D | | | 528 | | 1 |
| Individual 5k | Tengg, K | | | 543 | | 1 |
| Individual 5k | Romero, E | | | 545 | | 1 |
| Individual 5k | Bernal, M | | | 550 | | 1 |
| Individual 5k | Mazur, N | | | 551 | | 1 |
| Individual 5k | castillo, r | | | 552 | | 1 |
| Individual 5k | Burden, J | | | 560 | | 1 |
| Individual 5k | Zamora, E | | | 561 | | 1 |
| Individual 5k | Zamora, E | | | 562 | | 1 |
| Individual 5k | Resendez, L | | | 580 | | 1 |
| Individual 5k | Resendez, S | | | 581 | | 1 |
| Individual 5k | Argüelles , L | | | 584 | | 1 |
| Individual 5k | Cantu, D | | | 587 | | 1 |
| Individual 5k | Milner, B | | | 588 | | 1 |
| Individual 5k | Nieto, L | | | 589 | | 1 |
| Individual 5k | Vasquez, M | | | 591 | | 1 |
| Individual 5k | Monsivais, C | TX | 78539 | 595 | Day trip only | 1 |
| Individual 5k | Soto, D | | | 598 | | 1 |
| Individual 10k | Garza, A | | | 801 | | 1 |
| Individual 10k | Gosnell, J | | | 828 | | 1 |
| Individual 10k | Rodriguez, J | | | 838 | | 1 |
| Individual 10k | Rodriguez, J | | | 840 | | 1 |
| Individual 10k | Hernandez, D | | | 849 | | 1 |

404
participants

STAFF & FAMILY

10
234 264
Room
Nights

Receipt for 4509788555413

Account ID: 4509788555413



Invoice/Payment Date
Jan 31, 2022, 4:08 AM

Payment method
Visa · 7568
Reference Number: 9RGYJ9BDA2

Transaction ID
4521426834636077-9123645

Product Type
Meta ads

Paid

\$30.00 USD

Remaining ad costs at the end of the month.

Campaigns

Muzicians Run 2022: 24-24-24 Launch Special

\$30.00

From Jan 22, 2022, 12:00 AM to Jan 25, 2022, 11:59 PM

New Post engagement Ad Set

3,763 Impressions

\$30.00

Receipt for 4509788555413

Account ID: 4509788555413



Invoice/Payment Date
Feb 28, 2022, 6:47 AM

Payment method
Visa - 7568
Reference Number: FT4NBABDA2

Transaction ID
4607675166011243-9308175

Product Type
Meta ads

Paid

~~\$59.62 USD~~

Remaining ad costs at the end of the month.

\$35.00

Campaigns

| | | |
|---|-------------------|----------------|
| [REDACTED] | [REDACTED] | [REDACTED] |
| [REDACTED] | [REDACTED] | [REDACTED] |
| [REDACTED] | [REDACTED] | [REDACTED] |
| Muzicians Run 2022: 2-22-22 Margarita Day | | \$20.00 |
| From Feb 19, 2022, 12:00 AM to Feb 25, 2022, 11:59 PM | | |
| New Post engagement Ad Set | 1,803 Impressions | \$20.00 |
| Muzicians Run 2022: Charro Days | | \$15.00 |
| From Feb 19, 2022, 12:00 AM to Feb 25, 2022, 11:59 PM | | |
| New Post engagement Ad Set | 2,490 Impressions | \$15.00 |

Receipt for 4509788555413

Account ID: 4509788555413

Invoice/Payment Date
May 14, 2022, 6:22 AM

Payment method
Visa - 7568
Reference Number: SYN5XD7DA2

Transaction ID
5011329668979121-9775551

Product Type
Meta ads

Paid

\$50.00

~~\$130.46~~ USD

Your ads stopped running.

Campaigns

| | | |
|------------|--|--|
| [REDACTED] | | |

Muzicians Run 2022: Cinco de Mayo

From Apr 30, 2022, 12:00 AM to May 10, 2022, 11:59 PM

\$50.00

| | | |
|----------------------------|-------------------|---------|
| New Post engagement Ad Set | 2,948 Impressions | \$50.00 |
| [REDACTED] | | |

Receipt for 4509788555413

Account ID: 4509788555413

Invoice/Payment Date
Jun 30, 2022, 2:11 AM

Payment method
Visa · 7568
 Reference Number: VDWZGDFCA2

Transaction ID
4961984510580298-10062364

Product Type
Meta ads

Paid

\$29.20 USD

Remaining ad costs at the end of the month.

Campaigns

| | | |
|--|-----------------|---------------|
| Muzicians Event: 2022 South Padre Island Muzicians Run 5k/10k | | \$1.80 |
| From Jun 28, 2022, 12:00 AM to Jun 28, 2022, 11:59 PM | | |
| Event: 2022 South Padre Island Muzicians Run 5k/10k | 198 Impressions | \$1.80 |
| Muzicians Post: Plano "It's not just a run/walk... it's an experience!..." - Copy | | \$5.77 |
| From Jun 28, 2022, 12:00 AM to Jun 28, 2022, 11:59 PM | | |
| Post: "It's not just a run/walk... it's an experience!..." | 443 Impressions | \$5.77 |
| Muzicians Post: San Antonio "It's not just a run/walk... it's an experience!..." - Copy | | \$6.08 |
| From Jun 28, 2022, 12:00 AM to Jun 28, 2022, 11:59 PM | | |
| Post: "It's not just a run/walk... it's an experience!..." | 576 Impressions | \$6.08 |
| Muzicians Post: Houston "It's not just a run/walk... it's an experience!..." - Copy | | \$7.28 |
| From Jun 28, 2022, 12:00 AM to Jun 28, 2022, 11:59 PM | | |
| Post: "It's not just a run/walk... it's an experience!..." | 683 Impressions | \$7.28 |
| Muzicians Post: Texas "It's not just a run/walk... it's an experience!..." | | \$8.27 |
| From Jun 28, 2022, 12:00 AM to Jun 28, 2022, 11:59 PM | | |
| Post: "It's not just a run/walk... it's an experience!..." | 914 Impressions | \$8.27 |

Receipt for 4509788555413

Account ID: 4509788555413

Invoice/Payment Date
Jul 11, 2022, 10:25 AM

Payment method
Visa · 7568
Reference Number: QVG9TDTCA2

Transaction ID
4997764757002276-10134231

Product Type
Meta ads

Paid

\$598.78 USD

Your ads stopped running.

Campaigns

| | | |
|--|-------------------|-----------------|
| Muzicians Post: Plano "It's not just a run/walk... it's an experience!..." - Copy | | \$44.23 |
| From Jun 28, 2022, 12:00 AM to Jul 7, 2022, 11:59 PM | | |
| Post: "It's not just a run/walk... it's an experience!..." | 4,167 Impressions | \$44.23 |
| Muzicians Post: Houston "It's not just a run/walk... it's an experience!..." - Copy | | \$40.74 |
| From Jun 28, 2022, 12:00 AM to Jul 7, 2022, 11:59 PM | | |
| Post: "It's not just a run/walk... it's an experience!..." | 4,170 Impressions | \$40.74 |
| Muzicians Post: San Antonio "It's not just a run/walk... it's an experience!..." - Copy | | \$43.92 |
| From Jun 28, 2022, 12:00 AM to Jul 7, 2022, 11:59 PM | | |
| Post: "It's not just a run/walk... it's an experience!..." | 4,297 Impressions | \$43.92 |
| Muzicians Post: Texas "It's not just a run/walk... it's an experience!..." | | \$38.73 |
| From Jun 28, 2022, 12:00 AM to Jul 7, 2022, 11:59 PM | | |
| Post: "It's not just a run/walk... it's an experience!..." | 4,932 Impressions | \$38.73 |
| Muzicians Event: 2022 South Padre Island Muzicians Run 5k/10k | | \$9.14 |
| From Jun 28, 2022, 12:00 AM to Jul 7, 2022, 11:59 PM | | |
| Event: 2022 South Padre Island Muzicians Run 5k/10k | 1,236 Impressions | \$9.14 |
| Muzicians Post: 4th of July 2022- people who like | | \$115.00 |
| From Jun 28, 2022, 12:00 AM to Jul 7, 2022, 11:59 PM | | |
| New Post engagement Ad Set | 6,688 Impressions | \$115.00 |
| Muzicians Post: 4th of July 2022- people who interact | | \$115.00 |
| From Jun 28, 2022, 12:00 AM to Jul 7, 2022, 11:59 PM | | |
| New Post engagement Ad Set | 6,350 Impressions | \$115.00 |
| Muzicians Post: 4th of July 2022- Valley | | \$71.87 |
| From Jun 28, 2022, 12:00 AM to Jul 7, 2022, 11:59 PM | | |

| | | |
|---|-------------------|---------|
| New Post engagement Ad Set | 7,109 Impressions | \$71.87 |
| Dargel: 4th of July 2022 | | |
| From Jun 28, 2022, 12:00 AM to Jul 7, 2022, 11:59 PM | | |
| Dargel: 4th of July 2022 | 1,655 Impressions | \$15.00 |
| Muzicians Post: 4th of July 2022- new people metropol | | |
| From Jun 28, 2022, 12:00 AM to Jul 7, 2022, 11:59 PM | | |
| New Post engagement Ad Set | 6,375 Impressions | \$55.15 |
| Post: "Discount code had been [redacted] thru [redacted]!" | | |
| From Jun 28, 2022, 12:00 AM to Jul 7, 2022, 11:59 PM | | |
| Muzicians Run: "Discount code had been [redacted] thru [redacted]!" | 1,003 Impressions | \$50.00 |

Receipt for 4509788555413

Account ID: 4509788555413

Invoice/Payment Date
Jul 31, 2022, 6:56 AM

Payment method
Visa · 7568
 Reference Number: AKN89DKDAZ

Transaction ID
4934760343302724-10259572

Product Type
Meta ads

Paid

\$320.82 USD

Remaining ad costs at the end of the month.

Campaigns

| Campaign Name | Duration | Total Impressions | Total Cost |
|---|----------|--------------------|-----------------|
| Muzicians Run : August Rate Increase | | | \$276.57 |
| From Jul 28, 2022, 12:00 AM to Jul 30, 2022, 11:59 PM | | | |
| Plano - Set D | | 8,502 Impressions | \$34.64 |
| Houston - Set F | | 8,863 Impressions | \$34.65 |
| Austin - Set E | | 13,145 Impressions | \$43.66 |
| Brownsville -Set A | | 11,807 Impressions | \$36.27 |
| San Antonio - Set C | | 20,788 Impressions | \$67.25 |
| McAllen - Set B | | 19,449 Impressions | \$60.10 |
| Muzicians Run Boost: "Price increase on Sunday night! SIGN UP NOW to..." | | | \$44.25 |
| From Jul 28, 2022, 12:00 AM to Jul 30, 2022, 11:59 PM | | | |
| Post: "Pnce increase on Sunday night! SIGN UP NOW to..." | | 4,806 Impressions | \$44.25 |

Receipt for 4509788555413

Account ID: 4509788555413

Invoice/Payment Date
Aug 13, 2022, 1:01 PM

Payment method
Visa - 7568
 Reference Number: VWJYHEKCA2

Transaction ID
5077179485727467-10344511

Product Type
Meta ads

Paid

\$900.00 USD

You're being billed because you reached your \$900.00 payment threshold.

Campaigns

Muzicians Run Boost: "Price increase on Sunday night! SIGN UP NOW to..." **\$20.75**
 From Jul 30, 2022, 12:00 AM to Aug 13, 2022, 1:01 PM

| | | |
|---|-------------------|---------|
| Post: "Price increase on Sunday night! SIGN UP NOW to..." | 1,613 Impressions | \$20.75 |
|---|-------------------|---------|

Muzicians Run : August Rate Increase **\$98.43**
 From Jul 30, 2022, 12:00 AM to Aug 13, 2022, 1:01 PM

| | | |
|---------------------|-------------------|---------|
| Brownsville - Set A | 749 Impressions | \$3.41 |
| Austin - Set E | 773 Impressions | \$4.06 |
| McAllen - Set B | 1,678 Impressions | \$7.20 |
| Houston - Set F | 8,311 Impressions | \$35.68 |
| San Antonio - Set C | 6,258 Impressions | \$27.83 |
| Plano - Set D | 4,543 Impressions | \$20.25 |

Muzicians Run: Medal Reveal segmented test **\$30.00**
 From Jul 30, 2022, 12:00 AM to Aug 13, 2022, 1:01 PM

| | | |
|---|-----------------|--------|
| Houston - Miles 50, Runners, Engaged Shoppers | 243 Impressions | \$3.82 |
| Dallas - Miles 50, Runners, Engaged Shoppers | 296 Impressions | \$6.41 |
| Laredo - Miles 50, Runners, Engaged Shoppers | 187 Impressions | \$2.17 |
| San Antonio - Miles 50, Runners, Engaged Shoppers | 366 Impressions | \$5.28 |
| McAllen - Miles 50, Runners, Engaged Shoppers | 575 Impressions | \$7.23 |
| Brownsville - Miles 50, Runners, Engaged Shoppers | 524 Impressions | \$5.09 |

| | | |
|--|--------------------|-----------------|
| Muzicians Post Boost: **** Medal & Shirt Reveal - South Padre Island... | | \$75.00 |
| From Jul 30, 2022, 12:00 AM to Aug 13, 2022, 1:01 PM | | |
| Post: **** Medal & Shirt Reveal - South Padre Island... | 13,686 Impressions | \$75.00 |
| Muzicians Event: 2022 South Padre Island Muzicians Run 5k/10k | | \$39.66 |
| From Jul 30, 2022, 12:00 AM to Aug 13, 2022, 1:01 PM | | |
| Event: 2022 South Padre Island Muzicians Run 5k/10k | 7,006 Impressions | \$39.66 |
| Muzicians Run: Medal Reveal RGV | | \$152.37 |
| From Jul 30, 2022, 12:00 AM to Aug 13, 2022, 1:01 PM | | |
| New Post engagement Ad Set | 13,674 Impressions | \$152.37 |
| Muzicians Run: Medal Reveal Major Cities Minus Valley | | \$442.67 |
| From Jul 30, 2022, 12:00 AM to Aug 13, 2022, 1:01 PM | | |
| New Post engagement Ad Set | 23,405 Impressions | \$442.67 |
| Shallow Stalker Post: book your hotel | | \$41.12 |
| From Jul 30, 2022, 12:00 AM to Aug 13, 2022, 1:01 PM | | |
| New Post engagement Ad Set | 2,870 Impressions | \$41.12 |

Receipt for 4509788555413

Account ID: 4509788555413

Invoice/Payment Date
Aug 31, 2022, 6:08 AM

Payment method
Visa · 7568
 Reference Number: P3UGNG7DA2

Transaction ID
5316635548448530-10451211

Product Type
Meta ads

Paid

~~\$299.33 USD~~

Remaining ad costs at the end of the month.

\$265.45

Campaigns

| | | |
|--|--------------------|-----------------|
| Muzicians Event: 2022 South Padre Island Muzicians Run 5k/10k | | \$95.17 |
| From Aug 12, 2022, 12:00 AM to Aug 30, 2022, 11:59 PM | | |
| Event: 2022 South Padre Island Muzicians Run 5k/10k | 19,656 Impressions | \$95.17 |
| [REDACTED] | [REDACTED] | [REDACTED] |
| [REDACTED] | [REDACTED] | [REDACTED] |
| [REDACTED] | [REDACTED] | [REDACTED] |
| Muzicians Run: Medal Reveal RGV | | \$47.63 |
| From Aug 12, 2022, 12:00 AM to Aug 30, 2022, 11:59 PM | | |
| New Post engagement Ad Set | 5,542 Impressions | \$47.63 |
| Muzicians Run: Medal Reveal Major Cities Minus Valley | | \$107.30 |
| From Aug 12, 2022, 12:00 AM to Aug 30, 2022, 11:59 PM | | |
| New Post engagement Ad Set | 6,532 Impressions | \$107.30 |
| Muzicians Run: Nominate a Teacher | | \$15.35 |
| From Aug 12, 2022, 12:00 AM to Aug 30, 2022, 11:59 PM | | |
| New Post engagement Ad Set | 1,234 Impressions | \$15.35 |

| | | |
|--|--------------------|----------------|
| Event: (Causeway Target) 2022 South Padre Island Muzicians Run 5k/10k | 5,417 Impressions | \$50.00 |
| Muzicians Run Event: (Scallywampus Target) 2022 South Padre Island Muzicians Run 5k/10k | | \$35.00 |
| From Aug 30, 2022, 12:00 AM to Sep 20, 2022, 11:26 PM | | |
| Event: (Scallywampus Target) 2022 South Padre Island Muzicians Run 5k/10k | 3,884 Impressions | \$35.00 |
| Muzicians Run Event: (RGV) 2022 South Padre Island Muzicians Run 5k/10k | | \$54.01 |
| From Aug 30, 2022, 12:00 AM to Sep 20, 2022, 11:26 PM | | |
| Event: (RGV) 2022 South Padre Island Muzicians Run 5k/10k | 9,828 Impressions | \$54.01 |
| Muzicians Run Event: (Texas Metros) 2022 South Padre Island Muzicians Run 5k/10k | | \$91.72 |
| From Aug 30, 2022, 12:00 AM to Sep 20, 2022, 11:26 PM | | |
| Event: (Texas Metros) 2022 South Padre Island Muzicians Run 5k/10k | 17,221 Impressions | \$91.72 |
| Muzicians Run Event: 2022 South Padre Island Muzicians Run 5k/10k | | \$20.81 |
| From Aug 30, 2022, 12:00 AM to Sep 20, 2022, 11:26 PM | | |
| Event: 2022 South Padre Island Muzicians Run 5k/10k | 4,136 Impressions | \$20.81 |
| Muzicians Run: Texas Mix Video for all Engage Page | | \$36.42 |
| From Aug 30, 2022, 12:00 AM to Sep 20, 2022, 11:26 PM | | |
| New Awareness Ad Set | 6,387 Impressions | \$36.42 |
| Muzicians Run: Texas Mix Video Big 3 Metros | | \$4.89 |
| From Aug 30, 2022, 12:00 AM to Sep 20, 2022, 11:26 PM | | |
| New Awareness Ad Set | 1,865 Impressions | \$4.89 |

Receipt for 4509788555413

Account ID: 4509788555413

Invoice/Payment Date
Sep 30, 2022, 5:49 AM

Payment method
Visa · 7568
 Reference Number: 4532RFFCA2

Transaction ID
5213658855412861-10635960

Product Type
Meta ads

Paid

\$535.89 USD

Remaining ad costs at the end of the month:

Campaigns

| | | |
|---|--------------------|-----------------|
| Muzicians Run Event: (RGV) 2022 South Padre Island Muzicians Run 5k/10k | | \$95.99 |
| From Sep 20, 2022, 12:00 AM to Sep 28, 2022, 11:59 PM | | |
| Event: (RGV) 2022 South Padre Island Muzicians Run 5k/10k | 21,476 Impressions | \$95.99 |
| Muzicians Run Event: (Texas Metros) 2022 South Padre Island Muzicians Run 5k/10k | | \$183.28 |
| From Sep 20, 2022, 12:00 AM to Sep 28, 2022, 11:59 PM | | |
| Event: (Texas Metros) 2022 South Padre Island Muzicians Run 5k/10k | 35,751 Impressions | \$183.28 |
| Muzicians Run Event: 2022 South Padre Island Muzicians Run 5k/10k | | \$87.93 |
| From Sep 20, 2022, 12:00 AM to Sep 28, 2022, 11:59 PM | | |
| Event: 2022 South Padre Island Muzicians Run 5k/10k | 22,058 Impressions | \$87.93 |
| Muzicians Run: Texas Mix Video for all Engage Page | | \$118.58 |
| From Sep 20, 2022, 12:00 AM to Sep 28, 2022, 11:59 PM | | |
| New Awareness Ad Set | 9,146 Impressions | \$118.58 |
| Muzicians Run: Texas Mix Video Big 3 Metros | | \$50.11 |
| From Sep 20, 2022, 12:00 AM to Sep 28, 2022, 11:59 PM | | |
| New Awareness Ad Set | 16,272 Impressions | \$50.11 |

Receipt for 4509788555413

Account ID: 4509788555413

Invoice/Payment Date
Oct 4, 2022, 10:39 AM

Payment method
Visa · 7568
 Reference Number: 95TNUFFCA2

Paid

\$900.00 USD

Transaction ID
5226411084137638-10663681

You're being billed because you reached your \$900.00 payment threshold.

Product Type
Meta ads

Campaigns

| | | |
|--|---------------------|-----------------|
| Muzicians Run Event: 2022 South Padre Island Muzicians Run 5k/10k | | \$630.20 |
| From Sep 29, 2022, 12:00 AM to Oct 4, 2022, 10:39 AM | | |
| Event: 2022 South Padre Island Muzicians Run 5k/10k | 129,475 Impressions | \$630.20 |
| Muzicians Run Event (DMAs & Various Running) South Padre Island Muzicians Run | | \$117.72 |
| From Sep 29, 2022, 12:00 AM to Oct 4, 2022, 10:39 AM | | |
| [10/01/2022] Promoting South Padre Island Muzicians Run | 7,728 Impressions | \$117.72 |
| Muzicians Run: Mariachi Tekila Post "████████ ████████: It's a music █ filled 5k/10k w/ a..." | | \$152.08 |
| From Sep 29, 2022, 12:00 AM to Oct 4, 2022, 10:39 AM | | |
| Post: "████████ ████████: It's a music █ filled 5k/10k w/ a..." | 16,427 Impressions | \$152.08 |

Receipt for 4509788555413

Account ID: 4509788555413

Invoice/Payment Date
Oct 6, 2022, 6:34 PM

Payment method
Visa · 7568
 Reference Number: JQXRPFBDZ

Paid

\$900.00 USD

Transaction ID
5209278209184266-10679650

You're being billed because you reached your \$900.00 payment threshold.

Product Type
Meta ads

Campaigns

| | | |
|--|--------------------|-----------------|
| Muzicians Run Event (DMAs & Various Running) South Padre Island Muzicians Run | | \$120.92 |
| From Oct 3, 2022, 12:00 AM to Oct 6, 2022, 6:34 PM | | |
| [10/01/2022] Promoting South Padre Island Muzicians Run | 5,475 Impressions | \$120.92 |
| Muzicians Run: Mariachi Tekila Post "It's a music filled 5k/10k w/ a..." | | \$224.59 |
| From Oct 3, 2022, 12:00 AM to Oct 6, 2022, 6:34 PM | | |
| Post: "It's a music filled 5k/10k w/ a..." | 21,094 Impressions | \$224.59 |
| Muzicians Run Event: 2022 South Padre Island Muzicians Run 5k/10k | | \$386.17 |
| From Oct 3, 2022, 12:00 AM to Oct 6, 2022, 6:34 PM | | |
| Event: 2022 South Padre Island Muzicians Run 5k/10k | 68,552 Impressions | \$386.17 |
| Muzicians Post: "Celebrate your SPI..." | | \$75.00 |
| From Oct 3, 2022, 12:00 AM to Oct 6, 2022, 6:34 PM | | |
| Post: "Celebrate your SPI..." | 205 Impressions | \$75.00 |
| Muzicians Run: Mariachi Tekila Post: Frequent Travelers - Four Cities -Engaged | | \$83.87 |
| From Oct 3, 2022, 12:00 AM to Oct 6, 2022, 6:34 PM | | |
| Post: "It's a music filled 5k/10k w/ a..." | 9,786 Impressions | \$83.87 |
| Muzicians Run Event: (Big Cities - Running - Frequent Travelers-Engaged) 2022 South Padre Island Muzicians Run 5k/10k | | \$9.45 |
| From Oct 3, 2022, 12:00 AM to Oct 6, 2022, 6:34 PM | | |
| Event: 2022 South Padre Island Muzicians Run 5k/10k | 900 Impressions | \$9.45 |

Receipt for 4509788555413

Account ID: 4509788555413

Invoice/Payment Date
Oct 8, 2022, 7:50 PM

Payment method
Visa · 7568
Reference Number: Y8SFYFFCA2

Transaction ID
5239624492816297-10693193

Product Type
Meta ads

Paid

\$900.00 USD

You're being billed because you reached your \$900.00 payment threshold.

Campaigns

| | | |
|--|--------------------|-----------------|
| Muzicians Run Event: (Big Cities - Running - Frequent Travelers-Engaged) 2022 South Padre Island Muzicians Run 5k/10k | | \$372.48 |
| From Oct 5, 2022, 12:00 AM to Oct 8, 2022, 7:50 PM | | |
| Event: 2022 South Padre Island Muzicians Run 5k/10k | 44,992 Impressions | \$372.48 |
| Muzicians Run Event: 2022 South Padre Island Muzicians Run 5k/10k | | \$74.60 |
| From Oct 5, 2022, 12:00 AM to Oct 8, 2022, 7:50 PM | | |
| Event: 2022 South Padre Island Muzicians Run 5k/10k | 11,034 Impressions | \$74.60 |
| Muzicians Run Event (DMAs & Various Running) South Padre Island Muzicians Run | | \$105.52 |
| From Oct 5, 2022, 12:00 AM to Oct 8, 2022, 7:50 PM | | |
| [10/01/2022] Promoting South Padre Island Muzicians Run | 3,934 Impressions | \$105.52 |
| Muzicians Run Event: (Valley - Running - Frequent Travelers-Engaged) 2022 South Padre Island Muzicians Run 5k/10k - ... | | \$67.76 |
| From Oct 5, 2022, 12:00 AM to Oct 8, 2022, 7:50 PM | | |
| Event: 2022 South Padre Island Muzicians Run 5k/10k | 16,983 Impressions | \$67.76 |
| Muzicians Run: Mariachi Tekila Post "████████ ██████████: It's a music ███ filled 5k/10k w/ a..." | | \$123.33 |
| From Oct 5, 2022, 12:00 AM to Oct 8, 2022, 7:50 PM | | |
| Post: "████████ ██████████: It's a music ███ filled 5k/10k w/ a..." | 10,592 Impressions | \$123.33 |
| Muzicians Run: Mariachi Tekila Post: Frequent Travelers - Four Cities -Engaged | | \$156.31 |
| From Oct 5, 2022, 12:00 AM to Oct 8, 2022, 7:50 PM | | |
| Post: "████████ ██████████: It's a music ███ filled 5k/10k w/ a..." | 20,850 Impressions | \$156.31 |

Receipt for 4509788555413

Account ID: 4509788555413

Invoice/Payment Date
Oct 11, 2022, 5:58 PM

Payment method
Visa · 7568
 Reference Number: YRR55GTCA2

Transaction ID
5256006891178060-10711605

Product Type
Meta ads

Paid

\$900.00 USD

You're being billed because you reached your \$900.00 payment threshold.

Campaigns

| | | | |
|--|--------------------|--|-----------------|
| Muzicians Run Event: (Valley - Running - Frequent Travelers-Engaged) 2022 South Padre Island Muzicians Run 5k/10k - ... | | | \$100.25 |
| From Oct 8, 2022, 12:00 AM to Oct 11, 2022, 5:58 PM | | | |
| Event: 2022 South Padre Island Muzicians Run 5k/10k | 27,984 Impressions | | \$100.25 |
| Muzicians Run Event: 2022 South Padre Island Muzicians Run 5k/10k | | | \$0.29 |
| From Oct 8, 2022, 12:00 AM to Oct 11, 2022, 5:58 PM | | | |
| Event: 2022 South Padre Island Muzicians Run 5k/10k | 137 Impressions | | \$0.29 |
| Muzicians Run Event (DMAs & Various Running) South Padre Island Muzicians Run | | | \$89.75 |
| From Oct 8, 2022, 12:00 AM to Oct 11, 2022, 5:58 PM | | | |
| [10/01/2022] Promoting South Padre Island Muzicians Run | 4,186 Impressions | | \$89.75 |
| Muzicians Run: Mariachi Tekila Post: Frequent Travelers - Four Cities -Engaged | | | \$208.43 |
| From Oct 8, 2022, 12:00 AM to Oct 11, 2022, 5:58 PM | | | |
| Post: "□□□□□□□□ □□□□□□: It's a music □□ filled 5k/10k w/ a..." | 29,760 Impressions | | \$208.43 |
| Muzicians Run Event: (Big Cities - Running - Frequent Travelers-Engaged) 2022 South Padre Island Muzicians Run 5k/10k | | | \$501.28 |
| From Oct 8, 2022, 12:00 AM to Oct 11, 2022, 5:58 PM | | | |
| Event: 2022 South Padre Island Muzicians Run 5k/10k | 76,384 Impressions | | \$501.28 |

Receipt for 4509788555413

Account ID: 4509788555413

Invoice/Payment Date
Oct 14, 2022, 6:18 PM

Payment method
Visa - 7568
 Reference Number: LTCGUGPGA2

Transaction ID
5337555003023247-10733610

Product Type
Meta ads

Paid

\$900.00 USD

You're being billed because you reached your \$900.00 payment threshold.

Campaigns

| | | |
|--|--------------------|-----------------|
| Muzicians Run Event: (Valley - Running - Frequent Travelers-Engaged) 2022 South Padre Island Muzicians Run 5k/10k - ... | | \$98.99 |
| From Oct 10, 2022, 12:00 AM to Oct 14, 2022, 6:18 PM | | |
| Event: 2022 South Padre Island Muzicians Run 5k/10k | 24,942 Impressions | \$98.99 |
| Muzicians Run: Mariachi Tekifa Post: Frequent Travelers - Four Cities -Engaged | | \$208.82 |
| From Oct 10, 2022, 12:00 AM to Oct 14, 2022, 6:18 PM | | |
| Post: "□□□□□□ □□□□□□: It's a music □□ filled 5k/10k w/a..." | 25,512 Impressions | \$208.82 |
| Muzicians Run Event: (Big Cities - Running - Frequent Travelers-Engaged) 2022 South Padre Island Muzicians Run 5k/10k | | \$501.29 |
| From Oct 10, 2022, 12:00 AM to Oct 14, 2022, 6:18 PM | | |
| Event: 2022 South Padre Island Muzicians Run 5k/10k | 67,709 Impressions | \$501.29 |
| Muzicians Run Post: "Make it a weekend get-a-way for our Nov 5..." | | \$65.09 |
| From Oct 10, 2022, 12:00 AM to Oct 14, 2022, 6:18 PM | | |
| Post: "Make it a weekend get-a-way for our Nov 5..." | 8,345 Impressions | \$65.09 |
| Muzicians Run Event: (Hot Choc Engaged) 2022 South Padre Island Muzicians Run 5k/10k | | \$25.81 |
| From Oct 10, 2022, 12:00 AM to Oct 14, 2022, 6:18 PM | | |
| Event: 2022 South Padre Island Muzicians Run 5k/10k | 2,584 Impressions | \$25.81 |

Receipt for 4509788555413

Account ID: 4509788555413

Invoice/Payment Date
Oct 16, 2022, 9:17 PM

Payment method
Visa · 7568
 Reference Number: VRPG7GFCA2

Transaction ID
5264192053692874-10747416

Product Type
Meta ads

Paid

\$900.00 USD

You're being billed because you reached your \$900.00 payment threshold.

Campaigns

Muzicians Run Post: "Make it a weekend get-a-way for our Nov 5..." **\$85.44**
 From Oct 13, 2022, 12:00 AM to Oct 16, 2022, 9:17 PM

Post: "Make it a weekend get-a-way for our Nov 5..." 11,696 Impressions **\$85.44**

Muzicians Run Event: (Hot Choc Engaged) 2022 South Padre Island Muzicians Run 5k/10k **\$24.51**
 From Oct 13, 2022, 12:00 AM to Oct 16, 2022, 9:17 PM

Event: 2022 South Padre Island Muzicians Run 5k/10k 2,762 Impressions **\$24.51**

Muzicians Run Event: (Valley - Running - Frequent Travelers-Engaged) 2022 South Padre Island Muzicians Run 5k/10k - ... **\$80.53**
 From Oct 13, 2022, 12:00 AM to Oct 16, 2022, 9:17 PM

Event: 2022 South Padre Island Muzicians Run 5k/10k 22,228 Impressions **\$80.53**

Muzicians Run Event: (Big Cities - Running - Frequent Travelers-Engaged) 2022 South Padre Island Muzicians Run 5k/10k **\$392.76**
 From Oct 13, 2022, 12:00 AM to Oct 16, 2022, 9:17 PM

Event: 2022 South Padre Island Muzicians Run 5k/10k 66,605 Impressions **\$392.76**

Muzicians Run: Mariachi Tekila Post: Frequent Travelers - Four Cities -Engaged **\$177.33**
 From Oct 13, 2022, 12:00 AM to Oct 16, 2022, 9:17 PM

Post: "🎶🎶🎶🎶 🎶🎶🎶🎶: It's a music 🎶🎶 filled 5k/10k w/ a..." 23,693 Impressions **\$177.33**

Muzicians Run Instagram post: Register by 🎶🎶🎶🎶 🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶... **\$38.61**
 From Oct 13, 2022, 12:00 AM to Oct 16, 2022, 9:17 PM

Instagram Post 4,724 Impressions **\$38.61**

Muzicians Run Post: New Houston People "Register by 🎶🎶🎶🎶 🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶" **\$27.01**
 From Oct 13, 2022, 12:00 AM to Oct 16, 2022, 9:17 PM

Post: "Register by 🎶🎶🎶🎶 🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶" 2,730 Impressions **\$27.01**

Muzicians Run Post: New San Antonio People "Register by 🎶🎶🎶🎶 🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶🎶" **\$26.69**
 From Oct 13, 2022, 12:00 AM to Oct 16, 2022, 9:17 PM

Receipt for 4509788555413

Account ID: 4509788555413

Invoice/Payment Date
Oct 25, 2022, 11:07 AM

Payment method
Visa · 7568
 Reference Number: 5AK4ZFFDA2

Paid

\$900.00 USD

Transaction ID
5241894482589306-10804585

You're being billed because you reached your \$900.00 payment threshold.

Product Type
Meta ads

Campaigns

| | | | |
|--|--|-------------------|----------------|
| Muzicians Run Post: New Houston People "Register by | | | |
| From Oct 17, 2022, 12:00 AM to Oct 25, 2022, 11:07 AM | | | \$48.35 |
| Post: "Register by | | 3,449 Impressions | \$48.35 |
| Muzicians Run: Mariachi Tekila Post: Frequent Travelers - Four Cities -Engaged | | | \$24.37 |
| From Oct 17, 2022, 12:00 AM to Oct 25, 2022, 11:07 AM | | | |
| Post: "It's a music filled 5k/10k w/ a..." | | 3,060 Impressions | \$24.37 |
| Muzicians Run Event: (Hot Choc Engaged) 2022 South Padre Island Muzicians Run 5k/10k | | | \$21.99 |
| From Oct 17, 2022, 12:00 AM to Oct 25, 2022, 11:07 AM | | | |
| Event: 2022 South Padre Island Muzicians Run 5k/10k | | 2,457 Impressions | \$21.99 |
| Muzicians Run Post: New San Antonio People "Register by | | | |
| From Oct 17, 2022, 12:00 AM to Oct 25, 2022, 11:07 AM | | | \$48.68 |
| Post: "Register by | | 5,064 Impressions | \$48.68 |
| Muzicians Run Post: New Valley People "Register by | | | |
| From Oct 17, 2022, 12:00 AM to Oct 25, 2022, 11:07 AM | | | \$47.83 |
| Post: "Register by | | 8,019 Impressions | \$47.83 |
| Muzicians Run Post: "Make it a weekend get-a-way for our Nov 5..." | | | \$62.72 |
| From Oct 17, 2022, 12:00 AM to Oct 25, 2022, 11:07 AM | | | |
| Post: "Make it a weekend get-a-way for our Nov 5..." | | 7,858 Impressions | \$62.72 |
| Muzicians Run Post: People who like "Register by | | | |
| From Oct 17, 2022, 12:00 AM to Oct 25, 2022, 11:07 AM | | | \$87.61 |
| Post: "Register by | | 8,940 Impressions | \$87.61 |
| Muzicians Run Event: (Valley - Running - Frequent Travelers-Engaged) 2022 South Padre Island Muzicians Run 5k/10k - ... | | | \$89.93 |
| From Oct 17, 2022, 12:00 AM to Oct 25, 2022, 11:07 AM | | | |

Receipt for 4509788555413
 Account ID: 4509788555413

Invoice/Payment Date
Nov 16, 2022, 4:31 PM

Payment method
Visa - 7568
 Reference Number: 2FSGXFKDA2

Transaction ID
5236239113154844-10954050

Product Type
Meta ads

Paid

\$733.82 USD

You requested this manual payment.

Campaigns

| | | |
|---|--------------------|-----------------|
| Muzicians Run Post: UTRGV "One of Texas' most unique run/walks on [redacted] [redacted]....." - Copy | | \$29.03 |
| From Oct 29, 2022, 12:00 AM to Nov 11, 2022, 11:59 PM | | |
| Post: "One of Texas' most unique run/walks on [redacted] [redacted].....6"084 Impressions | | \$29.03 |
| Muzicians Run Post: "One of Texas' most unique run/walks on [redacted] [redacted]....." | | \$228.04 |
| From Oct 29, 2022, 12:00 AM to Nov 11, 2022, 11:59 PM | | |
| Post: "One of Texas' most unique run/walks on [redacted] [redacted].....41,968 Impressions | | \$228.04 |
| Muzicians Run: Houston & San Antonio- two :15 ads post & orange - Copy | | \$336.18 |
| From Oct 29, 2022, 12:00 AM to Nov 11, 2022, 11:59 PM | | |
| New Traffic Ad Set | 29,418 Impressions | \$336.18 |
| Muzicians Run: Register thru 11/1 Engaged users- two :15 ads post & orange | | \$40.57 |
| From Oct 29, 2022, 12:00 AM to Nov 11, 2022, 11:59 PM | | |
| New Traffic Ad Set | 1,608 Impressions | \$40.57 |
| Muzicians Run Post: "[redacted]-[redacted] [redacted]: Early packet pick-up will be..." | | \$90.00 |
| From Oct 29, 2022, 12:00 AM to Nov 11, 2022, 11:59 PM | | |
| Post: "[redacted]-[redacted] [redacted]: Early packet pick-up will be..." | 649 Impressions | \$90.00 |
| Muzicians Post: "As we work to pull our event photos to post, we'd..." | | \$10.00 |
| From Oct 29, 2022, 12:00 AM to Nov 11, 2022, 11:59 PM | | |
| Post: "As we work to pull our event photos to post, we'd..." | 649 Impressions | \$10.00 |

Receipt for 4509788555413

Account ID: 4509788555413

Invoice/Payment Date
Nov 19, 2022, 10:44 AM

Payment method
Visa · 7568
Reference Number: C6D8YG3DA2

Transaction ID
5350663348379082-10972103

Product Type
Meta ads

Paid

\$10.00 USD

You requested this manual payment.

Campaigns

Muzicians Post: "Make sure to look through our posted photo albums..."

\$10.00

From Nov 17, 2022, 12:00 AM to Nov 18, 2022, 11:59 PM

Post: "Make sure to look through our posted photo albums..."

488 Impressions

\$10.00

Thank you for your order!

You may print this receipt page for your records. A receipt has also been emailed to you.

Order Information

Merchant: RADIO UNITED LLC
Description: 26point2 Consulting Group LLC for South Padre Island Muzicians Run (KURV)
Date/Time: 17-Oct-2022 17:05:46 CDT Invoice Number: 101722

Billing Information

Maria Juarez
4001 S Houston Drive
Harlingen, TX 78550
United States
angie@26point2cg.com
Phone: 9562445358

| Item | Description | Qty | Taxable | Unit Price | Item Total |
|------|--|-----|---------|----------------|----------------|
| 01 | Invoice Payment Customer specified amount | 1 | N | \$345.00 (USD) | \$345.00 (USD) |

Total: \$345.00 (USD)

Discover ****5885

Date/Time: 17-Oct-2022 17:05:46 CDT
Transaction ID: 43698822822
Auth Code: 01734B
Payment Method: Discover ****5885

*KURV 710
live Run!!*

Thank you for your order!

You may print this receipt page for your records. A receipt has also been emailed to you.

