

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

**WEDNESDAY, JANUARY 25, 2023**  
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 December 15, 2022 regular meeting. (Till)

4.2. Approve the excused absence for Vice Chairman Daniel Salazar, Board Members Bryan Pinkerton and Rene Valdez for the December 15, 2022 regular meeting. (Till)

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. (Henry)

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

- 1.) Marketing & Communications
- 2.) Social Media
- 3.) Cision
- 4.) In-House Creative

5.4 Discussion and action concerning the election of officers for the 2023 calendar year - CVAB Chairman and Vice Chairman. (Till)



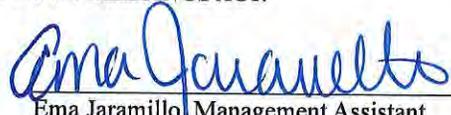
- 5.5 Discussion and possible action to approve the funding request for Splash South Padre in April 2023. (Brown)
- 5.6 Discussion and possible action to approve the funding request for Sea Turtle Inc. 5K Kemp's Krawl in May 2023. (Brown)
- 5.7 Discussion and possible action to approve the funding request for Shallow Sport Fishing Tournament in May 2023. (Brown)
- 5.8 Discussion and action concerning the new meeting date for February 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, JANUARY 20, 2023

  
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, JANUARY 20, 2023, 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.



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

**MEETING DATE:** January 25, 2023

**NAME & TITLE:** Ema Jaramillo, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the meeting minutes for the December 15, 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:**

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

**THURSDAY, DECEMBER 15, 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, December 15, 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 9:00 AM. Board Members present: Board Members Bob Friedman, Sean Till, Tom Goodman, and Chad Hart were present. Board members Daniel Salazar, Rene Valdez, and Bryan Pinkerton were absent. City Staff members present were CVB Director Blake Henry, Special Events Manager April Brown, Operations and Services Manager Lori Moore, CVB Sales and Services Manager Mayra Nunez, Marketing and Communications Specialist Dennise Hernandez, Marketing and Communications Specialist Mauricio Cervantes, and City Councilman Kerry Schwartz.

2. Pledge of Allegiance

Chairman Sean Till led the pledge of allegiance.

3. Public Comments and Announcements

Public comments were given at this time.

4. Approve Consent Agenda

Board Member Tom Goodman made a motion, seconded by Chad Hart, to approve consent agenda. Motion carried unanimously.

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)

Atique of Predictive Data Lab presented on campaign performances, key performance indicators, and analytics for travel and tourism of South Padre Island.

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

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

The Zimmerman Team provided an update regarding the Spring Break Collegiate and Family Plan as well as provide an update on where money is being spent for each campaign phase.

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

The CVB team provided an update for the months of November and December 2022.

1.) Special Events - Special Events Manager April Brown provided the CVA Board with an update of special events held at South Padre Island in the month of November and December.

2.) Groups & Meetings - CVB Sales and Services Manager Mayra Nunez updated the CVA Board with the leads received, events held in the Convention Center, and upcoming group meetings.

3.) Marketing & Communications - Marketing and Communication Specialist Dennise Hernandez presented on organic social media overview and shared top social media posts with the board.

4.) Social Media

5.) Cision - Marketing and Communication Specialist Mauricio Cervantes provided an update on interviews done, press releases released, and the number of publications on South Padre Island.

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)**

The board discussed possible marketing techniques or efforts to market the 50th anniversary of the City of South Padre Island. Ideas included adding banners to light posts, making a minor change to the logo to reflect the 50th anniversary as well as having the Zimmerman Team find ways to implement a marketing campaign.

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

Board Member Tom Goodman made a motion, seconded by Bob Fredman, to approve the \$5,000 for marketing purposes for the Winter Outdoor Wildlife Expo in February 2023. Motion passed unanimously.

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

Board Member Bob Friedman made a motion, seconded by Board Member Chad Hart, to approve the \$2,500 in marketing for the South Padre Island Sprint Triathlon in March 2023. After much discussion and recommendation from CVB Director Blake Henry, Bob Friedman amended his motion, seconded by Chad Hart, to approve \$4,000 in marketing purposes for the South Padre Island Sprint Triathlon. Motion carried unanimously.

- 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)

Board Member Chad Hart made a motion, seconded by Board Member Tom Goodman, to approve \$10,000 for the American Junior Golf Association South Padre Island Junior Championship in August 2023.

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

Chairman Sean Till announced the next meeting date will be Wednesday, January 25, 2023, at 9:00 AM.

## 6. Adjourn

There being no further business, Chairman Sean Till adjourned the meeting at 11:06 AM.

Prepared By:

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Ema Jaramillo, Management Assistant

Approved By:

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Sean Till, CVAB Chairman

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

**MEETING DATE:** January 25, 2023

**NAME & TITLE:** Ema Jaramillo, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the excused absence for Vice Chairman Daniel Salazar, Board Members Bryan Pinkerton and Rene Valdez for the December 15, 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:** January 25, 2023

**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

December 2022 – Board Presentation



**PREDICTIVE**  
DATA LAB



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- 5. ECONOMIC IMPACT**



# EXECUTIVE SUMMARY

## ANALYSIS

The month of December produced over 16.4 million impressions

- **Total Impressions: 16,425,343**
- **Total Website Users: 154,543**
- **Total Web sessions produced this month: 128,809**
- **Vacation Rentals**
  - **Occupancy: 57%**
  - **ADR: \$250.00**
  - **RevPar: \$81.24**
- **Hotels**
  - **Occupancy: 55%**
  - **ADR: \$105.47**
  - **RevPar: \$58.19**

A photograph of a beach covered in light-colored shells. In the foreground, a blue crab is positioned on a shell. The background shows the ocean and a clear blue sky. The text 'HOTEL AND VACATION RENTAL DATA' is overlaid in white, bold, sans-serif font on the right side of the image, with a vertical white line to its left.

# HOTEL AND VACATION RENTAL DATA



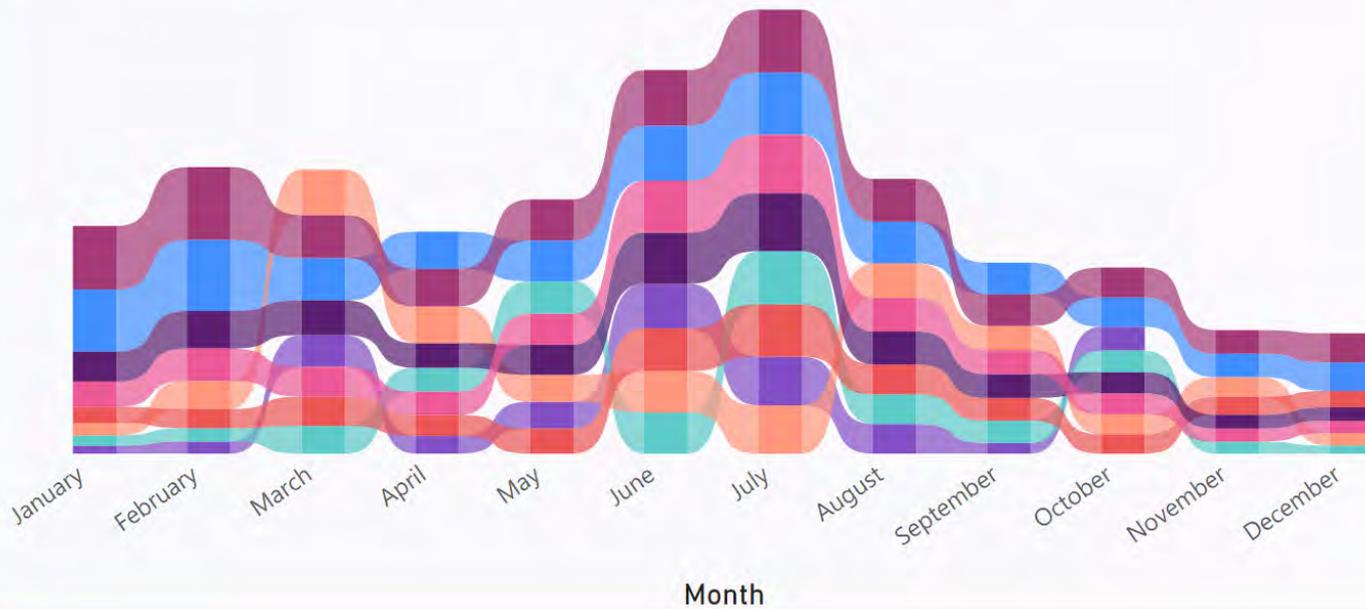
**PREDICTIVE**

DATA LAB

# COMPETITOR VR ANALYSIS

Visit South Padre Island Competitor Cities Occupancy Rate

Market ● Aransas ● Brazoria ● Cameron ● Corpus Christi ● Galveston ● Nueces ● Port Aransas ● South Padre Is...