Order Information

Merchant: RADIO UNITED LLC
Description: 26point2 Consulting Group LLC for South Padre Island Muzicians Run
Date/Time: 14-Oct-2022 21:17:21 CDT Invoice Number: 101422

Billing Information

Maria Juarez
4001 S Houston Drive
Harlingen, TX 78550
United States
angie@26point2cg.com
Phone: 956-244-5358

| Item | Description | Qty | Taxable | Unit Price | Item Total |
|------|--|-----|---------|----------------|----------------|
| 01 | Invoice Payment Customer specified amount | 1 | N | \$324.00 (USD) | \$324.00 (USD) |

Total: \$324.00 (USD)

Discover ****5885

Date/Time: 14-Oct-2022 21:17:21 CDT
Transaction ID: 43694600867
Auth Code: 01401B
Payment Method: Discover ****5885

*Digital 101.1
live reads*



Lance Phegley - Texas Race Promotions
 P.O. Box 3243
 Sugar Land, TX 77487-3243 United States
 texasracepromo@gmail.com | 281-948-2914

Invoice #000117

Issue date
 Oct 28, 2022

Invoice #000117

Bill To
 Muzicians Run
 muziciansrun@gmail.com

Invoice Details
 PDF created October 28, 2022
 \$199.00

Payment
 Due October 28, 2022
 \$199.00

| Item | Quantity | Price | Amount |
|--|----------|----------|----------|
| One eBlast for the Muzicians Run (send date: Oct 28 or Oct 29, 2022) | 1 | \$199.00 | \$199.00 |
| Subtotal | | | \$199.00 |

Total Paid **\$199.00**

Payments
 Oct 28, 2022 (Discover 5885) \$199.00

Eblasts



View online

To view your invoice go to <https://gosq.me/u/dTA7C0vy>
 Or open your camera on your mobile device, and place the code on the left within the camera's view.



SendinBlue
 7 rue de Madrid
 75008 Paris
 France
 PARIS RCS 498 019 298
 SAS au capital social de 383 772 euros
 SIRET 498 019 298 00088

BILLED TO
 Angie Juarez
 26point2 Events & Consulting
 P.O. Box 532532
 Harlingen, Texas 78553
 United States
 26point2events@gmail.com

INVOICE

Invoice # 1551292
 Invoice Date Sep 24, 2022
 Invoice Amount \$702.00 (USD)
 Customer ID 4061028
 Payment Terms Due Upon Receipt

PAID

SUBSCRIPTION
 ID 169IV15jWH6yvSCKm
 Billing Period Sep 24, 2022 to Sep 24, 2023
 Next Billing Date Sep 24, 2023

| DESCRIPTION | UNITS | AMOUNT (USD) |
|------------------|-------------------------|-----------------|
| Premium - Annual | 20000 | \$702.00 |
| | Total | \$702.00 |
| | Payments | (\$702.00) |
| | Amount Due (USD) | \$0.00 |

PAYMENTS

\$702.00 was paid on 24 Sep, 2022 01:27 CEST by Visa card ending 5334.

VAT EXEMPTION NOTE

This export transaction is exempt from VAT as per Article 146 of the EU VAT Directive.

NOTES

En cas de retard de paiement, une indemnité forfaitaire pour frais de recouvrement de 40 euros sera exigée (Décret n°2012-1115 du 2 octobre 2012). Any delay in payment will lead to a fixed indemnity for recovery costs of 40 euros (Decree n°2012-1115 of October 2, 2012).

Eblasts

Angie Juarez

From: Sylvia A. Gonzalez <sgonzalez@aimmediatx.com>
Sent: Friday, October 28, 2022 10:56 AM
To: Angie Juarez
Cc: John Greider
Subject: FW: Receipt from THE VALLEY MORNING STAR

Thank you
Sylvia A.Gonzalez
Credit Manager
Aim Media Texas
Direct Line 956-982-6649
Fax Line 956-504-1119
sgonzalez@aimmediatx.com

-----Original Message-----
From: "THE MONITOR" <noreply@gge4mailer.com>
Sent: Friday, October 28, 2022 10:53am
To: sgonzalez@aimmediatx.com
Subject: Receipt from THE VALLEY MORNING STAR

Receipt follows:

===== TRANSACTION RECORD =====
THE VALLEY MORNING STAR
1310 S. COMMERCE
HARLINGEN, TX 78550
United States
WWW.THEMONITOR.COM

TYPE: Purchase

ACCT: Discover \$ 796.00 USD

CARDHOLDER NAME : 26 Point 2 Consulting gRO
CARD NUMBER : #####5885
DATE/TIME : 28 Oct 22 10:53:01
REFERENCE # : 002 0351991 M
AUTHOR. # : 02818B
TRANS. REF. : 40021828-Sg

Approved - Thank You 100

Please retain this copy for your records.

Cardholder will pay above amount to
card issuer pursuant to cardholder
agreement.

=====

*4 issues
COA 5/21 Current*



ORDER CONFIRMATION

ORDER ID: K2590114347

DATE: 07/10/2022 11:35:06 PDT

| BILLING ADDRESS | |
|------------------|-------------------------------|
| Name: | Angie Juarez |
| Company: | 26point2 Consulting Group LLC |
| Address: | 4001 S Houston Drive |
| City: | Harlingen |
| State: | TX |
| ZIP/Postal Code: | 78550 |
| Country: | US |
| PAYMENT METHOD: | Credit Card |

Rack cards

| No. | Product | Quantity | Price | Line Total |
|---|---|----------|-----------------------------------|------------|
| 1 | 4" X 9" 14PT Uncoated Postcards <u>Product options</u> RUN SIZE: 2500 PRINT/COLOR TYPE: 4/4 (4 COLOR BOTH SIDES) TURNAROUND: 5-7 BUSINESS DAYS NO DIRECT MAILING SERVICE NO SCORING RECTANGLE VERTICAL STANDARD <u>Jobs</u> REF ID: K2590114347-001 Job Name / PO: Set-001 Shipping- Address: Robert Gonzalez Attn: ANGIE LoneStar Printing 2004 W Jefferson Ave SUITE 5 HARLINGEN, TX 78550-9227 Shipping Method: UPS Ground Shipping Cost: \$25.40 | 1 | \$191.95 | \$191.95 |
| Please Note: Any applicable quantity discount(s) are included in order subtotal | | | Subtotal:- | \$191.95 |
| | | | Quantity Discount: | \$0.00 |
| | | | Discount:- | \$0.00 |
| | | | Shipping & Processing: | \$25.40 |
| | | | Taxes:- | \$0.00 |
| | | | Total:- | \$217.35 |

Thank you for your order!

You may print this receipt page for your records. A receipt has also been emailed to you.

Order Information

Merchant: RADIO UNITED LLC
Description: 26point2 Consulting Group LLC for South Padre Island Muzicians Run (KURV)
Date/Time: 17-Oct-2022 17:05:46 CDT Invoice Number: 101722

Billing Information

Maria Juarez
4001 S Houston Drive
Harlingen, TX 78550
United States
angie@26point2cg.com
Phone: 9562445358

| Item | Description | Qty | Taxable | Unit Price | Item Total |
|------|--|-----|---------|----------------|----------------|
| 01 | Invoice Payment Customer specified amount | 1 | N | \$345.00 (USD) | \$345.00 (USD) |

Total: \$345.00 (USD)

Discover ****5885

Date/Time: 17-Oct-2022 17:05:46 CDT
Transaction ID: 43698822822
Auth Code: 01734B
Payment Method: Discover ****5885

*KURV 710
live Run!!*

Thank you for your order!

You may print this receipt page for your records. A receipt has also been emailed to you.

Order Information

Merchant: RADIO UNITED LLC
Description: 26point2 Consulting Group LLC for South Padre Island Muzicians Run
Date/Time: 14-Oct-2022 21:17:21 CDT Invoice Number: 101422

Billing Information

Maria Juarez
4001 S Houston Drive
Harlingen, TX 78550
United States
angie@26point2cg.com
Phone: 956-244-5358

| Item | Description | Qty | Taxable | Unit Price | Item Total |
|------|--|-----|---------|----------------|----------------|
| 01 | Invoice Payment Customer specified amount | 1 | N | \$324.00 (USD) | \$324.00 (USD) |

Total: \$324.00 (USD)

Discover ****5885

Date/Time: 14-Oct-2022 21:17:21 CDT
Transaction ID: 43694600867
Auth Code: 01401B
Payment Method: Discover ****5885

*Digitals 101.1
live reads*



Lance Phegley - Texas Race Promotions
 P.O. Box 3243
 Sugar Land, TX 77487-3243 United States
 texasracepromo@gmail.com | 281-948-2914

Invoice #000117

Issue date
 Oct 28, 2022

Invoice #000117

Bill To
 Muzicians Run
 muziciansrun@gmail.com

Invoice Details
 PDF created October 28, 2022
 \$199.00

Payment
 Due October 28, 2022
 \$199.00

| Item | Quantity | Price | Amount |
|--|----------|----------|----------|
| One eBlast for the Muzicians Run (send date: Oct 28 or Oct 29, 2022) | 1 | \$199.00 | \$199.00 |
| Subtotal | | | \$199.00 |

Total Paid **\$199.00**

| Payments | Amount |
|------------------------------|----------|
| Oct 28, 2022 (Discover 5885) | \$199.00 |

Eblasts



View online

To view your invoice go to <https://gosq.me/u/dTA7C0vy>
 Or open your camera on your mobile device, and place the code on the left within the camera's view.

SendinBlue
7 rue de Madrid
75008 Paris
France
PARIS RCS 498 019 298
SAS au capital social de 383 772 euros
SIRET 498 019 298 00088

INVOICE

Invoice # 1551292
Invoice Date Sep 24, 2022
Invoice Amount \$702.00 (USD)
Customer ID 4061028
Payment Terms Due Upon Receipt

PAID

BILLED TO
Angie Juarez
26point2 Events & Consulting
P.O. Box 532532
Harlingen, Texas 78553
United States
26point2events@gmail.com

SUBSCRIPTION
ID 169IV15jWH6yvSCKm
Billing Period Sep 24, 2022 to Sep 24, 2023
Next Billing Date Sep 24, 2023

| DESCRIPTION | UNITS | AMOUNT (USD) |
|------------------|-------------------------|-----------------|
| Premium - Annual | 20000 | \$702.00 |
| | Total | \$702.00 |
| | Payments | (\$702.00) |
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Direct Line 956-982-6649
Fax Line 956-504-1119
sgonzalez@aimmediatx.com

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THE VALLEY MORNING STAR
1310 S. COMMERCE
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WWW.THEMONITOR.COM

TYPE: Purchase

ACCT: Discover \$ 796.00 USD

CARDHOLDER NAME : 26 Point 2 Consulting gRO
CARD NUMBER : #####5885
DATE/TIME : 28 Oct 22 10:53:01
REFERENCE # : 002 0351991 M
AUTHOR. # : 02818B
TRANS. REF. : 40021828-Sg

Approved - Thank You 100

Please retain this copy for your records.

Cardholder will pay above amount to
card issuer pursuant to cardholder
agreement.

=====

*4 issues
COA 5/21 Current*



ORDER CONFIRMATION

ORDER ID: K2590114347

DATE: 07/10/2022 11:35:06 PDT

| BILLING ADDRESS | |
|------------------|-------------------------------|
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| Company: | 26point2 Consulting Group LLC |
| Address: | 4001 S Houston Drive |
| City: | Harlingen |
| State: | TX |
| ZIP/Postal Code: | 78550 |
| Country: | US |
| PAYMENT METHOD: | Credit Card |

Rack cards

| No. | Product | Quantity | Price | Line Total |
|---|---|----------|-----------------------------------|------------|
| 1 | 4" X 9" 14PT Uncoated Postcards <u>Product options</u> RUN SIZE: 2500 PRINT/COLOR TYPE: 4/4 (4 COLOR BOTH SIDES) TURNAROUND: 5-7 BUSINESS DAYS NO DIRECT MAILING SERVICE NO SCORING RECTANGLE VERTICAL STANDARD <u>Jobs</u> REF ID: K2590114347-001 Job Name / PO: Set-001 Shipping- Address: Robert Gonzalez Attn: ANGIE LoneStar Printing 2004 W Jefferson Ave SUITE 5 HARLINGEN, TX 78550-9227 Shipping Method: UPS Ground Shipping Cost: \$25.40 | 1 | \$191.95 | \$191.95 |
| Please Note: Any applicable quantity discount(s) are included in order subtotal | | | Subtotal:- | \$191.95 |
| | | | Quantity Discount: | \$0.00 |
| | | | Discount:- | \$0.00 |
| | | | Shipping & Processing: | \$25.40 |
| | | | Taxes:- | \$0.00 |
| | | | Total:- | \$217.35 |

SOUTH PADRE ISLAND EVENT FUNDING POST EVENT REPORT



Please complete all sections.

Date Report Submitted: _____

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 post event:

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 a 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, and websites showing the South Padre Island CVB logo.

ORGANIZATION INFORMATION

Name of Organization: RAV RUN ADVENTURES

Address: 5108 SUGAR MILL RD

City, State, Zip: BROWNSVILLE TX

Full Name:
ROB MCBEE

E-Mail:
ravrunning956@gmail.com

Office Number:
956 465 8576

Cell Phone Number:
956 5926758

EVENT INFORMATION

Name of Event: SOUTH PADRE ISLAND HALF MARATHON WEEKEND

Date(s) of Event:
11/12-11/13

Primary Location of the Event:
Isla Blanca Park and Run Course

How many years have you held this event on South Padre Island? 4

EVENT FUNDING INFORMATION

Please attach an actual event budget showing all revenues including sponsorships and expenses.

Amount Requested: \$10,000

Total Amount to be Received: \$10,000

Did the event charge admission? Was there a net profit from the event? If so, what was the amount and how is it being used?

YES. APPROX, \$10,000 we donate 20% of profit to Sea Turtle Inc.

EVENT ATTENDANCE INFORMATION

How many people did you **predict** would attend this event? (Number submitted in the application)?

1500

What was the actual attendance at the event? Approx 1200 Runners, plus their family and friends.

How many of the participants were from another city or county? 99% from other cities

How many room nights did you **predict** in your application would be generated by attendees of this event?

1500

How many room nights were **actually generated** by attendees of this event? 1013

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: 1013

Two Years Ago: 0 (covid Year)

Last Year: 1060

Three Years Ago: _____

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, a survey of hoteliers, total attendance formula, zip code information, etc.}?

participant sureys- we will include these as an attachment

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

Yes, and we added rooms because it sold out

EVENT MARKETING INFORMATION

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 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.

Please list all efforts your organization used to promote the event and how much was spent in each category:

Print \$: 4,556.61

Website \$: 623.61

Radio \$: _____

Social Media \$: 4911.06

TV \$: _____

Other Digital Advertising \$: _____

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? we included a direct link to book the hotel

What new marketing initiatives did you utilize to promote hotel and convention activity for this event?

hashtags, social media like and share contest, direct booking links.

ADDITIONAL EVENT INFORMATION

Please note any other success indicators of your event:

customer feedback was fantastic! they are ready to come back!

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

Stripes, Longboard, Holiday Inn Beach Resort, Isla Blanca Park

What was the weather like during the event?

DAY 1- COLD, RAINY, WINDY

DAY 2- Perfect weather for a run!

Were there any other factors that may have affected the event?

We need more attendants at the gate at Isla Blanca. We had to delay start due to the line backing up.



Authorized Signature

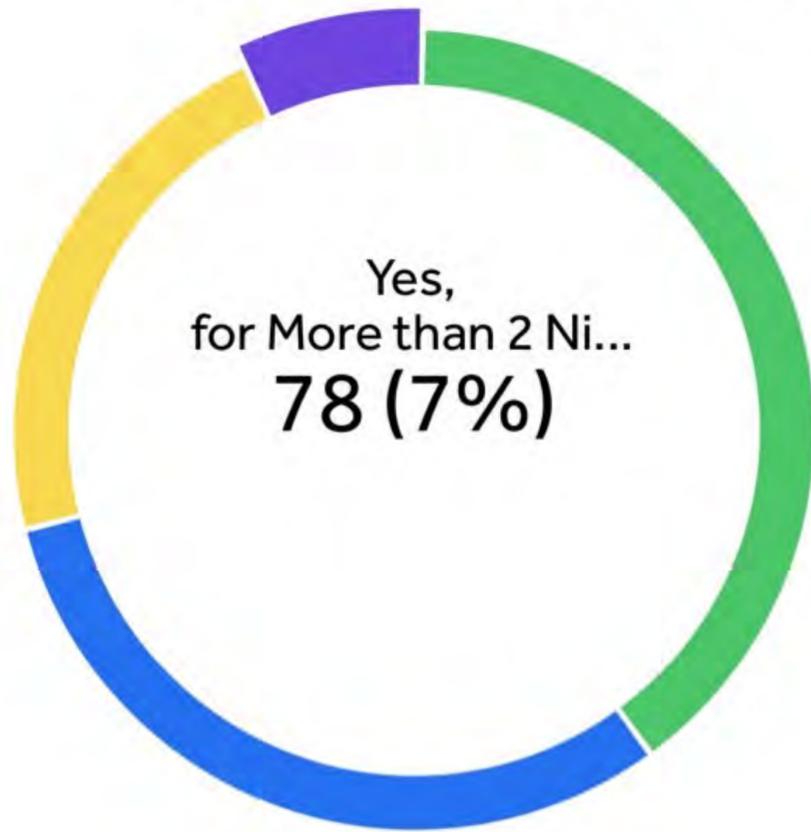
R. H. McBee

Print Name

11/14/22

Date

ROOM NIGHT SURVEY



78 x 3
234 nights



2 x 239
478 nights



1 night
337 nights



0 Nights
These drove to SPI



[Print](#)

Billing Activity

RAV RUN ADVENTURES
Attn: Robert McBee
3207 Noble Dr
Brownsville TX 78526
US
P.: 956 465 8576

Today's Date: 10/03/2022
User Name:

Billing Activity from 02/01/2022 to 10/03/2022

| Date | Description | Charge Amount | Credit Amount |
|------------------------|--|---------------|---------------|
| 10-03-2022 04:50:51 AM | Payment - Credit Card (Visa) *****3166 | | \$69.29 |
| 10/03/2022 | Invoice #1664787049 | \$69.29 | |
| 09-03-2022 04:41:24 AM | Payment - Credit Card (Visa) *****3166 | | \$69.29 |
| 09/03/2022 | Invoice #1662194482 | \$69.29 | |
| 08-03-2022 04:44:56 AM | Payment - Credit Card (Visa) *****3166 | | \$69.29 |
| 08/03/2022 | Invoice #1659516294 | \$69.29 | |
| 07-03-2022 04:45:33 AM | Payment - Credit Card (Visa) *****3166 | | \$69.29 |
| 07/03/2022 | Invoice #1656837931 | \$69.29 | |
| 06-03-2022 10:38:28 AM | Payment - Credit Card (Visa) *****3166 | | \$69.29 |
| 06/03/2022 | Invoice #1654267106 | \$69.29 | |
| 05-03-2022 10:14:20 AM | Payment - Credit Card (Visa) *****3166 | | \$69.29 |
| 05/03/2022 | Invoice #1651587258 | \$69.29 | |
| 04-03-2022 07:40:33 PM | Payment - Credit Card (Visa) *****3166 | | \$69.29 |
| 04/03/2022 | Invoice #1649029230 | \$69.29 | |
| 03-03-2022 11:40:39 AM | Payment - Credit Card (Visa) *****3166 | | \$69.29 |
| 03/03/2022 | Invoice #1646325637 | \$69.29 | |
| 02-03-2022 10:43:48 AM | Payment - Credit Card (Visa) *****3166 | | \$69.29 |
| 02/03/2022 | Invoice #1643903026 | \$69.29 | |

Billing questions? [Contact Support](#)
Constant Contact - 1601 Trapelo Road - Waltham, MA 02451 US

TOTAL -
623.61

amazon.com

Details for Order #113-1997729-6287402Print this page for your records.**Order Placed:** October 21, 2022**Amazon.com order number:** 113-1997729-6287402**Order Total:** \$865.98**Preparing for Shipment****Items Ordered**2 of: *Plasticade 130NSBOXED Signicade Portable Storable Folding A-Frame Double-Sided Sidewalk Sign with Locking Hinges, White (4 Pack)*Sold by: Spreetail ([seller profile](#))

Condition: New

Price

\$399.99

Shipping Address:Robert H McBee
5108 SUGAR MILL RD
BROWNSVILLE, TX 78526-3801
United States**Shipping Speed:**

Expedited Shipping

Payment information**Payment Method:**

Visa | Last digits: 3166

Item(s) Subtotal: \$799.98

Shipping & Handling: \$0.00

Total before tax: \$799.98

Estimated tax to be collected: \$66.00

Billing addressRobert H McBee
5108 SUGAR MILL RD
BROWNSVILLE, TX 78526-3801
United States**Grand Total: \$865.98**To view the status of your order, return to [Order Summary](#).[Conditions of Use](#) | [Privacy Notice](#) © 1996-2022, Amazon.com, Inc. or its affiliates

amazon.com

Details for Order #113-1783350-8889855Print this page for your records.**Order Placed:** October 21, 2022**Amazon.com order number:** 113-1783350-8889855**Order Total:** \$432.99**Not Yet Shipped****Items Ordered****Price**

| | |
|---|----------|
| 1 of: <i>Plasticade 130NSBOXED Signicade Portable Storable Folding A-Frame Double-Sided Sidewalk Sign with Locking Hinges, White (4 Pack)</i> | \$399.99 |
|---|----------|

Sold by: Spreetail ([seller profile](#))

Condition: New

Shipping Address:

Robert H McBee
5108 SUGAR MILL RD
BROWNSVILLE, TX 78526-3801
United States

Shipping Speed:

Expedited Shipping

Payment information**Payment Method:**

Visa | Last digits: 8350

Billing address

Robert Harlan McBee
3207 Noble Dr
Brownsville, Texas 78526
United States

Item(s) Subtotal: \$399.99

Shipping & Handling: \$0.00

Total before tax: \$399.99

Estimated tax to be collected: \$33.00

Grand Total: \$432.99To view the status of your order, return to [Order Summary](#).[Conditions of Use](#) | [Privacy Notice](#) © 1996-2022, Amazon.com, Inc. or its affiliates



Get 25% OFF + FREE Shipping*! PLUS, Ships in ONLY 24 Hours!**

Order information

[PRINT \(/ORDERDETAILS/PRINT/600059815\)](#)

[PDF INVOICE \(/ORDERDETAILS/PDF/600059815\)](#)

ORDER #600059815

Order Date: Monday, April 4, 2022

Order Total: \$1,168.45

Billing Address

ROB MCBEE

Email: Ravrunning956@gmail.com

Phone: 9564658576

3207 NOBLE DR

BROWNSVILLE , Texas 785261146

United States

Shipping Address

ROB MCBEE

Email: Ravrunning956@gmail.com

Phone: 9564658576

3207 NOBLE DR

BROWNSVILLE , Texas 785261146

United States

Shipping

Shipping Method: Rush

Get it by: 4/8/2022

Delete Archive Report Reply Reply all Forward

Your Requested Invoice for Order US279416081664935302

B BannerBuzz.com
To: Robert McBee

Tue 10/4/2022 9:02 PM

CAUTION: This email originated from outside of Brownsville ISD. Do not click links or open attachments unless you recognize the sender and know the content is safe.



INVOICE
#US279416081664935302-546357

Date 05. Oct. 2022

DESIGN PRINT BANNER LLC (A unit of Group Bayport)
595 Old Norcross Road,
Suite G, Lawrenceville
GA 30046 United States

Sales Tax No: 32077656398,32078953414/ 32078756213 old

Hello Rob McBee,

Hope you're doing well!

Please find invoice of your order #US279416081664935302. Feel free to contact us at 800-580-4489 or send an email at alerts@bannerbuzz.com. We are available 24/7.

Billing Information

Rob McBee
RAV Run Adventures
5108 Sugar Mill Road
Brownsville, Texas, 78526
United States
T: 9564658576

Shipping Information

Rob McBee
RAV Run Adventures
5108 Sugar Mill Road
Brownsville, Texas, 78526
United States
T: 9564658576

Payment Method

Credit Card
Credit Card Type Visa
Credit Card Number xxxx-3166

Shipping Method

Delivery by Mon, Oct 24th 2022 - Super Saver

Items

Step and Repeat Banners
SKU: BBSTRE01

| Qty | Subtotal |
|-----|----------|
| 1 | \$130.24 |

Product(s)

36" x 24"
Sandwich Board
1 Panel
Sandwich Board Blank



Price: \$107.94

Quantity: 10

Total: \$1,079.40

Sub-Total:

\$1,079.40

Shipping:

\$0.00

Tax:

\$89.05

Order Total:

\$1,168.45

Re-order

Clicking on re-order will take you to the shopping cart where you can review, add, edit or remove items in the cart before completing purchase.



Your Account > Your Orders > Order Details

Order Details

Ordered on September 7, 2022 Order# 114-6757228-2137812

[View or Print invoice](#)

Shipping Address

Robert H McBee
5108 SUGAR MILL RD
BROWNSVILLE, TX 78526-3801
United States

Payment Method

VISA **** 3166

Order Summary

| | |
|--------------------------------|-----------------|
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See tax and seller information

Transactions

Delivered Sep 14, 2022



Plasticade 130NSBOXED Signicade Portable Storable Folding A-Frame Double-Sided Sidewalk Sign with Locking Hinges, White (4 Pack)

Sold by BuildASign
Return eligible through Oct 17, 2022

2 \$399.99

Condition: New

[Buy it again](#)

Track package

[Problem with order](#)

[Return items](#)

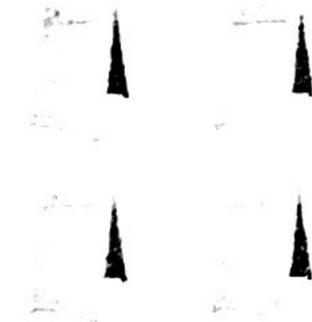
[Share gift receipt](#)

[Leave seller feedback](#)

[Write a product review](#)

[Archive order](#)

Customers Who Bought Items in Your Order Also Bought



Plasticade 140NSBKBOXED Signicade Deluxe A-Frame Sidewalk Curb Sign Portable Folding...

14

\$586.99

Get it Oct 4 - 5

FREE Shipping

Only 4 left in stock - order...



Corrugated Plastic Sheet for Indoor and Outdoor Use - 3/16 Inch Thick Poster Board, 24x36 Inches - Pack of 5 Whit...

1,263

\$51.99

Prime FREE Delivery

Monday, Oct 10



ZOJO High Visibility Safety Vests, Adjustable Size, Lightweight, Wholesale Reflective...

323

Amazon's Choice in

Safety Vests

-9% \$29.99

List: \$32.99

FREE Delivery



8 Pack Blank Corrugated Plastic Yard Signs, Garage Sale, Estate Sale, Open House, 4mm Thi...

417

Amazon's Choice in

Adhesive Sheets

\$48.99

Prime FREE Delivery

Monday, Oct 10

ravrunning956@gmail.com Not Robert?

Enter an order number

Date ordered: **April 4th 2022**
 Status: **Completed**
 Order #: **VP_ZNT8X15M**
 Total paid: **\$1,093.42**

[Order Details](#)

Standard Business Cards

Shipped

[Write a review](#)

[Reorder](#)

Custom Car Magnets

Shipped

[Write a review](#)

[Reorder](#)

Vinyl Banners

Shipped

[Write a review](#)

[Reorder](#)

Flyers

Shipped

[Write a review](#)

[Reorder](#)

Flyers

Shipped

[Write a review](#)

[Reorder](#)

Date ordered: **May 13th 2021**

Status: **Completed**

Order #: **FW4N7-J6A98-6H2**

Total paid: **\$124.80**

[Order Details](#)

RSBC Vertical Signature Business Cards (NA)

Shipped

[Write a review](#)

[Reorder](#)

11" x 17" Flyer - Standard glossy - Blank - Vertical

Shipped

[Write a review](#)

[Reorder](#)

Date ordered: **September 3rd 2019**

Status: **Completed**

Order #: **6LCH0-H5A86-3N7**

Total paid: **\$485.33**

[Order Details](#)

Office Postcards - Standard

Shipped

[Write a review](#)

[Reorder](#)

Yard Sign Stand

Shipped

[Write a review](#)

[Reorder](#)

24" x 36" Yard Sign - Color



HALF MARATHON FINISHERS JACKET



PROUD SPONSORS & CEOS WILLIE & ANGELICA PEREZ



T M F

TRAVEL • MERCHANDISE • FESTIVALS

WWW.TMFCONNECT.NET



SOUTH PADRE ISLAND HALF MARATHON WEEKEND

2022

(Finisher Jacket Included
w Half Marathon
Registration)



SATURDAY NOV 12TH 5K/1M TURTLE TROT

SUNDAY NOV 13TH HALF MARATHON



PROUD SPONSORS & CEOS WILLIE & ANGELICA PEREZ

T M F

TRAVEL • MERCHANDISE • FESTIVALS

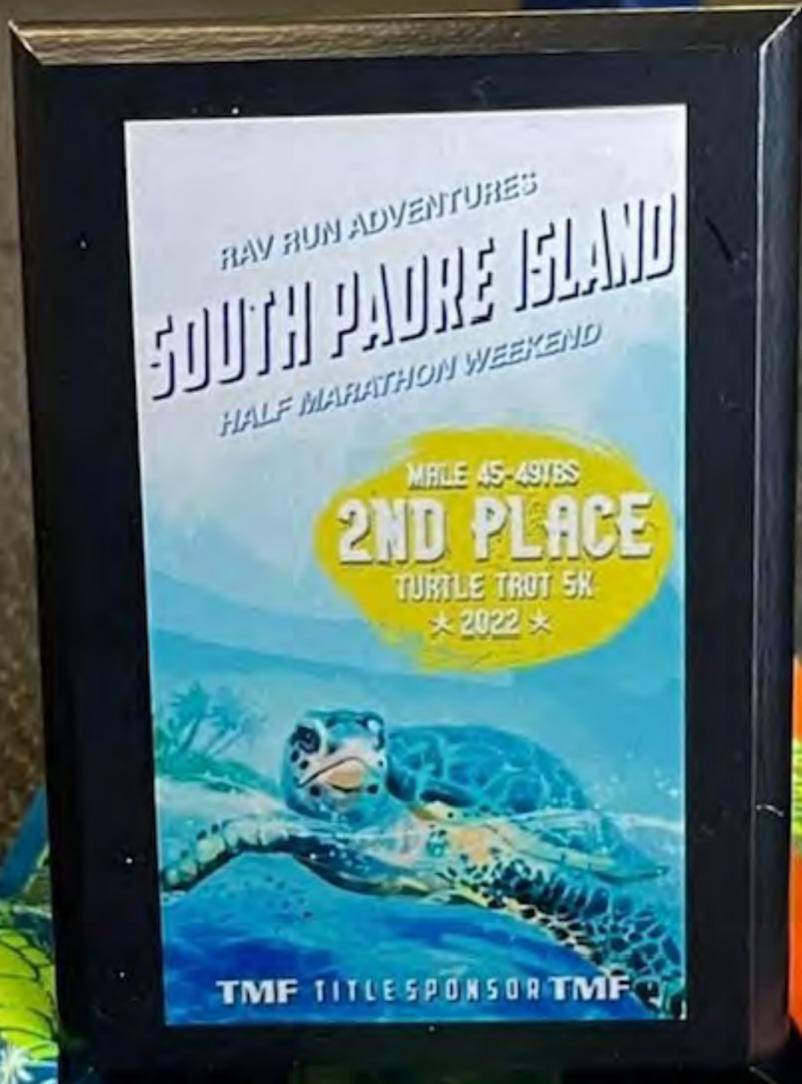
WWW.TMFCONNECT.NET



SOUTH PADRE ISLAND

HALF MARATHON WEEKEND

Nov 11&12 2022





DEADLINE OCT 21

TMF

TRAVEL • MERCHANDISE • FESTIVALS

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(956) 984-9468

SOUTH PADRE ISLAND HALF MARATHON

BEST SCENERY

BEST MEDALS

BEST SWAG

NOVEMBER 13TH 2022

ISLA BLANCA PARK



PROUD SPONSORS & CEDS WILLIE & ANGELICA PEREZ

T M F

TRAVEL • MERCHANDISE • FESTIVALS

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South Padre Island

Half Marathon



Weekend



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

MEETING DATE: December 15, 2022

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Presentation and discussion by Predictive Data Lab on campaign performances, KPIs, and analytics. (Moore)

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:



VISIT SOUTH PADRE ISLAND

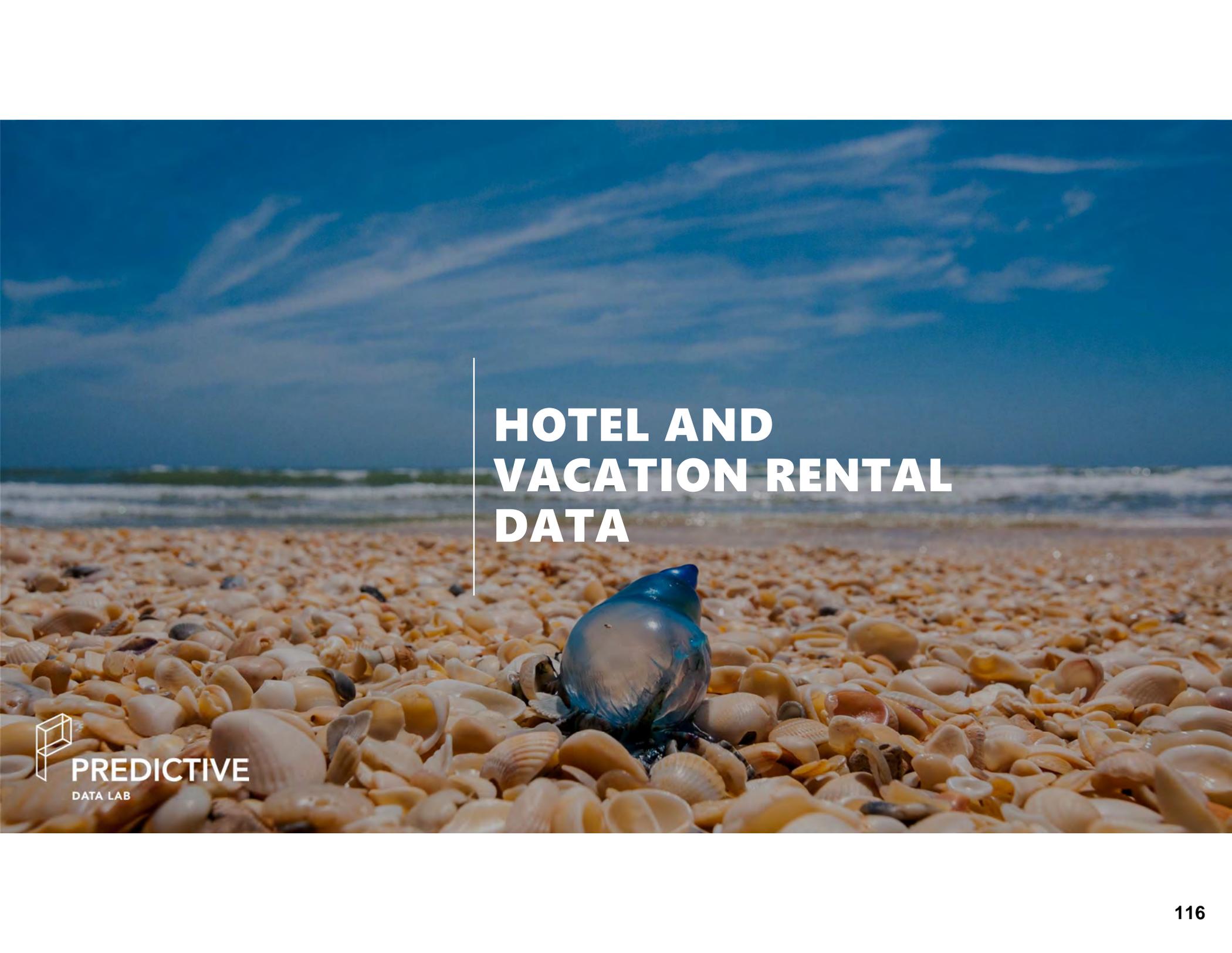
November 2022 – Board Presentation





TABLE OF CONTENTS

- 1. HOTEL AND VACATION RENTAL DATA**
- 2. PAID MEDIA PERFORMANCE**
- 3. WEB ANALYTICS**
- 4. TRAVELLER INTELLIGENCE**
- 5. IN HOUSE MEDIA BUYS**
- 6. ECONOMIC IMPACT**



HOTEL AND VACATION RENTAL DATA



PREDICTIVE
DATA LAB

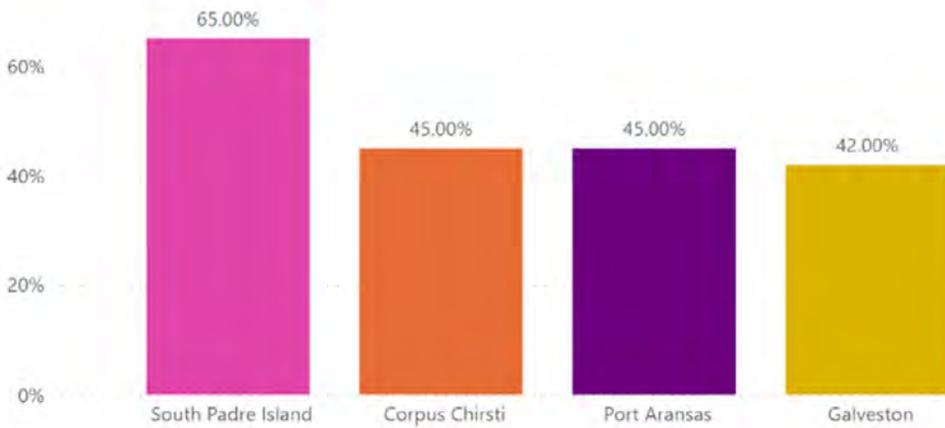


COMPETITOR ANALYSIS: VR

Month: November | Year: 2022



Occupancy by City



ADR by City



RevPar by City



Data Source (s): Intelligence Hub 2.0, KeyData

Predictive Data Lab



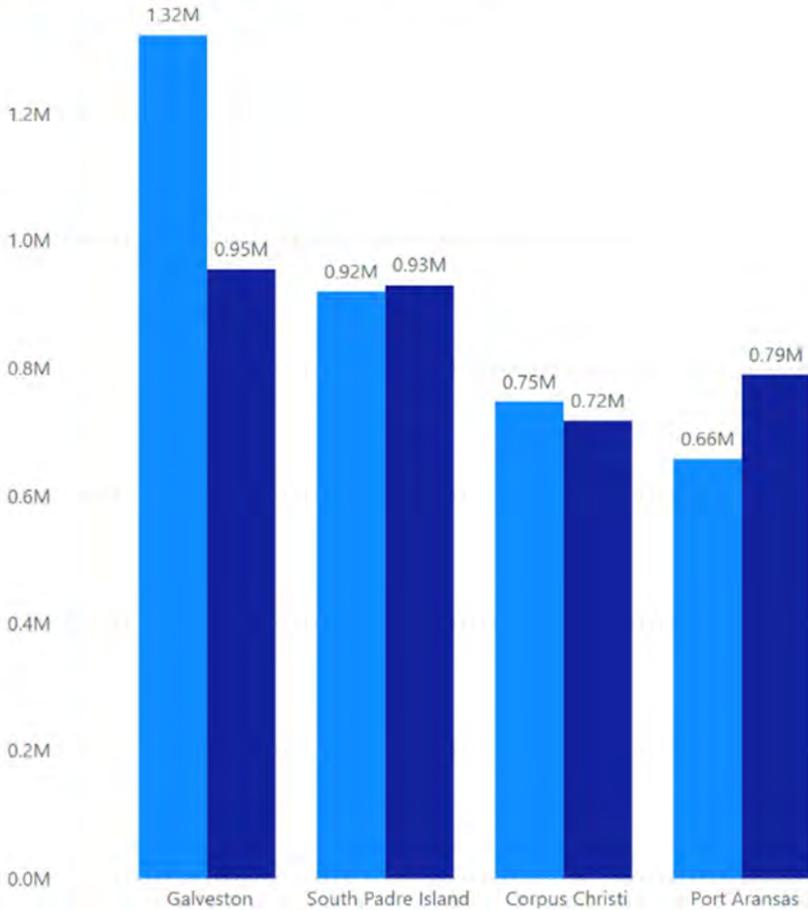
COMPETITOR ANALYSIS: HOT TAX

Month: October | Year: 2022



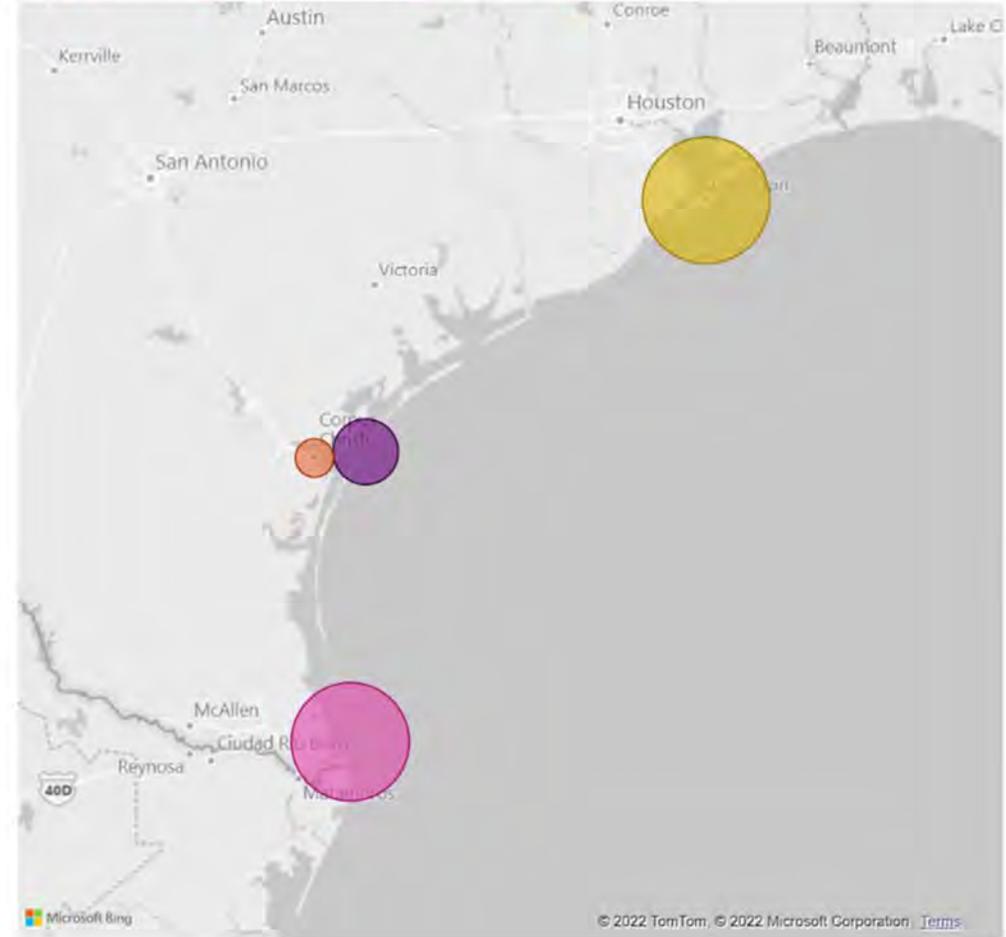
Date Collected: November 2022

● October 2021 HOT Tax ● October 2022 HOT Tax



Data Source (s): Intelligence Hub 2.0, Texas Comptroller

City ● Galveston ● South Padre Island ● Port Aransas ● Corpus Christi



Predictive Data Lab



HISTORICAL ANALYSIS: HOTELS

Month

November

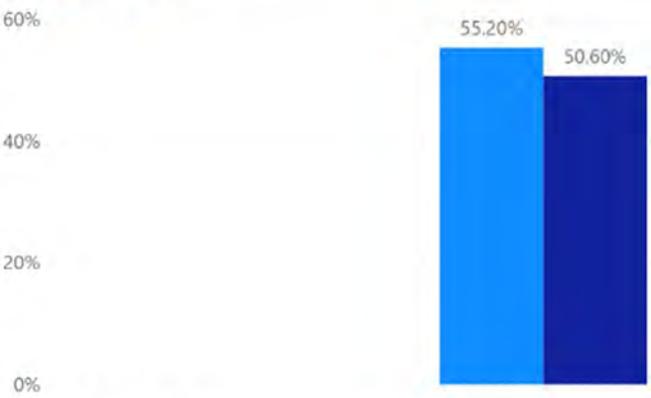
Year

Multiple selections



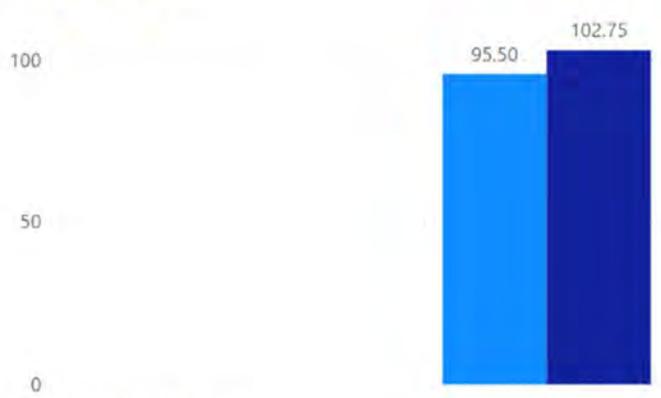
Occupancy by Year

Year ● 2021 ● 2022



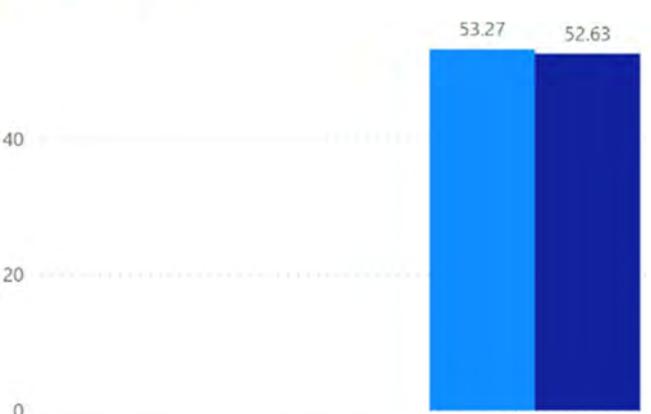
ADR By Year

Year ● 2021 ● 2022



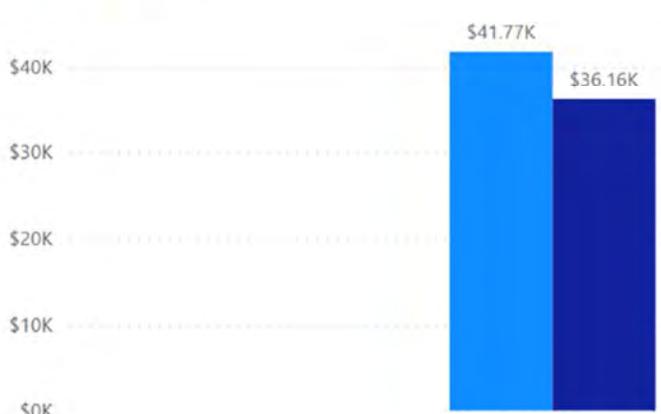
RevPAR by Year

Year ● 2021 ● 2022



Revenue by Year

Year ● 2021 ● 2022



Data Source (s): Intelligence Hub 2.0, STR

Predictive Data Lab

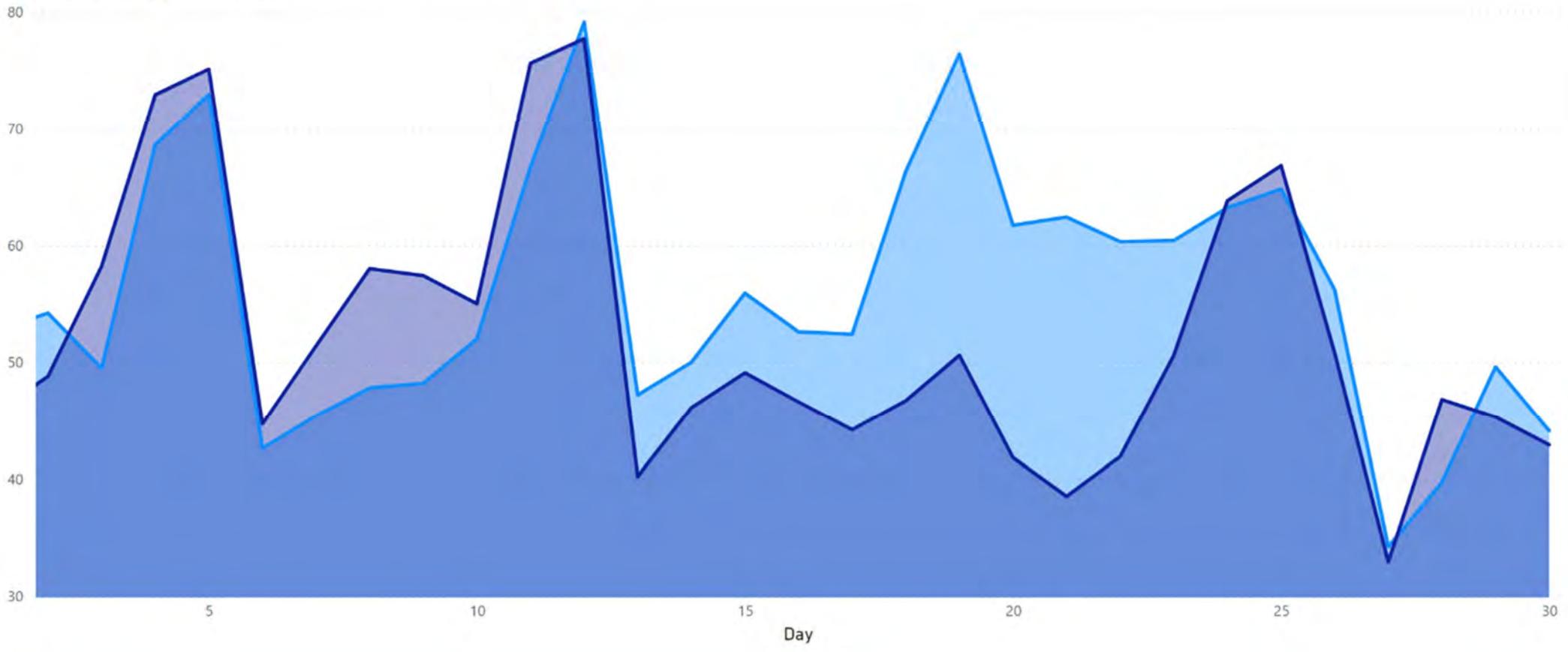


HISTORICAL ANALYSIS: HOTELS

Month: November
Year: Multiple selections

Occupancy 2021 and Occupancy 2022 by Day

● Occupancy 2021 ● Occupancy 2022



Data Source (s): Intelligence Hub 2.0, STR

Predictive Data Lab





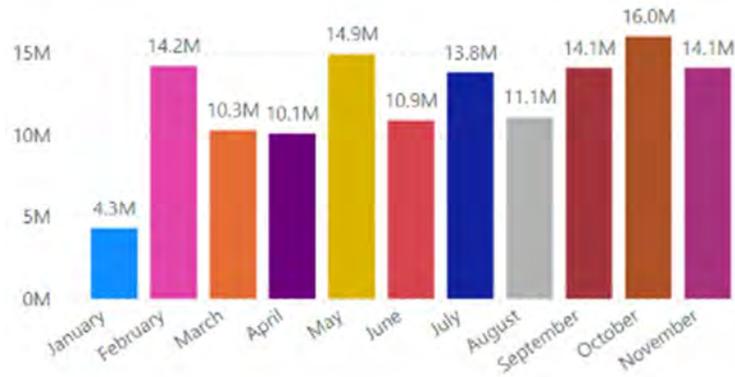
PAID MEDIA PERFORMANCE

Month
Multiple selections

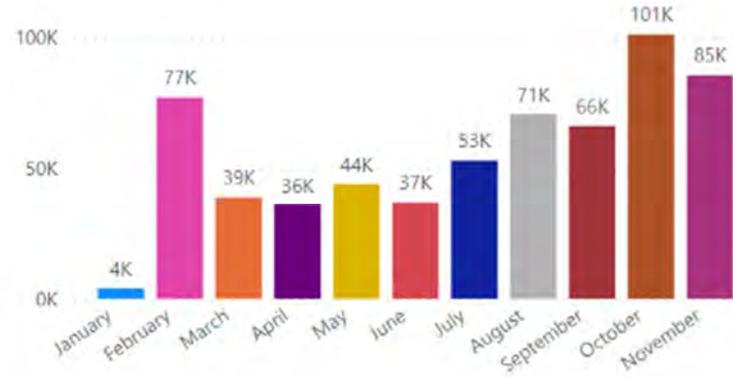
Year
2022



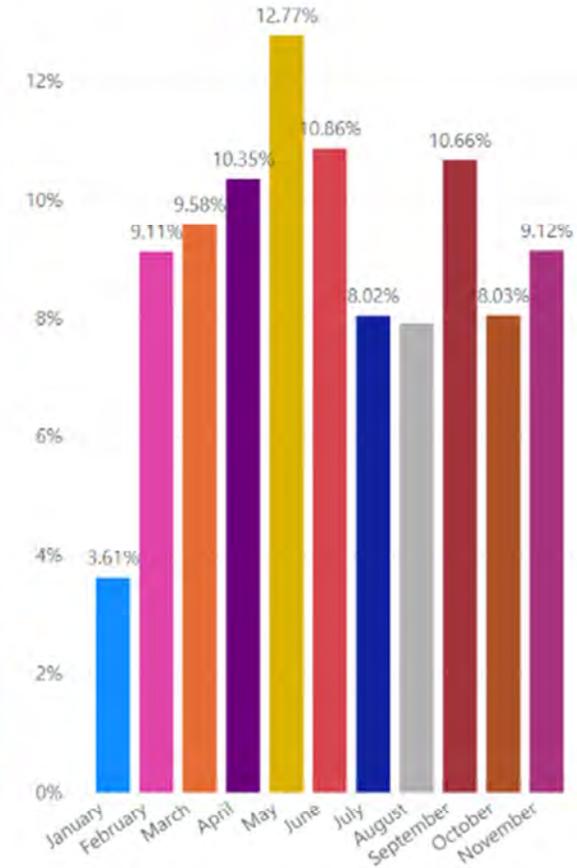
Impressions by Month



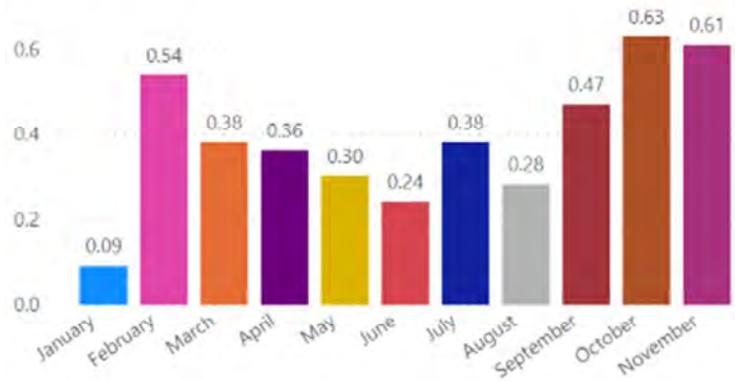
Clicks by Month



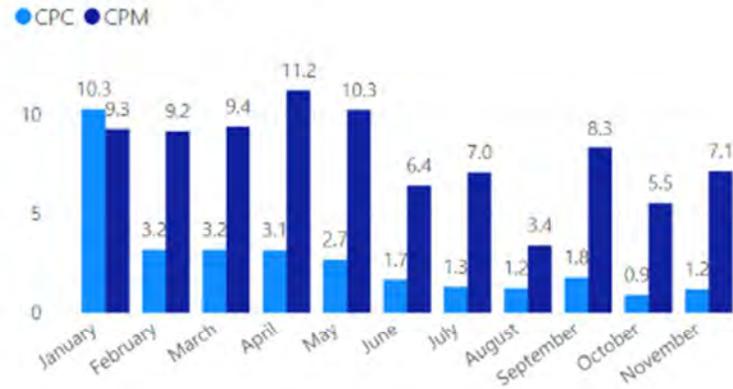
Cost by Month



CTR by Month



Cost Efficiency by Month



Data Source (s): Intelligence Hub 2.0, DCM, Visit South Padre Island

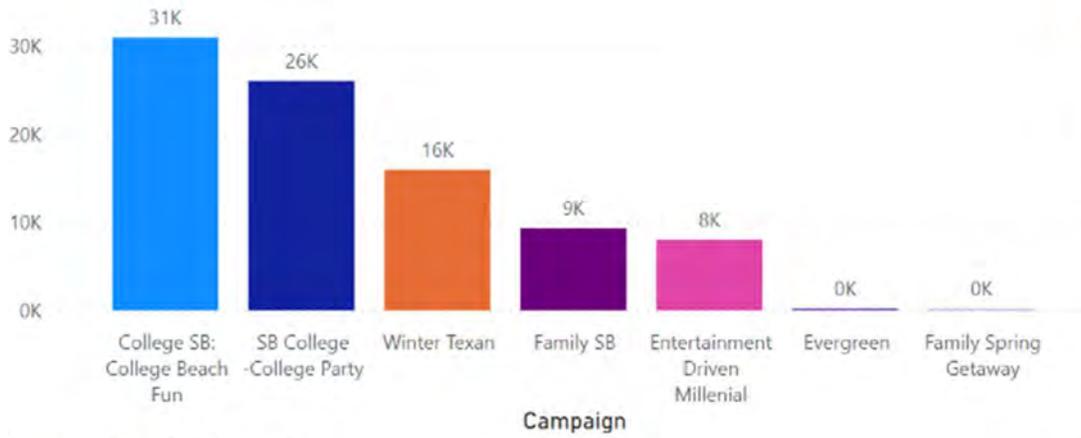


CAMPAIGN KPI

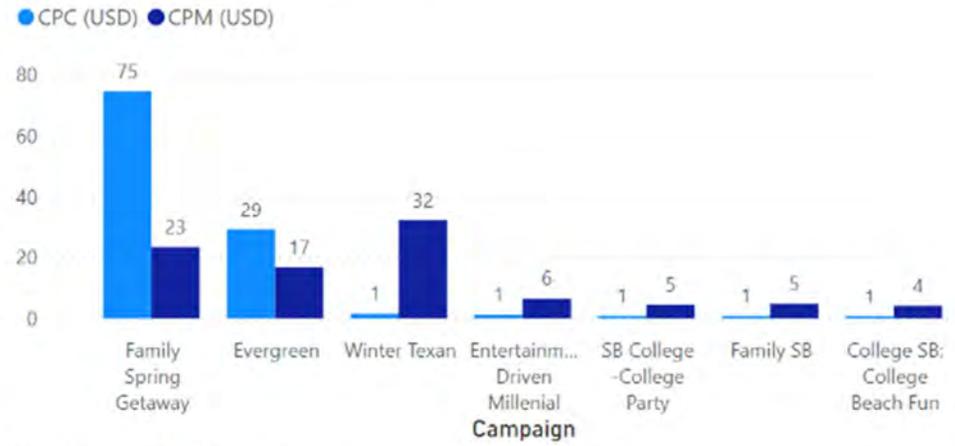
Month: November Year: 2022



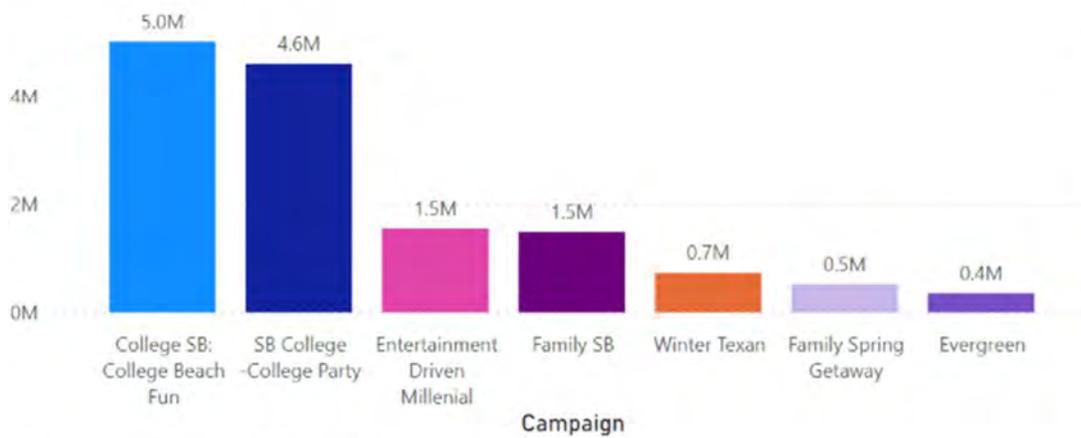
Clicks by Campaign



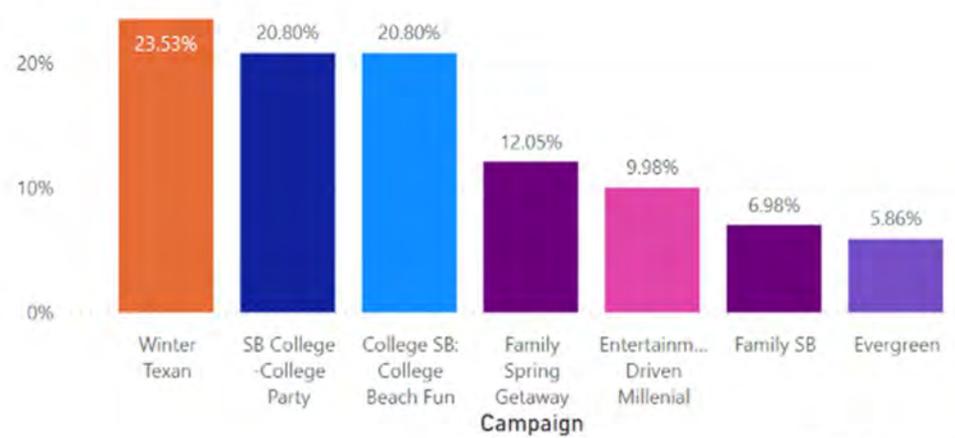
Cost Efficiency by Campaign



Impressions by Campaign



Investment by Campaign



Data Source (s): Intelligence Hub 2.0, DCM, Visit South Padre Island

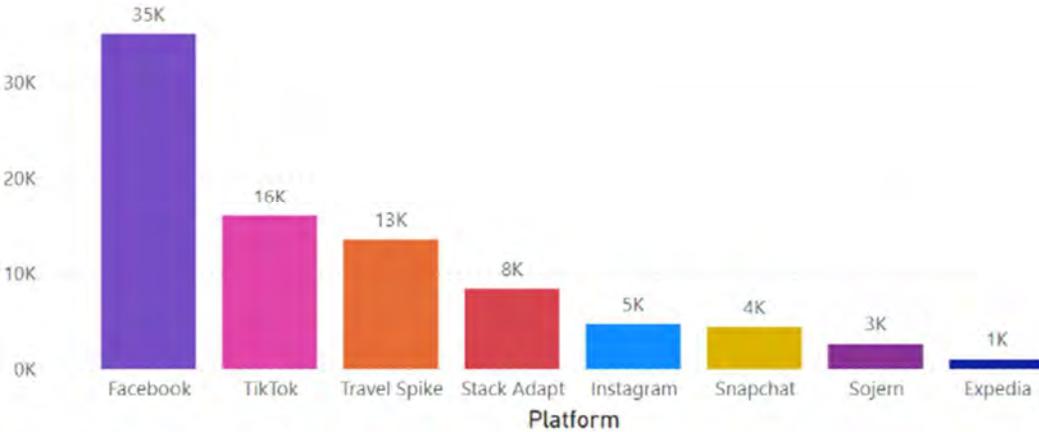


CAMPAIGN KPI

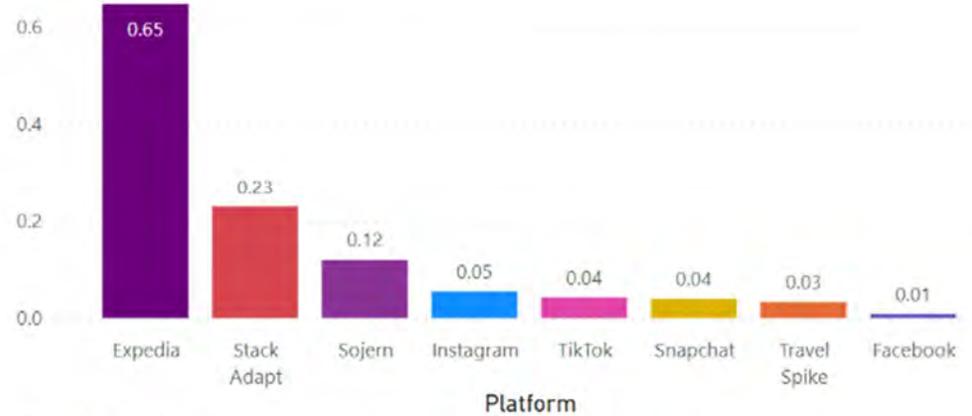
Month: Year:



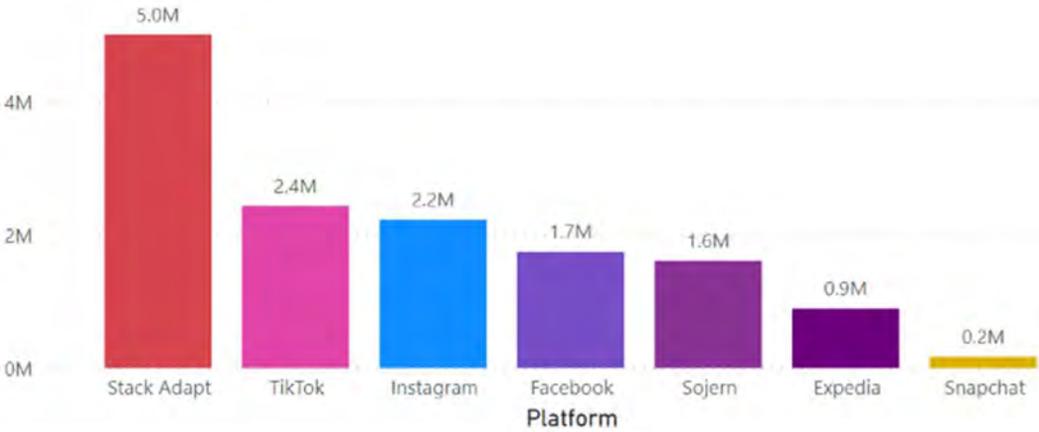
Clicks by Platform



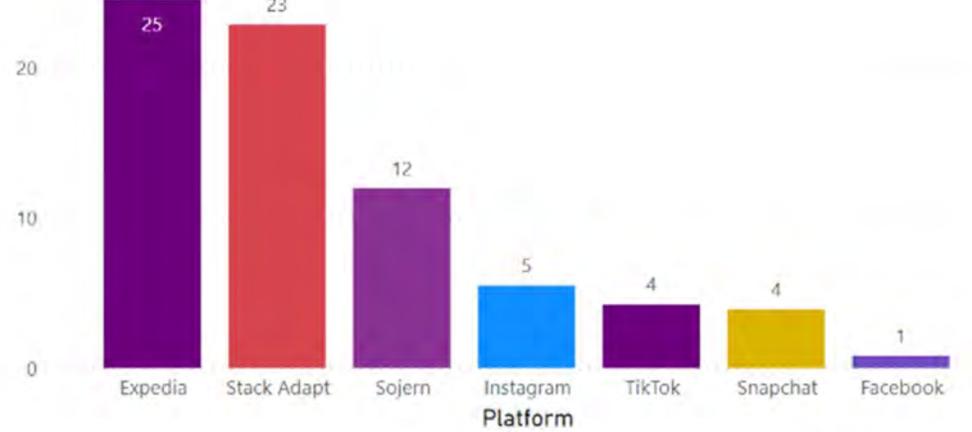
Cost Per Click by Platform



Impressions by Campaign



CPM by Platform



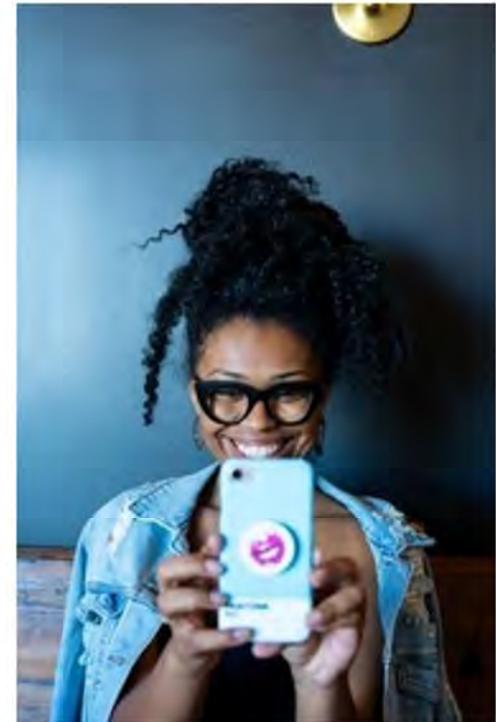
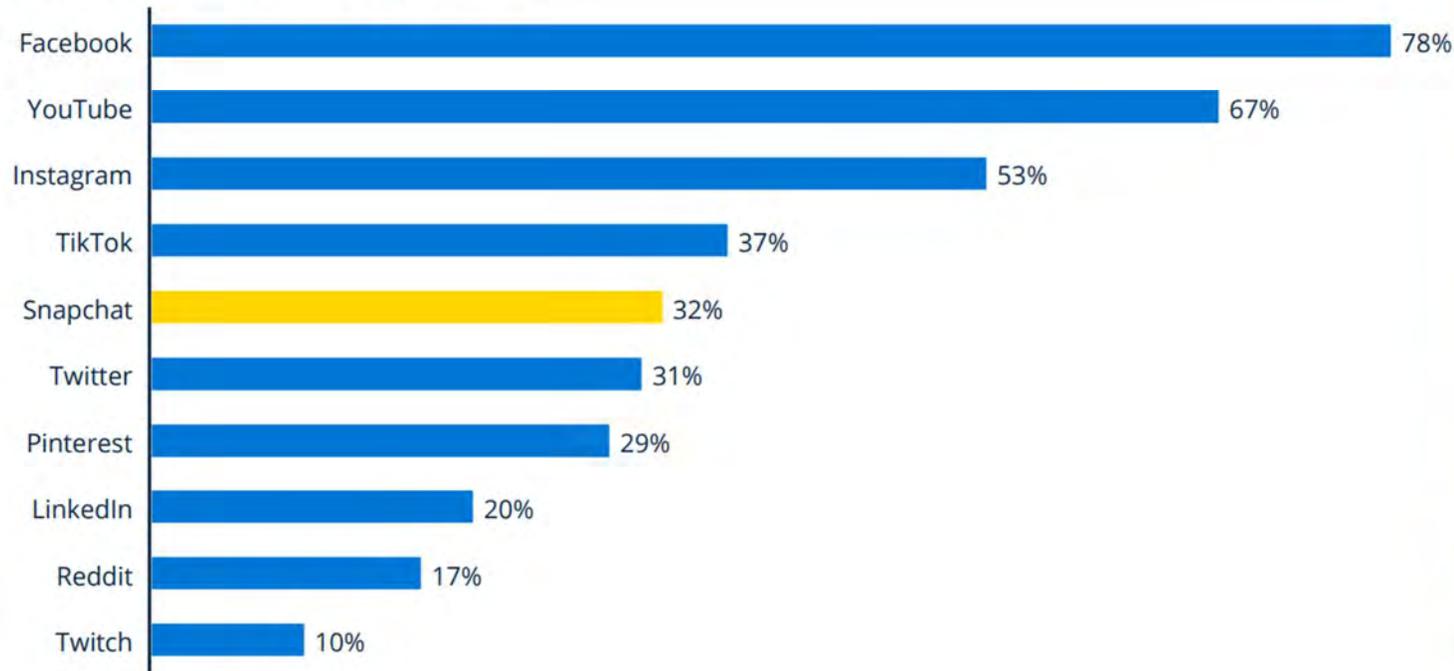
Data Source (s): Intelligence Hub 2.0, DCM, Visit South Padre Island

Predictive Data Lab

With a user share of 32%, Snapchat is one of the top 5 social networks

Management summary: brand usage and competition

Top 10 most used social networks in the U.S.

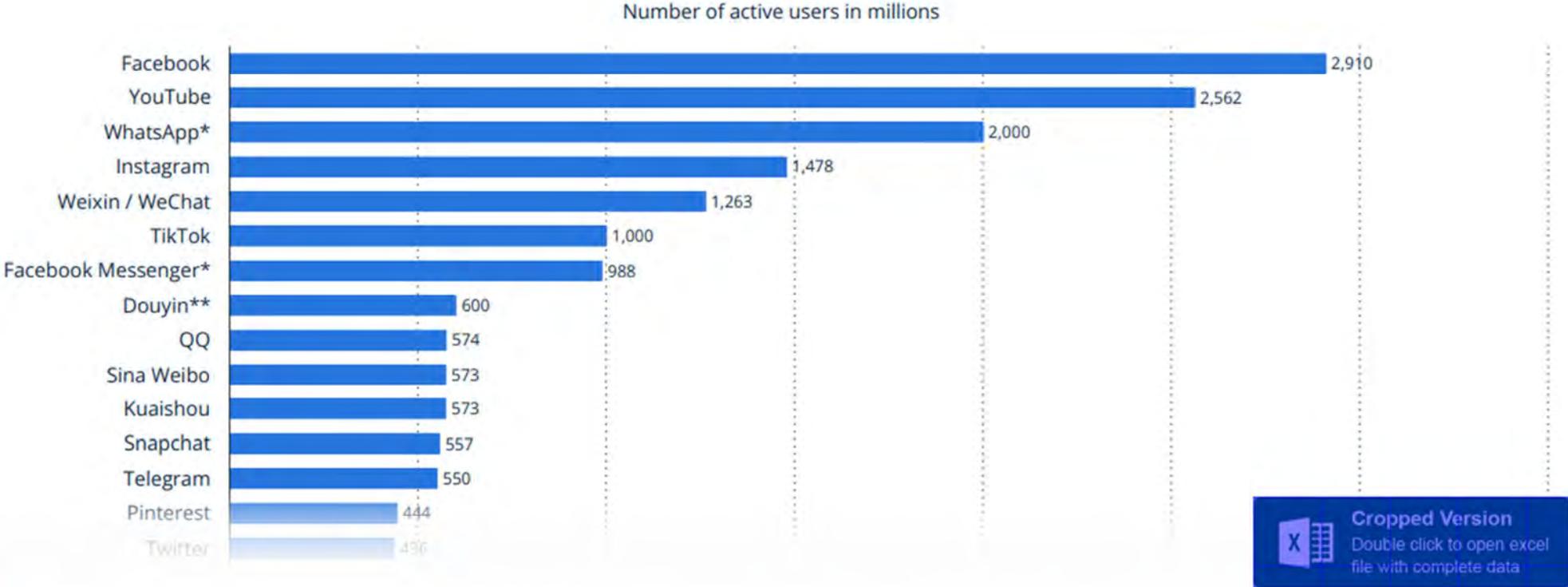


4 Notes: "What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp.; Multi Pick; Base: n=7,479 social media users

Sources: [Statista Global Consumer Survey](#) as of August 2022

Most popular social networks worldwide as of January 2022, ranked by number of monthly active users (in millions)

Global social networks ranked by number of users 2022



 **Cropped Version**
Double click to open excel file with complete data

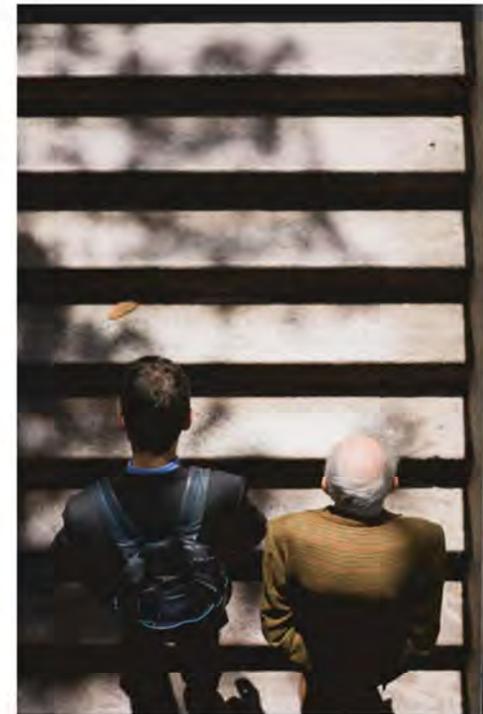
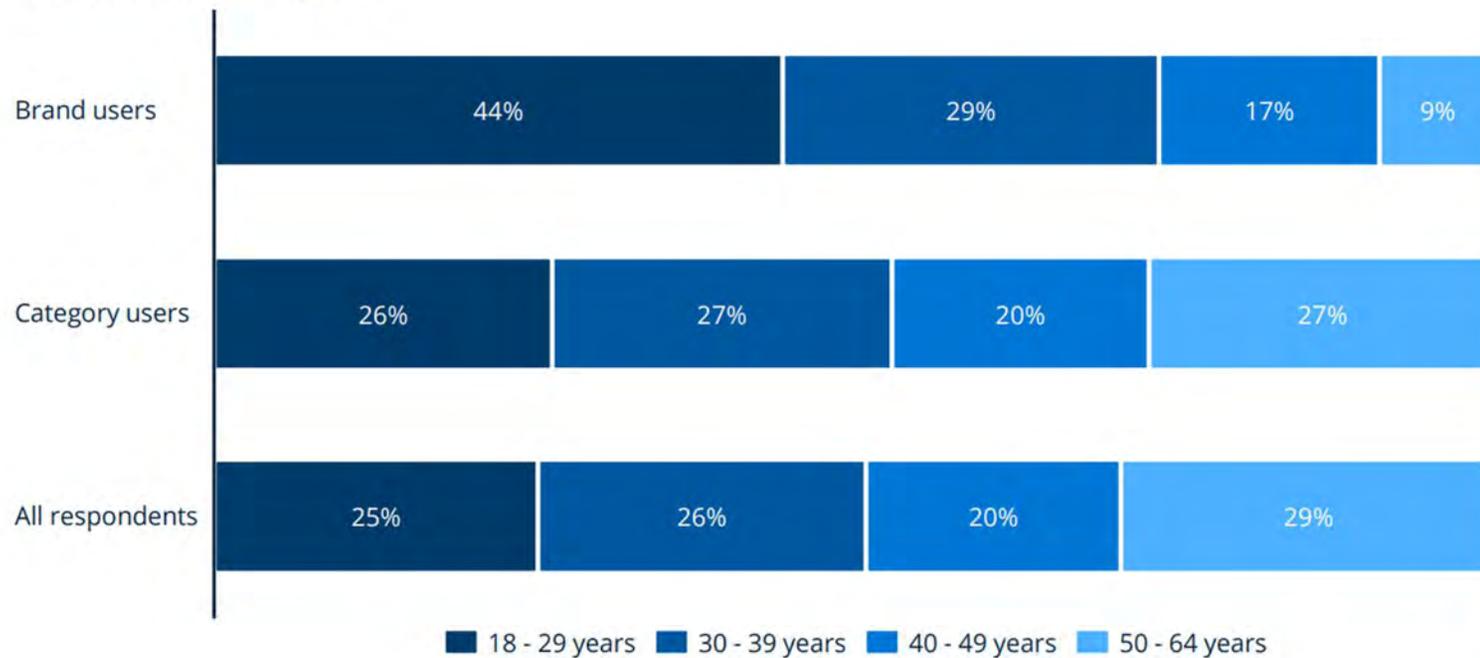
15

Description: Market leader Facebook was the first social network to surpass one billion registered accounts and currently sits at more than 2.89 billion monthly active users. The company currently also owns four of the biggest social media platforms, all with over one billion monthly active users each: Facebook (core platform), WhatsApp, Facebook Messenger, and Instagram. In the third quarter of 2021, Facebook reported over 3.58 billion monthly core Family product users. [Read more](#)
Note(s): Worldwide; January 2022; social networks and messenger/chat app/voip included; figures for TikTok does not include Douyin; *Platforms have not published updated user figures in the past 12 months, figures may be out of date and less [...] [Read more](#)
Source(s): DataReportal; Hootsuite; Kepios; Various sources (Company data); We Are Social

Snapchat has a higher share of 18 - 29 year old users than other social networks

Demographic profile: life stages

Age of consumers in the U.S.