**57%**

SPI AVG OCCUPANCY

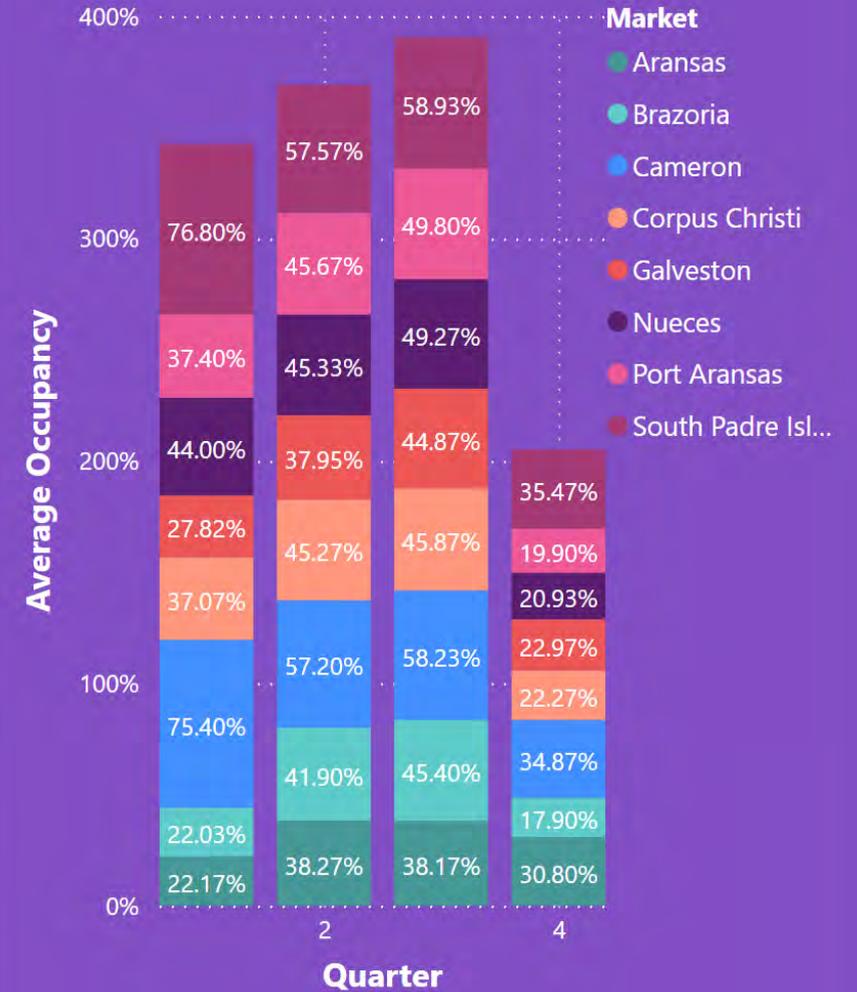
**40%**

COMP AVG OCCUPANCY



**PREDICTIVE**

DATA LAB

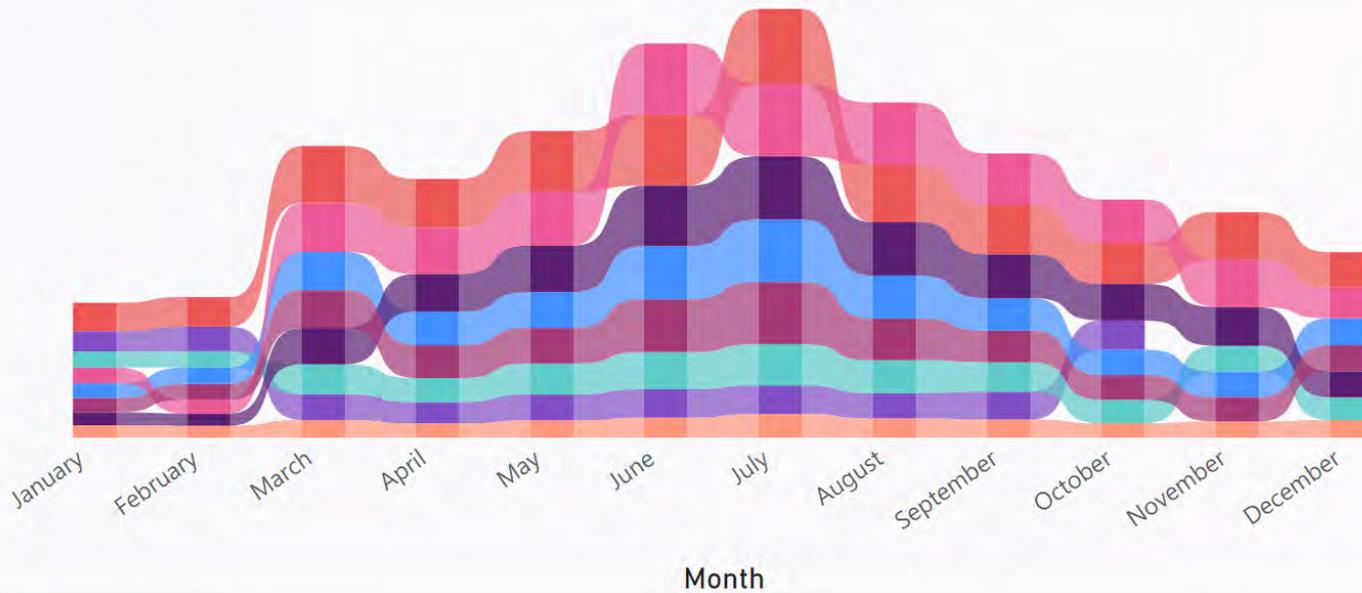


Data Source (s): Predictive Data Lab & KeyData

# COMPETITOR VR ANALYSIS

## Visit South Padre Island Competitor Cities ADR

Market ● Aransas ● Brazoria ● Cameron ● Corpus Christi ● Galveston ● Nueces ● Port Aransas ● South Padre Is...



**\$250**

**SPI ADR**

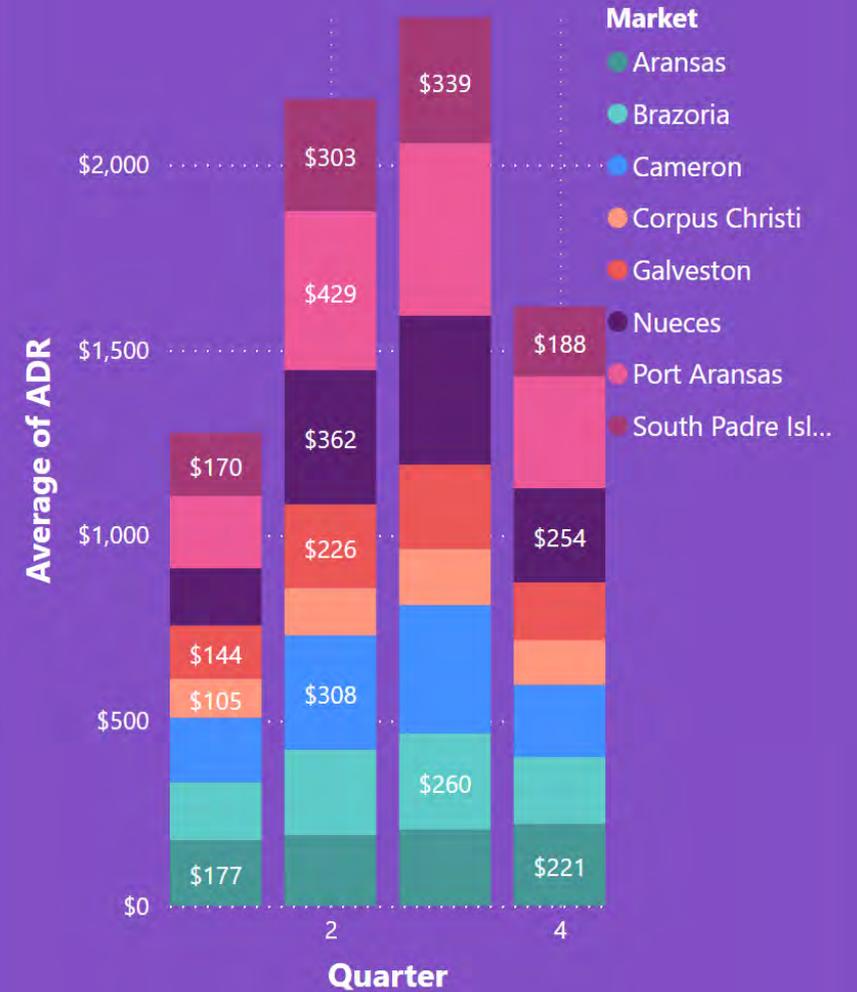
**\$213**

**COMP ADR**



**PREDICTIVE**

DATA LAB

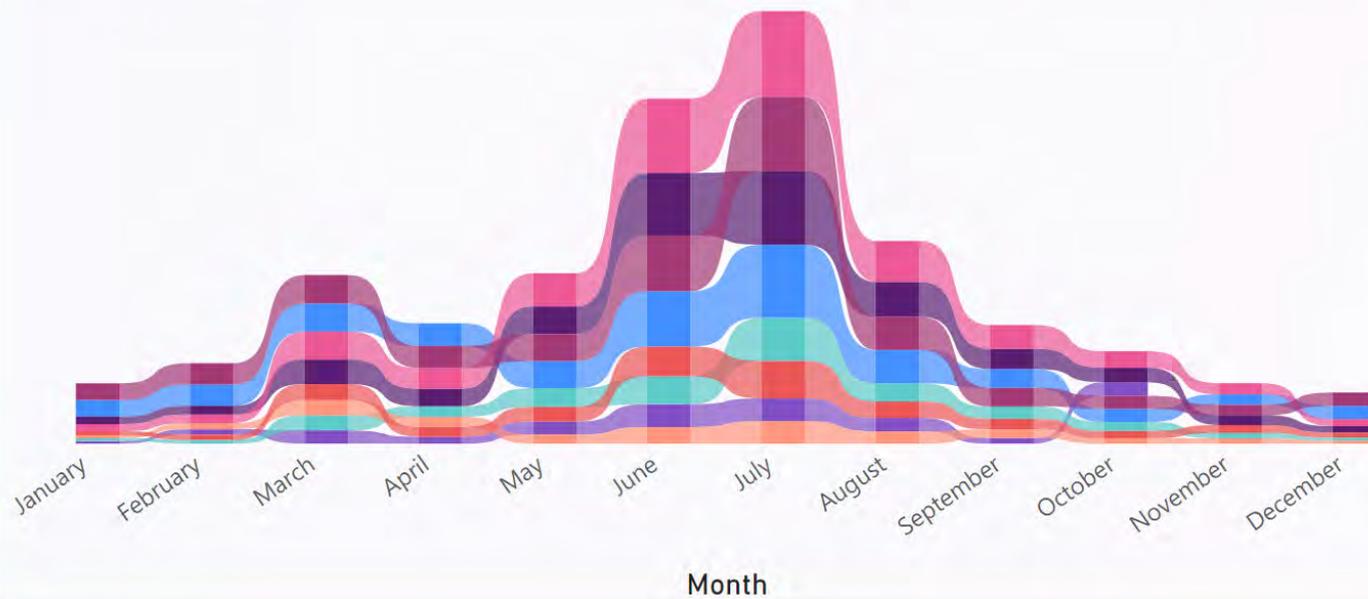


Data Source (s): Predictive Data Lab & KeyData

# COMPETITOR VR ANALYSIS

## Visit South Padre Island Competitor Cities RevPAR

Market ● Aransas ● Brazoria ● Cameron ● Corpus Christi ● Galveston ● Nueces ● Port Aransas ● South Padre Is...