14 Notes: "How old are you?"; Single Pick; "What social media platforms do you use regularly? This does not include instant messengers such as WhatsApp.; Multi Pick; Base: n=2,418 Snapchat users, n=7,479 social media users, n=50,398 all respondents
Sources: Statista Global Consumer Survey as of August 2022

Most visited travel and tourism websites worldwide as of October 2022 (in million visits)

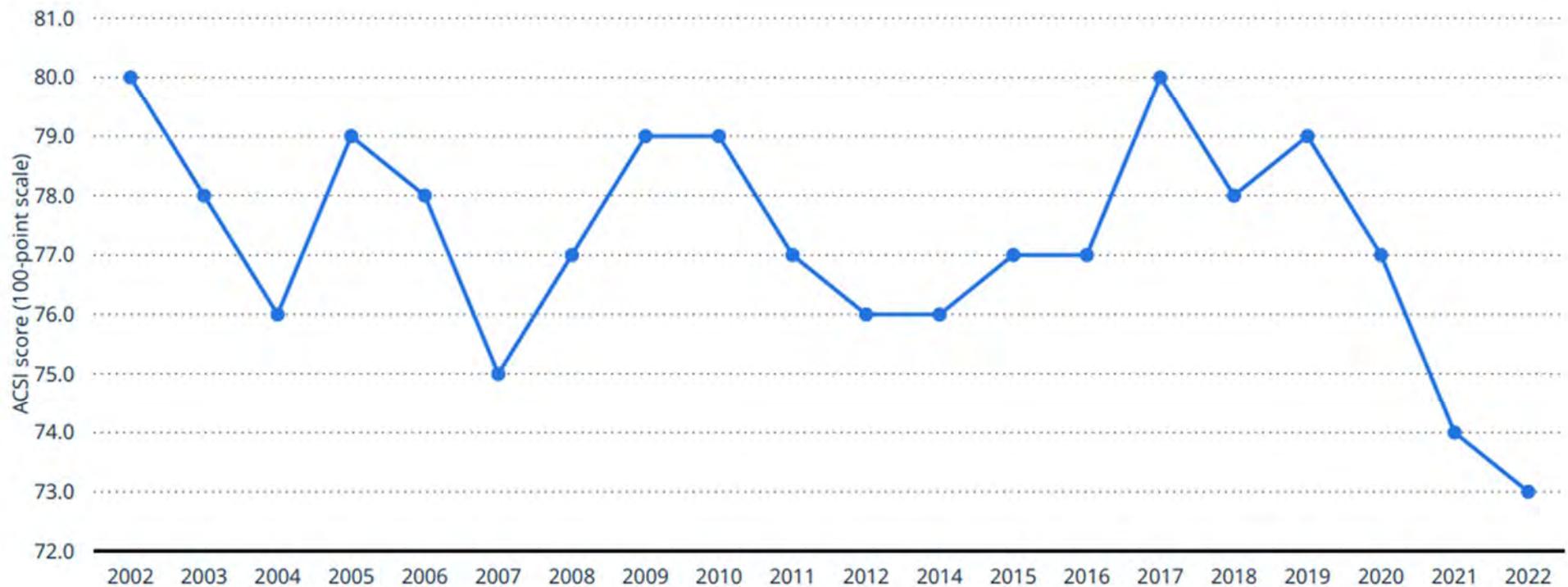
Most popular travel and tourism websites worldwide 2022



Description: In October 2022, booking.com was the most visited travel and tourism website worldwide. That month, Booking's web page recorded roughly 511 million visits. Tripadvisor.com and airbnb.com followed in the ranking, with around 150 million and 93 million visits, respectively. [Read more](#)
Note(s): Worldwide; October 2022
Source(s): SimilarWeb

U.S. customer satisfaction with Expedia from 2002 to 2022 (index score)

ACSI - U.S. customer satisfaction with Expedia Inc. as of 2022



23

Description: This graph shows the American Customer Satisfaction Index (ACSI) score of customer satisfaction with Expedia, Inc. from 2002 to 2022. In 2022, the customer satisfaction score of the travel website was 73 - a little less than the consumer satisfaction with the overall internet travel website industry during the same period. [Read more](#)
Note(s): United States; 2000 to 2022
Source(s): ACSI

statista

U.S. customer satisfaction with Expedia from 2002 to 2022 (index score)

ACSI - U.S. customer satisfaction with Expedia Inc. as of 2022

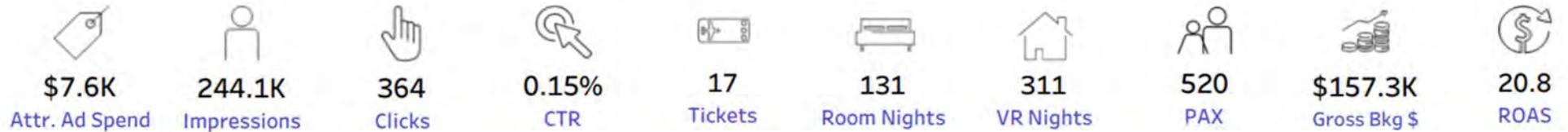


29

Description: This graph shows the American Customer Satisfaction Index (ACSI) score of customer satisfaction with Expedia, Inc. from 2002 to 2022. In 2022, the customer satisfaction score of the travel website was 73 - a little less than the consumer satisfaction with the overall internet travel website industry during the same period. [Read more](#)
Note(s): United States; 2000 to 2022
Source(s): ACSI

statista

Performance Summary For South Padre Island Convention & Visitors Bureau



POS Summary

| POS Name | Attr. Ad Spend \$ | Impressions | Clicks | CTR | View thru \$ | Click thru \$ | Gross Bkg \$ | ROAS |
|--------------------|-------------------|-------------|--------|-------|--------------|---------------|--------------|------|
| VRBO United States | \$6,209 | 177,413 | 323 | 0.18% | \$129,171 | \$1,063 | \$130K | 21.0 |
| Expedia US | \$1,275 | 63,736 | 41 | 0.06% | \$22,838 | \$0 | \$23K | 17.9 |
| Hotels.com US | \$74 | 2,942 | 0 | 0.00% | \$4,233 | \$0 | \$4K | 57.6 |
| Grand Total | \$7,558 | 244,091 | 364 | 0.15% | \$156,242 | \$1,063 | \$157K | 20.8 |

» This page provides conversion data for Display Ads. The ROAS calculation incorporates only Attributable Ad Spend, which represents spend for conversion measurable products including CPM Display and Takeovers

Report Period: November 1, 2022 to November 30, 2022

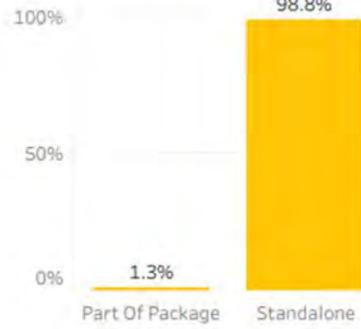
Conversion Insights For South Padre Island Convention & Visitors Bureau



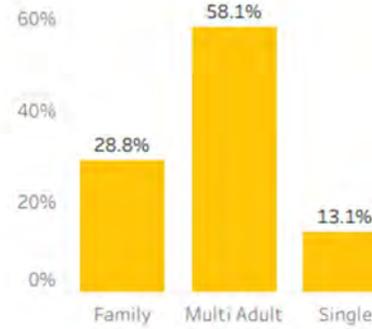
Travel Window (Days)



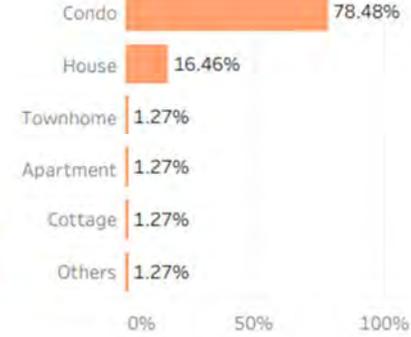
Package or Standalone



Person Count



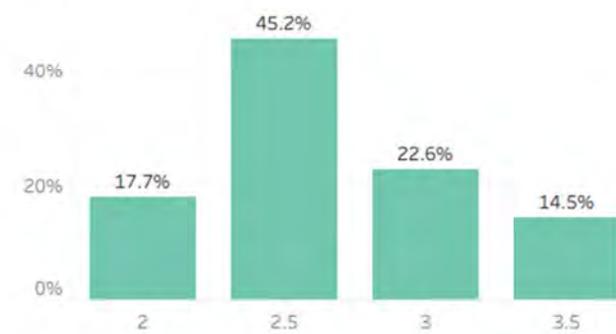
VR Listing Type



Trip Duration (Days)



Hotel Star Rating



* Includes Bookings Resulting from On-site DFP

Report Period: November 1, 2022 to November 30, 2022

A long bridge spans across a body of water under a dark, cloudy sky at dusk. The bridge is illuminated by streetlights, and the water reflects the lights. A vertical white line descends from the top of the page, pointing towards the title.

WEB ANALYTICS



PREDICTIVE
DATA LAB



WEB ANALYTICS

Month: November | Year: 2022

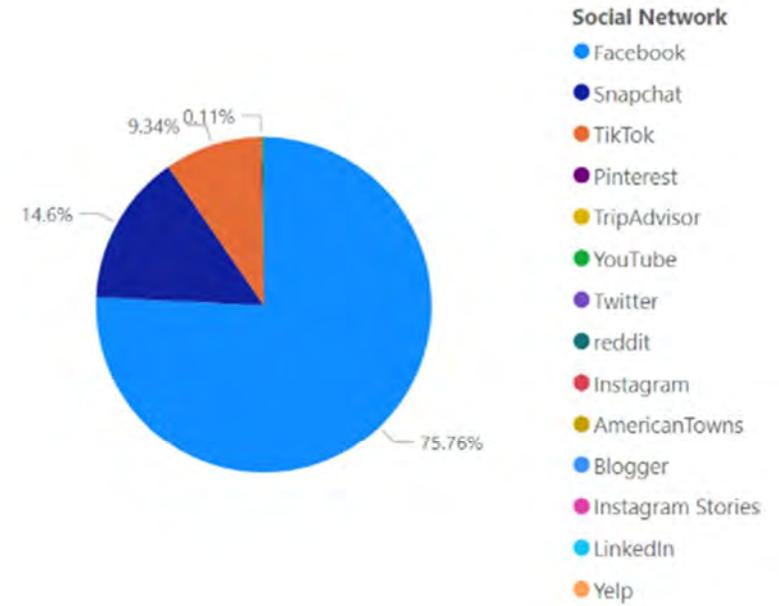


Web Performance by Day

● New Users ● Pageviews ● Sessions



New users by Social Network



Data Source (s): Intelligence Hub 2.0, Google Analytics

Predictive Data Lal

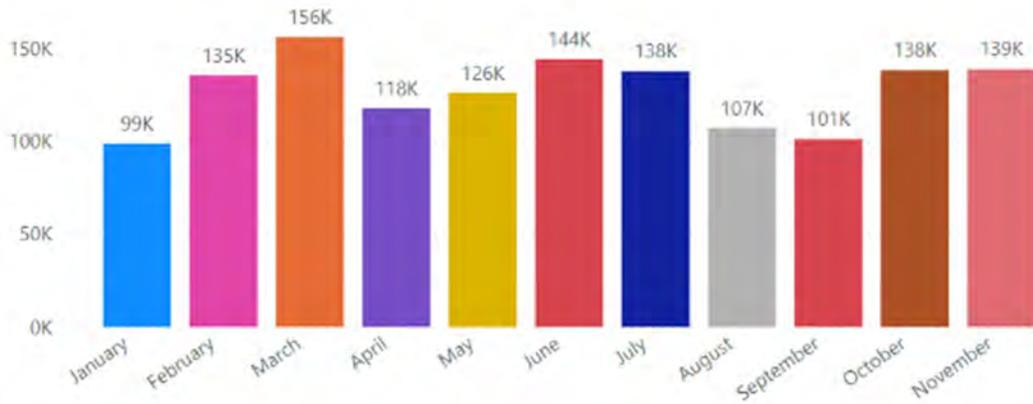


WEB ANALYTICS

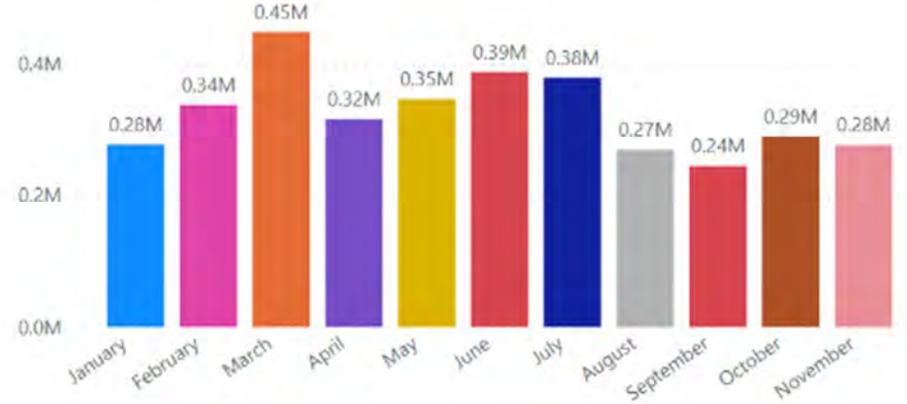
Month: All Year: 2022



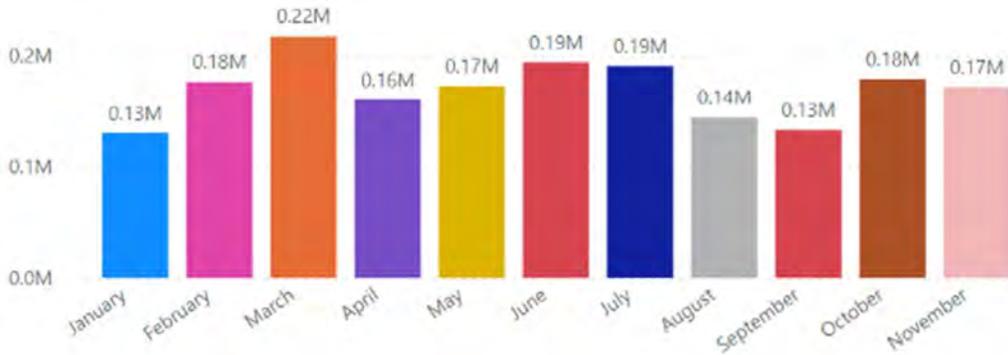
New Users by Month



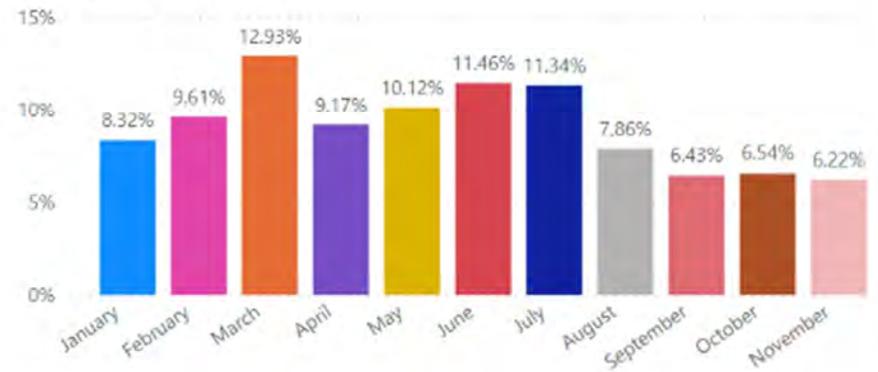
Page Views by Month



Sessions by Month



Time on Page by Month



Data Source (s): Intelligence Hub 2.0, Google Analytics

Predictive Data Lab



WEB ANALYTICS

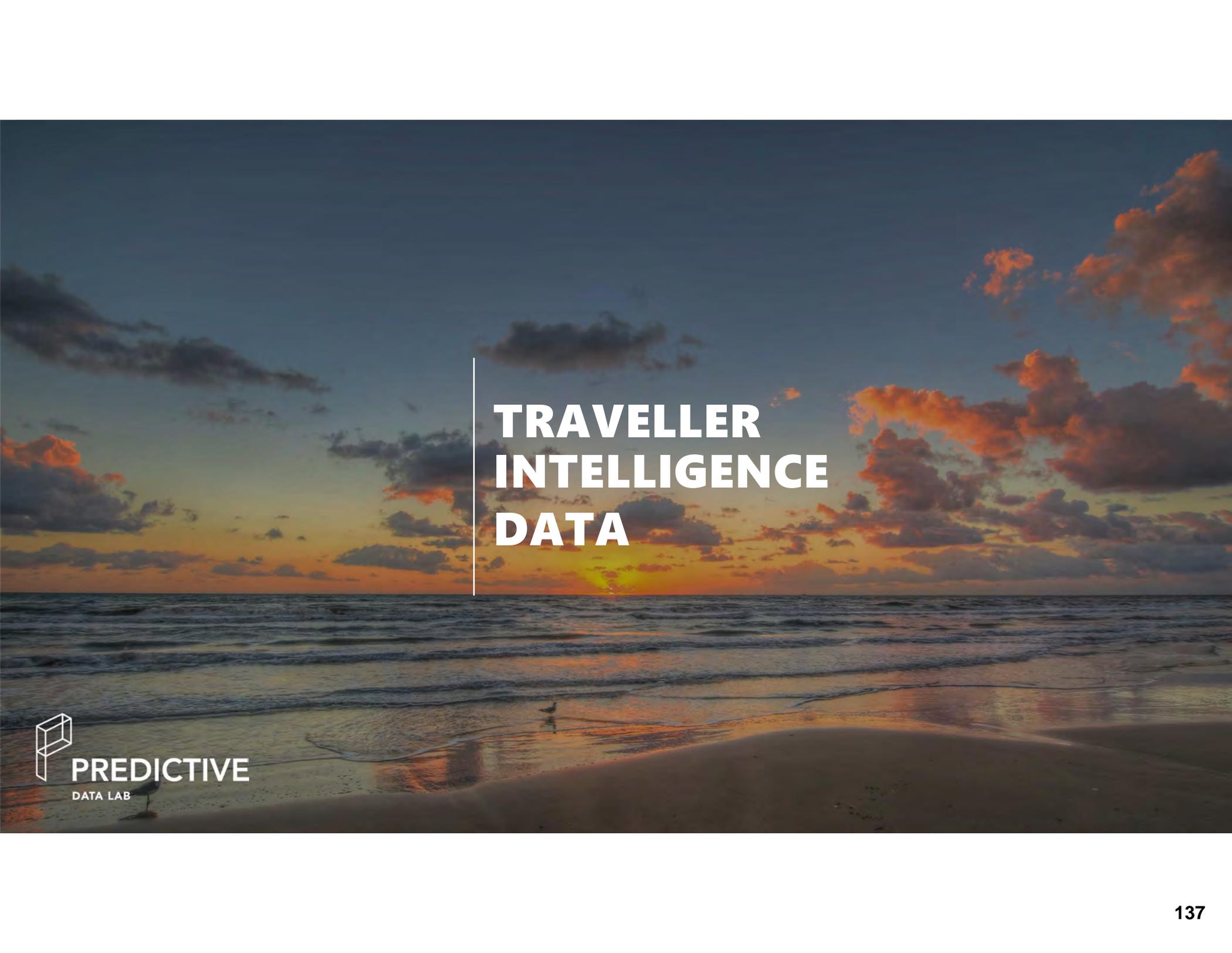
Month: November Year: 2022



| Page Title | Pageviews | %GT Pageviews | Sessions | %GT Sessions | Users | %GT Users |
|--|-----------|---------------|----------|--------------|-------|-----------|
| Tan Memorable. Tan Padre. | 36220 | | 33925 | | 38102 | |
| Things to Do - South Padre Island | 32635 | | 26928 | | 38872 | |
| Spring Break 2023 | 30394 | | 28930 | | 28592 | |
| Family Spring Break - South Padre Island | 14459 | | 13447 | | 13514 | |
| Places To Stay | 8925 | | 2692 | | 12299 | |
| North Beach Webcam | 8664 | | 2011 | | 5513 | |
| Live Webcams - South Padre Island | 8444 | | 4805 | | 5613 | |
| Event Calendar | 7683 | | 5453 | | 11912 | |
| South Beach Webcam | 7526 | | 1196 | | 5273 | |
| Plan Your Trip - South Padre Island | 7096 | | 1516 | | 5576 | |
| Queen Isabella Causeway | 5362 | | 1153 | | 4097 | |
| Winter Texan - South Padre Island | 5284 | | 4165 | | 4569 | |
| Activities | 4907 | | 636 | | 6694 | |
| SpaceX - South Padre Island | 4334 | | 2787 | | 3840 | |
| South Padre Island Deals & Packages - South Padre Island | 4283 | | 1815 | | 4746 | |
| South Padre Island History, Convention & Visitors Bureau | 3258 | | 1198 | | 2744 | |
| Pearl Beach | 2849 | | 106 | | 3202 | |
| Getting Here & Getting Around South Padre Island Meetings & Events | 1582 | | 1045 | | 1152 | |
| Food & Drink - South Padre Island | 1559 | | 615 | | 2524 | |
| Visitor Information - South Padre Island | 1367 | | 660 | | 1238 | |
| Winter Attractions on South Padre Island | 1325 | | 962 | | 1197 | |
| Adventure Park | 1282 | | 85 | | 1261 | |
| Getting Around the Island - South Padre Island | 1262 | | 831 | | 766 | |
| Island Partners | 1220 | | 84 | | 854 | |
| Newsroom | 1090 | | 105 | | 960 | |
| Weather & Surf Conditions - South Padre Island | 897 | | 404 | | 723 | |
| Lighted Boat Parade | 895 | | 616 | | 765 | |
| Thanksgiving Buffet | 834 | | 513 | | 533 | |
| Tours & Excursions | 829 | | 63 | | 1036 | |

Data Source (s): Intelligence Hub 2.0, Google Analytics

Predictive Data Lab

A wide-angle photograph of a beach at sunset. The sky is a mix of deep blue, orange, and yellow, with scattered clouds. The sun is low on the horizon, creating a bright glow. The ocean waves are gentle, and the sand is wet, reflecting the colors of the sky. A single seagull is visible on the beach in the foreground.

TRAVELLER INTELLIGENCE DATA



PREDICTIVE
DATA LAB



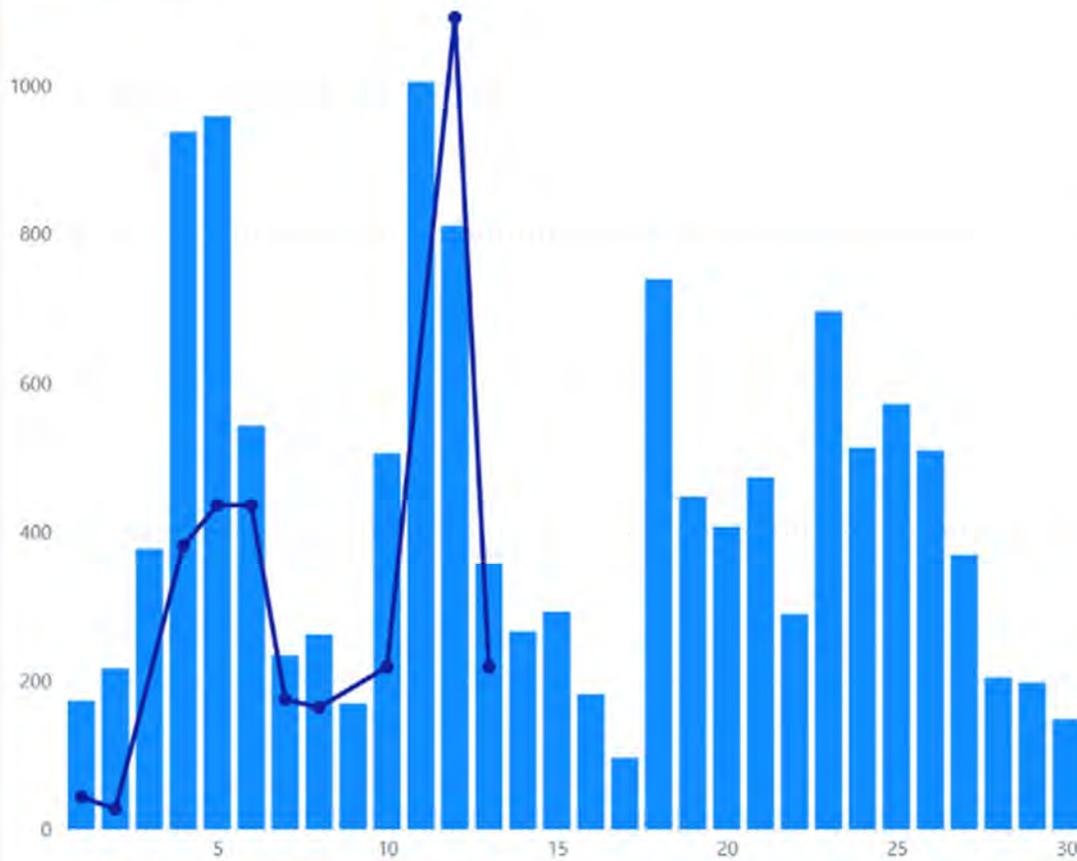
TRIPS

Month: Year:



Daily Trips

● Trips ● Estimated Attendance



| Date | Trips | Event |
|------------------------------|-------|--|
| Saturday, November 05, 2022 | 959 | SPI Muzicians Run 2022 4 |
| Friday, November 04, 2022 | 938 | Bully Squad Showdown |
| Saturday, November 12, 2022 | 811 | SPI Half Marathon Weekend 2022 |
| Sunday, November 06, 2022 | 543 | Luis & The 956 Makeup Master Class |
| Thursday, November 10, 2022 | 506 | Dance Educators of America, Express Excellence Regional Tour |
| Sunday, November 13, 2022 | 358 | South Texas Justice of the Peace and Constables Association |
| Tuesday, November 08, 2022 | 262 | Annual Seminar in Forensic Sciences |
| Monday, November 07, 2022 | 234 | National Insurance Crime Prevention Course |
| Monday, November 07, 2022 | 234 | Women Inclusion Workshop |
| Wednesday, November 02, 2022 | 216 | Ballistic Shield Training Course |

Data Source (s): Intelligence Hub 2.0, Visit South Padre Island, Arriavlist

Predictive Data Lab

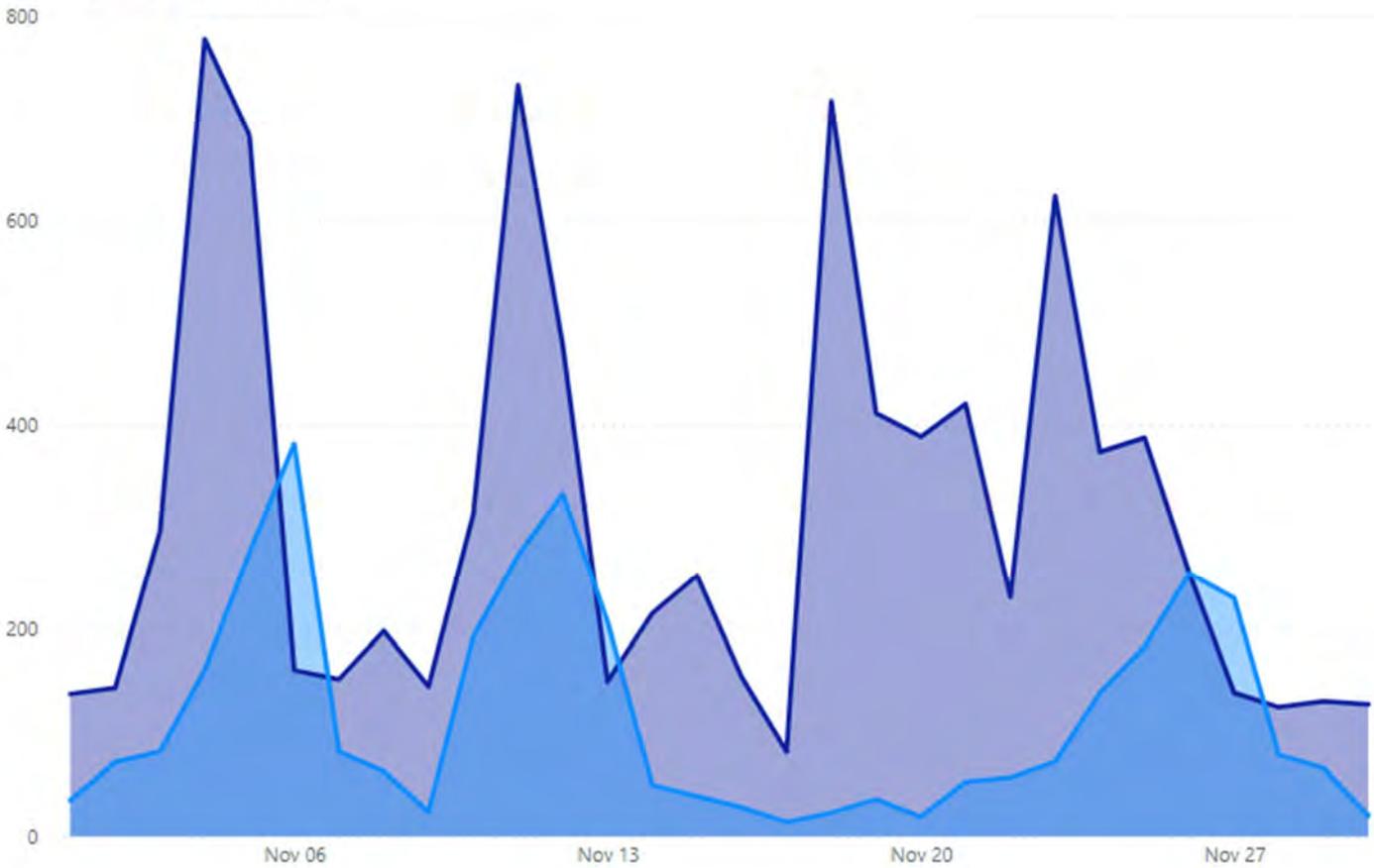


TRAVELLER INTELLIGENCE

Month: Year:

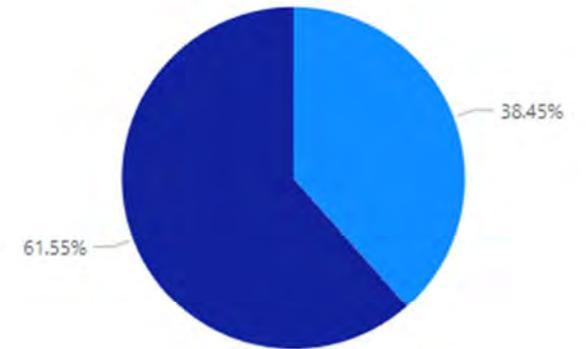


● Overnight Trips ● Same Day Trips



Same Day Trips and Overnight Trips

● Same Day Trips ● Overnight Trips



Data Source (s): Intelligence Hub 2.0, Arrivalist

Predictive Data Lab



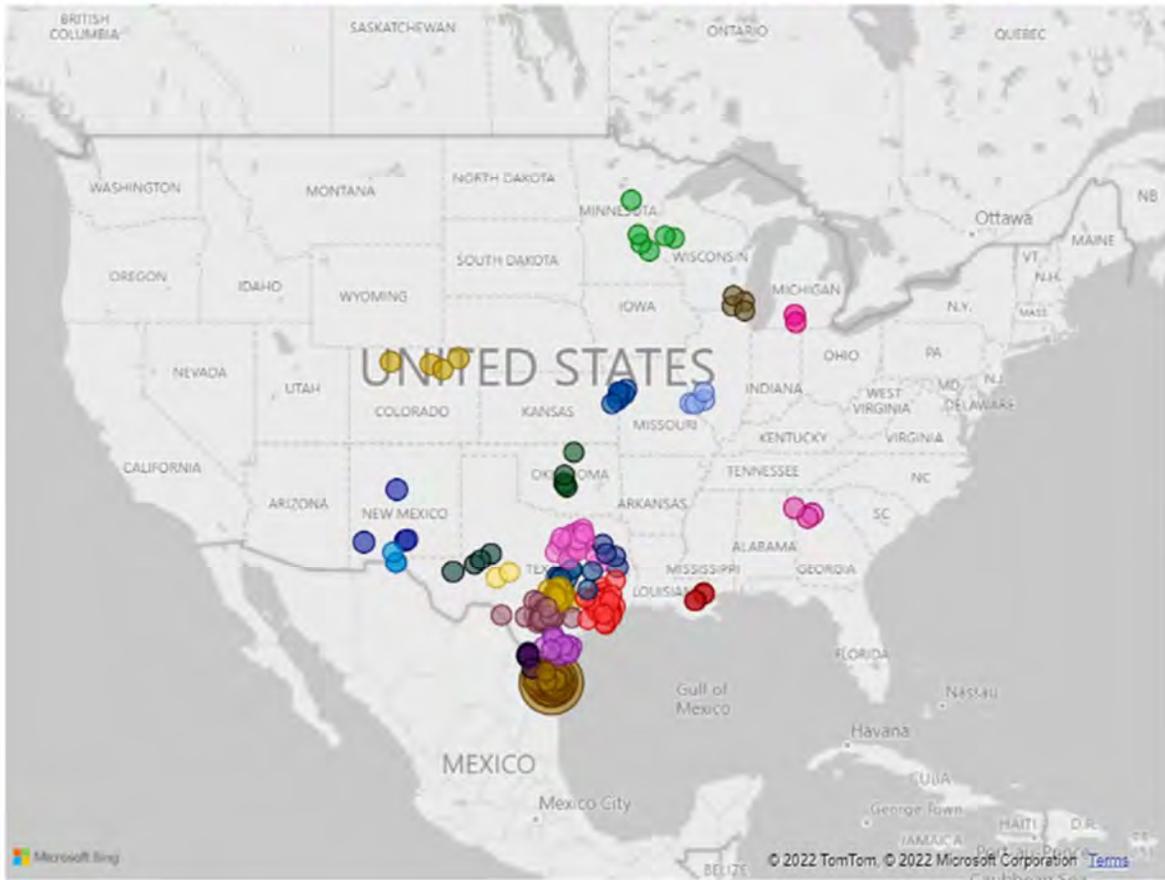
TRIPS BY POINT OF ORIGIN

Month: November | Year: 2022

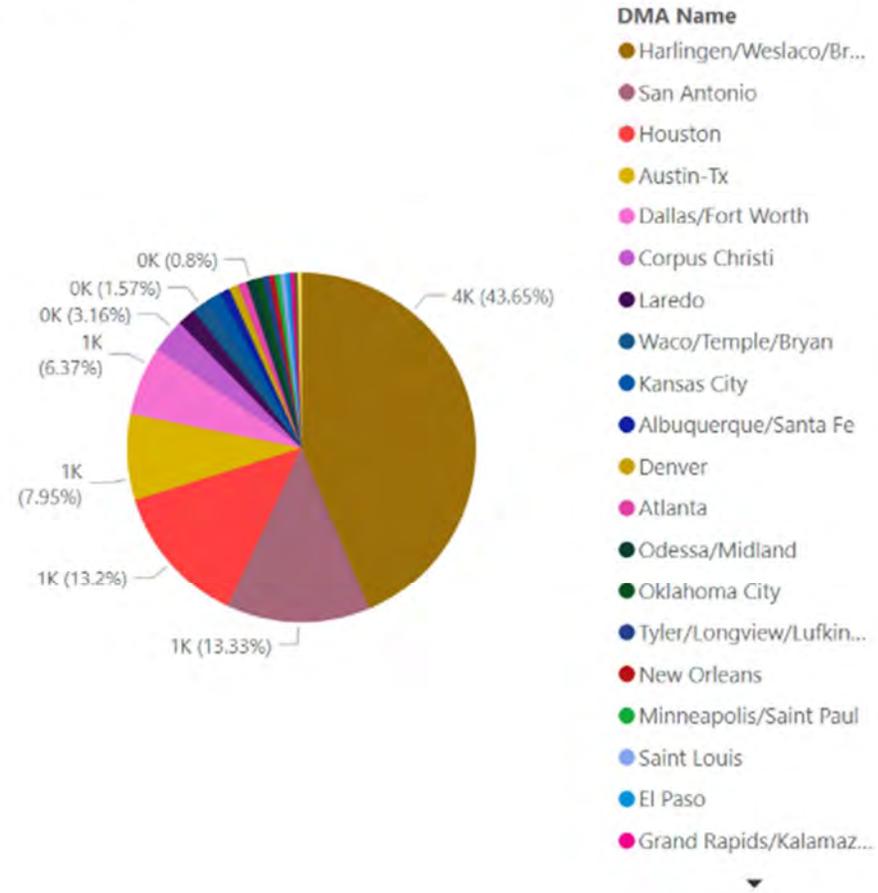


Daily Trips

DMA Name: Albuquerque... Atlanta Austin-Tx Corpus C... Dallas/Fort ... Denver El Paso Grand Ra...



Daily Trips



Data Source (s): Intelligence Hub 2.0, Visit South Padre Island, Arriavlist

Predictive Data Lab

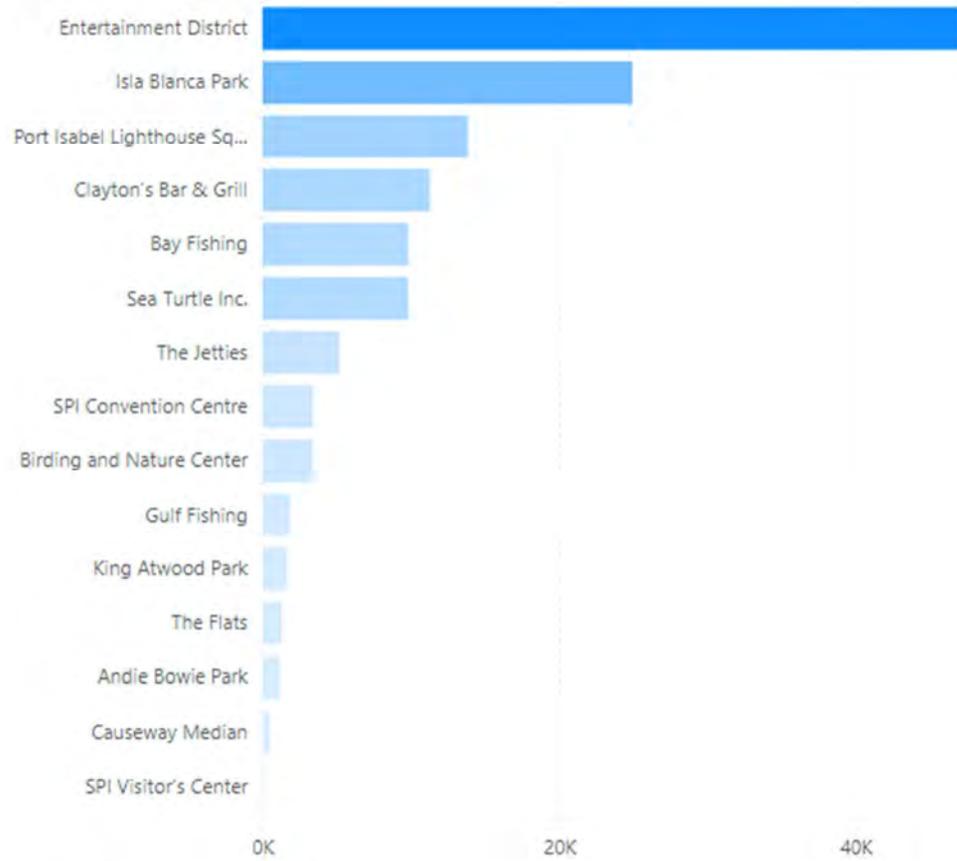


TRAVELLER INTELLIGENCE

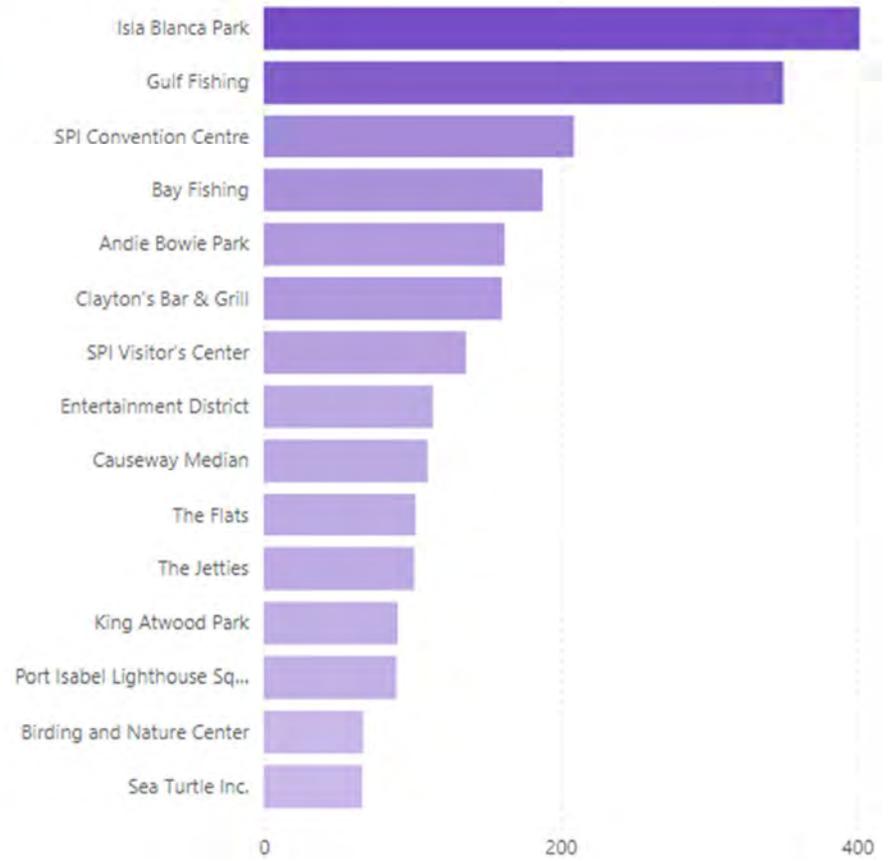
Month ▼ Year ▼
 November ▼ 2022 ▼



Trips by POI



Time Spent by POI



Data Source (s): Intelligence Hub 2.0, Arrivalist

Predictive Data Lab

IN HOUSE MEDIA BUYS

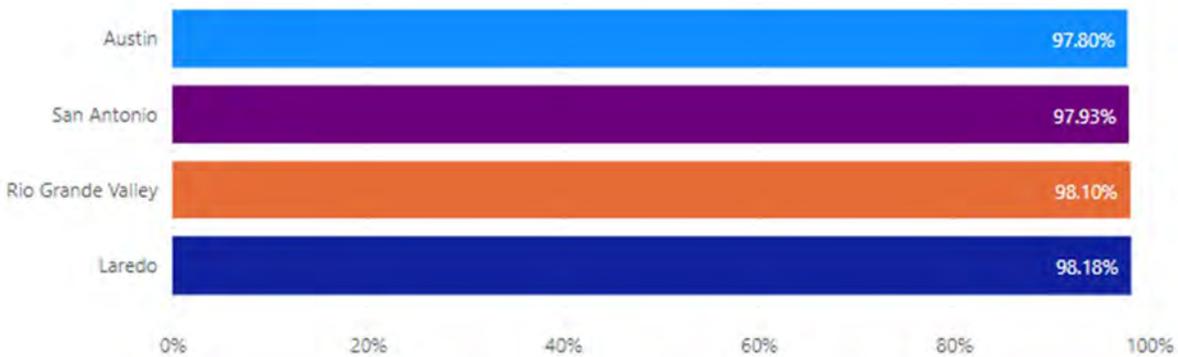
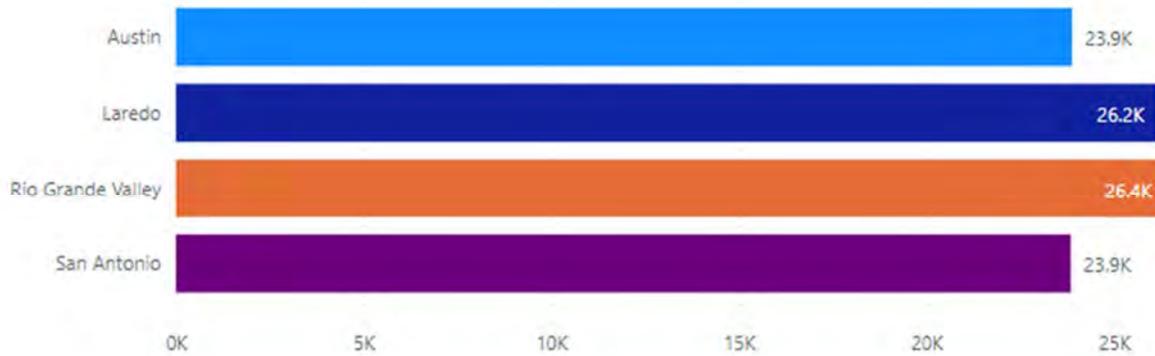


PREDICTIVE
DATA LAB

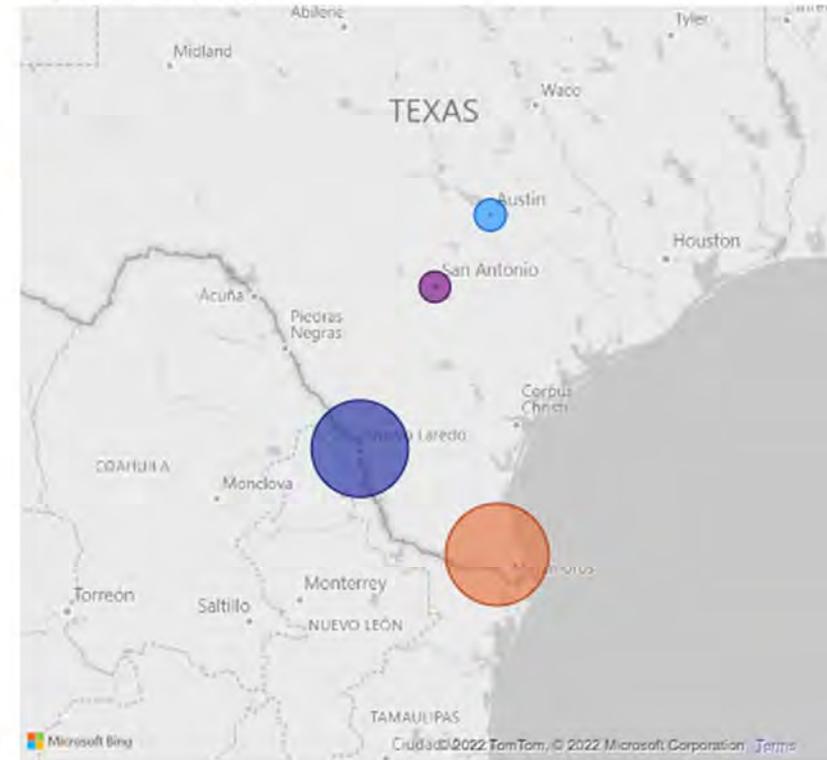


SPECTRUM TV

Month: November Year: 2022



Impressions by City



Data Source (s): Intelligence Hub 2.0, Visit South Padre Island, Spectrum TV

Predictive Data Lab

CAMPAIGN OVERVIEW

| | |
|-------------------|---------|
| TOTAL IMPRESSIONS | 259,794 |
| TOTAL ENGAGEMENTS | 1,895 |
| ENGAGEMENT RATE | 0.73% |

South Padre Island had a satisfactory performance with their Sponsored Content Bundle. The promotional Facebook Ad exceeded *Texas Monthly* averages for both Impressions and Engagements, leading to an impressive number of Pageviews.



Texas Monthly with Visit South Padre Island
Sponsored

South Padre Island is the ideal destination if you're looking to get away this holiday season. Make plans to explore the Island's famous Gulf seafood scene, beautiful beaches, numerous holiday activities on your next vacation. Read more about the adventures to be had on SPI at the link below, and plan your trip today! #sponsored by Visit South Padre Island

TEXASMONTHLY.COM
Escape to South Padre Island This Winter [Learn more](#)
South Padre Island is the ideal destination if you'r...

TexasMonthly

www.texasmonthly.com

South Padre Island

Escape to South Padre Island this Winter

PRESENTED TO YOU BY
South Padre Island

With miles of beautiful beach and waters over the Gulf, South Padre Island is the ideal destination for families, friends, and couples looking to get away this holiday season. Trade the snow for sand and experience an island-style winter wonderland. The temperature on SPI stays warm, averaging 70 degrees—letting you enjoy the beach without worrying about the Texas weather. From tropical waters to holiday events, enjoy a festive and memorable stay on the Island.

You can plan a trip filled with thrilling activities like kitesurfing, horseback riding, and surfing, or plan a trip where the most active thing you do is carry your snow out onto a pristine stretch of beach and enjoy the rhythm of the waves. Whether you're looking for adventure or a bit of rest and relaxation this holiday season, you can find it all on SPI.

Highlights



Demo: Adults 25+ that planned on traveling.

Geo: Monterrey & Saltillo, México, and The Rio Grande Valley.

2,790,588
Total Impressions

6,593
Total Clicks

0.24%
Av. CTR



- The **Display Geofence campaign** registered **209,001 impressions** total. With a CTR of **0.18%**.
 - This time, the Spanish campaign, showed more engagement from users with a higher CTR than the English one (0.20% vs 0.16%).
- The **Facebook Ads campaign** offered great results, reaching **2,581,587 individuals** and **generating 6,217 clicks** during the campaign.
 - In this campaign, the Spanish campaign also had a much better performance than the English one (0.25% CTR vs 0.16% CTR)

*CTR Updated benchmark for Geofence: 0.16%



ECONOMIC IMPACT



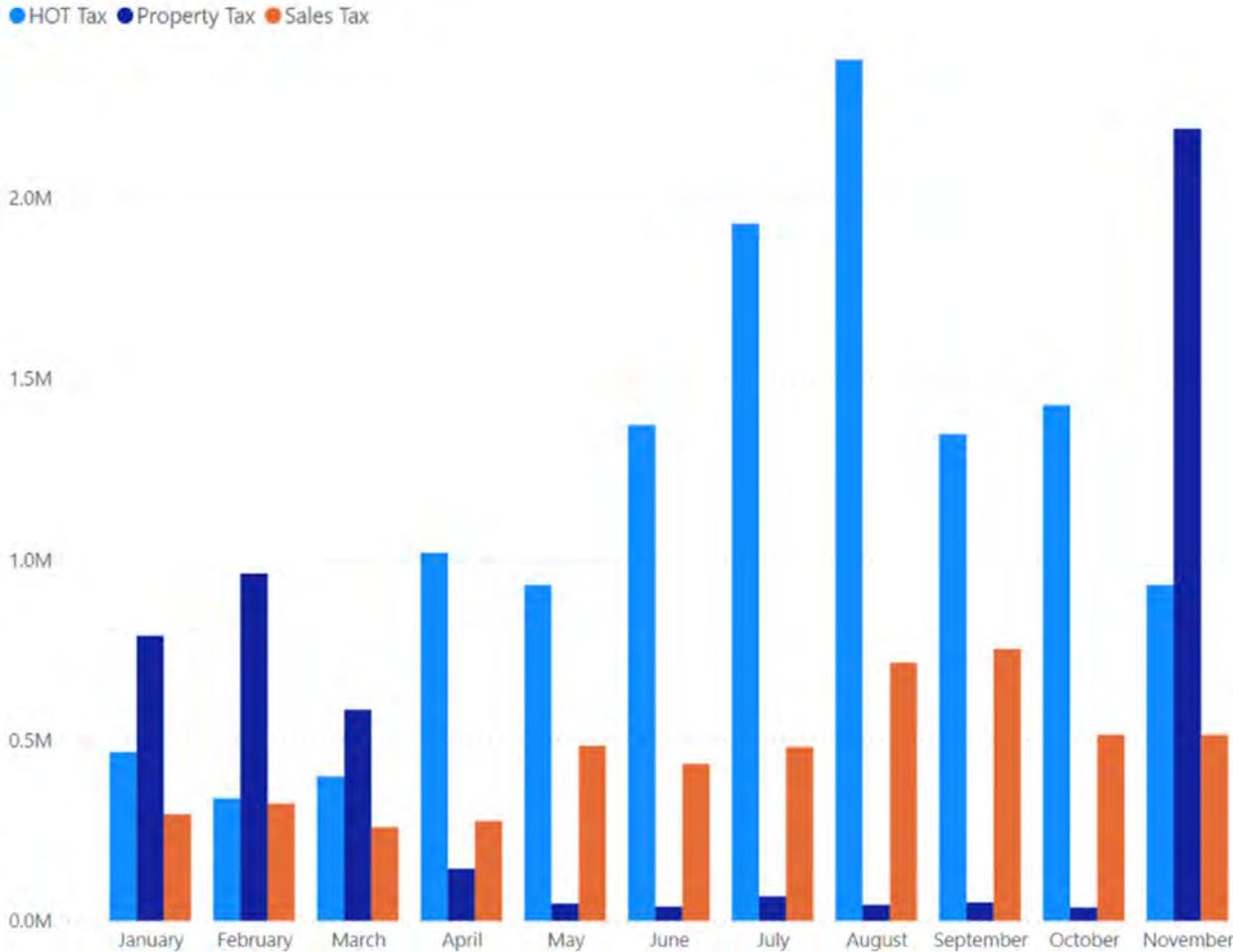
PREDICTIVE
DATA LAB



ECONOMIC IMPACT

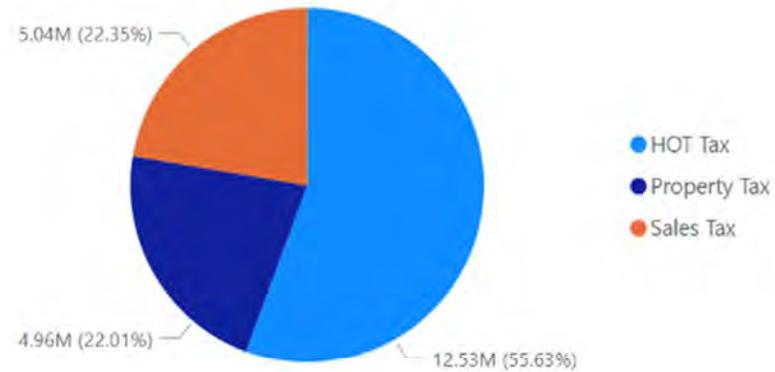


2022 Tax Collection by Type and Month



Date Collected: November 2022

2022 Tax Collection by Type



Data Source (s): Intelligence Hub 2.0, Visit South Padre Island

Predictive Data Lab



KEY TAKEAWAYS

- South Padre Island far outpaced competitors for occupancy numbers. This resulted in South Padre Island maintaining the highest RevPAR among competing destination cities for the first time since Spring 2022.
- The decrease in year-over-year performance for hotel metrics can be attributed to the lack of events occurring on South Padre Island towards the end of the month.
- Paid media performance maintained strong momentum from the previous months. However, it did continue to show the underperformance of Snapchat, and a high price point for the Expedia media buy.
- Trips by Point of Origin show a slight increase in visitors from historical “Winter Texan” areas.
- Property tax surpassed hotel tax for the first time since March. However, the HOT tax is projected to remain the most significant portion of tax collection.





NEXT STEPS

- Move funding from Snapchat to TikTok and look into utilizing different platforms such as YouTube.
- Assess whether the board members would like to move funding from Expedia to alternative booking platforms.



Q&A



PREDICTIVE
DATA LAB

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

MEETING DATE: December 15, 2022

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Update and presentation from the Zimmerman Team regarding the Spring Break Collegiate and Family Plan. (Hart)

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:



VISIT SOUTH PADRE ISLAND

FY 2022/2023
SPRING BREAK/SPRING GETAWAY
THE **Z!MMERMAN** AGENCY

**FAMILY
SPRING GETAWAY**



THE ZIMMERMAN AGENCY



Target Audiences

Family Spring 2023
Getaway

Age

A 36-44 w/children

Primary: Urban Traveling Family

Priority

High

Avg Age: 26 - 41

Millennial: 29%

White: 43%

Hispanic: 33%

Female/Male: 50%/50%

Secondary: Road Tripping Family

Avg Age: 26 - 41

Millennial: 29%

White: 43%

Hispanic: 90%

Female/Male: 51%/49%

HHI

\$75K+

Reasons To Come:

Beach Goers, Nature Lovers, Fishing, Dining, Romantic Getaways, Events

Motivation/Interests:

Family Friendly, Nature, Sight Seeing, Cultural Attractions, Entertainment District, Pearl South Padre Resort, Clayton's Bar & Grill, Isla Grand Beach Resort, and Isla Blanca Park.





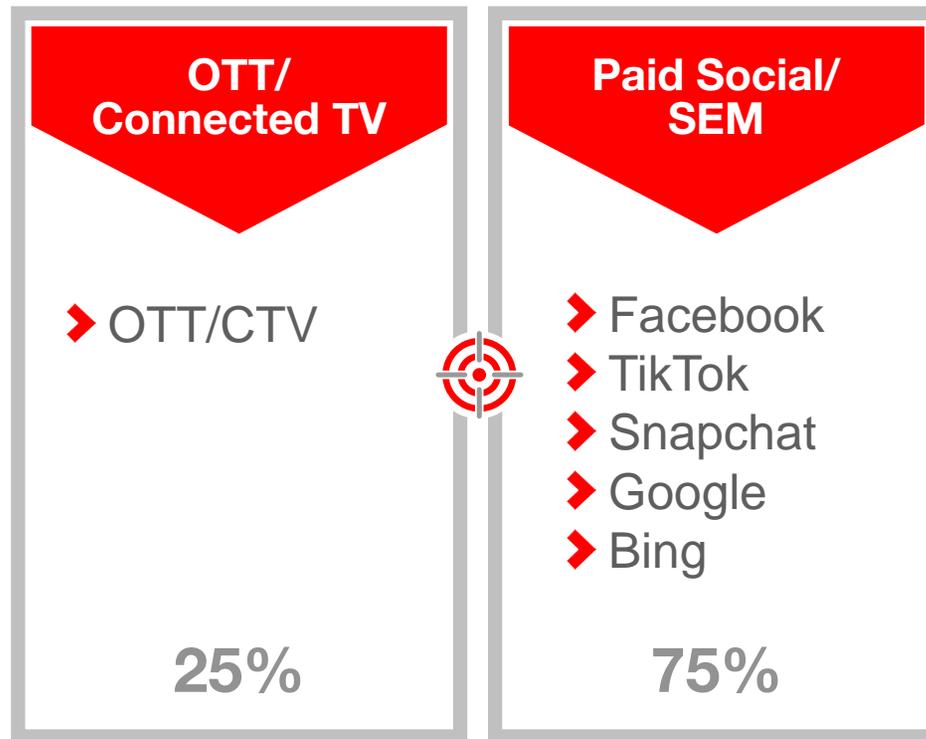
Geographic Targets.



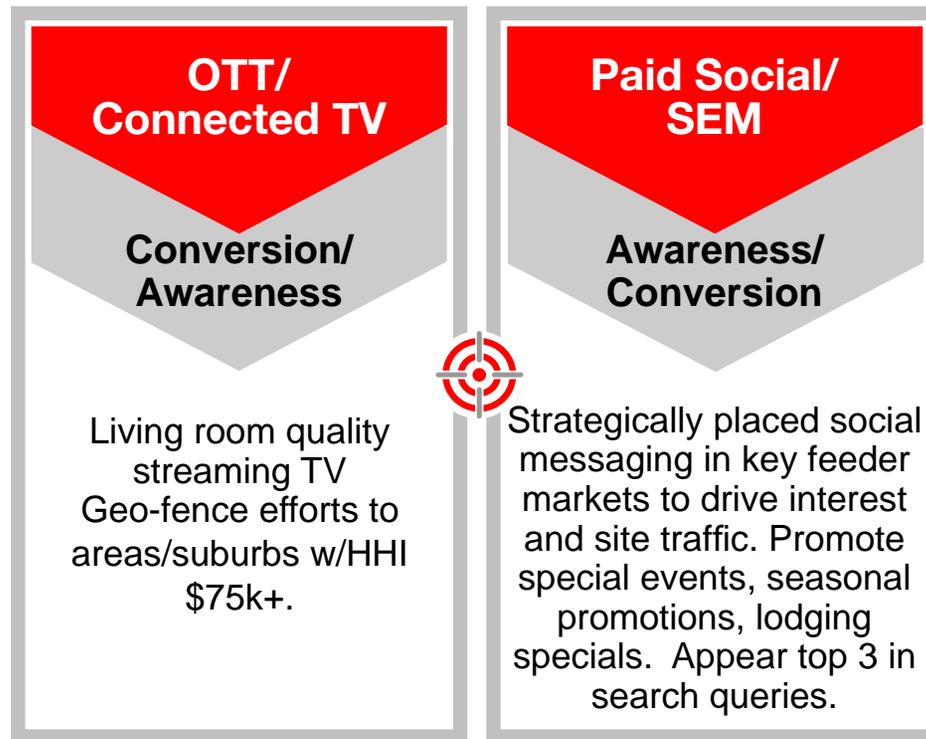
- Texas
 - RGV
 - Houston
 - Dallas/Ft. Worth
 - San Antonio
 - Austin
 - Laredo
- Midwest
 - OK



MEDIA APPROACH - FAMILY SPRING GETAWAY



MEDIA APPROACH - FAMILY SPRING GETAWAY



MEDIA PLANNING AND BUYING

- In just 1 month, CTV has garnered over 173,000 impressions, 6 conversions and a video completion rate of 98%
- Date Night :30s spot is currently running
 - Conversions include website button click-outs



- StackAdapt achieved a 98% Video Completion Rate and garnered over 173,000 impressions
 - CTV placements are living room format content with the objective of brand awareness, therefore KPI's are Impressions and Video Completion Rate
 - In just a few weeks, StackAdapt saw 6 conversions as the campaign ramps up

| Placement | Impressions | Conversions | Video Completion Rate |
|--------------------------------|-------------|-------------|-----------------------|
| StackAdapt_CTV_Tier 1 Networks | 172,456 | 6 | 97.98% |

MEDIA PLANNING AND BUYING

- Google SEM launched on November 1st, and has ramped up in just over 4 weeks
- The campaign has garnered over 25,000 impressions, an engagement rate 41% above the benchmark
 - Family Spring Getaway achieved an average CPC well below the \$1.53 benchmark
- Conversions include various website button click-outs



- Ad copy with “beach front” and “event” content is driving performance in terms of engagement and efficiencies

Ad Content Breakdown

Ad Performance Overall

| Ad Preview | Cost | Clicks | Impressions | CTR | Conversions | Avg. CPC |
|--|-------------------|--------------|---------------|---------------|--------------|---------------|
| Total | \$2,280.01 | 3,249 | 25,041 | 12.97% | 12.00 | \$0.70 |
| Family suite South Padre Ocean facing family room Beachfront condo rental Pet friendly stays Family holidays houses Family resort with pool https://www.sopadre.com/experiences/family-spring-getaway/ Accommodations for the perfect island getaway in Texas. Find the perfect holiday stay for any family, including the dog. Whether your family prefers sandy beaches or swimming pool, we have many choices. Book a tranquil family resort getaway this spring | \$423.02 | 541 | 6,010 | 9.00% | 1.00 | \$0.78 |
| TX Island Family Spring Break South Padre Family Events Family Sandcastle Lessons Night Firework show Watch Sea Turtle Releases Sunset Dolphin Watch https://www.sopadre.com/experiences/family-spring-getaway/ Unforgettable Family Spring Break Special in South Padre Island, Fun in the Sun for families is what we do!. There's no better time than Spring Break for some family-bonding. Whether your family prefers sandy beaches or swimming pool, we have many choices | \$604.43 | 870 | 4,252 | 20.46% | 4.00 | \$0.69 |
| Visit South Padre with kids Beach family holidays Fun and unique family activity Wildlife family activities Island holiday with the family Safe and fun family resort https://www.sopadre.com/experiences/family-spring-getaway/ South Padre Island is located on the coastal tip of Texas. Bing your children on our turtle sculpture trail or Sandcastle Trail, Enjoy South Padre Island's mild year-round temperatures, Kid friendly beach activities includes pirate cruises and dolphin watching | \$1,220.50 | 1,776 | 11,275 | 15.75% | 6.00 | \$0.69 |



- Top keywords in terms of driving clicks and engagement
 - Top performing terms include events, activities, and things to do

Keyword Breakdown

Top Keywords

| Keyword | Impressions | Clicks | CTR | Conversions |
|------------------------------------|-------------|--------|--------|-------------|
| events in south padre island | 4,166 | 810 | 19.44% | 4.00 |
| south padre island activities | 2,727 | 569 | 20.87% | 4.00 |
| things to do in south padre island | 1,362 | 393 | 28.85% | 2.00 |
| south padre island rentals | 2,685 | 252 | 9.39% | 0.00 |
| things to do in padre island | 1,563 | 167 | 10.68% | 0.00 |
| best family vacation texas | 1,103 | 148 | 13.42% | 0.00 |
| things to do in south padre | 730 | 101 | 13.84% | 0.00 |



MEDIA PLANNING AND BUYING

- Bing has garnered over 131,000 impressions and a strong engagement rate of 3.28%
 - The average CPC is well below the benchmark of \$1.53
 - The team will continue to monitor and make optimizations to drive engagement

| Campaign | Clicks ? | Impr. ? | CTR ? | Avg. CPC ? | Spend ? | Conv. ? |
|----------------------|----------|---------|-------|------------|----------|---------|
| College Spring Break | 4,292 | 130,667 | 3.28% | 0.49 | 2,115.10 | 0.00 |

- Similar to Google, top ads include content with Affordable, Food and Music Events

| Ad [?] | Clicks [?] | ↓ Impr. [?] | CTR [?] | Avg. CPC [?] | Spend [?] | Conv. [?] |
|--|---------------------|----------------------|------------------|-----------------------|--------------------|--------------------|
| <p>All inclusive break Affordable vacation Amazing beach deals +3 more</p> <p>www.sopadre.com/accommodation</p> <p>Check out the Island's unique packages and special offers to save money on your vacation. Island Metro offers free transportation to beach, lodging, dining and attractions. +2 more</p> <p>View assets details</p> | 1,092 | 41,626 | 2.62% | 0.40 | 437.31 | 0.00 |
| <p>Food tracks open late Tasty fast food Beach karaoke bar +4 more</p> <p>www.sopadre.com/food-and-drink</p> <p>Enjoy bold, tropical flavors for take-out and curbside. More than 40 local dining, sport and live music venues. +2 more</p> <p>View assets details</p> | 269 | 8,833 | 3.05% | 0.61 | 163.87 | 0.00 |
| <p>Live music events Concerts and DJs Join the Surf camp +4 more</p> <p>www.sopadre.com/events</p> <p>Your time in the Island is guaranteed to be just as fun at night. Catch the wind and ride the waves with the many water sport available in South Padre. +2 more</p> <p>View assets details</p> | 148 | 8,342 | 1.77% | 0.19 | 27.63 | 0.00 |



■ Top performing keywords by engagement

| Keyword | Clicks ? | Impr. ? | ↓ CTR ? | Avg. CPC ? | Spend ? |
|------------------------------------|----------|---------|---------|------------|----------|
| Overall total - 153 keywords | 4,292 | 130,667 | 3.28% | 0.49 | 2,115.10 |
| disco south padre | 1 | 7 | 14.29% | 0.01 | 0.01 |
| beach cafe south padre | 2 | 17 | 11.76% | 0.09 | 0.18 |
| things to do in padre island | 93 | 1,133 | 8.21% | 0.58 | 54.35 |
| south padre island activities | 35 | 437 | 8.01% | 0.50 | 17.33 |
| things to do in south padre island | 93 | 1,173 | 7.93% | 0.60 | 56.19 |
| student spring break padre island | 2 | 30 | 6.67% | 0.14 | 0.29 |
| jet ski south padre | 7 | 112 | 6.25% | 0.67 | 4.67 |
| what to do in south padre island | 446 | 7,244 | 6.16% | 0.61 | 271.83 |



FAMILY SPRING GETAWAY

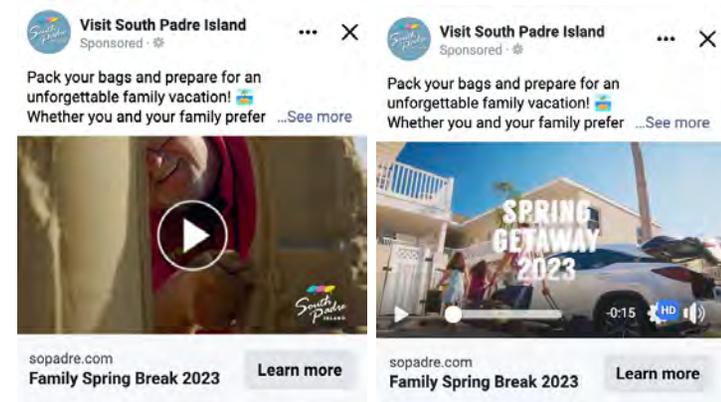
FACEBOOK

Ad Copy:

Pack your bags and prepare for an unforgettable family vacation! 🌴 Whether you and your family prefer relaxing on the beach or trying out new water sports - South Padre has something for everyone! Plan a trip this Spring Break 2023 to tropical paradise on the Texas Gulf Coast.

Landing Page:

<https://www.sopadre.com/experiences/family-spring-getaway/>



THE **ZIMMERMAN** AGENCY

FACEBOOK PERFORMANCE

| Date | Impressions 📈 ↓ | Post Engagement ↑↓ | Link Clicks 📈 ↑↓ | CPC (Cost per Link Click) ↑↓ | Spend 📈 ↑↓ |
|----------|-----------------|--------------------|------------------|------------------------------|------------|
| Nov 2022 | 611,059 | 88,872 | 4,052 | \$1.23 | \$5,000.00 |
| Dec 2022 | 37,194 | 14,666 | 918 | \$0.95 | \$867.88 |



FAMILY SPRING GETAWAY

TIK TOK

Ad Copy:

Family Spring Break 2023

Landing Page:

<https://www.sopadre.com/experiences/family-spring-getaway/>



THE **ZIMMERMAN** AGENCY

TIK TOK PERFORMANCE

| TikTok Performance | | | | | | | | | |
|--------------------|------------------------|----------------------|-------------|-------|---------|--------|--------|------------|--|
| Date | Campaign Name | 2-Second Video Views | Impressions | Likes | Reach | Clicks | CPC | Spend | |
| Dec 2022 | SPI Dec 2022 Family SB | 6,049 | 87,751 | 88 | 63,214 | 458 | \$0.85 | \$388.70 | |
| Nov 2022 | SPI Nov 2022 Family SB | 47,399 | 741,211 | 787 | 525,827 | 4,661 | \$0.75 | \$3,500.00 | |



FAMILY SPRING GETAWAY

SNAPCHAT

Ad Copy:

Family Spring Break 2023

Landing Page:

<https://www.sopadre.com/experiences/family-spring-getaway/>

CPC:

Nov \$.70



THE **ZIMMERMAN** AGENCY

SNAPCHAT PERFORMANCE

| Snapchat Performance | | | | | | |
|----------------------|------------|-------------|------------------|-------------|--------|--|
| Date | Spend | Impressions | Swipe Up Percent | Video Views | Swipes | |
| Nov 2022 | \$2,999.98 | 142,786 | 2.38% | 38,060 | 4,267 | |
| Dec 2022 | \$507.71 | 19,960 | 3.54% | 7,169 | 703 | |

CAMPAIGN TO DATE - FAMILY SPRING GETAWAY

| Media Vehicle | Spend to Date (10/1-12/11) | Total Media Spend | Pacing |
|--------------------|----------------------------|-------------------|--------|
| CTV | \$9,268 | \$25,000 | 37% |
| Google | \$2,539 | \$11,000 | 23% |
| Bing | \$1,232 | \$7,000 | 18% |
| Facebook/Instagram | \$8,750 | \$24,500 | 36% |
| Snapchat | \$5,500 | \$16,000 | 34% |
| TikTok | \$6,000 | \$16,500 | 36% |



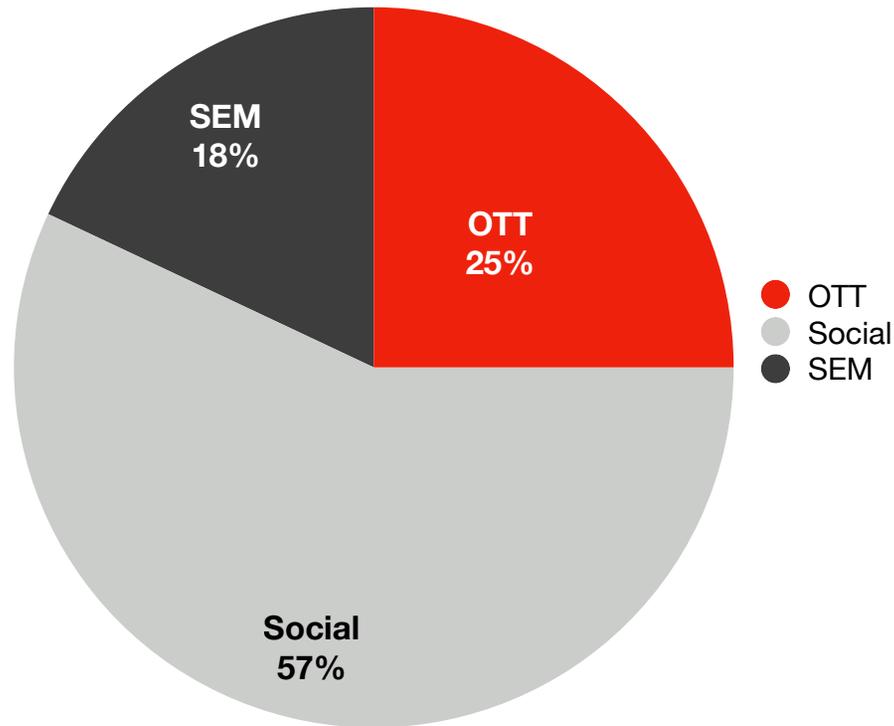
FAMILY SPRING GETAWAY MEDIA PLAN

| | Oct | Nov | Dec | Jan | Feb | March | April | May | June | July | Aug | Sept |
|--------------------|-----|----------|----------|----------|----------|----------|-------|-----|------|------|-----|------|
| Family OTT | | ✕✕✕✕✕✕✕✕ | ✕✕✕✕✕✕✕✕ | ✕✕✕✕✕✕✕✕ | ✕✕✕✕✕✕✕✕ | ✕✕✕✕✕✕✕✕ | | | | | | |
| Family Paid Social | | ✕✕✕✕✕✕✕✕ | ✕✕✕✕✕✕✕✕ | ✕✕✕✕✕✕✕✕ | ✕✕✕✕✕✕✕✕ | ✕✕✕✕✕✕✕✕ | | | | | | |
| Family SEM | | ✕✕✕✕✕✕✕✕ | ✕✕✕✕✕✕✕✕ | ✕✕✕✕✕✕✕✕ | ✕✕✕✕✕✕✕✕ | ✕✕✕✕✕✕✕✕ | | | | | | |
| | | | | | | | | | | | | |
| | | | | | | | | | | | | |
| | | | | | | | | | | | | |
| | | | | | | | | | | | | |
| | | | | | | | | | | | | |



FY 2022/2023 FAMILY SPRING GETAWAY MEDIA ALLOCATION

- \$100,000 investment
 - Nov: 20.5%
 - Dec: 30%
 - Jan: 31%
 - Feb: 18.5%



**COLLEGE
SPRING BREAK**

MEDIA PLANNING AND BUYING

Target Audiences.

Spring Break 2023

Priority

High

Age

A 18-25

The College Spring Breakers

Gen Z: 52%

White: 56%

Female/Male: 46%/54%

HHI

< \$25k

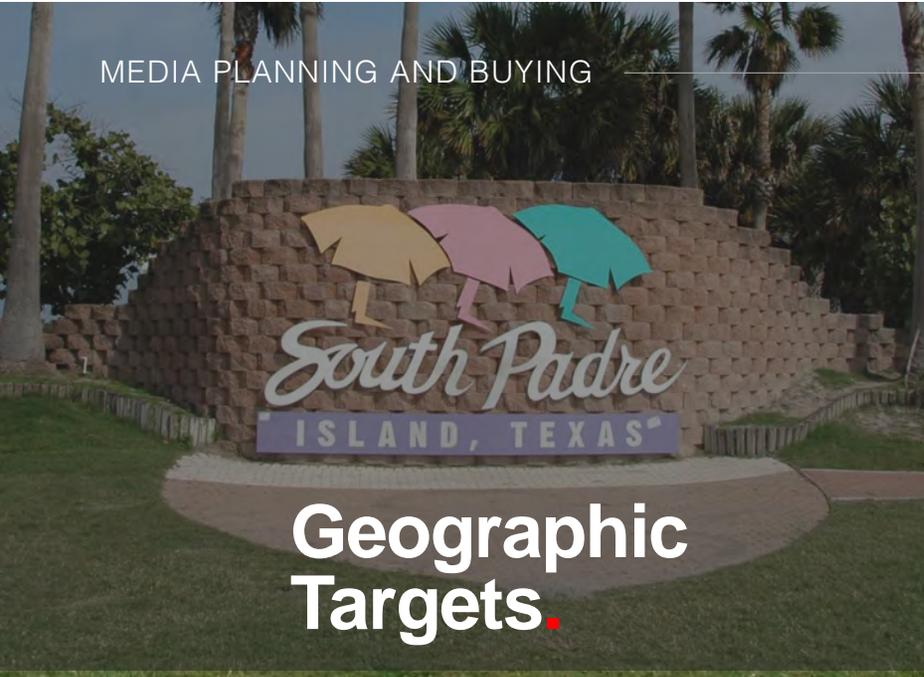
Niche

Beach Goers, Entertainment, Action Water Sports

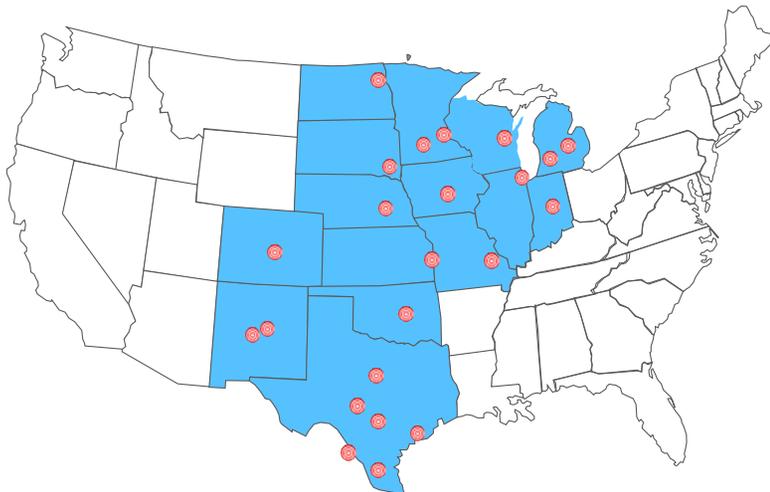
Motivation/Interests:

Budget, Events, Night Life, Spring Break Atmosphere, Academic Calendar Entertainment District, Isla Blanca Park, Port Isabel Lighthouse Square, Beach Park Waterpark, South Padre Island Convention Center.





Geographic Targets.