**\$120**

**SPI REVPAR**

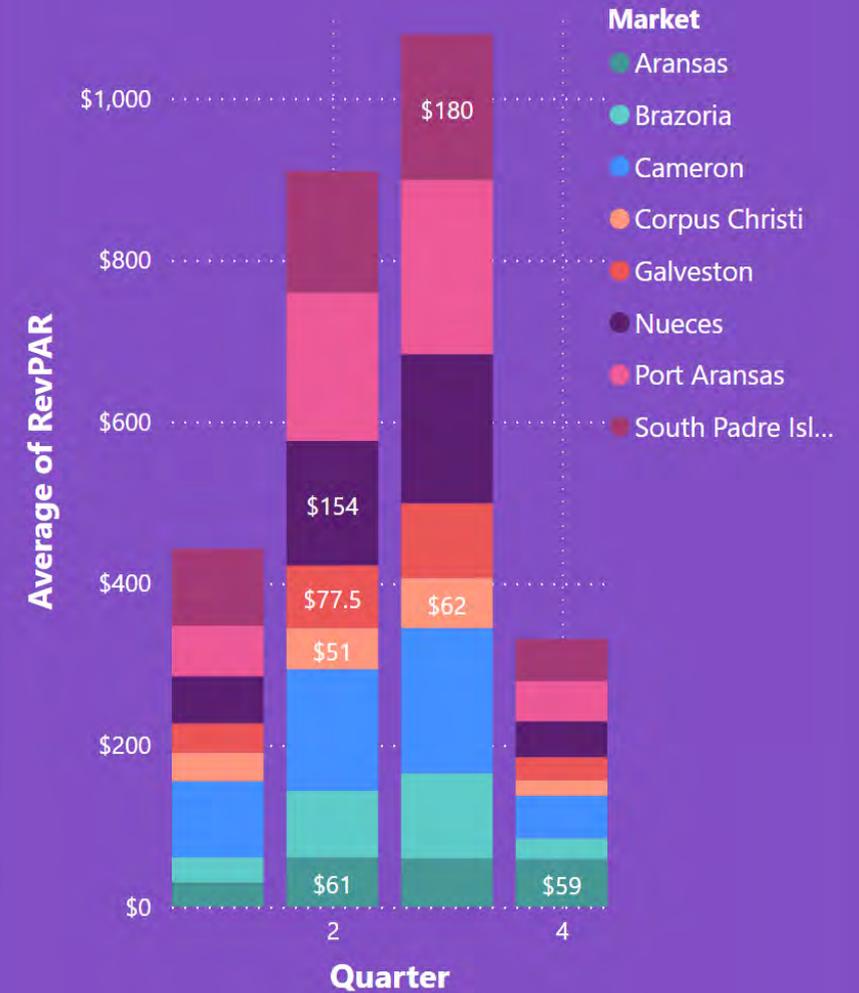
**\$78**

**COMP REVPAR**



**PREDICTIVE**

DATA LAB



Data Source (s): Predictive Data Lab & KeyData

# HISTORIC HOTEL ANALYSIS

## Visit South Padre Island Hotel ADR



**PREDICTIVE**  
DATA LAB



**\$105.47**

**2022 ADR**

**\$98.74**

**2021 ADR**

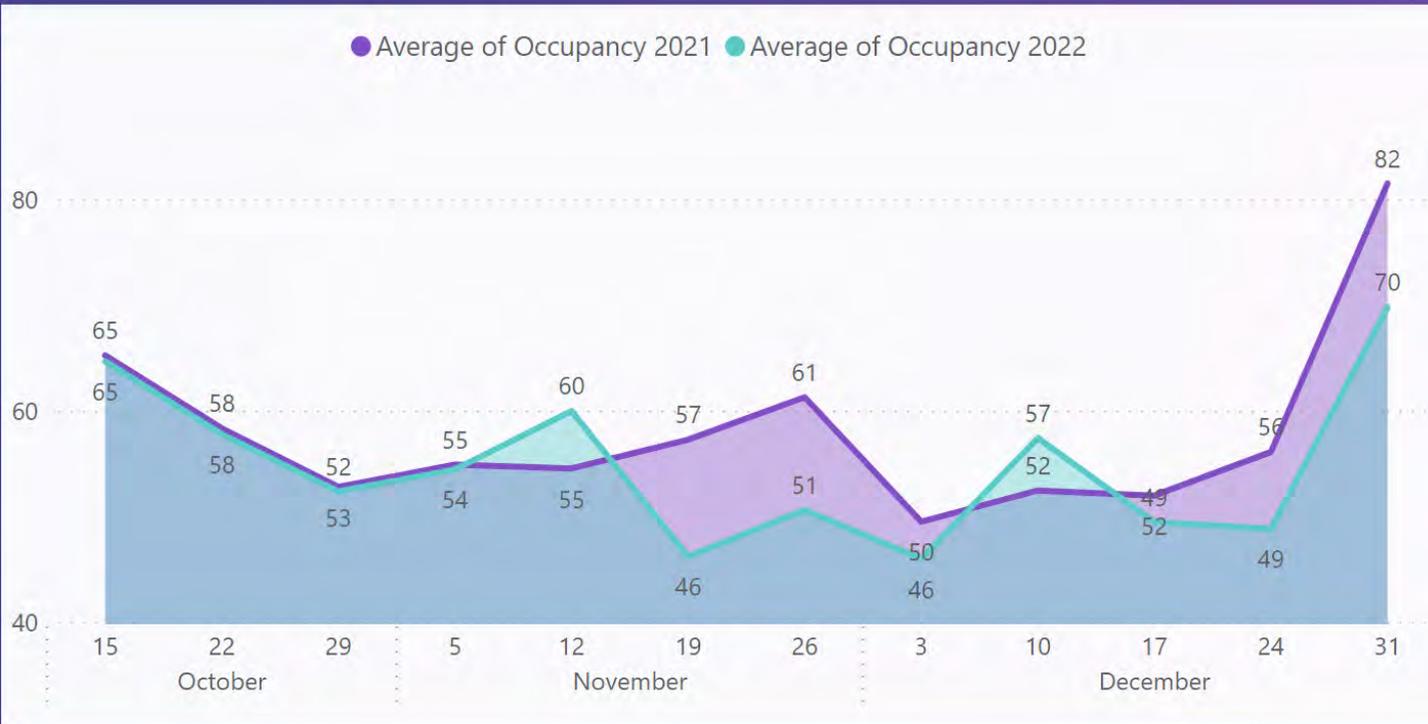
Data Source (s): Predictive Data Lab & STR