■ Texas

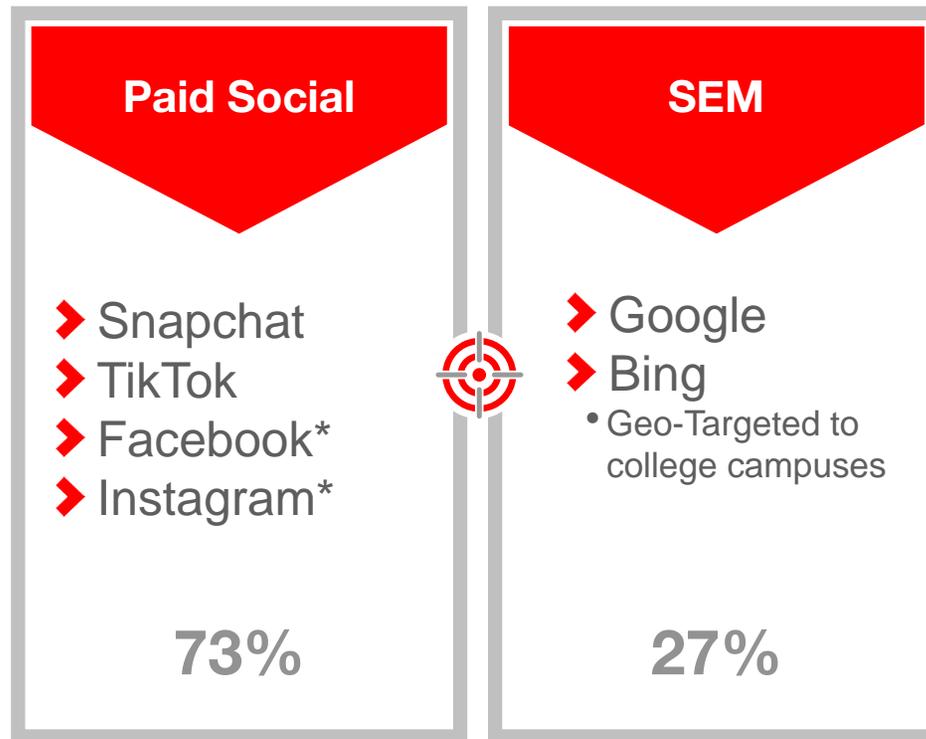
- RGV
- Houston
- Dallas/Ft. Worth
- San Antonio
- Austin
- Laredo
- Corpus Christi
- Arlington
- Lubbock
- Abilene

■ Midwest

- OK, KS, NE, IN, CO, MN, MO, CO, AR, NM, IL, WI, ND, SD, MI



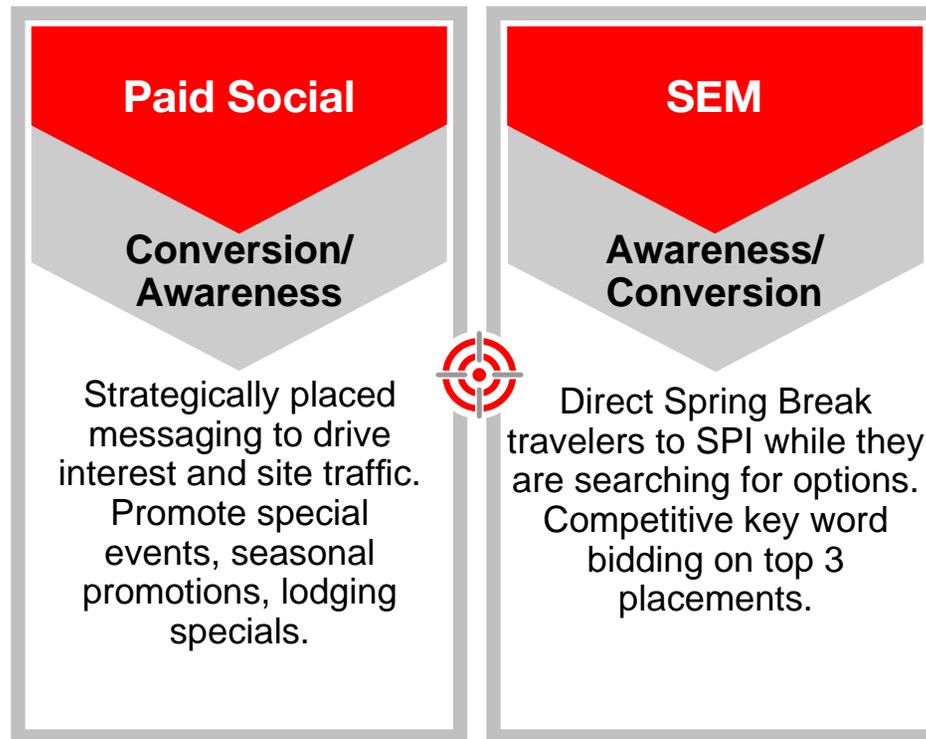
MEDIA APPROACH - COLLEGE SPRING BREAK



* Allocate 5% of paid social \$'s to FB/IG to maintain presence (reach parents)



MEDIA APPROACH - COLLEGE SPRING BREAK



MEDIA PLANNING AND BUYING

■ Google performance

- October launch and ramped up nicely in the first 2 months
- Average CPC is well below the industry benchmark of \$1.53 and delivered 67 conversions
 - Conversions are the form submissions



■ Ad performance

- Top ads include “event” copy, driving the highest engagement and conversions
 - Conversions is the form submission on the College Spring Break landing page

| Ad Content Breakdown | | | | | |
|---|--------------|---------------|--------------|--------------|---------------|
| Ad Performance Overall | | | | | |
| Ad Preview | Clicks | Impressions | CTR | Conversions | Avg. CPC |
| Total | 4,536 | 69,394 | 6.54% | 40.00 | \$0.48 |
| Live music events Concerts and DJs Join the Surf camp Learn to Dive this spring Jetski island tours Late night karaoke bar South Padre Island https://www.sopadre.com/experiences/spring-break/ Your time in the Island is guaranteed to be just as fun at night. Catch the wind and ride the waves with the many water sport available in South Padre. Plan beyond sunset to watch fireworks, enter karaoke contests or enjoy open air concerts. Get a Red Carpet VIP Party Package at South Pedro Island with Inertia Tours | 1,486 | 7,322 | 20.30% | 39.00 | \$0.42 |
| All inclusive break Affordable vacation Amazing beach deals Student vacation packages Group vacation rentals Free metro transportation https://www.sopadre.com/stay/places-to-stay/ Check out the Island's unique packages and special offers to save money on your vacation, Island Metro offers free transportation to beach, lodging, dining and attractions, Get a Red Carpet VIP Party Package at South Pedro Island with Inertia Tours. South Padre offers a variety of rental properties within walking distance of the beach | 678 | 18,257 | 3.71% | 1.00 | \$0.45 |
| All inclusive break Affordable vacation Amazing beach deals Student vacation packages Group vacation rentals Free metro transportation https://www.sopadre.com/stay/places-to-stay/ Check out the Island's unique packages and special offers to save money on your vacation, Island Metro offers free transportation to beach, lodging, dining and attractions, Get a Red Carpet VIP Party Package at South Pedro Island with Inertia Tours. South Padre offers a variety of rental properties within walking distance of the beach | 2,015 | 35,638 | 5.65% | 0.00 | \$0.54 |
| Food tracks open late Tasty fast food Beach karaoke bar Sports bar in South Padre Historic brewery Brunch by the beach South Padre Island https://www.sopadre.com/experiences/food-and-drink/ Enjoy bold, tropical flavors for take-out and curbside, More than 40 local dining, sport and live music venues, There is no better way to start the day than with brunch on the beach. Visit the biggest beach bar in Texas for a signature margarita and live music | 290 | 4,877 | 5.95% | 0.00 | \$0.45 |
| Live music events Concerts and DJs Join the Surf camp Learn to Dive this spring Jetski island tours Late night karaoke bar South Padre Island https://www.sopadre.com/experiences/spring-break/ | 3 | 1,619 | 0.49% | 0.00 | \$0.36 |



■ Keyword performance

- Top keywords by conversion
 - Spring Break South Padre Island
 - South Padre Spring Break Concerts

| Top Keywords | | | | | | |
|------------------------------------|-------------|--------|--------|-------------|--|--|
| Keyword | Impressions | Clicks | CTR | Conversions | | |
| spring break south padre island | 802 | 221 | 27.56% | 20.00 | | |
| south padre spring break concerts | 209 | 56 | 26.79% | 4.00 | | |
| things to do in padre island | 960 | 114 | 11.88% | 4.00 | | |
| things to do in south padre island | 1,542 | 375 | 24.32% | 3.00 | | |
| south padre island events | 1,751 | 360 | 20.56% | 3.00 | | |
| south padre island activities | 1,527 | 313 | 20.50% | 2.00 | | |
| south padre spring break | 488 | 53 | 10.86% | 2.00 | | |



MEDIA PLANNING AND BUYING

■ SEM

| Campaign | Clicks [?] | Impr. [?] | CTR [?] | Avg. CPC [?] | Spend [?] | Conv. [?] |
|----------------------|---------------------|----------------------|------------------|-----------------------|-----------------------|--------------------|
| College Spring Break | 4,292 [💡] | 130,667 [💡] | 3.28% | 0.49 | 2,115.10 [💡] | 0.00 |



■ SEM

| Ad [?] | Clicks [?] | ↓ Impr. [?] | CTR [?] | Avg. CPC [?] | Spend [?] | Conv. [?] |
|--|---------------------|----------------------|------------------|-----------------------|--------------------|--------------------|
| <p>All inclusive break Affordable vacation Amazing beach deals +3 more</p> <p>www.sopadre.com/accommodation</p> <p>Check out the Island's unique packages and special offers to save money on your vacation. Island Metro offers free transportation to beach, lodging, dining and attractions. +2 more</p> <p>View assets details</p> | 1,092 | 41,626 | 2.62% | 0.40 | 437.31 | 0.00 |
| <p>Food tracks open late Tasty fast food Beach karaoke bar +4 more</p> <p>www.sopadre.com/food-and-drink</p> <p>Enjoy bold, tropical flavors for take-out and curbside. More than 40 local dining, sport and live music venues. +2 more</p> <p>View assets details</p> | 269 | 8,833 | 3.05% | 0.61 | 163.87 | 0.00 |
| <p>Live music events Concerts and DJs Join the Surf camp +4 more</p> <p>www.sopadre.com/events</p> <p>Your time in the Island is guaranteed to be just as fun at night. Catch the wind and ride the waves with the many water sport available in South Padre. +2 more</p> <p>View assets details</p> | 148 | 8,342 | 1.77% | 0.19 | 27.63 | 0.00 |



■ SEM

| Keyword | Clicks ? | Impr. ? | ↓ CTR ? | Avg. CPC ? | Spend ? |
|------------------------------------|----------|---------|---------|------------|----------|
| Overall total - 153 keywords | 4,292 | 130,667 | 3.28% | 0.49 | 2,115.10 |
| disco south padre | 1 | 7 | 14.29% | 0.01 | 0.01 |
| beach cafe south padre | 2 | 17 | 11.76% | 0.09 | 0.18 |
| things to do in padre island | 93 | 1,133 | 8.21% | 0.58 | 54.35 |
| south padre island activities | 35 | 437 | 8.01% | 0.50 | 17.33 |
| things to do in south padre island | 93 | 1,173 | 7.93% | 0.60 | 56.19 |
| student spring break padre island | 2 | 30 | 6.67% | 0.14 | 0.29 |
| jet ski south padre | 7 | 112 | 6.25% | 0.67 | 4.67 |
| what to do in south padre island | 446 | 7,244 | 6.16% | 0.61 | 271.83 |



FACEBOOK/INSTAGRAM: PARENTS OF SPRING BREAKERS

Ad Copy:

South Padre Island is one of the top Spring Break destinations in the USA. Sprawling beaches, warm weather, and various budget-friendly activities await your college student this Spring Break 2023!

Landing Page:

<https://www.sopadre.com/experiences/spring-break/>



FACEBOOK/INSTAGRAM: PARENTS OF SPRING BREAKERS

Monthly Performance Breakdown

| f Top Performing Creatives | | | | | | |
|---|-----------------|-----------|------------------|------------------------------|---------------------|------------|
| Ad | Impressions 📉 ↓ | Clicks ↑↓ | Link Clicks 📈 ↑↓ | CPC (Cost per Link Click) ↑↓ | Total Ad Reach 📈 ↑↓ | Spend 📈 ↑↓ |
| SPI Nov 2022 Parents of Spring Breakers | 483,161 | 5,282 | 3,292 | \$0.82 | 454,338 | \$2,700.00 |
| SPI Dec 2022 Parents of Spring Breakers | 61,045 | 849 | 411 | \$0.77 | 54,441 | \$317.61 |



COLLEGE SPRING BREAK

SNAPCHAT

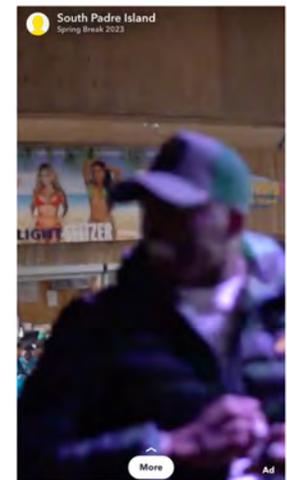
Ad Copy:
Spring Break 2023

Landing Page:
<https://www.sopadre.com/experiences/spring-break/>

College Beach Fun
Video



College Party
Video



THE **ZIMMERMAN** AGENCY

SNAPCHAT PERFORMANCE

Monthly Performance Breakdown

 Snapchat Performance

| Date | Campaign Name | Spend | Impressions | Swipe Up Percent | Video Views | Swipes |
|----------|---------------------------------------|-------------|-------------|------------------|-------------|--------|
| Oct 2022 | SPI Oct 2022 College SB College Party | \$10,425.01 | 474,459 | 3.12% | 107,176 | 16,583 |
| Oct 2022 | SPI Oct College SB - College Fun | \$10,425.00 | 481,593 | 3.09% | 107,153 | 16,598 |
| Nov 2022 | SPI Nov College SB - College Fun | \$10,425.02 | 425,813 | 3.77% | 110,833 | 18,365 |
| Nov 2022 | SPI Nov 2022 College SB College Party | \$10,424.99 | 407,119 | 3.92% | 99,353 | 17,581 |
| Dec 2022 | SPI Dec 2022 College SB College Party | \$1,228.69 | 54,996 | 4.05% | 13,202 | 2,211 |
| Dec 2022 | SPI Dec College SB - College Fun | \$932.01 | 52,268 | 3.21% | 10,637 | 1,664 |

COLLEGE SPRING BREAK

TIK TOK

Ad Copy:
Spring Break 2023!

Landing Page:
<https://www.sopadre.com/experiences/spring-break/>

College Beach Fun
Video



College Party
Video



TIK TOK PERFORMANCE

Monthly Performance Breakdown

| Date | Campaign Name | 2-Second Video Views | Impressions | Likes | Reach | Clicks | CPC | Spend |
|----------|---|----------------------|-------------|-------|-----------|--------|--------|-------------|
| Dec 2022 | SPI Dec 2022 College SB Beach Fun | 9,020 | 140,618 | 167 | 106,539 | 802 | \$0.64 | \$510.45 |
| Dec 2022 | SPI Dec 2022 College SB college party | 10,644 | 176,182 | 130 | 130,851 | 961 | \$0.67 | \$648.52 |
| Nov 2022 | SPI Nov 2022 SB College - College Party | 146,663 | 2,308,850 | 2,429 | 1,603,099 | 13,032 | \$0.80 | \$10,425.00 |
| Nov 2022 | SPI Nov College SB: College Beach Fun | 178,023 | 2,513,657 | 4,360 | 1,827,464 | 15,467 | \$0.67 | \$10,425.00 |
| Oct 2022 | SPI Oct 2022 SB College - College Beach Fun | 172,769 | 2,649,391 | 5,499 | 2,024,743 | 16,161 | \$0.64 | \$10,421.25 |
| Oct 2022 | SPI Oct 2022 SB College - College Party | 176,455 | 2,741,825 | 4,250 | 2,092,591 | 15,854 | \$0.66 | \$10,423.64 |



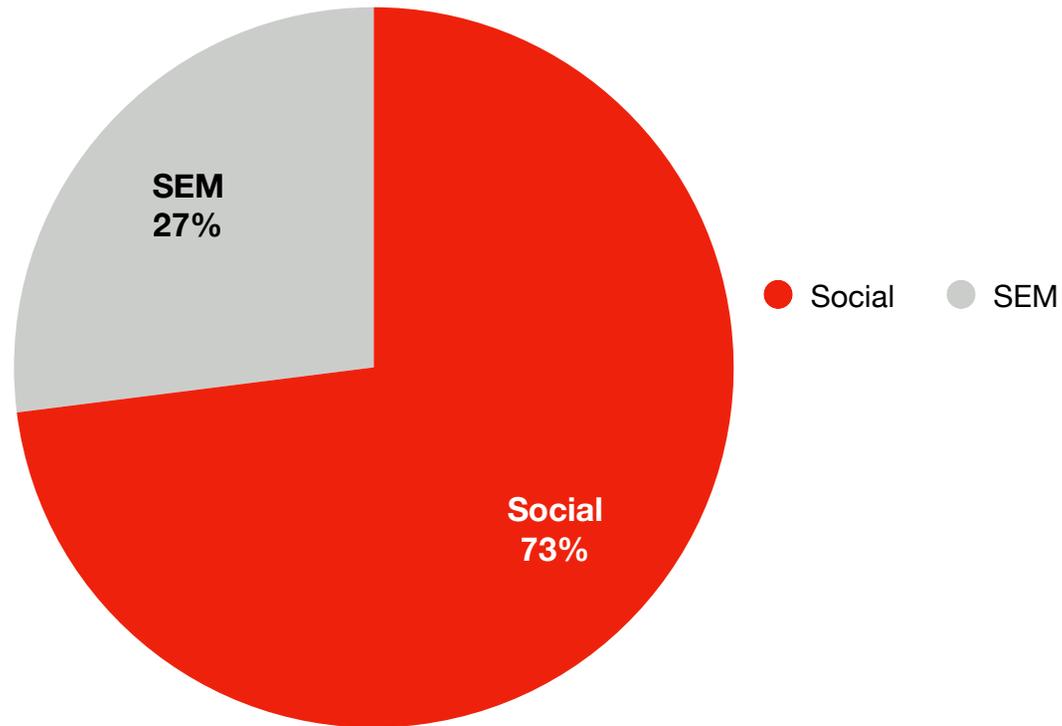
CAMPAIGN TO DATE - COLLEGE SPRING BREAK

| Media Vehicle | Spend to Date (10/1-12/11) | Total Media Budget | Pacing |
|--------------------|----------------------------|--------------------|--------|
| Google | \$6,528 | \$27,500 | 24% |
| Bing | \$2,240 | \$24,500 | 9% |
| Facebook/Instagram | \$6,750 | \$9,000 | 75% |
| Snapchat | \$49,150 | \$64,500 | 76% |
| TikTok | \$49,150 | \$64,500 | 76% |



FY 2022/2023 COLLEGE SPRING BREAK MEDIA ALLOCATION

- \$200,000 investment
 - Oct: 27%
 - Nov: 27%
 - Dec: 19%
 - Jan: 10%
 - Feb: 10%
 - Mar: 7%



THANK YOU!

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

MEETING DATE: December 15, 2022

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Presentation and discussion regarding the CVB Monthly Report. (Henry)

- 1.) Special Events
- 2.) Groups & Meetings
- 3.) Marketing & Communications
- 4.) Social Media
- 5.) Cision
- 6.) In-House Creative

ITEM BACKGROUND

CVB staff members to provide an update on

BUDGET/FINANCIAL SUMMARY

No change to any line items

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:



CVB Monthly Report

December 2022



SPECIAL EVENTS



Special Events

November Events

- **Muzicians Run**
 - Saturday, Nov. 5
 - Beach Park
 - 400 Runners
- **SPI Half Marathon Weekend**
 - Saturday & Sunday, Nov. 12-13
 - Isla Blanca Park
 - 1200 Runners

December Events

- **SE Client Appreciation**
 - Thursday, Dec. 1
- **SPI Street Parade**
 - Friday, Dec. 2
 - CVB Participated
- **SPI Boat Parade**
 - Saturday, Dec. 3
 - Jim's Pier & CC Amphitheater
- **Breakfast with Santa**
 - Sunday, Dec. 4
 - CC Amphitheater

Upcoming Events

- **Holiday Light Show**
 - Open until Jan. 16
 - SPI Convention Center
- **NYE Fireworks**
 - Dec. 31 at 9:15 p.m.
 - Over the Bay
- **Polar Bear Dip**
 - Jan. 1
 - Clayton's Beach Bar



SALES



Sales Efforts

- **Total Leads Sent: 64**

*October-November '22

- **Room Nights Booked: 2806**

*October 2022

- **Number of Events**

- **1st Qtr of FY 22/23**

- Convention Center 21
- Hotel Partner Assist 20
- Est. Attendees 10K

Site Visits

- LRGV Water Management & Quality Conference 2023 & 2024 (May)
- South Texas Justice of the Peace & Constables 2024
- MERA Annual Conference 2023 (October) Association for Sustainable Manufacturing
- National Center for Farmworkers Health 2024 (April)

Mexico Market

- Maquiladoras
- Industrial Park Directory
- Site Visit Invitations

Sales Efforts

- **Scheduled Events**

- **Upcoming Highlights!**

- TSTC Graduation
- UTRGV Basketball Tournaments
- RGV TABE

- **Trade Shows:**

- TSAE Marketing & Communications Conf., San Antonio
- MPI Holiday Mingle Jingle (sponsorship)
- DFWAE Holiday Luncheon (sponsorship)
- TSAE Holiday Celebration Luncheon, Austin
- RGV Sales Drive
 - RGV Holiday Appreciation Social
 - Region One Annual Holiday Visit



Destination Travel ConnectTexas 2022!

Connect Texas brings together the most active planners, suppliers and experts in Texas meeting and events for general sessions, round tables, preset appointments and quality networking .

South Padre Island was well represented. We were joined by our Island Partners; Isla Grand Beach Resort, Ms. Teri Murphy, and Holiday Inn Beach Resort, Ms. DeeOnda Ahadi.

Our team met with 45 potential clients and received several requests for proposals and have scheduled 2 site visits for the month of December 2022.



Marketing & Communications

ORGANIC SOCIAL MEDIA OVERVIEW



sproutsocial

Facebook Top Posts October



Visit South Padre Island
Thu 10/13/2022 4:37 pm PDT

On South Padre Island, you can have fun by land, air, and sea 🌊 Take to the skies to get a full look at our island! 📸 : adventurelogs #SoPadre #TexasBestBeach

| | |
|--------------------------|--------------|
| Total Engagements | 2,751 |
| Reactions | 979 |
| Comments | 117 |
| Shares | 146 |
| Post Link Clicks | — |
| Other Post Clicks | 1,509 |

Visit South Padre Island
Sun 10/9/2022 2:05 pm PDT

Two amazing towns in one picture 🏖️ Whether you're visiting South Padre Island or Port Isabel, you have plenty of options for a fun day in the sun! 📸 : @avidseason...

| | |
|--------------------------|--------------|
| Total Engagements | 2,037 |
| Reactions | 1,137 |
| Comments | 112 |
| Shares | 130 |
| Post Link Clicks | — |
| Other Post Clicks | 658 |

Visit South Padre Island
Thu 10/6/2022 4:16 pm PDT

Rejoice! The weekend is almost here 🌈 Be sure to get here early to lay your towel on the sand and make the most of your day on South Padre Island. #SoPadre...

| | |
|--------------------------|--------------|
| Total Engagements | 1,933 |
| Reactions | 953 |
| Comments | 89 |
| Shares | 103 |
| Post Link Clicks | — |
| Other Post Clicks | 788 |



Facebook Top Posts November



Visit South Padre Island
Wed 11/30/2022 2:35 pm PST

Watch history be made as the lighthouse lights up for the first time in 117 years 🌟 The Texas Historical Commission and the Port Isabel Lighthouse State Historic Site will...



| | |
|--------------------------|---------------|
| Total Engagements | 12,765 |
| Reactions | 6,350 |
| Comments | 808 |
| Shares | 1,221 |
| Post Link Clicks | 4 |
| Other Post Clicks | 4,382 |

Visit South Padre Island
Tue 11/22/2022 2:26 pm PST

Enjoy the holiday season with a weekend full of activities 🌲 Deck the Palms will feature five amazing events on the first weekend of December, starting the first through the four...



| | |
|--------------------------|--------------|
| Total Engagements | 9,871 |
| Reactions | 1,657 |
| Comments | 188 |
| Shares | 211 |
| Post Link Clicks | 7 |
| Other Post Clicks | 7,808 |

Visit South Padre Island
Sun 11/27/2022 1:35 pm PST

The holiday festivities continue all month long 🎉 The Cameron County Amphitheater and Event Center will be hosting a variety of events in December. 🌲 The Cameron...



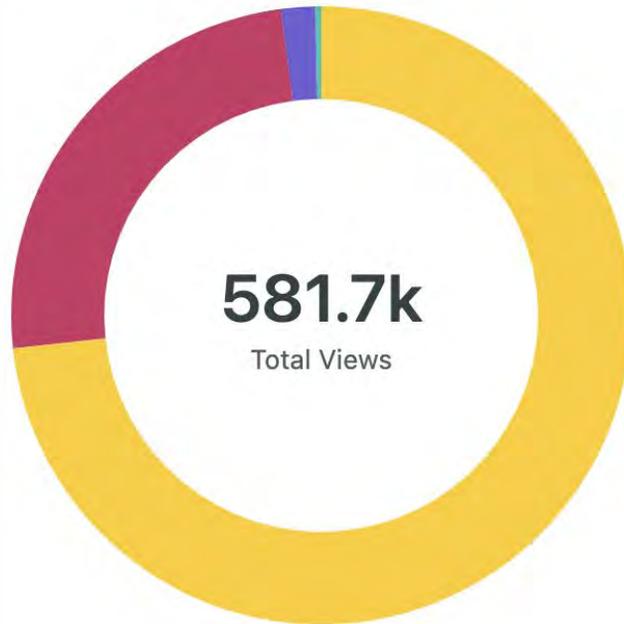
| | |
|--------------------------|--------------|
| Total Engagements | 3,310 |
| Reactions | 1,294 |
| Comments | 56 |
| Shares | 158 |
| Post Link Clicks | 46 |
| Other Post Clicks | 1,756 |



Facebook Video Performance October



View Metrics



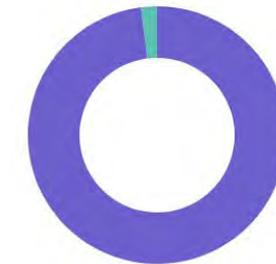
Organic Full
1,793

Organic Partial
10,370

Paid Full
143.1k

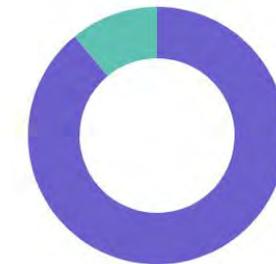
Paid Partial
426.4k

Viewing Breakdown



Organic Views
2%

Paid Views
98%



Click Plays
11%

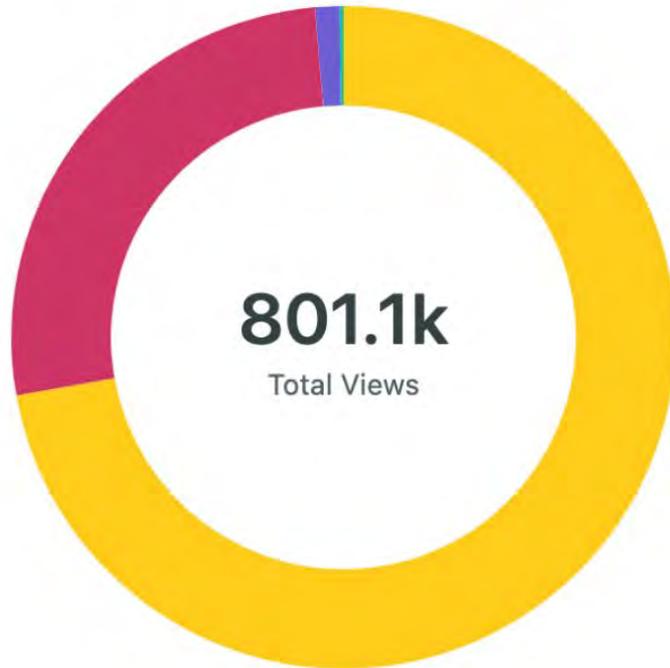
Auto Plays
89%



Facebook Video Performance November



View Metrics



Organic Full

1,525

Organic Partial

9,512

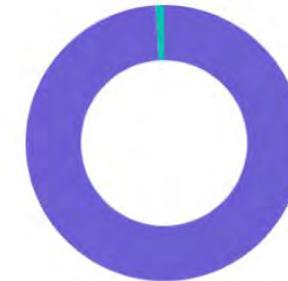
Paid Full

211.8k

Paid Partial

578.3k

Viewing Breakdown



Organic Views

1%

Paid Views

99%



Click Plays

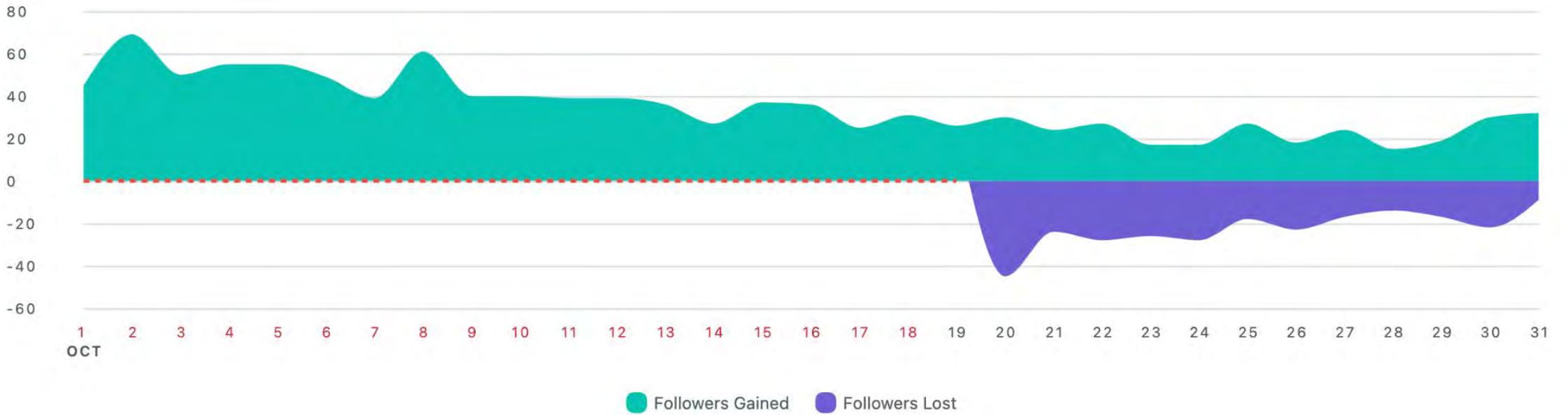
13%

Auto Plays

87%



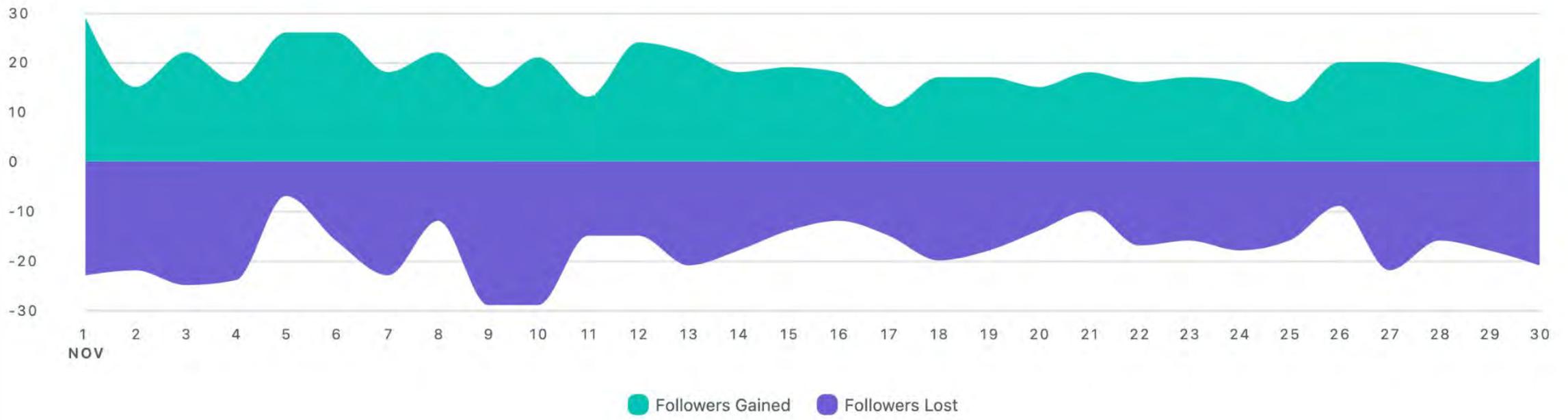
Instagram Audience Growth October



| Audience Metrics | Totals | % Change |
|------------------|---------------|---------------|
| Followers | 54,684 | ↗ 1.5% |



Instagram Audience Growth November



| Audience Metrics | Totals | % Change |
|------------------|---------------|-------------|
| Followers | 54,707 | ↗ 0% |



Instagram Top Posts October



  **visitsouthpadreisland**
Wed 10/26/2022 3:23 pm PDT

One of the South Padre Island classics ✨ Blackbeards' is loved by tourists and locals alike. Visitors keep coming back for the memories and great food! #sopadre...



| | |
|--------------------------|--------------|
| Total Engagements | 1,678 |
| Likes | 1,349 |
| Comments | 49 |
| Shares | 206 |
| Saves | 74 |



  **visitsouthpadreisland**
Wed 10/12/2022 9:26 am PDT

That's a wrap on the 34th Annual Sandcastle Days 🏖️ It was a fun filled weekend as master sand artists competed by creating amazing works of art. If you missed out don't...



| | |
|--------------------------|------------|
| Total Engagements | 847 |
| Likes | 722 |
| Comments | 12 |
| Shares | 93 |
| Saves | 20 |



  **visitsouthpadreisland**
Sun 10/9/2022 4:04 pm PDT

Two amazing towns in one picture 🌴 Whether you're visiting South Padre Island or Port Isabel, you have plenty of options for a fun day in the sun! 🌞 : @avidseason...



| | |
|--------------------------|------------|
| Total Engagements | 799 |
| Likes | 764 |
| Comments | 6 |
| Saves | 29 |




Instagram Top Posts November



  **visitsouthpadreisland**
Wed 11/30/2022 4:12 pm PST

Watch history be made as the lighthouse lights up for the first time in 117 years 🏮 The Texas Historical Commission and the Port Isabel Lighthouse State Historic Site will...



Total Engagements 1,422

Likes 1,352

Comments 24

Saves 46



  **visitsouthpadreisland**
Fri 11/25/2022 10:32 am PST

Looking for a place to stay? 🏠 With amenities like restaurants, tennis courts, hot tubs, gift shop, and more, @islagrandsouthpadre is a great option for your next bea...



Total Engagements 1,326

Likes 1,076

Comments 16

Shares 121

Saves 113



  **visitsouthpadreisland**
Wed 11/16/2022 2:43 pm PST

Discover a unique hair accessory at K's Beads and Jewelry 🧵 customize with a variety of colors and tropical themed beads! #sopadre #texasbestbeach #spi #fyp...



Total Engagements 1,174

Likes 894

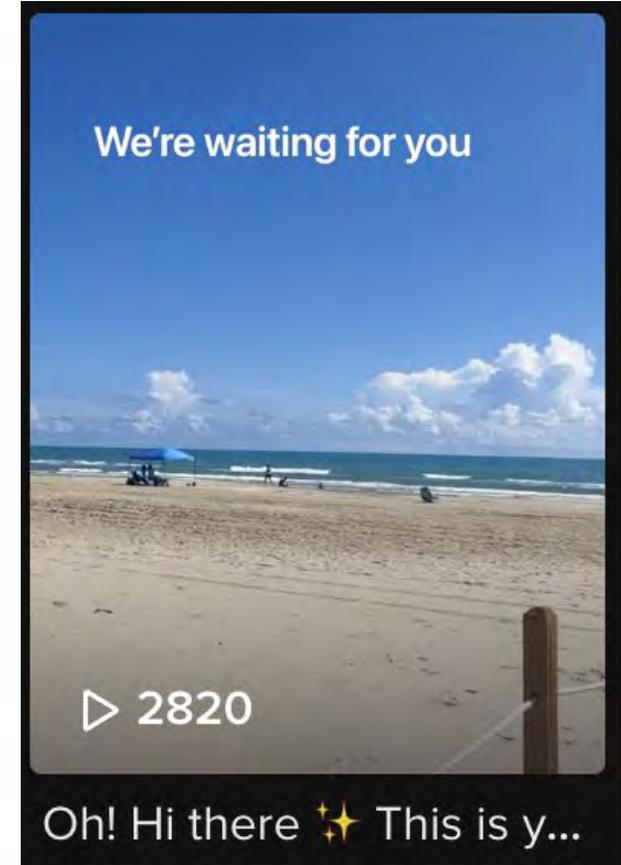
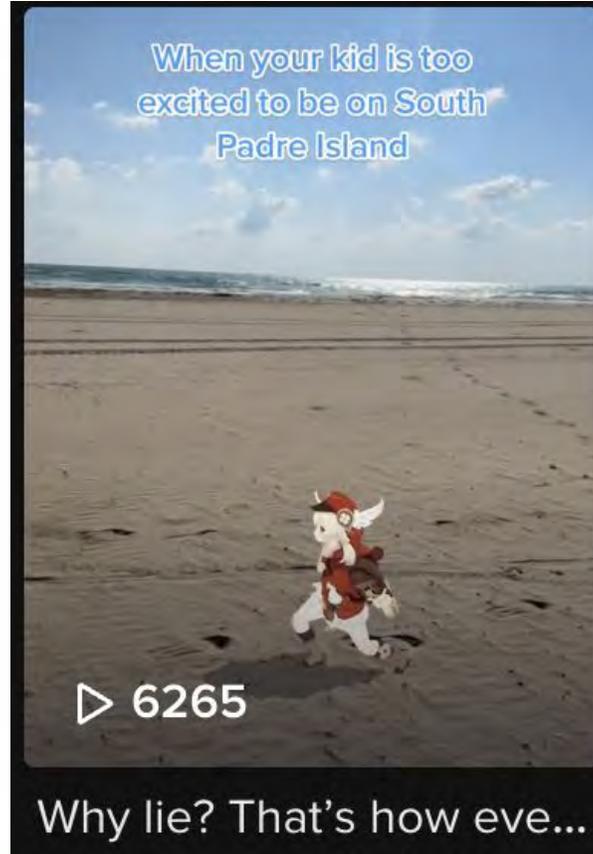
Comments 28

Shares 162

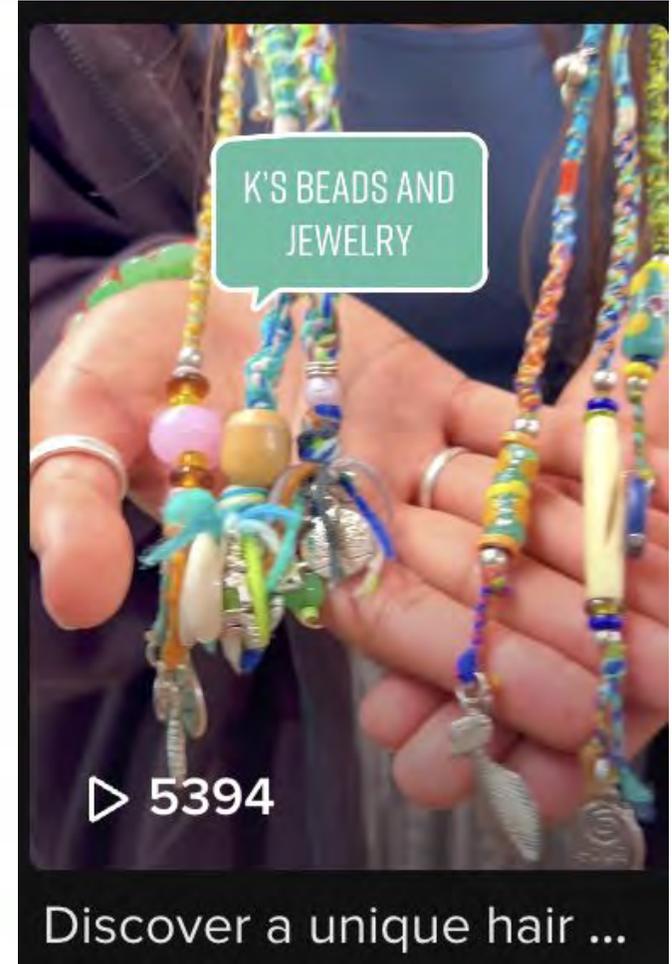
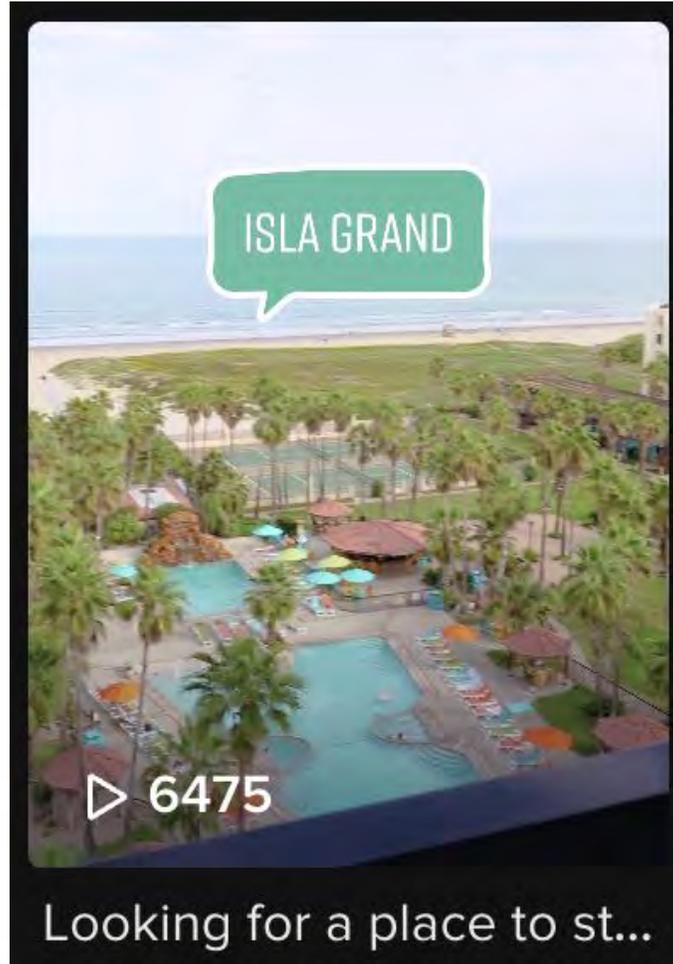
Saves 90



TikTok Top Posts October



TikTok Top Posts November



TikTok Audience Growth

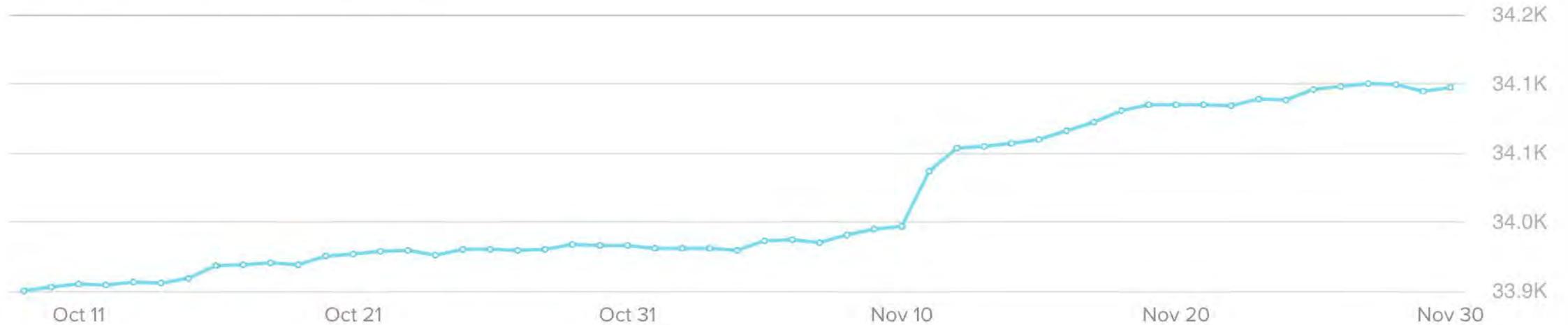


34,151 in total ⓘ

Net +207 (Oct 09 - Nov 30)

Growth rate -94.9% (vs. Aug 17 - Oct 08) ↓

Oct 09 - Nov 30



CISION REPORT

CISION[®]

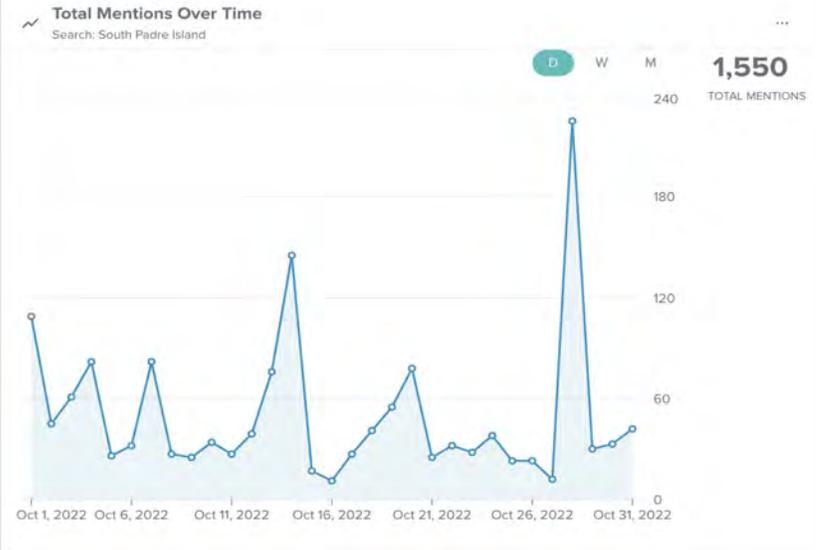
Cision Report Oct 2022



Share of Voice

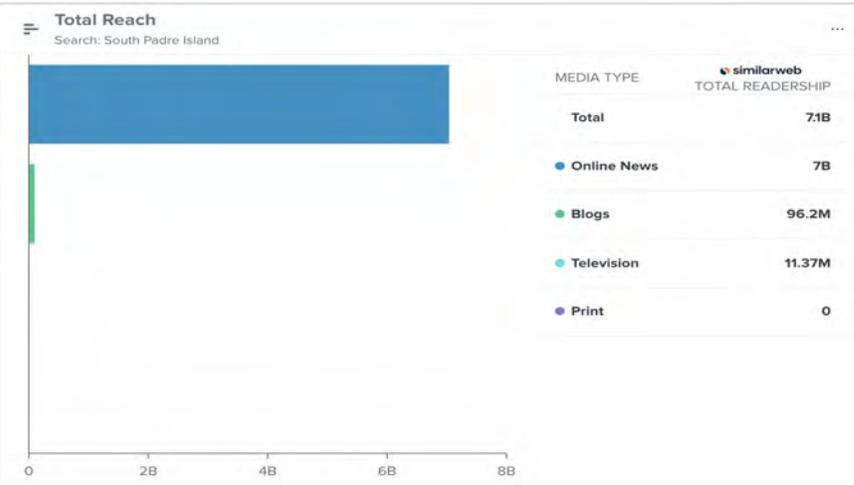


| SEARCH NAME | TOTAL MENTIONS |
|--------------------|----------------|
| South Padre Island | 1.6K (34%) |
| Galveston | 1.2K (26%) |
| Corpus Christi | 668 (15%) |
| Panama City Beach | 476 (11%) |
| Destin Florida | 296 (7%) |
| Padre Island | 184 (4%) |
| Fort Walton Beach | 146 (3%) |
| North Padre | 20 (0%) |



1.5K
Total Mentions
 The total number of news stories for a specified time period.

7.1B
Total Reach
 A globally consistent baseline metric for measuring the reach of a media outlet.



\$13.61M
Total Publicity Value
 A scoring system that creates an approximate value for a news article.



Top Stories:

- | | | | | | |
|---|--|---|----|--|--|
| 1 | | Watch 7.5-foot alligator fight back ... 406M Oct 7 • Yahoo! | 6 | | Late night fire destroys portion of ... 399M Oct 19 • Yahoo! |
| 2 | | Mexican lancha seized in waters o... 403M Oct 10 • Yahoo! | 7 | | Vicente Gonzalez claims Mayra Flo... 155M Oct 10 • MSN |
| 3 | | KIA AMERICA DONATES A CUSTO... 399M Oct 28 • Yahoo! | 8 | | Elon Musk: „Cybetruck bude schop... 155M Oct 4 • MSN |
| 4 | | Coast Guard lancha interdictions u... 399M Oct 31 • Yahoo! | 9 | | Elon Musk Has More To Share Abo... 155M Oct 12 • MSN |
| 5 | | Coast Guard searching for missing... 399M Oct 13 • Yahoo! | 10 | | Your state's hottest winter destinat... 155M Oct 8 • MSN |

| COUNTRY | TOTAL MENTIONS |
|-----------------------|-------------------|
| United States | 1.2K (84%) |
| Canada | 59 (4%) |
| Viet Nam | 30 (2%) |
| Germany | 29 (2%) |
| India | 27 (2%) |
| United Kingdom | 25 (2%) |
| Spain | 18 (1%) |
| Mexico | 14 (1%) |
| France | 12 (1%) |

Oct. PR Efforts



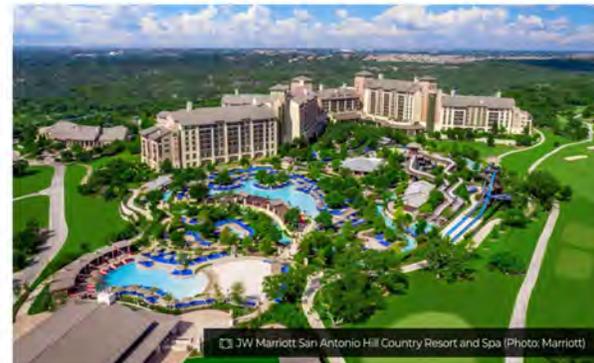
- Interviews: 5
- Press Releases: 3
- Total Number of Publications: 131



9 Texas Family Resorts with the Best Kid-Friendly Amenities

There's something special for everyone in the family at the best family resorts in Texas.

Cynthia J. Drake September 27, 2022



SHARES



One of the best things about family resorts in Texas is that each one offers up something special for you and your kids to experience. Interested in a [family beach vacation](#)? How about a bustling city getaway? Maybe you're a family that enjoys getting lost on a hike through forests or canyons, or you want the experience of a Western-style dude ranch? At the best Texas family resorts, these kinds of family-friendly activities are all part of the experience.

The Best Family Resorts in Texas

While raising two sons in the Lone Star State, some of my favorite [family travel adventures](#) have included stays at these family resorts in Texas—relaxing on a lazy river, zooming through the woods on a UTV, or learning survival skills alongside my kids, just for starters. Here are my hand-picked choices for the best family-friendly resorts in Texas.



Texas is truly a vibrant, fun, and action-packed weekend destination in the South Central region.

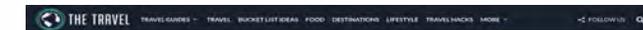
Known for its immense size and diversity, the Lone Star state features scenic rural areas, charming towns, and big cities.

What's more, the state has larger-than-life characters, wide-open spaces, and authentic Southern hospitality wherever you go.

It's also the ideal spot for a romantic escape in wine country, a barbecue adventure, and a serene trip on the coast.

And, we're helping you enjoy an unforgettable trip in this state.

So, discover the best weekend getaways in Texas by checking out our



10 Beach Towns In Texas That Will Make You Want To Stay

Texas has some hidden gems, and here are some great choices for your next beach vacation.



Texas may not be the first place that comes to people's minds when they think of beach towns. It is better known for its wide-open spaces, cattle ranches, and small towns. However, many towns lining the southern coast qualify enough to be the best beach towns in Texas. It is because the coastal area offers a different kind of experience.

Whether they're looking for a fun vacation spot or a place they could call home, these beaches are where everyone can experience delicious seafood, pleasant temperatures all through the year, boating, kayaking, birdwatching, etc. It is another reason that makes it the best beach

POLL
What is the most underrated spot in the U.S.?

Fort Pecos National Historic Site
10% of votes
Dinosaur Research National Park
10% of votes

Cision Report Nov 2022

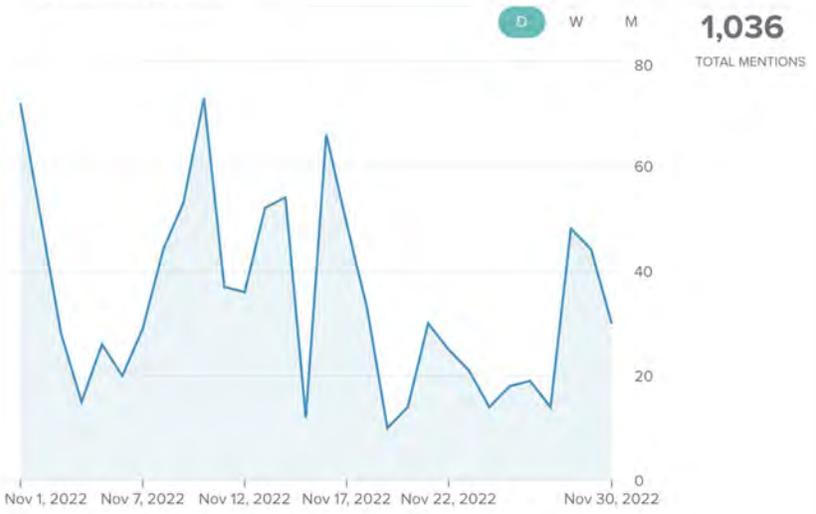


Share of Voice



| SEARCH NAME | TOTAL MENTIONS |
|--------------------|----------------|
| Galveston | 1.7K (46%) |
| South Padre Island | 1K (28%) |
| Corpus Christi | 545 (15%) |
| Destin Florida | 159 (4%) |
| Panama City Beach | 110 (3%) |
| Padre Island | 64 (2%) |
| Fort Walton Beach | 55 (2%) |
| North Padre | 21 (1%) |

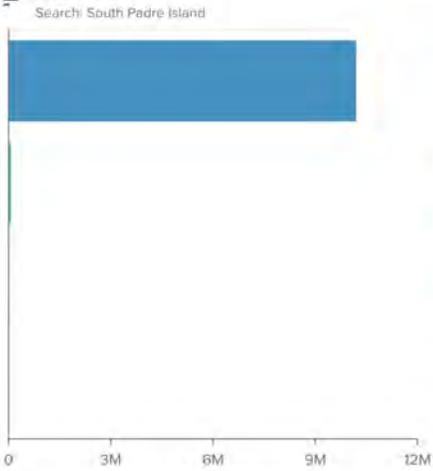
Total Mentions Over Time



1.0K
Total Mentions

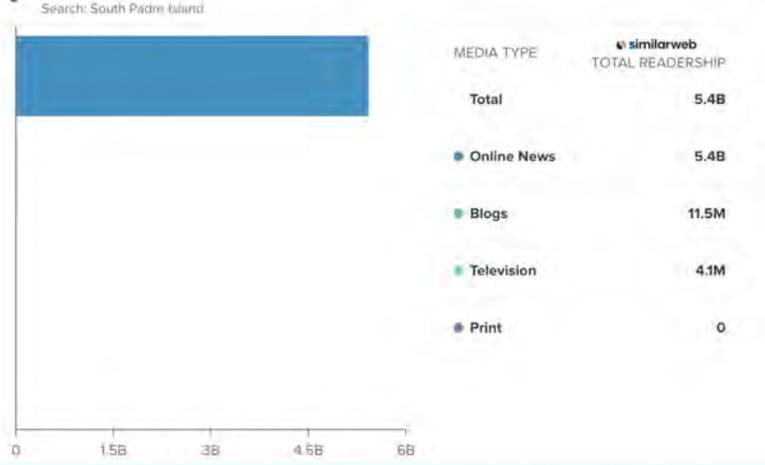
The total number of news stories for a specified time period.

Ad Value



| MEDIA TYPE | AD EQUIVALENCY |
|-------------|----------------|
| Total | \$10.29M |
| Online News | \$10.2M |
| Television | \$71.16K |
| Blogs | \$21.63K |
| Print | \$0 |

Total Reach



| MEDIA TYPE | similarweb TOTAL READERSHIP |
|-------------|-----------------------------|
| Total | 5.4B |
| Online News | 5.4B |
| Blogs | 11.5M |
| Television | 4.1M |
| Print | 0 |

5.4B
Total Reach

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

\$10.29M
Total Publicity Value

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



Top Stories

Search: South Padre Island

- 1  **Island project will add new ...** 409M
Nov 20 • Yahoo!
- 2  **SPI holiday events ramp up...** 409M
Nov 30 • Yahoo!
- 3  **Offshore Carbon Capture S...** 409M
Nov 29 • Yahoo!
- 4  **Sales tax numbers for Nov. ...** 409M
Nov 14 • Yahoo!
- 5  **23 AMAZING THINGS TO D...** 178M
Nov 26 • MSN

- 6  **Decommissioned USS Yorkt...** 178M
Nov 29 • MSN
- 7  **25 Cheap Winter Family Va...** 178M
Nov 15 • MSN
- 8  **Texas Waterparks Open 2022** 178M
Nov 25 • MSN
- 9  **25 Inexpensive U.S. Beach ...** 170M
Nov 17 • MSN
- 10  **13 Very Best Places To Visit ...** 170M
Nov 15 • MSN

| COUNTRY | TOTAL MENTIONS |
|-----------------------|------------------|
| United States | 937 (94%) |
| Canada | 16 (2%) |
| India | 13 (1%) |
| Mexico | 8 (1%) |
| United Kingdom | 7 (1%) |
| Viet Nam | 5 (1%) |
| Germany | 3 (0%) |
| Australia | 2 (0%) |

Nov. PR Efforts



- Interviews: 2
- Press Releases: 2
- Total Number of Publications: 69



365Traveler + Follow View Profile

23 AMAZING THINGS TO DO IN TEXAS YOU CAN'T MISS

Story by 365Traveler • Nov 25

Grab your cowboy boots and start packing for the Lone Star State! See Texas living it at its finest and explore some of the best up and coming cities in the United States. With beautiful scenery, a cosmopolitan vibe, and a friendly community to meet, get ready to indulge in an active and family friendly vacation.

From Tex Mex, tasty BBQ, and lots of comfort food, get ready for delicious treats on every corner. See famous national parks, classic ranches, and a community of people from all walks of life on your exciting trip! Alright, Alright, Alright who's ready to see some Texas Longhorns!

Here are 23 of the absolute best things to do in Texas that you're not going to want to miss!

South Padre Island Convention and Visitors Bureau Telephone: 361-742-4400 Email: info@sopadre.com

FOR IMMEDIATE RELEASE

Move to the Music: South Padre Island's Entertainment-Infused Muzicians Run Returns

SOUTH PADRE ISLAND, Texas, November 1, 2022 – Calling all speed demons, casual runners, and even those who prefer to walk! South Padre Island is excited to announce the annual Muzicians Run 5K/10K is officially set to take place on Saturday, November 5, 2022.

"Unlike other running events, the South Padre Island Muzicians Run features live entertainment throughout the course to keep the energy up and add some fun to the mix," said Blake Henry, South Padre Island CVB Executive Director. "The Muzicians Run is a fun run/walk, meaning no timing is involved, and a great opportunity to get moving and stay moving for miles. Everyone is encouraged to come out and participate!"

The run will begin at 5 p.m. and will start and finish at Beach Park at Isla Blanca. With packet pickup from 10:30 a.m. - 4:00 p.m., the same day. Participants will receive awesome swag and perks, including a sweet mariachi design tek tee, a large 5" Finisher's Medal, and last but not least, a beer or margarita in a bioged cup to wash down a taco! Following up the run with even more fun, a Mariachi After Party will take place from 5:30-7:30 p.m., complete with tacos, drinks, and great vibes. The current registration price is \$45 for the 5K and \$55 for the 10K. The cost on race day, if not sold out, will be \$60.

New for 2022, a special 1 Mile Challenge has been added for those that want to experience the Muzicians Run but don't feel they are ready for a 5k or 10k. This category will have a different finishers medal than the 5k/10k.

To learn more or register for the South Padre Island Muzicians Run, visit www.muziciansrun.com.



About South Padre Island
With miles of pristine shoreline and clear emerald water, South Padre Island is Texas' only tropical island paradise. Warm weather and more than 300 days of sunshine make South Padre Island a year-round destination offering a variety of nature tourism attractions, water sports, and activities for the entire family. For more information, visit www.sopadre.com

South Padre Island Convention and Visitors Bureau Telephone: 361-742-4400 Email: info@sopadre.com

FOR IMMEDIATE RELEASE

South Padre Island Announces Annual "Deck the Palms" Holiday Events

SOUTH PADRE ISLAND, Texas, November 29, 2022 – The City of South Padre Island is thrilled to announce this year's "Deck the Palms" holiday event schedule, offering fun and festive activities the whole family will enjoy. From dazzling light shows to festive parades on land and water, South Padre Island is serving up some serious holiday cheer, rolling out the red and green carpet for locals and visitors alike.

"We're decking the palms this holiday season and creating the ultimate Winter Wonderland paradise in South Texas," said Blake Henry, South Padre Island CVB Executive Director. "We have so much to share this year and invite everyone to come out and join in on the fun. From annual events like the parade and light show to an ice-skating rink and, of course, breakfast with Santa, South Padre Island is just the place to help you get into the Christmas spirit!"

Official Schedule of Events:

Holiday Light Show
Monday, November 21, 2022 - Monday, January 16, 2023
8:00 - 9:00 p.m.
South Padre Island Convention Center

- Get into the Christmas spirit with South Padre Island's 4th Annual Holiday Light Show that synchronizes festive lights and holiday music every 15 minutes

Tree Lighting Ceremony
Thursday, December 1, 2022
5:30 p.m.
South Padre Island City Hall

- Join Mayor, Patrick McElrath, as he kicks off the holiday season with the ceremonial lighting of the Christmas tree

Annual Christmas Parade
Friday, December 2, 2022
8:00 a.m.
Mars to Acapulco (East Side of Medians Only)

- Watch as beautifully decorated floats pass by on Padre Boulevard during the 33rd Annual Christmas Parade. Bring a beach chair and set up on the sidewalk. Judging will take place at Padre Brewery.

Lighted Boat Parade
Saturday, December 3, 2022
6:00 a.m.
Route Begins at Sea Ranch Marina

- Enjoy a cool winter breeze while illuminated boats of all sizes cruise through the Laguna Madre Bay decorated in their holiday finest. Designated viewing areas throughout the route offer free public-viewing. Judging will take place at Jim's Pier.

Breakfast with Santa
Sunday, December 4, 2022
9 - 11 a.m.
Cameron County Amphitheater

- Celebrate the magical spirit of the holiday season as children visit with Santa and enjoy a pancake breakfast.

For more information, visit www.sopadre.com/event-calendar/.

About South Padre Island
With miles of pristine shoreline and clear emerald water, South Padre Island is Texas' only tropical island paradise. Warm weather and more than 300 days of sunshine make South Padre Island a year-round destination offering a variety of nature tourism attractions, water sports, and activities for the entire family. For more information, visit www.sopadre.com

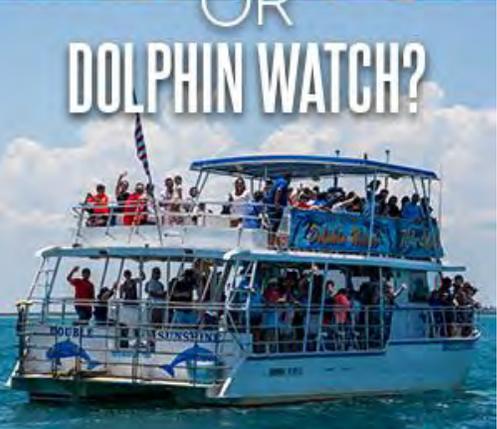


In-House Creative



South Padre ISLAND

**GATOR TALKS
OR
DOLPHIN WATCH?**



THAT'S AS HARD AS IT GETS.



South Padre ISLAND

**SWIMSUIT
OR
DIVING SUIT?**

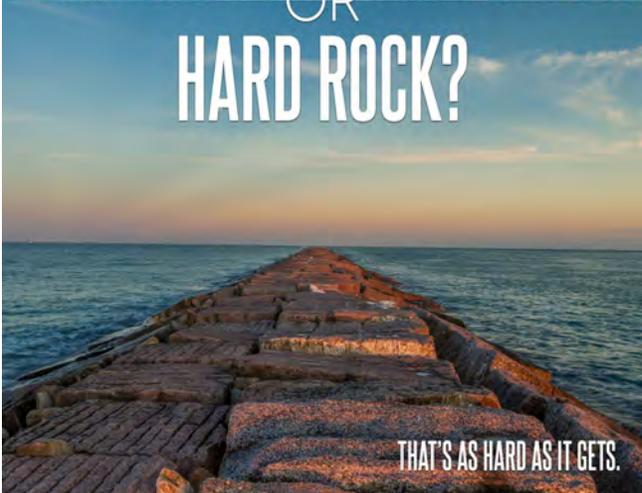


THAT'S AS HARD AS IT GETS.



South Padre ISLAND
sopadre.com

**THE BLUES
OR
HARD ROCK?**

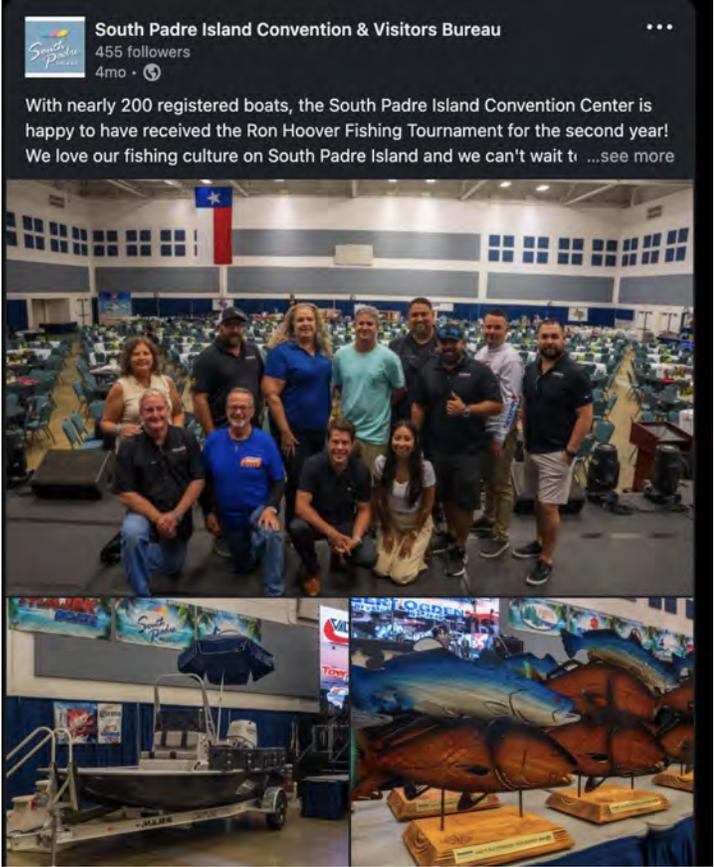
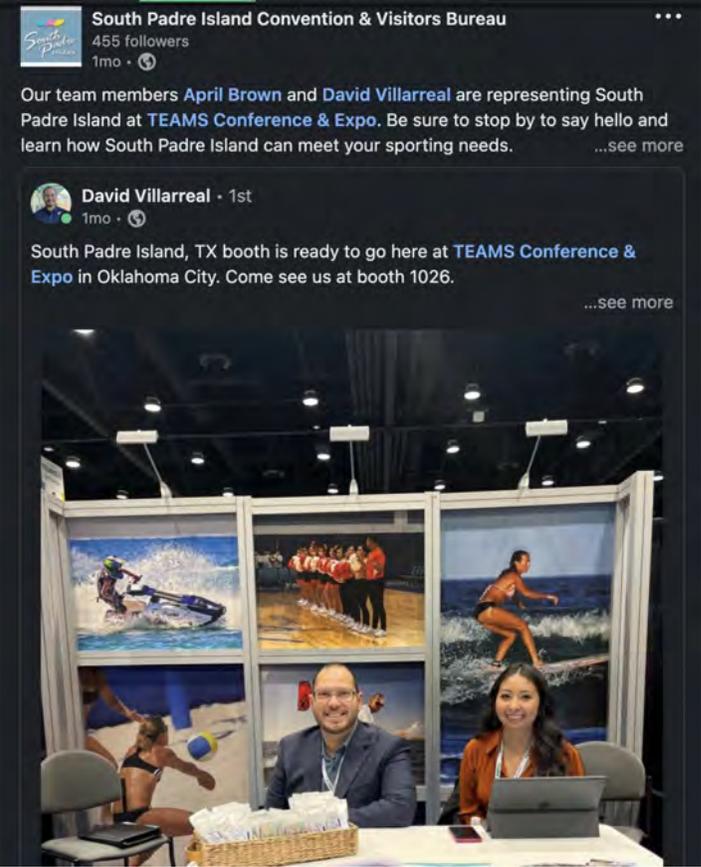
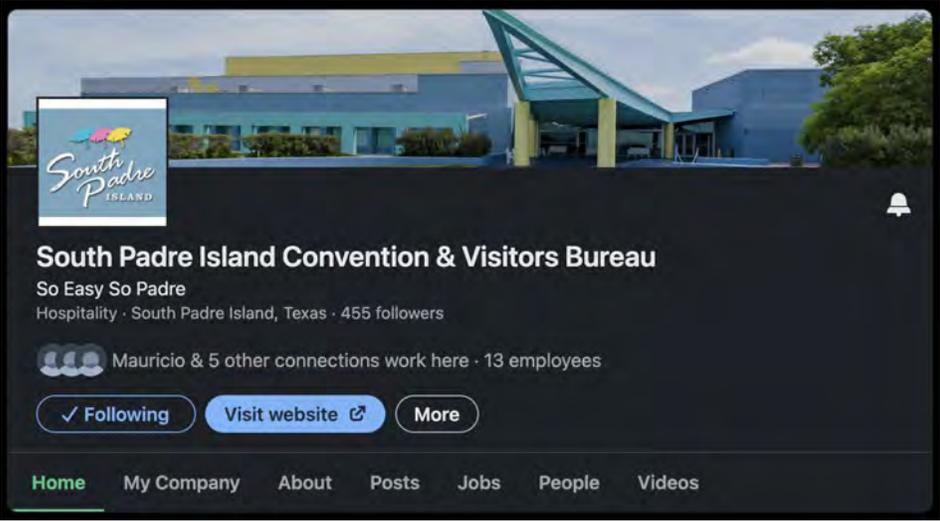


THAT'S AS HARD AS IT GETS.

Groups & Meetings



Supporting the Sales Team with an active Linked In Account



SPI-CTA Program



- 16 New Certified Tourism Advisors
- 136 Total SPI-Certified Tourism Advisors



SPI-CTA Upcoming class:

- January 10
- Email will be sent out to Island Partners for sign-up



Certified Tourism Advisor Program Certification

Presented by South Padre Island CVB





QUESTIONS

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

MEETING DATE: December 15, 2022

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action regarding the marketing of the 50th Anniversary of the City of South Padre Island. (Till)

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:

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

MEETING DATE: December 15, 2022

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for Winter Outdoor Wildlife Expo in February 2023.
(Brown)

ITEM BACKGROUND

Winter Outdoor Wildlife Expo is requesting \$5,000

BUDGET/FINANCIAL SUMMARY

No change to line item 02-593-8099 (sponshorships)
Amount is budgeted for FY 2022-2023

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:

SOUTH PADRE ISLAND EVENT FUNDING
APPLICATION



To apply for funding please complete all questions.

ORGANIZATION INFORMATION

Date Application Submitted: DECEMBER 6, 2022

Name of Organization: SOUTH PADRE ISLAND BIRDING NATURE CENTER & ALLIGATOR SANCTUARY

Address: 6801 PADRE BLVD

City, State, Zip: SOUTH PADRE ISLAND, TEXAS 78597

Full Name: CRISTIN ENHOLM E-Mail: CHOWARD@SPIBIRDING.COM

Office Number: 96-761-6803 Cell Phone Number: 956-778-2910

Website for Event or Sponsoring Entity : SPIBIRDING.COM

Non-Profit or For-Profit Status: NON- PROFIT Tax ID #: 20-3288155

Primary Purpose of Organization:
NATURE , BIRDING, EDUCATION

EVENT INFORMATION

Name of Event: WINTER OUTDOOR WILDLIFE EXPO (WOVE)

Date(s) of Event: FEBRUARY 9 - 11, 2023 Primary Location of the Event: HILTON GARDEN INN

Amount Requested: 5,000.00

If greater than previous year funded (if applicable), please explain the increase being requested:

Primary Purpose of Event:

EDUCATION ON NATURE

How will the hotel tax funds be used? Please attach a list of the hotel tax funded expenditures.

ADVERTISING \$3,500.00 / \$1,500.00 TOWARDS GUESTS SPEAKERS EXPENSES

Are you asking for any cost reductions for city facility rentals or city services? Please quantify and explain.

NO

AMOUNT REQUESTED UNDER EACH CATEGORY

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

\$: 3,500.00

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:

\$: 1,500.00

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this event? 27 YEARS BNC SINCE 2015

Attendance for previous year (if applicable): 1,607

How many of the attendees are expected to be from more than 75 miles away?
SEE ATTACHED SURVEY REPORT

How many people attending the event will use South Padre Island lodging establishments?
WE WILL BASE OUR NUMBERS ON LAST YEAR SURVEY REPORT

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

Will you reserve a room block for this event at area hotel(s)? YES @ HILTON GARDEN INN

Where and how many rooms will be blocked?
10-20

List other years (over the last three years) that you have hosted your event, please include the amount of assistance given from HOT funding and the number of hotel rooms used:

| Month/Year Held | Assistance Amount | # of Hotels Used |
|---------------------|-------------------|------------------|
| <u>FEBUARY 2022</u> | <u>5,000.00</u> | <u></u> |
| <u></u> | <u></u> | <u></u> |
| <u></u> | <u></u> | <u></u> |

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

WE WILL SURVEY AGAIN LIKE WE DID LAST YEAR

Please list other sponsors, organizations, and grants that have offered financial support to your event:

WE ARE CURRENTLY WORKING ON SPONSORSHIPS

Will the event charge admission? If so, what is the cost per person/group?

10.00 PER PERSON

Do you anticipate a net profit from the event? If so, what is the anticipated amount and how will it be used?

Yes, Under 6,000.00 with out CVB Funds

Money will be used towards education at the SPI Birding Center

Please list all promotion efforts your organization is planning and the amount estimated for each media outlet. **Please attach a detailed marketing budget.**

Print \$: 3,300

Website \$: _____

Radio \$: _____

Social Media \$: 200.00

TV \$: _____

Other Digital Advertising \$: _____

A link to the CVB **must be** included on your promotional handouts and on your website for booking hotel nights during this event.

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

WE WILL ADD THE SPI LOGO TO ALL PROMOTIONAL HANDOUTS, WEBSITE AND SOCIAL MEDIA

Who is your target audience?

WINTER TEXANS

What geographic region(s) are you marketing to?

LOWER RIO GRANDE VALLEY

Have you obtained the insurance required and who is the carrier?

MONTALVO INSURANCE

During the term of this agreement, the event organizer shall procure and keep in force insurance with limits of \$1,000,000 per occurrence and 2,000,000 general aggregate. The policy must contain a policy endorsement that names "The City of South Padre Island, it's elected officials, representatives, employees or agents" as additionally insured. Applicant must provide a copy of the actual endorsement.

SOUTH PADRE ISLAND EVENT FUNDING

CHECKLIST



To apply for funding please provide all the required documents.

Name of Event: WINTER OUTDOOR WILDLIFE EXPO

- Received and understood the separate Special Events Policy (REQUIRED)
- Received and understood the separate HOT Funding Guidelines (REQUIRED)
- Completed the South Padre Island Event Funding Application form (REQUIRED)
- Enclosed a description of all planned activities or schedule of events (REQUIRED)
- Enclosed a complete detailed budget (REQUIRED)
- Enclosed an advertising/marketing and promotion plan (REQUIRED)
- In Room night projections, with back-up, for the Funded Event (REQUIRED)
- I agree: 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 in accordance. (REQUIRED)
- I agree: The SPICVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event. (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 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
- Indicated the amount of financial support (if requested)

Cristin Enholm

Authorized Signature

12/6/22

Date

Cristin Enholm

Print Name

January 2015

A brief history of WOWE:

For twenty years St. Andrew's Episcopal Church sponsored the Winter Outdoor Wildlife Expo (WOWE). The first WOWE was held in our parish hall to help approximately 50 Winter Texans learn about fishing in the RGV. The 20th WOWE provided two days of more than 50 presentations, 30 exhibit tables, and numerous vendors to more than 1400 visitors. This extraordinary growth and success can be attributed to the hard work and dedication of many members of St. Andrew's Church. In 2014 the vestry decided to stop sponsoring this event because the event had outgrown our parish. Thanks to Ralph Ayer's efforts, the SPI Birding and Nature Center took responsibility for the continuation of WOWE. WOWE has continued to serve more than 1400 people each year over a 5 day period.

Although St. Andrew's is no longer financially sponsoring WOWE, the parish continues to support this event through volunteer efforts by parish members and the continuation of its annual environmental award. Several members of St. Andrew's are still serving on the WOWE steering committee along with several members of our community. St. Andrew's continues to sponsor the annual award to a member of the community to recognize his/her contributions to the wildlife and environment of the RGV. Members of St. Andrew's are encouraged to support WOWE by attending its outstanding programs each year.

UPDATE: DECEMBER 2022

CRISTIN ENHOLM , STAFF AND VOLUNTEERS HAVE SUCCESSFULLY CONTINUED THIS EVENT SINCE 2015. WE DID PAUSE IT DURING THE 2021 COVID YEAR.

WE ARE PROUD TO ANNOUNCE THAT THIS EVENT HAS NOW OUTGROWN THE SPI BIRDING CENTER AND WE HAVE MOVED IT TO THE HILTON GARDEN INN FOR THE NEXT 2 YEARS.

WOWE BUDGET 2023

| Attendance Category | Number | Explanation |
|------------------------------|-------------|---|
| Number of Volunteers per day | 15 per day | Texas Master Naturalist, St. Andrew's Church, Rotary Club of Port Isabel Bay Area Birders, BNCAS volunteers |
| Number of Customers | 1,800 | |
| Admission 10.00 per person | \$18,000.00 | |

| Expenses | Amount | Explanation |
|---|--------------------|---|
| Food | \$500.00 | Morning and afternoon snacks and coffee for vendors and volunteers each day – purchase through the Hilton |
| Printing programs and fliers | \$150.00 | |
| Venue Rental | \$1,650.00 | For 3 days ½ price |
| Jonathan Wood | \$4,000.00 | Thursday, Friday and Saturday/3 shows per day/Birds on display all day |
| Hotel Room | \$336.00 | |
| Key Note Speaker | \$600.00 | |
| Advertising- Coastal Current, Port Isabel Press, Brownsville Herald | \$3,500.00 | Coastal Current/ Port Isabel Press/ Brownsville Herald/Valley Morning Star |
| Van Rental | 1,300.00 | |
| Total expenses | \$12,036.00 | |

Annual Fundraiser for the SPI BNC

\$18,000.00
 -\$12,036.00 (expenses)
 =\$5,964.00
 CVB Hot Tax \$5,000.00
 Profit \$10,964.00

Asking the City of SPI/CVB for \$5,000.00

\$3,500.00 for Advertising

\$1,500.00 for exhibit expenses (Raptor Project, Key Note Speaker)



WOWE 2022 – AN EXECUTIVE SUMMARY:

1,607 PAYING CUSTOMERS. THIS A 21% INCREASE OVER 2020.

ECONOMIC IMPACTS OF WOWE ON SOUTH PADRE ISLAND:

- ~ \$40,000 WAS SPENT ON LODGING. THIS RESULTS IN ~ \$5,000 IN TAX REVENUE
- ~ \$50,000 WAS SPENT ON FOOD / BEVERAGES. THIS RESULTS IN ~ \$1,000 IN TAX REVENUE
- ~ \$125,000 WAS SPENT ON ALL OTHER ITEMS. THIS RESULTS IN ~ \$2,500 IN TAX REVENUE

THE SOUTH PADRE ISLAND CVB INVESTED \$5,000 IN SUPPORT OF WOWE.

WOWE RETURNED THIS INVESTMENT PLUS RETURNED AN ADDITIONAL \$3,500. A 70% ROI.

The attached page provides details and back-up information that supports this summary.

WOWE 2022 – EXECUTIVE SUMMARY BACKUP:

In 2020 the UTRGV Business & Tourism Research Center did extensive and very detailed surveys that resulted in 46 usable responses from unique households. All of their calculations are from these households and their data. Which they then applied their Business & Tourism expertise to determine the economic impact to SPI. The result was 20+ page report

UTRGV broke out spending into three (3) categories: (1) hotels / lodging, (2) meals (food and beverage) and (3) all other. They defined "all other" as; "clothing, souvenirs, nightlife and entertainment". They determined this "all other" spending had a 2.7 factor of that spent on "food and beverage". The BNC used a 2.5 factor in the calculations for the 2022 impacts.