# HISTORIC HOTEL ANALYSIS

## Visit South Padre Island Hotel Occupancy



**PREDICTIVE**  
DATA LAB



**54.80**

**AVG 2022 OCCUPANCY**

**58.00**

**AVG 2021 OCCUPANCY**

Data Source (s): Predictive Data Lab & STR

# HISTORIC HOTEL ANALYSIS

## Visit South Padre Island Hotel RevPAR



**PREDICTIVE**  
DATA LAB



**\$58.19**

**2022 RevPAR**

**\$57.79**

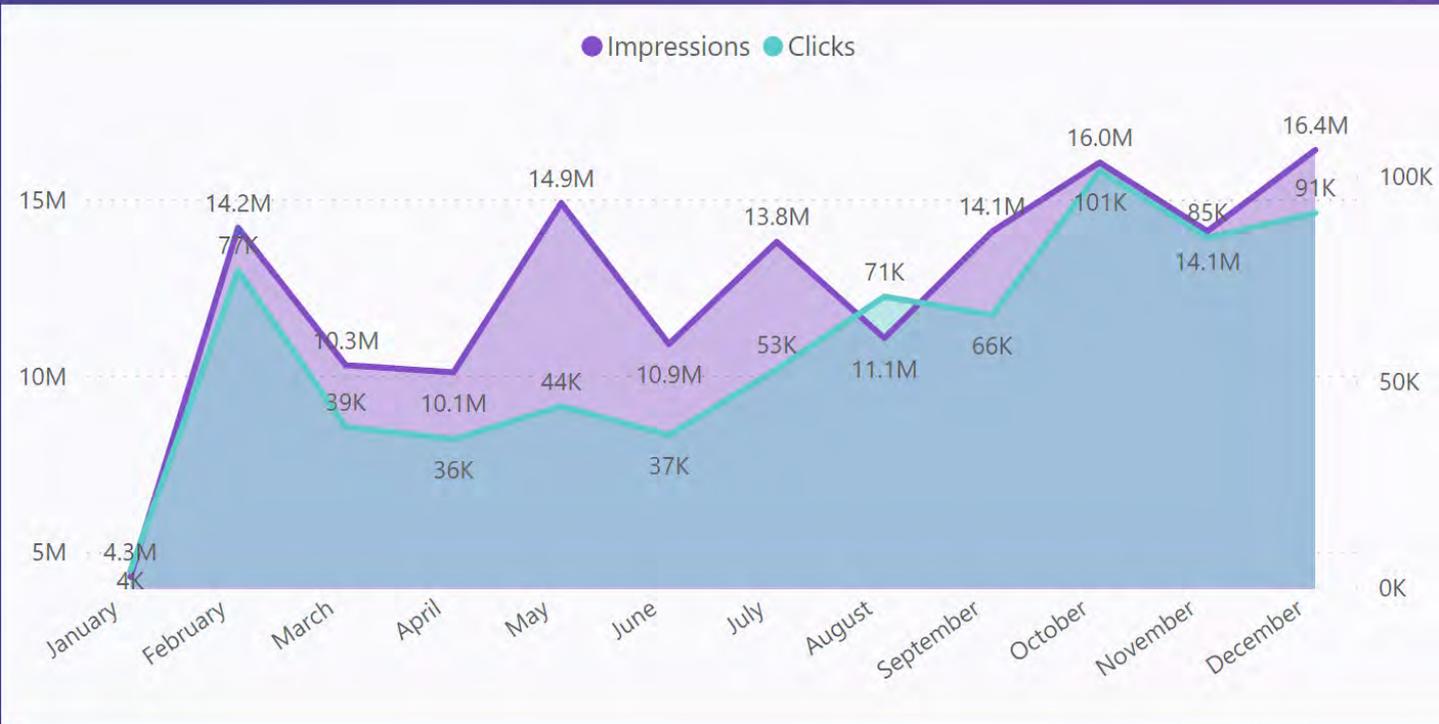
**2021 RevPAR**

Data Source (s): Predictive Data Lab & STR



# PAID MEDIA PERFORMANCE

## Visit South Padre Island Paid Media KPI



**13M**

**AVG MONTHLY IMPRESSIONS**

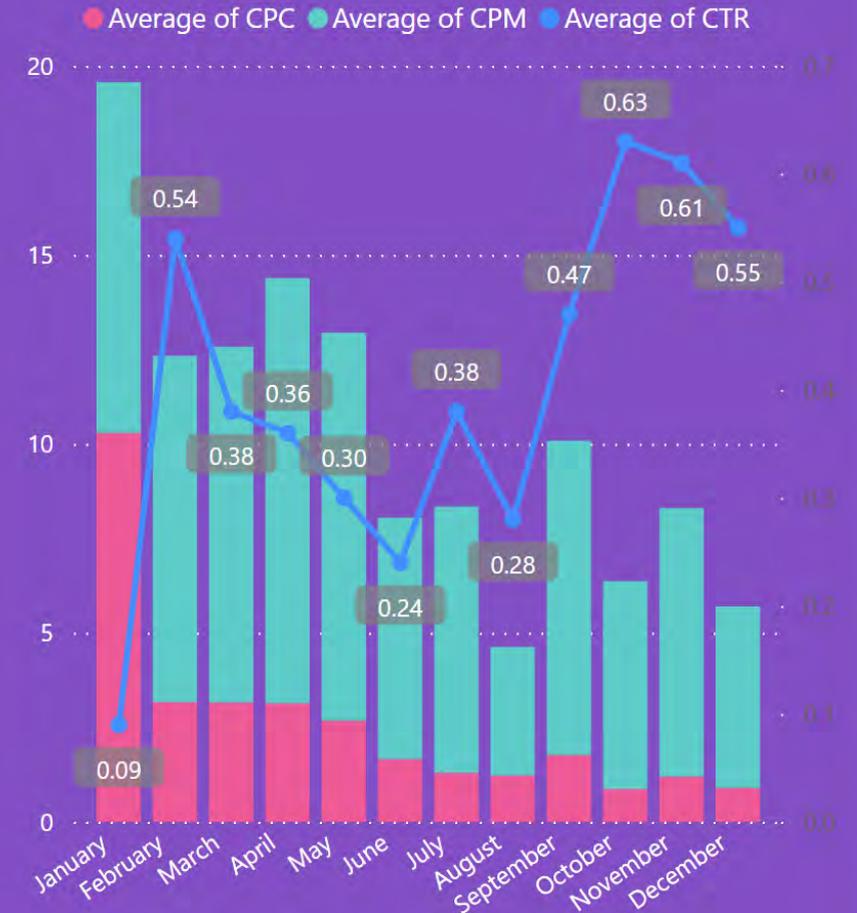
**59K**

**AVG MONTHLY CLICKS**



**PREDICTIVE**

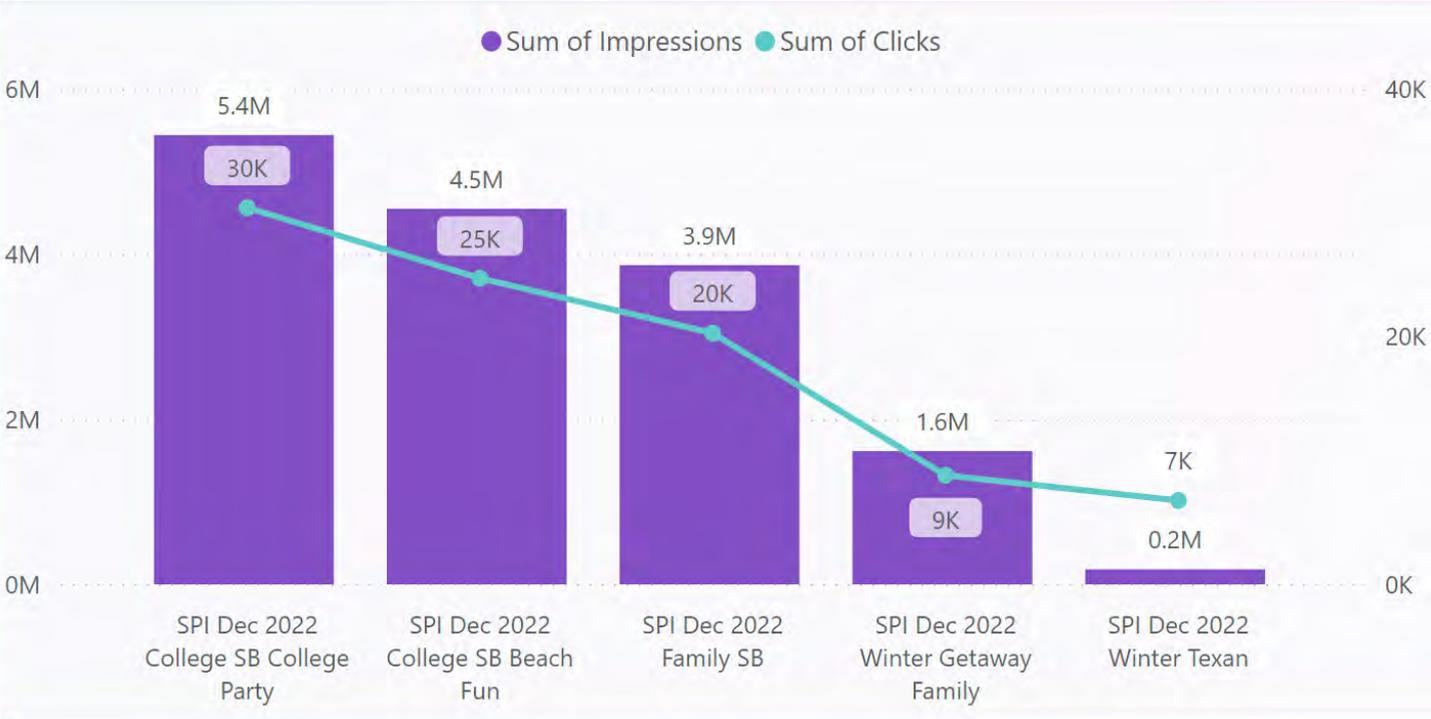
DATA LAB



Data Source (s): Predictive Data Lab, DCM, Visit South Padre Island

# CAMPAIGN PERFORMANCE

## Visit South Padre Island Campaign KPI



**3M**  
AVG CAMPAIGN IMPRESSIONS

**18K**  
AVG CAMPAIGN CLICKS



**PREDICTIVE**

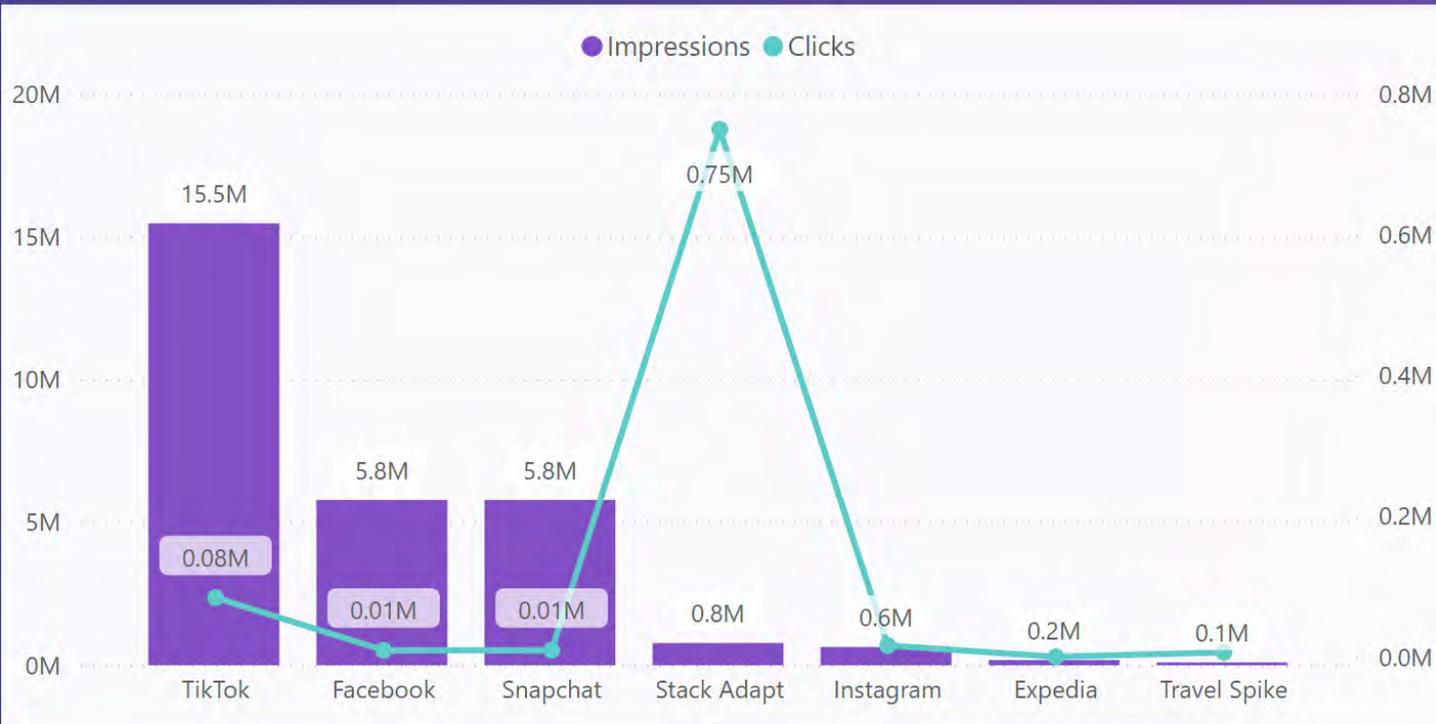
DATA LAB



Data Source (s): Predictive Data Lab, DCM, Visit South Padre Island

# PLATFORM PERFORMANCE

## Visit South Padre Island Platform KPI



**4M**

**AVG PLATFORM IMPRESSIONS**

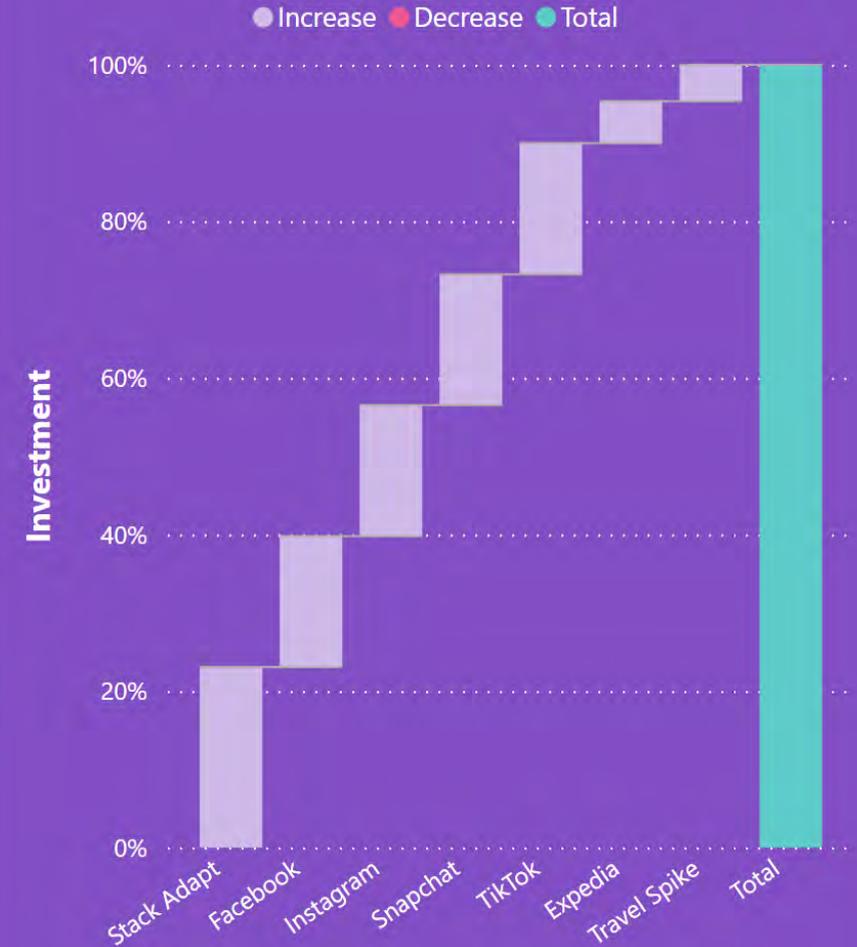
**876K**

**AVG PLATFORM CLICKS**



**PREDICTIVE**

DATA LAB



Data Source (s): Predictive Data Lab, DCM, Visit South Padre Island



# WEB ANALYTICS

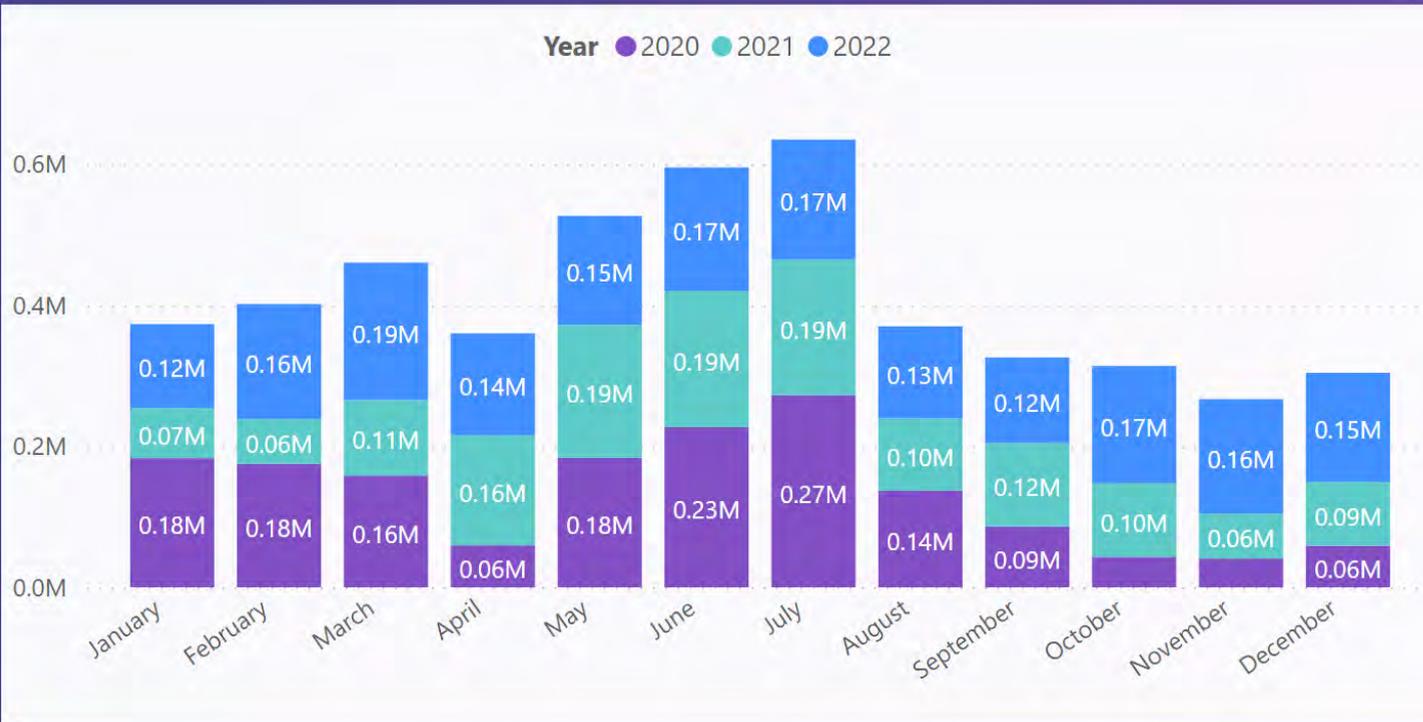


**PREDICTIVE**

DATA LAB

# WEB TRAFFIC

Visit South Padre Island Web Traffic KPI



**1.85M**

**2022 USERS**

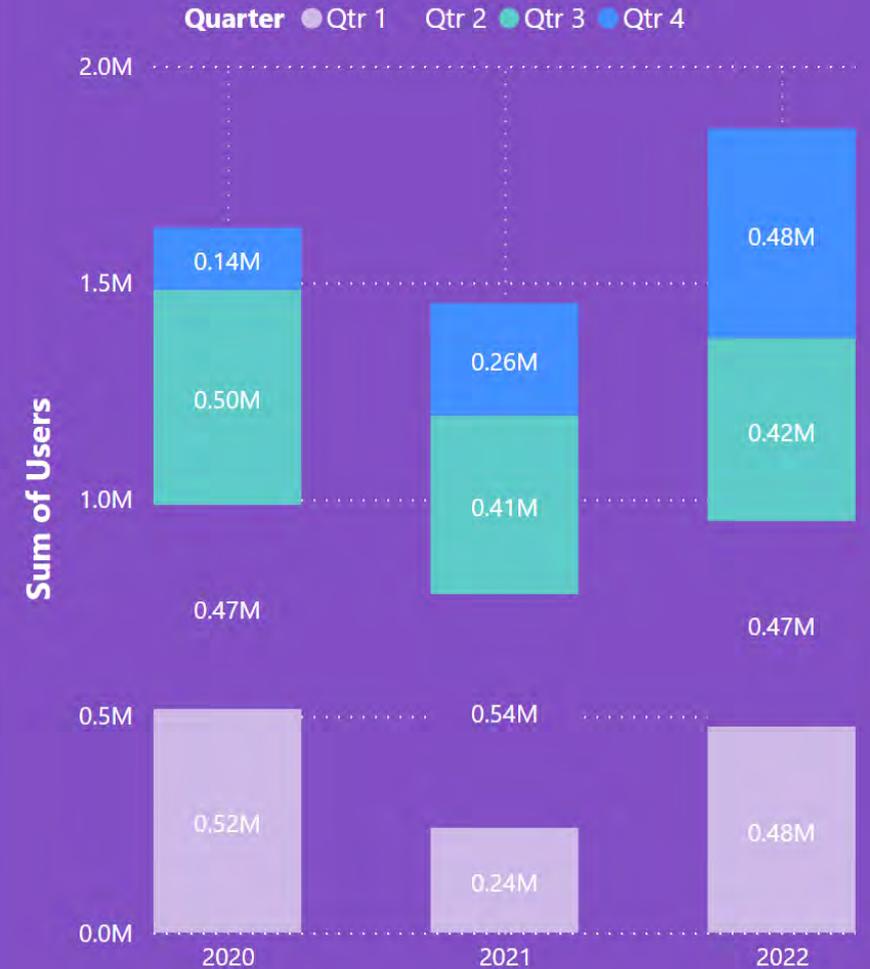
**1.45M**

**2021 USERS**



**PREDICTIVE**

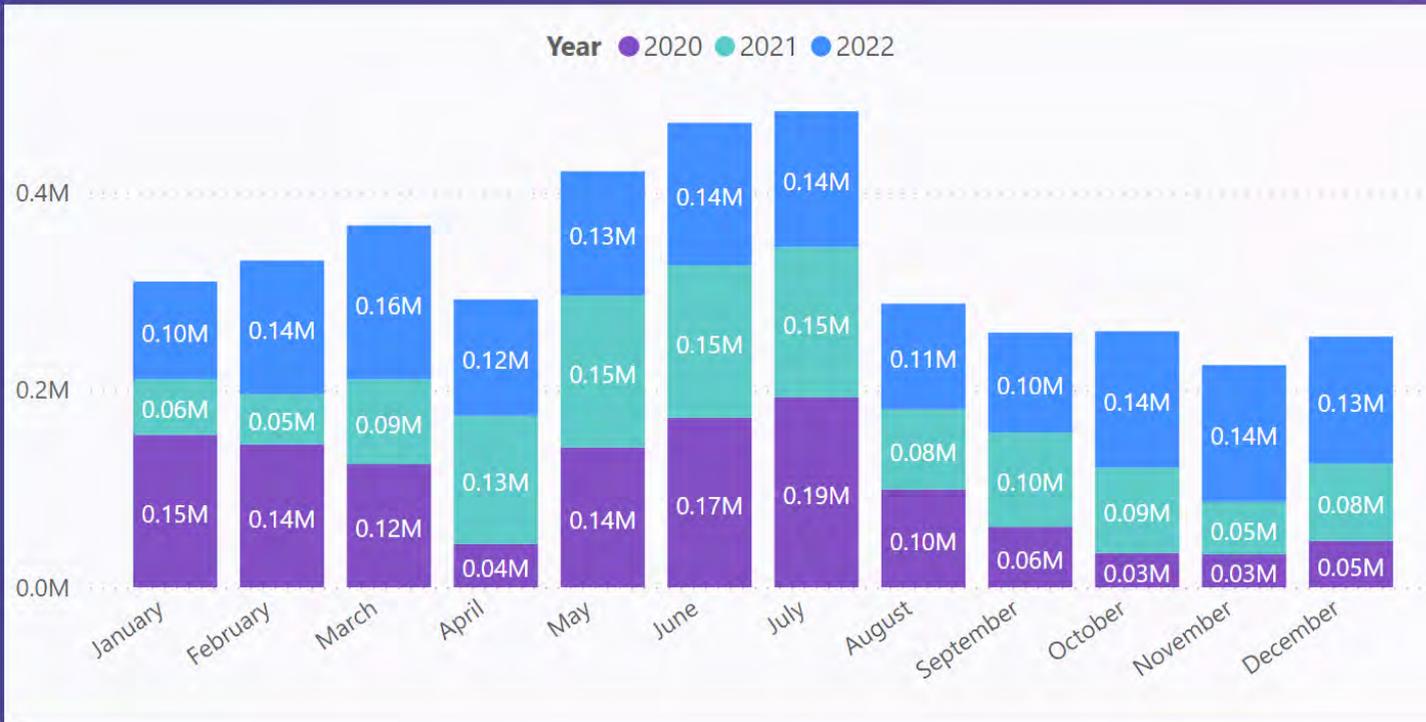
DATA LAB



Data Source (s): Predictive Data Lab, DCM, Visit South Padre Island, Google Analytics

# NEW WEB TRAFFIC

Visit South Padre Island Web Performance KPI



**1.53M**

**2022 NEW USERS**

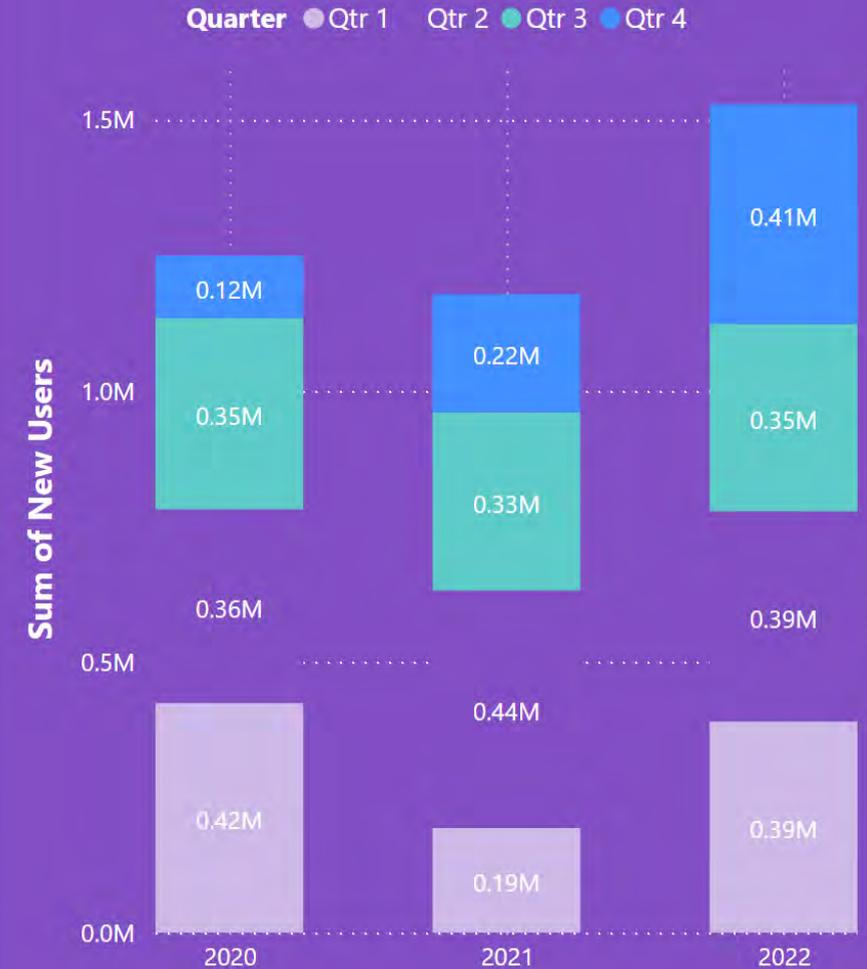
**1.18M**

**2021 NEW USERS**



**PREDICTIVE**

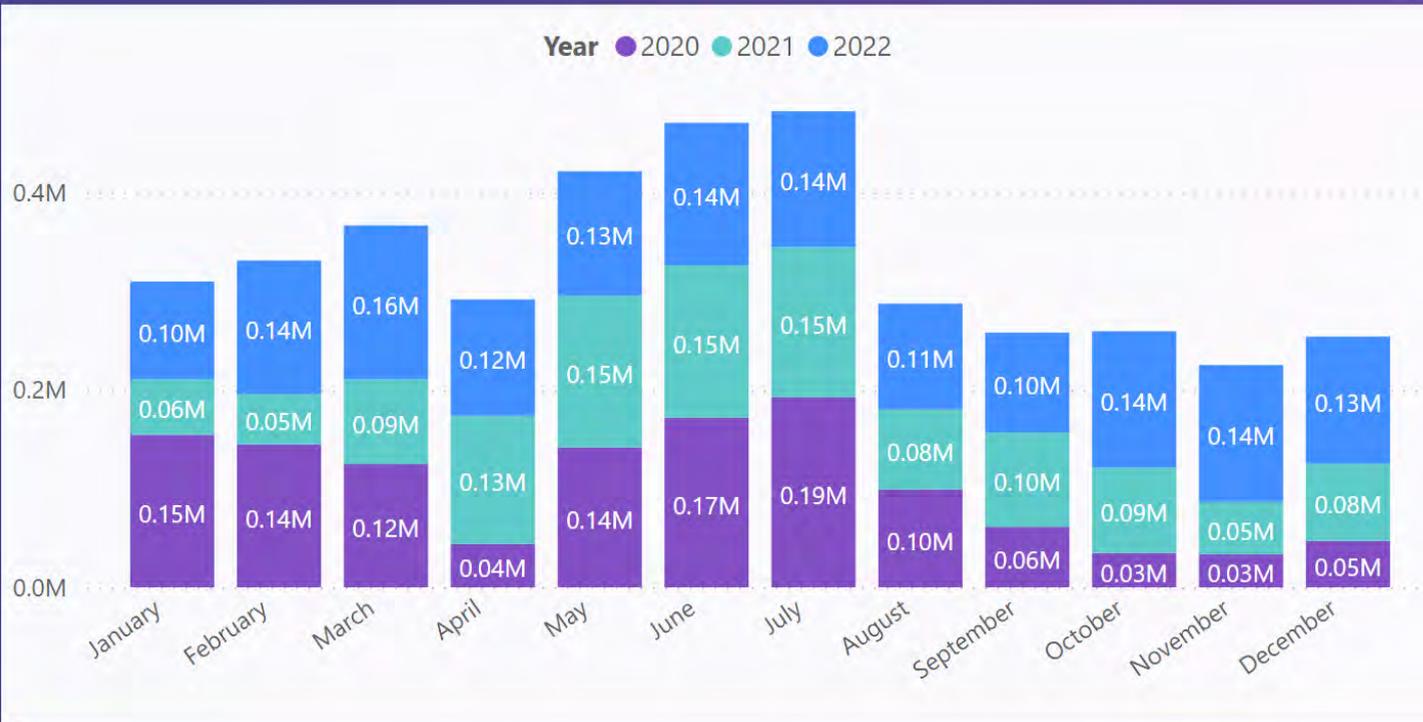
DATA LAB



Data Source (s): Predictive Data Lab, DCM, Visit South Padre Island, Google Analytics

# WEB SESSIONS

Visit South Padre Island Web Performance KPI



**2.04M**

**2022 SESSIONS**

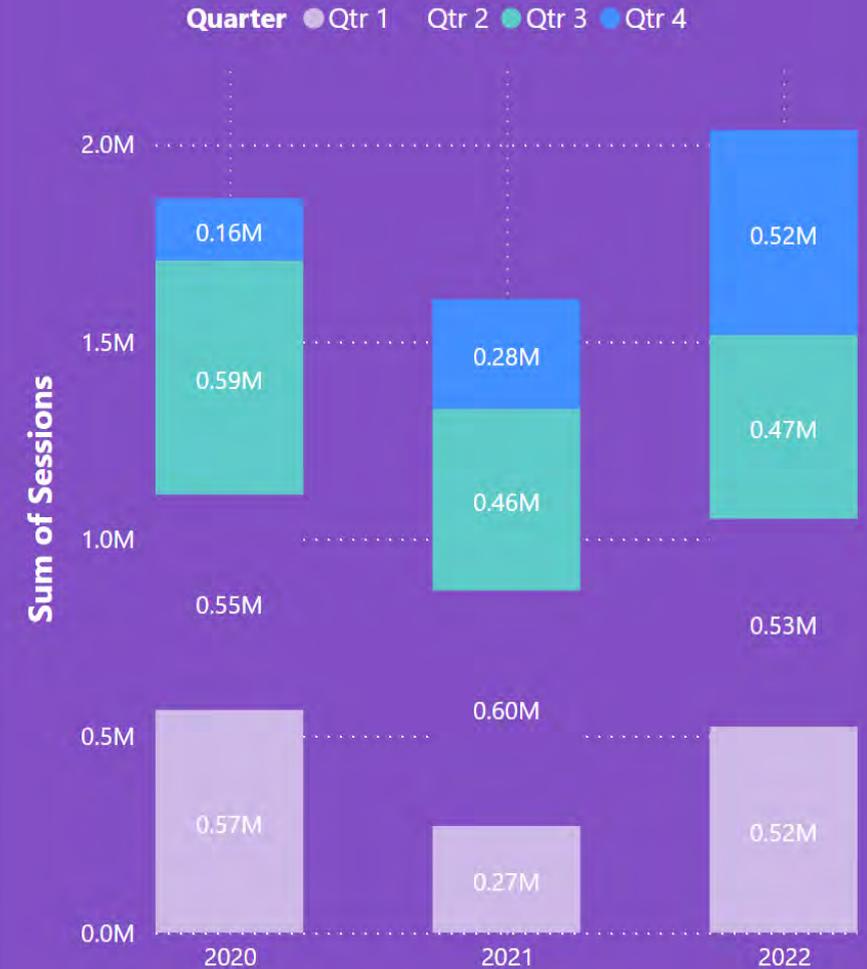
**1.61M**

**2021 SESSIONS**



**PREDICTIVE**

DATA LAB



Data Source (s): Predictive Data Lab, DCM, Visit South Padre Island, Google Analytics



# WEB ANALYTICS

Month

December



Year



2022



Landing Page ×

/experiences/things-to-do/

Page path level 1 ×

/experiences/

Page path level 2 ×

/things-to-do/

Page path level 3 ×

/activities/

Page path level 4 ×

/

Exit Page ×

/experiences/things-to-do/

**%GT Users**  
100.00%

**/experiences/things-to-do/**  
10.64%

/experiences/things-to-do/

/

/event/new-years-eve-...

/event-calendar/?view=...

/experiences/family-sp...

/blog/post/winter-attr...

/event/new-years-eve-...

/blog/post/south-padr...

(not set)

**/experiences/**  
5.84%

/listing/

/event/

/plan/

/blog/

**/things-to-do/**  
5.84%

**/activities/**  
3.37%

/spimusicguide/

/tours-excursions/

/arts-culture/

/shopping/

/fishing/

/wellness/

**/**  
1.83%

/?view=list&sort=quali...

/?view=list&sort=quali...

/?view=list&sort=quali...

/?view=grid&sort=qua...

/?view=list&sort=quali...

/?view=grid&sort=qua...

/?view=grid&sort=qua...

/?view=grid&sort=qua...

/?view=grid&sort=qua...

**/experiences/things-to-do/**  
0.51%

/listing/adventure-par...

/experiences/things-to...

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/experiences/things-to...

/experiences/things-to...

/listing/claytons-beach...

/listing/isla-tours/1094/

/blog/post/spacex-isa...

/experiences/food-and...

# IN HOUSE MEDIA BUYS



**PREDICTIVE**

DATA LAB

# Streaming TV - Creative

SPI Convention and Visitors\_SPI\_SouthTexasMagic\_ENG\_30sec\_BroadcastMaster

**23,939**

Impressions

**23,469**

Completions



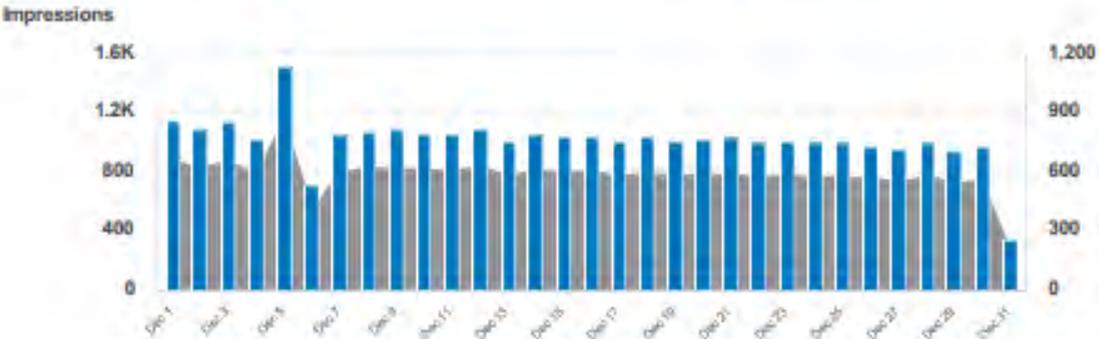
### Completion Rate

**98.86%**    **98.35%**    **98.61%**    **98.04%**

25% Completion   50% Completion   75% Completion   100% Completions

### Impressions and Completions

■ Impressions   ■ Completions



# Streaming TV - Geographies

### Top Geographies



Geography	Impressions	25% Complete	50% Complete	75% Complete	100% Complete
78704	7,852	99.04%	98.59%	98.74%	98.18%
78731	3,649	98.85%	98.27%	98.38%	97.70%
78703	3,134	97.61%	97.19%	98.44%	97.89%
78746	2,910	99.38%	98.83%	98.69%	98.14%
78733	1,822	99.40%	98.96%	98.79%	98.30%

# Streaming TV - Creative

SPI Convention and Visitors\_SPI\_SouthTexasMagic\_ENG\_30sec\_BroadcastMaster

**23,938**

Impressions

**23,514**

Completions



## Completion Rate

**99.09%**    **98.67%**    **98.73%**    **98.23%**

25% Completion   50% Completion   75% Completion   100% Completions

## Impressions and Completions

■ Impressions   ■ Completions



# Streaming TV - Geographies

## Top Geographies



Geography	Impressions	25% Complete	50% Complete	75% Complete	100% Complete
78209	6,105	98.87%	98.28%	98.46%	98.10%
78258	5,284	99.15%	98.75%	98.71%	98.13%
78260	5,237	99.39%	99.05%	99.05%	98.57%
78248	2,245	98.66%	98.40%	98.71%	97.91%
78255	1,817	99.61%	99.17%	98.84%	98.29%

# Streaming TV - Creative

SPI Convention and Visitors\_SPI\_SouthTexasMagic\_ENG\_30sec\_BroadcastMaster

**26,199**

Impressions

**25,752**

Completions



## Completion Rate

**99.59%**

**99.20%**

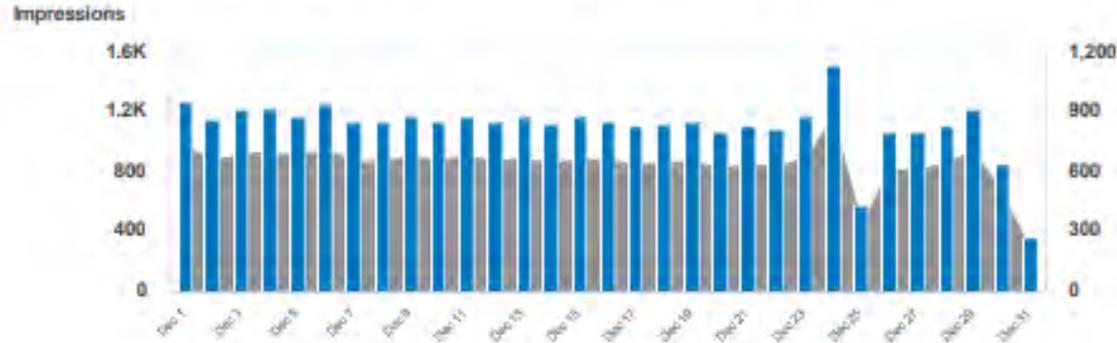
**98.85%**

**98.29%**

25% Completion 50% Completion 75% Completion 100% Completions

## Impressions and Completions

■ Impressions ■ Completions



# Streaming TV - Geographies

## Top Geographies



Geography	Impressions	25% Complete	50% Complete	75% Complete	100% Complete
Laredo	26,199	99.59%	99.20%	98.85%	98.29%

# Streaming TV - Creative

SPI Convention and Visitors\_SPI\_SouthTexasMagic\_ENG\_30sec\_BroadcastMaster

**26,200**

Impressions

**25,618**

Completions



## Completion Rate

**99.38%**

25% Completion

**98.79%**

50% Completion

**98.46%**

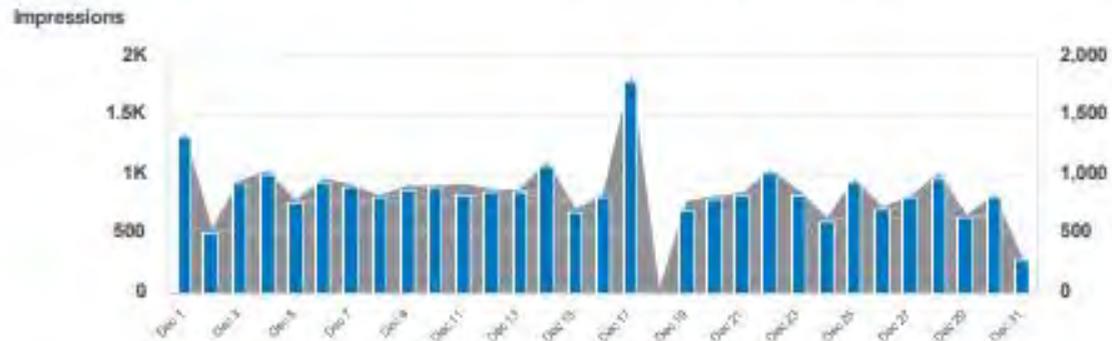
75% Completion

**97.78%**

100% Completions

## Impressions and Completions

■ Impressions ■ Completions



# Streaming TV - Geographies

## Top Geographies

Geography	Impressions	25% Complete	50% Complete	75% Complete	100% Complete
Harlingen-Walco-Brownsville-McAllen	26,200	99.38%	98.79%	98.46%	97.78%

**Demo:** Adults 25+ that planned on traveling.

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

**2,908,029**

Total Impressions

**6,627**

Total Clicks

**0.23%**

Av. CTR



- The **Display Geofence campaign** registered **209,001 impressions** total. With a CTR of **0.17%**.
  - This month, the Spanish campaign showed more engagement from users again, with a higher CTR than the English one (0.18% vs 0.16%).
- The **Facebook Ads campaign** offered great results, reaching **2,699,028 individuals** and **generating 6,265 clicks** during the campaign.
  - In this campaign, the Spanish campaign also had a much better performance than the English one (0.24% CTR vs 0.19% CTR)

\*CTR Updated benchmark for Geofence: 0.16%

A sunset over the ocean with waves breaking in the foreground. The sun is low on the horizon, casting a golden glow across the sky and water. The clouds are dark and dramatic. The overall mood is serene and contemplative.

# ECONOMIC IMPACT

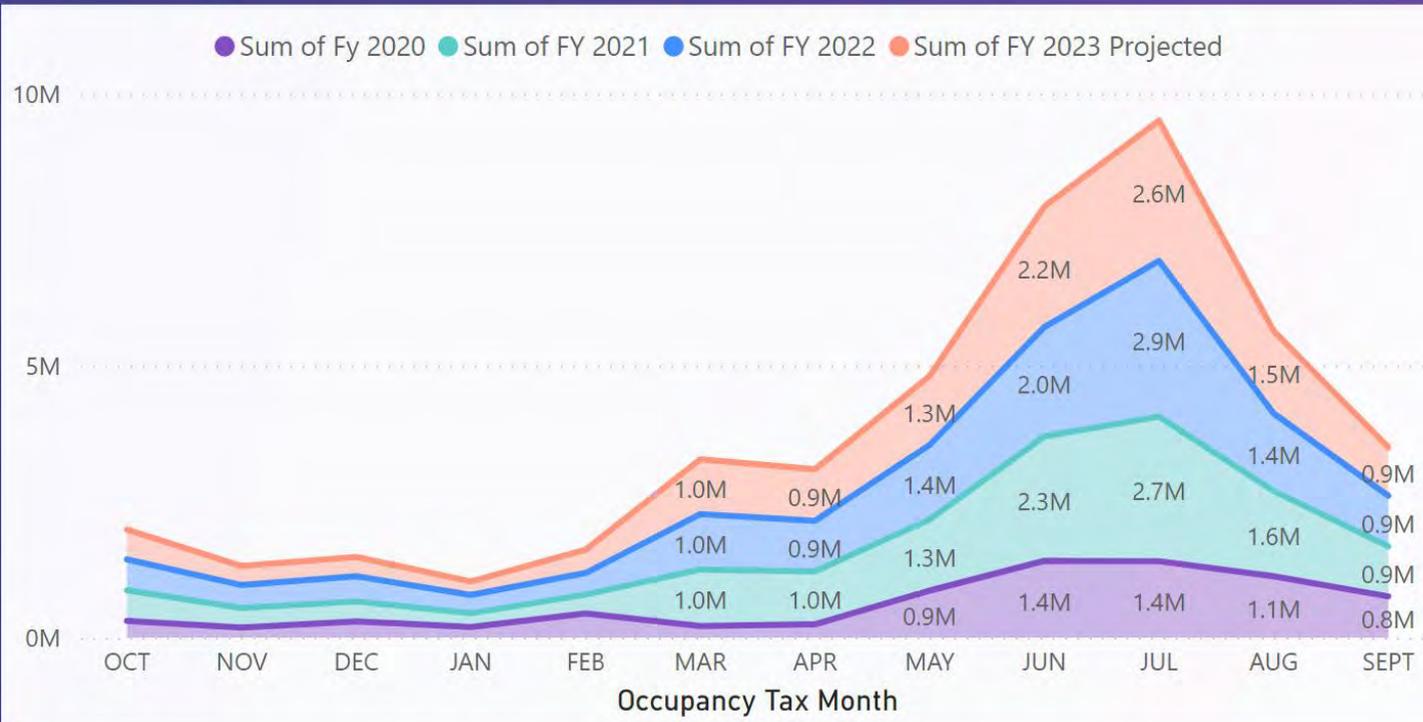


**PREDICTIVE**

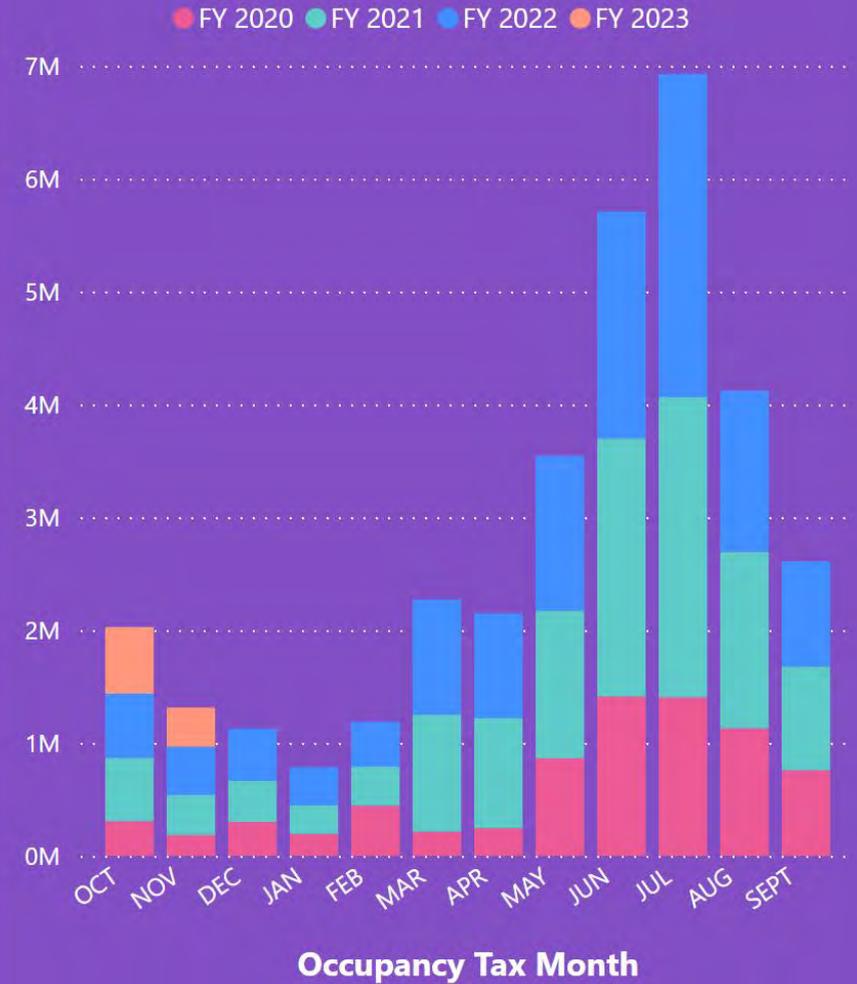
DATA LAB

# HOT TAX ANALYSIS

HOT Tax November 2022



**PREDICTIVE**  
DATA LAB



**937K**

**FY2023 HOT TAX COLLECTED**

**894K**

**FY2023 HOT TAX PROJECTED**

Data Source (s): Predictive Data Lab & Texas Comptroller

# Q&A



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

**MEETING DATE:** January 25, 2023

**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. (Henry)

**ITEM BACKGROUND**

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

**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

JANUARY UPDATE

THE **Z!MMERMAN** AGENCY

**FAMILY  
SPRING GETAWAY**



THE **ZIMMERMAN** AGENCY



# Target Audiences

Family Spring 2023  
Getaway

## Age

- 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, Clayton's Bar & Grill, Isla Grand Beach Resort, and Isla Blanca Park.





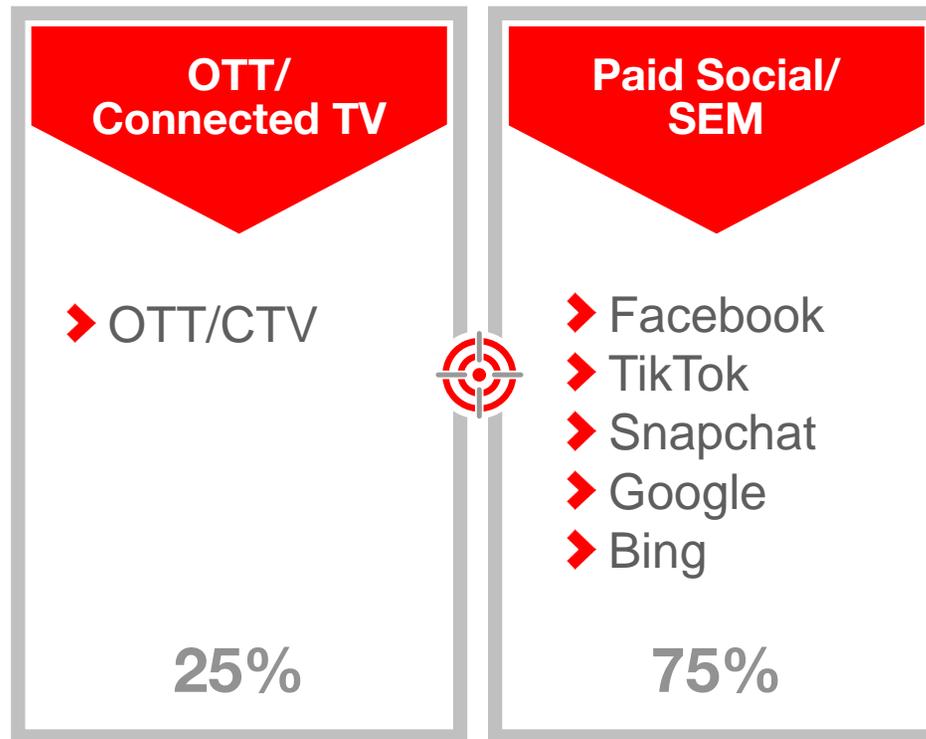
## Geographic Targets.



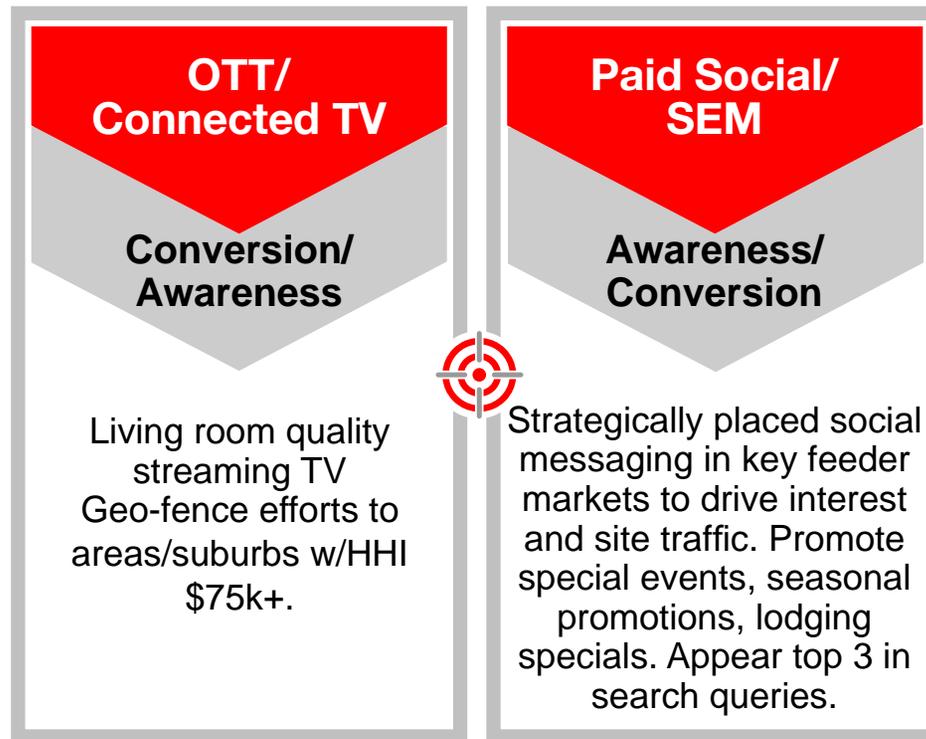
- Texas
  - RGV
  - Houston
  - Dallas/Ft. Worth
  - San Antonio
  - Austin
  - Laredo
- Midwest
  - OK



## MEDIA APPROACH - FAMILY SPRING GETAWAY



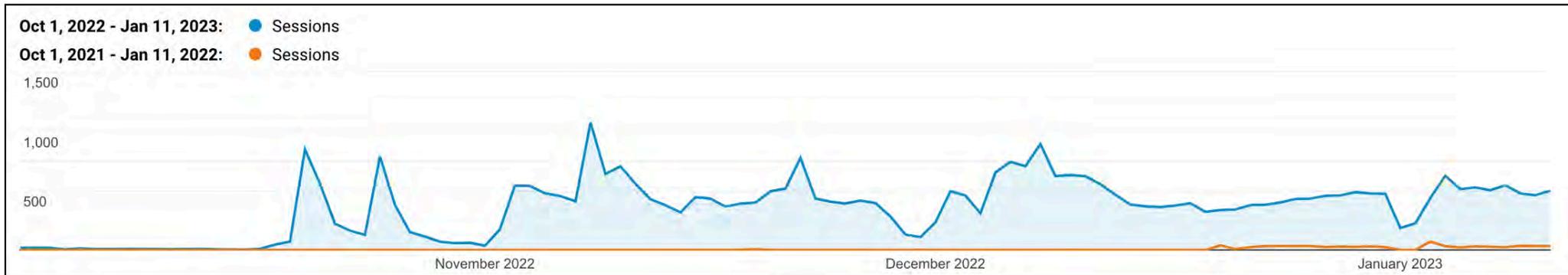
## MEDIA APPROACH - FAMILY SPRING GETAWAY



## DIGITAL MEDIA

### ■ Google Analytics YoY

- October - January 11th 2023: 36,543 sessions
- October - January 11th 2022: 672 sessions



## DIGITAL MEDIA

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- StackAdapt achieved a 97% Video Completion Rate and garnered over 526,000 impressions
  - 200% increase in impressions since last report
  - CTV placements are living room format content with the objective of brand awareness, therefore KPI's are Impressions and Video Completion Rate
- Date Night :30s spot is currently running
  - Conversions include website button click-outs

Partner	Impressions	VCR	CPM	Cost	Conversions
StackAdapt	526,294	97%	35	\$18,420	41
<b>TOTAL</b>	526,294	97%	35	\$18,420	41

\*Conversions include landing page button click-outs



## DIGITAL MEDIA

---

- Google is the top-performing platform with driving the highest efficiencies and the most conversions
  - Google also drove the highest CTR, well above the benchmark
- Bing garnered higher impressions, over 100,000

Partner	Impressions	Clicks	CTR	CPC	Cost	Conversions
Google	67,514	9,175	13.59%	\$0.57	\$5,199	25
Bing	113,042	2,905	2.57%	\$1.05	\$2,312	0
<b>TOTAL</b>	180,556	12,080	6.69%	\$0.62	\$7,511	25

\*Conversions include landing page button click-outs



## DIGITAL MEDIA

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### ■ Top Ad Copy on Google and Bing

#### *Bing Ads*

**Visit South Padre with kids | Beach family holidays | Fun and unique family activity** +3 more

[www.sopadre.com/family/activities](http://www.sopadre.com/family/activities)

South Padre Island is located on the coastal tip of Texas. Bring your children on our turtle sculpture trail or Sandcastle Trail. +2 more

**Family suite South Padre | Ocean facing family room | Beachfront condo rental** +3 more

[www.sopadre.com/accommodations](http://www.sopadre.com/accommodations)

Accommodations for the perfect island getaway in Texas. Find the perfect holiday stay for any family, including the dog. +2 more

#### *Google Ads*

**TX Island Family Spring Break | Night Firework show | Sunset Dolphin Watch**

Whether your family prefers sandy beaches or swimming pool, we have many choices. There's no better time than Spring Break for some family-bonding.

**Watch Sea Turtle Releases | South Padre Family Events | Family Sandcastle...**

Whether your family prefers sandy beaches or swimming pool, we have many choices. Fun in the Sun for families is what we do!



■ Top keywords in terms of driving clicks and engagement

Keyword	Impr.	Clicks	CTR	Avg. CPC	Conversions	Cost
events in south padre island	11,455	2,379	20.77%	\$0.55	7	\$1,305
south padre island rentals	7,819	625	7.99%	\$0.61	1	\$384
things to do in padre island	6,834	1,153	16.87%	\$0.52	2	\$599
[things to do in south padre island]	4,047	1,152	28.47%	\$0.57	3	\$655
"best family vacation texas"	3,440	526	15.29%	\$0.59	0	\$309
south padre island activities	3,326	646	19.42%	\$0.59	4	\$378
texas beach resort	2,709	223	8.23%	\$0.68	1	\$152
padre island hotels	2,680	260	9.70%	\$0.61	1	\$158
south padre beach	2,109	172	8.16%	\$0.58	0	\$99
beach activities	1,981	105	5.30%	\$0.68	0	\$72



## FAMILY SPRING GETAWAY - PAID SOCIAL MEDIA

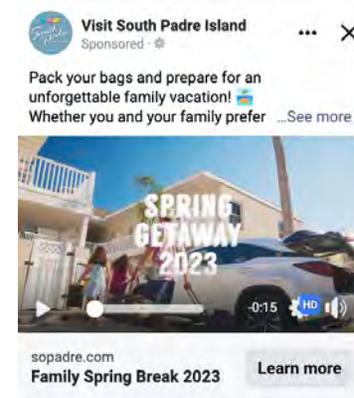
### FACEBOOK

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

Ad Month	Impressions	Clicks	CPC	Cost
November	611,059	4,052	\$1.23	\$5,000
December	273,356	8,083	\$0.93	\$7,500
January 1- 11, 2023 - Family Dining	264,286	3,881	\$0.48	\$1,861
January 1- 11, 2023 - Family Activities	165,254	3,594	\$0.59	\$2,123
<b>TOTAL</b>	1,313,955	19,610	\$0.81	\$16,484



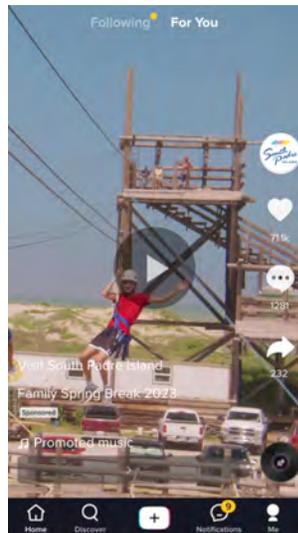
## TIK TOK

Ad Copy:

Family Spring Break 2023

Landing Page:

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



## TIK TOK PERFROMANCE

Ad Month	Impressions	Clicks	CPC	Cost
November	741,211	4,661	\$0.75	\$3,500
December	1,932,505	10,137	\$0.74	\$7,500
January 1 -11 - Family Dining	572,730	4,164	\$0.46	\$1,924
January 1 -11 - Family Activities	647,813	4,755	\$0.46	\$2,198
<b>TOTAL</b>	3,894,259	23,717	\$0.60	\$15,122



## FAMILY SPRING GETAWAY - PAID SOCIAL MEDIA

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### SNAPCHAT

Ad Copy:

Family Spring Break 2023

Landing Page:

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



THE **ZIMMERMAN** AGENCY

## SNAPCHAT PERFORMANCE

Ad Month	Impressions	Clicks	CPC	Cost
November	142,786	4,267	\$0.70	\$3,000
December	153,386	3,761	\$0.94	\$3,323
January 1 -11 - Family Dining	198,164	-	\$1.39 eCPM	\$275
<b>TOTAL</b>	494,336	8,028	\$0.82	\$6,598



# CAMPAIGN TO DATE - FAMILY SPRING GETAWAY

Media Vehicle	Spend to Date (10/1-1/11)	Total Media Spend	Pacing
CTV	\$18,420	\$25,000	74%
Google	\$5,199	\$11,000	47%
Bing	\$2,312	\$7,000	33%
Facebook/Instagram	\$16,484	\$24,500	67%
Snapchat	\$6,598	\$16,000	41%
TikTok	\$15,122	\$16,500	92%
Total	\$64,135	\$100,000	64%



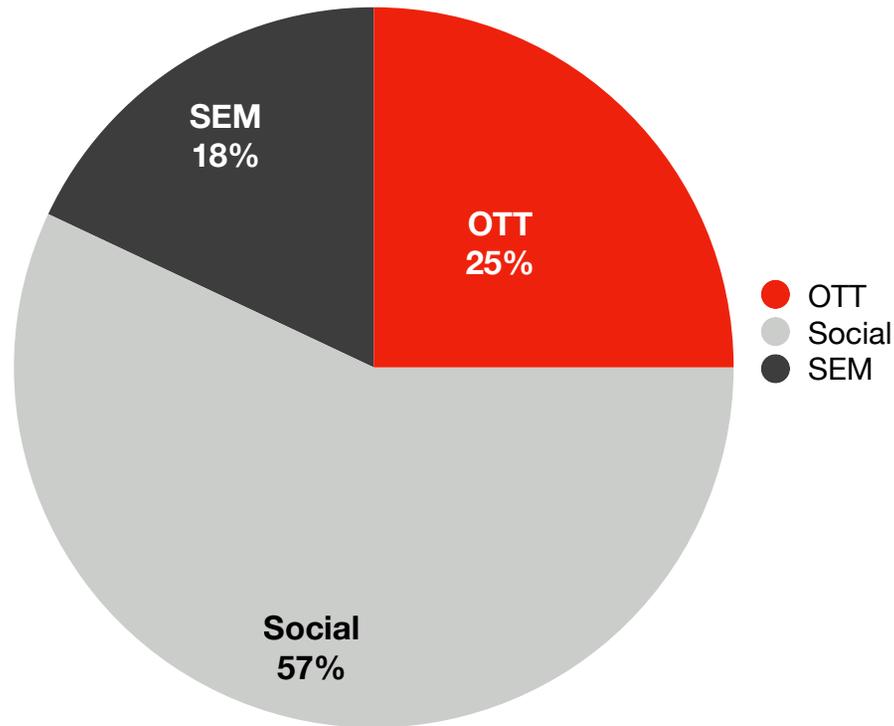
## FAMILY SPRING GETAWAY MEDIA PLAN

	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