The BNC used these same approaches as their methodologies to develop the impacts of the 2022 WOWE. We did a much shorter survey that focused only on (1) number of people attending, (2) number of meals purchased, (3) number of rental unit nights. A one (1) page "WOWE DATA COLLECTION QUESTIONS" instruction sheet was used by the volunteers. This provided a clear and concise list of questions. The result being a high level of consistency and quality in the answers.

The short BNC survey obtained input from 800 individuals or ~ 320 groups. The UTRGV analysis determined that the average group size was ~2.5 people. Some visitors come to WOWE for than one day, this means we obtained data from a high percentage of the 1,607 paid admissions.

This survey broke out the responders into three (3) groups. Approximate percentages attending are listed.

- SPI residents for 30 days or more (no HOT tax). ~40%
- Off Island one day visitors with no overnight hotel rental. ~20%
- Off Island multi-day visitors that rented units (hotel, condo or house) for overnight(s) stays. ~40%

SPI REVENUE SUMMARY DETAILS:

| <u>REVENUE SOURCE:</u> | <u>REVENUE:</u> | <u>HOT TAX @10.5%:</u> | <u>SALES TAX @2.0%:</u> | <u>TOTAL REVENUE:</u> |
|------------------------|-----------------|------------------------|-------------------------|-----------------------|
| Hotel/condo rental | \$40,000 | \$4,200 | \$800 | \$5,000 |
| Meals (F & B) | \$50,000 | ----- | \$1,000 | \$1,000 |
| All Other | \$125,000 | ----- | \$2,500 | \$2,500 |
| | | | TOTAL = | \$8,500 |

GROUP ACCOMMODATIONS AGREEMENT - Page 1 of 5

CLIENT & EVENT INFORMATION:

File #: _____ Days - Date: February 6-11 Year: 2023
 Organization/Group Name: Birding and Nature Center Conference
 Contact: Cristin Enholm Sales Agent: Josie Lopez Today's Date: 01/25/2023
 Address 1: 6801 Padre Blvd. Phone: 956-761-6801
 Address 2: _____ Fax: _____
 City: South Padre Island State: TX Zip: 78597
 Please Sign and Return to Hotel By: February 1, 2022 Email: choward@spibirding.com

GUESTROOMS:

Month: _____ Year: _____

| DAYS | SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|----------------|-----------------|--------|---------|-----------------|-----------------|-----------------|---------------------|
| DATE | <u>02/12/23</u> | | | <u>02/08/23</u> | <u>02/09/23</u> | <u>02/10/23</u> | 02/11/23 |
| ROOMS REQUIRED | checkout | | | <u>10</u> | <u>10</u> | <u>10</u> | 10 |

| Room Type | Room Rate* |
|--------------|-----------------|
| Standards | <u>\$112.00</u> |
| Partial-View | |
| Suites | |

*Per room, per night, before applicable tax.

5 Rooms

**ROOM BLOCK
DROP DATE:**

* January 08, 2023

Room Reservations:
 Individual
 Rooming List

Room Billing Instructions:
 Individual
 Master Room & Tax

*Room Rates are valid until this date or until block is full whichever comes first. Any rooms not reserved by this date may be available at a higher rate. Rate is based on 4 people per room. Additional guests may be an additional charge

NON-REFUNDABLE DEPOSIT AMOUNT: \$800 DUE DATE: November 01, 2022

Billing Instructions:

Request Direct Bill-Requires a credit approval Check at departure Credit Card at Departure

will pay w/ company check

APPROVAL:

CLIENT SIGNATURE: Cristin Enholm DATE: 1/25/22 ACCEPTED BY: _____

Hilton Garden Inn South Padre Island | 7010 Padre Blvd., South Padre Island, Texas 78597 | P: (956) 761-8700 F: (956) 761-2418

GROUP ACCOMMODATIONS AGREEMENT - Page 4 of 5

Acknowledgement: CE _____
 Client Initial Hotel Initial

CREDIT:

1. Requests for credit must be submitted in the form of a completed credit application and must be received 30 days prior to the function. Upon credit approval, payment will be due upon receipt of bill. A service charge of 1-1/2% per month (18% annum) will be added to all accounts not paid within 30 days.
2. If Credit Card is to be used for payment, the hotel reserves the rights to place on hold the estimated amount seven days prior to arrival.

Acknowledgement: CE _____
 Client Initial Hotel Initial

Indemnification

Each party mutually agrees to defend, indemnify and hold harmless Hilton Garden Inn- South Padre Island, Hilton Worldwide Inc. and the Hotel's owner, and their respective owners, their directors, officers, employees and agents, and each of them individually, from and against any and all losses, damages, claims, expenses and liabilities of any kind, including costs of defense thereof, caused by or arising from the Hotel's sale or servicing. The terms of this provision shall survive the termination or expiration of this Agreement.

Acknowledgement: CE _____
 Client Initial Hotel Initial

Relocation:

Hotel shall use commercially reasonable efforts not to relocate any conference attendee holding a guaranteed reservation. If the Hotel does not or cannot honor all reservations accepted and/or confirmed by the Hotel to the Group or its attendees, the Hotel shall be considered overbooked and, at the Hotel's sole expense, the Hotel shall (with a Group representative's approval) provide:

- Alternative accommodations of equal value for said attendees at an equal or better nearby hotel at no charge to the guest for first night of stay guest is displaced.
- An offer to relocate the displaced guest back to first available room. If room becomes available and guest elects not to return to the Hotel, the Hotel shall have no further obligations under this Section. Guest pays own.

In the event a Meeting attendee who has reserved a room within the Room Block checks out prior to the reserved checkout date, the Hotel shall charge an early departure fee. Meeting attendees shall be instructed to make every effort to inform the Hotel in advance of any changes to their planned length of stay.

The Hotel's check-in and check-out time are 3:00PM and 11:00AM respectively. Guests are only permitted to check in early or check out later subject to room availability.

Acknowledgement: CE _____
 Client Initial Hotel Initial

APPROVAL:

CLIENT SIGNATURE: *Christy Eshel* DATE: 1/22/18 ACCEPTED BY: _____

Hilton Garden Inn South Padre Island | 7010 Padre Blvd., South Padre Island, Texas 78597 | P: (956) 761-8700 F: (956) 761-2418

GROUP ACCOMMODATIONS AGREEMENT - Page 5 of 5

Additional Requirements:

Notes:

Group will use Ballroom and rental fee is \$2500 with a onetime setup fee of \$800
Setup includes all vendor and expo as well as the linen
Any food and beverage would have to be through our hotel catering menu
Wifi will be available to the group as well as our 8x10 screens
Group will have to bring in their own A/V as well as setting up on their own.

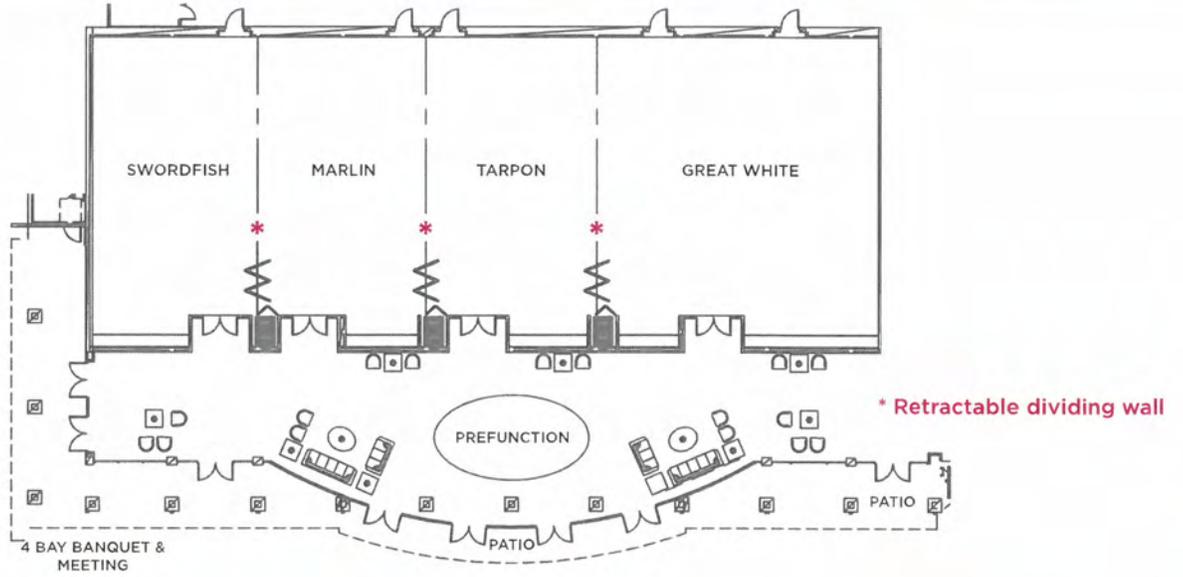
OK

APPROVAL:

CLIENT SIGNATURE:  DATE: 1/28/22 ACCEPTED BY: _____

Hilton Garden Inn South Padre Island | 7010 Padre Blvd., South Padre Island, Texas 78597 | P: (956) 761-8700 F: (956) 761-2418

FIRST FLOOR



| ROOM TYPE | BANQUET 5' | BANQUET 6' | CLASSROOM | THEATER | BOARDROOM | CRESCENT ROUND | HOLLOW SQUARE | RECEPTION | CONVENTION 8X10 | CONVENTION 10X10 | U SHAPE | REGISTRATION DESK |
|------------------------------------|------------|------------|-----------|---------|-----------|----------------|---------------|-----------|-----------------|------------------|---------|-------------------|
| SWORDFISH 1440 sq ft | 120 | 120 | 60 | 160 | 35 | 84 | 35 | 144 | 9 | 7 | 41 | 99 |
| MARLIN 1440 sq ft | 120 | 120 | 60 | 160 | 35 | 84 | 35 | 144 | 9 | 7 | 41 | 99 |
| TARPON 1440 sq ft | 120 | 120 | 60 | 160 | 35 | 84 | 35 | 144 | 9 | 7 | 41 | 99 |
| GREAT WHITE 2400 sq ft | 200 | 200 | 100 | 266 | 58 | 140 | 58 | 240 | 15 | 12 | 69 | 166 |
| GRAND BALLROOM 7000 sq ft | 582 | 582 | 291 | 777 | 168 | 408 | 168 | 700 | 44 | 35 | 200 | 483 |
| PRE-FUNCTION GALLERY 2736 sq ft | - | - | - | - | - | - | - | 274 | - | - | - | 189 |



Hilton
Garden Inn
South Padre Island



HOTEL AMENITIES

- In-House restaurant and bar
- In-house Starbucks Coffee
- In-house gift shop
- Free high-speed Wi-Fi throughout hotel
- Free 24-hour fitness center
- Free 24-hour business center
- Beach-side swimming pool
- Huge Beach-side, walk-in pool
- 100 large guest rooms
- 56 Ocean view junior suites
- Located next door to Clayton's Beach Bar
- Located across from Sea Turtle, Inc. & Birding Center

ROOM AMENITIES

- Serta Perfect Sleeper Mattresses
- Balconies in all rooms
- Flat panel TVs with HD channels
- In-Room Keurig K-Cup Brewer
- Microwave, and refrigerator in all rooms
- Ergonomic Herman Miller Desk Chairs
- In-Room Dining Available

Playful, elegant, and filled with energy, Hilton Garden Inn South Padre Islands is the ultimate in beach-side luxury. Set among the dunes of the Gulf of Mexico, beach-front in Andy Bowie Park, the Hilton Garden Inn South Padre Island offers contemporary convenience with grand meeting spaces. With its perfect beach-side access to the sands of South Padre and blue Texas skies, Hilton Garden Inn South Padre Island is the ideal hotel for an unforgettable experience.

The Hilton Garden Inn South Padre Island provides the perfect playground to enjoy our best area attractions. From deep-sea or bay-side fishing, golfing, horseback riding, para sailing, jet skiing, kite boarding, or surfing, there's simply too much to soak up in the sun on the beaches of South Padre Island. Located inside the Hilton Garden Inn is Barry's International which features an inventive menu for breakfast, lunch, and dinner. Unwind and refresh under the Texas sun in the oceanfront swimming pool, serving meals and cocktails from day to night. Host a gathering with over 12,000 sq. ft. of meeting space. Stay at our hotel for the ultimate guest amenities and enjoy South Padre Island.

**BEACH
FRONT
ACCESS**

7010 PADRE BLVD. SOUTH PADRE ISLAND, TX 78597 • WWW.HILTONSOUTHPADRE.COM • (956) 761-8700

f | @sopadreisland

Sample of last year
Schedule -
Working on this year's
Schedule

26TH ANNUAL



WINTER OUTDOOR WILDLIFE EXPO



Sponsored by South Padre Island

FOR MORE INFORMATION VISIT SPIBIRDING.COM/WOWE



Presenter Event Schedule



| | | | |
|----------------------|-------------------------------------|--|--|
| Feb 8th-12th | 9:30 am - 10:45 am | 11:15 am - 12:00 pm | 2:00 pm - 3:15pm |
| Tuesday 2/8 | Andrew Birt Pelicans | Thomas Bainter Beach Combing | Dr. Banka Sea Turtles |
| Wednesday 2/9 | Shelby Bassette Seagrass | Port Isabel Jr. Leadership | Stephanie Bilodeau Birds on Boca Chica |
| Thursday 2/10 | Glenn Simpson Pollinators | Jonathan Wood Raptor Project | John Yochum Butterflies/Dragonflies |
| Friday 2/11 | Shane Wilson Surf Fishing | Jonathan Wood Raptor Project | Mark Machado Fly Fishing |
| Saturday 2/12 | Mark Conway Bird Banding | Jonathan Wood Raptor Project | Marilyn L. Birds of the RGV |





Dear Friends and Supporters,

The SPI Birding Center & Alligator Sanctuary will be hosting the Winter Outdoor Wildlife Expo (WOWE) February 9-11, 2023. This is our biggest fundraiser of the year.

The Mission of the WOWE is to increase the knowledge, understanding, and enjoyment of the unique wildlife and environment of the Rio Grande Valley. WOWE is part of the South Padre Island Birding and Nature Center's environmental education program. WOWE is dedicated to helping both the local residents and visitors of all ages understand and appreciate our environment through continued education.

Thursday, Friday and Saturday, Jonathan Wood's nationally acclaimed Raptor Project, "Birds of Prey", will perform three shows a day and have hawks, owls, eagles on display throughout the entire day. Jonathon Wood's Raptor Shows draw a large number of visitors because it is fascinating to see live raptors.

We are looking for sponsors to help us cover our guest speaker and The Raptor Project exhibit.

Would you please consider being one of our sponsors? Your name would be included on all print advertising, program, sponsor board, and on all social media posts.

Individual Sponsorship \$100.00

(Free entry admission for 1 per day).

Silver Sponsorship \$1,000.00

(Company logo on program, free entry admission for 2 per day).

Gold Sponsorship \$2,000.00

(Company logo on program and website, admission for 4 per day, gift bag).

Platinum Sponsorship \$3,000.00

(Company logo on program, website, admission for 6 per day, VIP gift bag).

We appreciate your consideration and we hope to see you at this year's WOWE!!!

Thank you,

Cristin Enholm
Executive Director



27th Annual

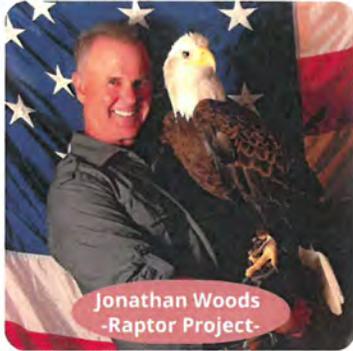
W.O.W.E SAVE THE DATE



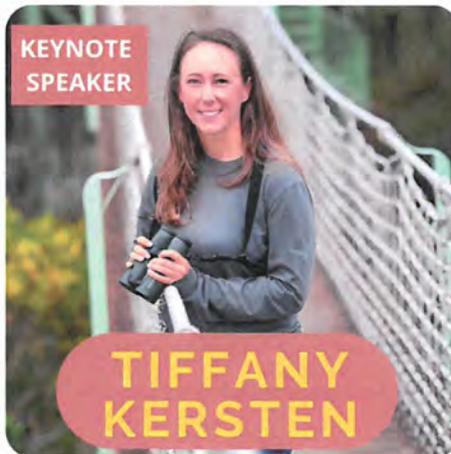
FEBRUARY
9TH-11TH
2023

@  Hilton
Garden Inn®

GUEST SPEAKERS
LRGV FIELD TRIPS
RAPTOR SHOWS
EXHIBITORS
VENDORS &
MUCH MORE!!



Jonathan Woods
-Raptor Project-



Tiffany Kersten, a local RGV birding guide, spent 2021 traveling to all corners of the Lower 48 States, tallying birds and gifting personal safety alarms to women she met along the way. Her goal was to see 700 bird species, and to raise awareness of women's safety in the outdoors. She ended up surpassing her goal and setting a NEW Lower 48 Big Year record of 726!! As seen on TEXAS MONTHLY.

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

MEETING DATE: December 15, 2022

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for the South Padre Island Sprint Triathlon in March 2023. (Brown)

ITEM BACKGROUND

The South Padre Island Sprint Triathlon requests \$10,000 in funds for their event.

BUDGET/FINANCIAL SUMMARY

No change to line item 02-593-8099
Amount is budgeted for FY 2022-2023

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal:
Approved by Legal:

RECOMMENDATIONS/COMMENTS:

SOUTH PADRE ISLAND EVENT FUNDING APPLICATION



To apply for funding please complete all questions.

ORGANIZATION INFORMATION

Date Application Submitted: November 18/2022

Name of Organization: PowerWatt Coaching, LLC

Address: 258 Beach Blvd

City, State, Zip: Laguna Vista, Texas 78578

Full Name:
Karen M. Watt

E-Mail:
docwatt@powerwattcoaching.com

Office Number:
9567785997

Cell Phone Number:
9567785997

Website for Event or Sponsoring Entity : www.athleteguild.com or www.powerwattcoaching.com

Non-Profit or For-Profit Status:
Non-profit - 501 (c) (7)

Tax ID #:
82-1767576

Primary Purpose of Organization:
PowerWatt Coaching LLC provides triathlon coaching and swim instruction as well as community multisport events such as triathlons and duathlons in the Laguna Madre area.

EVENT INFORMATION

Name of Event: Third Annual South Padre Island Sprint Triathlon

Date(s) of Event:
March 25, 2023

Primary Location of the Event:
Jim's Pier

Amount Requested: \$10,000

If greater than previous year funded (if applicable), please explain the increase being requested:

Last year we received \$5,000, though we requested \$10,000. We are asking for \$10,000 due to a venue change and having to start all over with promotional materials for the new venue. These materials are both electronic and printed. We will also hire a professional photographer for aerial footage for promoting future events.

Primary Purpose of Event:

The South Padre Island Triathlon is an event involving the completion of three continuous and sequential endurance disciplines: swim, bike, and run. It's purpose is to provide opportunities for more multisport events in our areas. Our events provide the only open water triathlons in South Texas sanctioned by USA Triathlon. We aim to attract athletes from all over the state, from other states, and from Mexico.

How will the hotel tax funds be used? Please attach a list of the hotel tax funded expenditures.

The funds will be used to help market this event as well as future events. Some examples include social media boosts, posted fliers, and email blasts.

All of our race materials will have the logo on them (shirts, caps, awards, etc.) This year we plan to hire a professional photographer who can create a video from photos, videos and drone footage from the event

Are you asking for any cost reductions for city facility rentals or city services? Please quantify and explain.

We will request EMS and Lifeguards for the event. Any cost reductions for these is appreciated.

AMOUNT REQUESTED UNDER EACH CATEGORY

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

\$: \$3200.00

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:

\$: \$6800.00

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this event? 3

Attendance for previous year (if applicable): 145, 178

How many of the attendees are expected to be from more than 75 miles away?
75-80% of them

How many people attending the event will use South Padre Island lodging establishments?
Estimated 60-75%

How many nights do you anticipate the majority of the tourists will stay? 1.5

Will you reserve a room block for this event at area hotel(s)? Yes

Where and how many rooms will be blocked?
The SPI CVB will assist in locating hotels to meet our request for room blocks.

List other years (over the last three years) that you have hosted your event, please include the amount of assistance given from HOT funding and the number of hotel rooms used:

| Month/Year Held | Assistance Amount | # of Hotels Used |
|-----------------|-------------------|----------------------|
| <u>3/2021</u> | <u>\$7500</u> | <u>est. 20 rooms</u> |
| <u>3/2022</u> | <u>\$5000</u> | <u>est. 20 rooms</u> |

How will you measure the impact of your event on area hotel activity (e.g.: room block usage information, a survey of hoteliers, etc.)?
We will use a QR code survey for participants and a questionnaire on the registration form.

Please list other sponsors, organizations, and grants that have offered financial support to your event:

In the past, we have had sponsorships from Therapy and Consulting Services, Exim, Bicycle World, The Joint Chiropractic, Lone Star National Bank.

Will the event charge admission? If so, what is the cost per person/group?

Registration fees increase as the event nears. We start at \$75 and end at \$110.

Do you anticipate a net profit from the event? If so, what is the anticipated amount and how will it be used?

Yes. We will use most of the funds to purchase more equipment for future events and to help fund our triathlon team. We also

will make a donation to a local non-profit, which has yet to be named. In the past we have donated to Friends of Animal Rescue.

Please list all promotion efforts your organization is planning and the amount estimated for each media outlet. **Please attach a detailed marketing budget.**

Print \$: 500 _____

Website \$: 200 _____

Radio \$: 0 _____

Social Media \$: 1000 _____

TV \$: 0 _____

Other Digital Advertising \$: 1500 _____

A link to the CVB **must be** included on your promotional handouts and on your website for booking hotel nights during this event.

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

We will use the SPI logo on all of our materials including our registration site, race shirts/visors, volunteer shirts, medal ribbons,

awards, sponsor banner, event banner, Facebook event, magazine ad, social media boosts, and in the email blasts to tri clubs and past participants in the state.

Who is your target audience?

We are targeting adult triathletes between the ages of 17-99 in the State of Texas, in other states, and in Mexico. USAT provides the info to members across the nation.

What geographic region(s) are you marketing to?

Mostly Texas and northern Mexico, but we do always have participants from other states.

Have you obtained the insurance required and who is the carrier?

Yes. Insurance Office of America, Inc. is USA Triathlon's carrier. \$10,000,000 each occurrence and \$10,000,000 general aggregate.

During the term of this agreement, the event organizer shall procure and keep in force insurance with limits of \$1,000,000 per occurrence and 2,000,000 general aggregate. The policy must contain a policy endorsement that names "The City of South Padre Island, it's elected officials, representatives, employees or agents" as additionally insured. Applicant must provide a copy of the actual endorsement.

SOUTH PADRE ISLAND EVENT FUNDING CHECKLIST



To apply for funding please provide all the required documents.

Name of Event: South Padre Island Sprint Triathlon (3rd annual)

- Received and understood the separate Special Events Policy (REQUIRED)
- Received and understood the separate HOT Funding Guidelines (REQUIRED)
- Completed the South Padre Island Event Funding Application form (REQUIRED)
- Enclosed a description of all planned activities or schedule of events (REQUIRED)
- Enclosed a complete detailed budget (REQUIRED)
- Enclosed an advertising/marketing and promotion plan (REQUIRED)
- In Room night projections, with back-up, for the Funded Event (REQUIRED)
- I agree: 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 in accordance. (REQUIRED)
- I agree: The SPICVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event. (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 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
- Indicated the amount of financial support (if requested)



11/18/2022

Authorized Signature

Date

Karen M. Watt

Print Name

Budget

South Padre Sprint Triathlon 2023

Tentative budget for our event.

| | |
|---|---------------|
| Poster, Banners, Flyers with logos: | \$1250 |
| Running Across Texas Magazine Ad: | \$500 |
| Social Media Expert Boosting: | \$250 |
| Event Shirts with logos | \$2500 |
| Swim caps with logos: | \$800 |
| Helmet/bike stickers with logo: | \$350 |
| Barricade Rental for Transition: | \$1500 |
| Post-race Food and Drinks: | \$1500 |
| Videographer/photographer: | \$450 |
| Awards with logos | \$850 |
| Medals with logos | \$950 |
| Porto Potties: | \$775 |
| New Swim buoys | \$250 |
| SPI Lifeguards | \$350 |
| Police for traffic control: | \$1000 |
| DJ: | \$300 |
| Cups for water stations (donated) | |
| Chalk paint for course marking (donated) | |
| Water/ice for water stations (donated) | |
| Volunteer shirts (donated) | |
| Post-race beverages (donated) | |

Total Estimated Budget: \$13,575

SPI Sprint Triathlon Schedule of Activities - Spring 2023

PACKET PICKUP

Friday, March 24, 2023: 5:00 PM - 7:00 PM; Jim's Pier, South Padre Island

Saturday, March 25, 2023: (late pickup) 6:15 – 6:45 AM; Jim's Pier South Padre Island

COURSE

Sprint Distance

750m Swim/ 20k Bike / 5k Run

RACE DAY SCHEDULE (ALL AT JIM'S PIER)

06:15 AM - Transition Opens

07:15 AM - Transition Closes

07:10 AM – Practice Swim

7:20 AM - Athlete Meeting

7:30 AM – Self-seeded Start

9:30 AM - Awards

ENTRY FEES

Early Bird Special (Until February 1)

\$75 - Sprint

\$130 – Sprint Relay

February 2-March 15 pricing

\$90 – Sprint

\$145 – Sprint Relay

March 16 – March 24 (7:00 PM)

\$100 – Sprint

\$160 – Sprint Relay

There will be no race day registration and all registrations are online. There are NO refunds or transfers.

AWARD CATEGORIES

Sprint Individual:

Overall Male/Female

Top 3 Male/Female in age groups: 17-19, 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, 70-99

Sprint Relay: Top three relays receive awards.

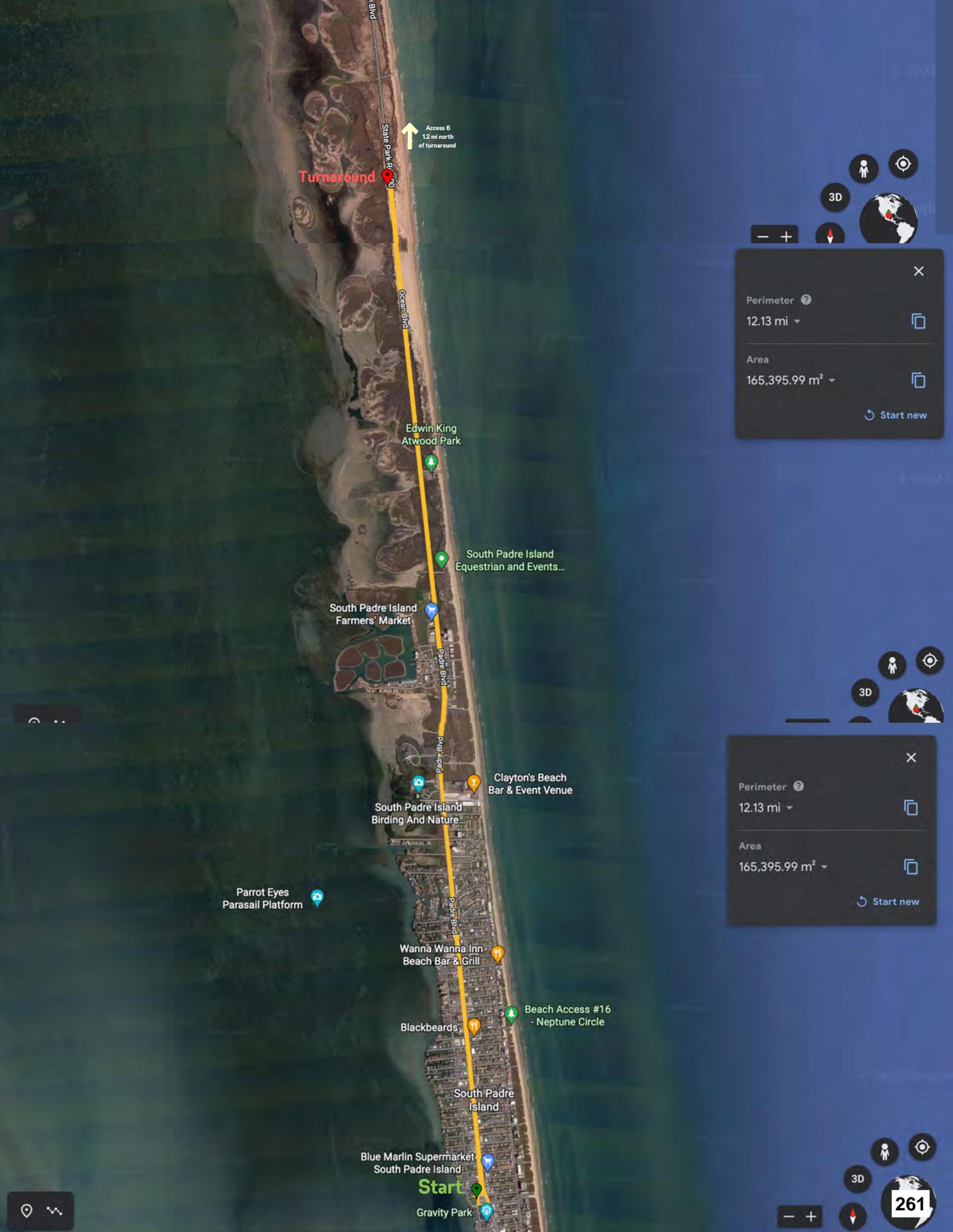
Marketing Plan

2023 South Padre Island Triathlon

As in past years, we will create posters and flyers we can place at local businesses to promote our event. We create a sponsor banner every year for display at our event, and this year we will design a new event banner that will be displayed at our venue weeks ahead of the event. This banner will have the name of the event and the SPI logo on it.

We also use social media blasts (and ad boosts) on Facebook and Instagram to reach athletes all over Texas, Mexico and even beyond. I will advertise in a state running magazine that is both printed and digital: Inside Texas Running. Every year we purchase event shirts (and or visors/caps) to give to all participants which will not only have event information on them but also the South Padre Island logo. Medals and awards will also include the SPI logo. All of these expenses are estimated in the budget.

This year we will hire a professional videographer this year to create a short video that can be made available on digital media for marketing future triathlon events at SPI. Normally we do not budget for a photographer, and just use volunteers, but this year we will add value to our event by having this professional document the activities before, during and after the race.



Turnaround

Access 6
1.2 mi north
of turnaround

Perimeter [?]
12.13 mi

Area
165,395.99 m²

Start new

Perimeter [?]
12.13 mi

Area
165,395.99 m²

Start new

Edwin King
Atwood Park

South Padre Island
Equestrian and Events...

South Padre Island
Farmers' Market

Clayton's Beach
Bar & Event Venue

South Padre Island
Birding And Nature...

Parrot Eyes
Parasail Platform

Wanna Wanna Inn
Beach Bar & Grill

Beach Access #16
- Neptune Circle

Blackbeards

South Padre
Island

Blue Marlin Supermarket
South Padre Island

Start

Gravity Park

261

Jim's Pier

Swim Route



RUN TURNAROUND



START

Run Route for South Padre Island Sprint Triathlon

1. Runners will leave transition at the south end of Jim's Pier parking lot and head south on Laguna Blvd. to Amberjack and turn left.
2. Runners will cross Padre Blvd and run to Gulf Blvd.
3. Runners will turn left on Gulf Blvd to Capricorn where they will make a U-turn and return to the finish line using the same route.
4. The finish line will be set up in the Jim's Pier parking lot.

Bike Route for South Padre Island Sprint Triathlon

1. Cyclists will leave transition from the Jim's Pier parking lot and head south on Laguna Blvd. to Amberjack.
2. Cyclists will turn left (east) on Amberjack to the traffic light.
3. At the traffic light, cyclists will turn left (north) on Padre Blvd.
4. Using the designated bike lane, cyclists will travel north approximately 6.1 miles to the turnaround point.
5. The turnaround point is approximately 1.2 miles south of access #6 and approximately 2.5 miles north of The Shores.
6. Cyclists will round the cones and head south back to Whiting.
7. Once arriving at Whiting, cyclists will turn right (west) into Jim's Pier parking lot to rack their bikes.

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

MEETING DATE: December 15, 2022

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for the American Junior Golf Association South Padre Island Junior Championship in August 2023. (Brown)

ITEM BACKGROUND

The A

BUDGET/FINANCIAL SUMMARY

No change to line item 02-593-8099 (Misc Sponsorship)
Funds have been budgeted for FY 2022-2023.

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:

Tournament Title Sponsor Agreement
American Junior Golf Association and South Padre Island Convention & Visitors Bureau

PREAMBLE

The following shall set forth the agreement (“Agreement”) effective between the American Junior Golf Association (hereafter referred to as AJGA) and South Padre Island Convention & Visitors Bureau for the purpose of providing title sponsorship for the South Padre Island Junior Championship (hereafter referred to as the Event).

South Padre Island Convention & Visitors Bureau will become the Title Sponsor of the **South Padre Island Junior Championship** and will receive the following promotions:

A. Tournament Title:

South Padre Island Junior Championship

South Padre Island Golf Club

South Padre Island, Texas

August 14-17, 2023

B. The **South Padre Island Convention & Visitors Bureau** name and/or logo will appear on:

1. All printed material relating to the **South Padre Island Junior Championship**
2. Featured in numerous AJGA social media posts across multiple platforms (Facebook, Twitter, YouTube, Instagram)
3. Prominent branding and on-course signage (four professionally created banners) displayed at host golf course
4. Course flags
5. The scrolling TaylorMade-adidas Golf Live Scoring leaderboard
6. Top 5 Boys Division and Top 3 Girls Division trophies
7. Tournament participant shirts and towels (shirts at Open & JAS only)
8. All press releases and media materials
9. Individual tournament website and archived results page

The graphic design of these items will be done by the **AJGA** upon consultation with **South Padre Island Convention & Visitors Bureau**. The **AJGA** will assume responsibility for producing these items, at no additional charge to **South Padre Island Convention & Visitors Bureau**. In order to ensure adequate time to approve, distribute and produce promotional items with **South Padre Island Convention & Visitors Bureau** logo, **South Padre Island Convention & Visitors Bureau** will provide **AJGA** with high-quality copy (preferably .EPS format) of approved logo upon acceptance of Agreement.

C. The **AJGA** agrees to plan, operate and coordinate all activities relating to the **South Padre Island Junior Championship**. The sponsorship will be a turn-key operation for **South Padre Island Convention & Visitors Bureau**. Further, the **AJGA** agrees to play an active role in securing additional Tournament Partners, Junior-Am teams and donations.

D. **South Padre Island Convention & Visitors Bureau** sponsorship will afford access to engage players and parents and have the ability to include product samples in players and parents gift bags. **South Padre Island Convention & Visitors Bureau** will be granted access to display table/area for promotional items for duration of the tournament.

E. The **South Padre Island Convention & Visitors Bureau** sponsorship will be set at the following level for a one-year commitment. The initial term of this Agreement shall commence on the date this Agreement is signed by all the parties hereto and shall terminate on the conclusion of the Event.

2023 -- \$45,000

Initials: _____

F. **South Padre Island Convention & Visitors Bureau** recognizes that AJGA’s National, Premier, and Official Partners will be identified on-site during the **South Padre Island Junior Championship**.

G. **South Padre Island Convention & Visitors Bureau** will allow the **AJGA** to bring on additional Tournament Partners of the **South Padre Island Junior Championship**. The **AJGA** agrees not to promote a competing sponsor at **South Padre Island Junior Championship**, outside of the National, Premier, Official and Series partners as mentioned in F. In addition, **AJGA** will allow **South Padre Island Convention & Visitors Bureau** to bring on additional tournament sponsors, as long as those sponsors are approved by **AJGA**.

I. The **South Padre Island Junior Championship** will be held at a mutually agreeable venue and date.

J. TWO (2) local exemption tournament spots into **South Padre Island Junior Championship** will be granted to the signee of this agreement or an individual acting direct instructions from **South Padre Island Convention & Visitors Bureau**. Names and further considerations of local sponsor exemption players must be discussed with **AJGA** no later than 5 weeks prior to event start date.

K. **South Padre Island** agrees that net proceeds from the event will go to support the American Junior Golf Association Foundation initiatives that include Diversity and Inclusion, Internship Program and Achieving Competitive Excellence Grant Program.

South Padre Island Convention & Visitors Bureau **SPONSORSHIP SUMMARY**

In addition to the benefits listed in each of the afore mentioned sponsorship opportunities, **South Padre Island Convention & Visitors Bureau** will receive the following additional exposure as the “Title Sponsor” of the **South Padre Island Junior Championship**:

1. **WEBSITE** – The **South Padre Island Convention & Visitors Bureau** logo will appear on all tournament-related pages of the AJGA tournament website in addition to listing as a “Tournament Sponsor.” There will be a link from the tournament website to the **South Padre Island Convention & Visitors Bureau** website.
2. **CLOTHING BRANDING** – **South Padre Island Convention & Visitors Bureau** logo will be featured on **South Padre Island Junior Championship** tournament participant Adidas® shirts.
3. **PROMOTION** – The **AJGA** will endeavor to promote **South Padre Island Convention & Visitors Bureau’s** supportive role in their junior golf sponsorship.
4. **FUTURE SPONSORSHIPS/CONSIDERATIONS** – **South Padre Island Convention & Visitors Bureau** will be receptive to future **AJGA** sponsorship proposals and agrees to use its best efforts to market AJGA sponsorship opportunities to **South Padre Island Convention & Visitors Bureau’s** network of corporate partners. **AJGA** agrees to use its best efforts to provide additional value to its partnership my marketing / promoting **South Padre Island Convention & Visitors Bureau** to their corporate partners.
5. **PAYMENT SCHEDULE** – Sponsorship costs will be payable on a schedule mutually agreed to by **South Padre Island Convention & Visitors Bureau** and the **AJGA**. Similarly, **South Padre Island Convention & Visitors Bureau** agrees to pay the **AJGA** following the below invoice schedule to ensure all terms of this are properly activated as defined in this agreement:

2023

February 1, 2023 -- \$45,000

6. **PAYMENT INFORMATION** – The following addresses and contact(s) shall be utilized by both parties in regard to payment:

AJGA

1980 Sports Club Drive
Braselton, GA 30517
Taylor McGuire – Coordinator of Finance
tmcguire@ajga.org
(678) 425-1750

South Padre Island Convention & Visitors Bureau

7355 Padre Blvd
South Padre Island, Texas 78597
April Brown- Special Events Manager
April@sopadre.com
956-761-8392

Above terms agreed to by:

Stephen Hamblin
Executive Director, American Junior Golf Association

Date

Randy Smith
City Manager, South Padre Island Convention and Visitors Bureau

Date

SOUTH PADRE JUNIOR ALL-STAR



SOUTH PADRE ISLAND GOLF CLUB
JUNE 13-16, 2022
FULFILLMENT REPORT



HOST FACILITY



SOUTH PADRE ISLAND

CHAMPIONS



ZACKARY TARTER
5-UNDER-PAR 211

ESTHER KWON
8-UNDER-PAR 208

12

STATES REPRESENTED

78

PLAYER FIELD

294

NET VISITORS

5

COUNTRIES REPRESENTED

2022 ECONOMIC IMPACT

VISITOR SPENDING: \$97,542.50
ADMINISTRATIVE COSTS: \$26,082.73
REGIONAL MULTIPLIER: 2.37

\$292,992
TOTAL ECONOMIC IMPACT

TOURNAMENT DIGITAL



TWITTER

29,400
FOLLOWERS

TWEETS USING #SOUTHPADREJAS

18

POTENTIAL REACH OF #SOUTHPADREJAS

316,443



INSTAGRAM

93,200
FOLLOWERS

AJGA POST REACH

86,557

POST LIKES

6,301



FACEBOOK

30,646
LIKES

PHOTO ALBUM ENGAGEMENTS

308

PEOPLE REACHED

5,097



TIKTOK

25,100
FOLLOWERS

POST VIEWS

4.2 MILLION +

@AJGAGOLF POST LIKES

1.1 MILLION +



MORE PHOTOS CAN BE VIEWED AT [HTTPS://BIT.LY/3NMCBBV](https://bit.ly/3nmcbbv)

6,333
unique page
views

TAYLORMADE | ADIDAS GOLF
LIVE SCORING

3,622
unique page
views

INDIVIDUAL TOURNAMENT
WEBPAGE

10.4 million
unique page
views

SCHEDULE & RESULTS
PAGES

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

MEETING DATE: December 15, 2022

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action concerning the new meeting date for January 2023. (Till)

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS: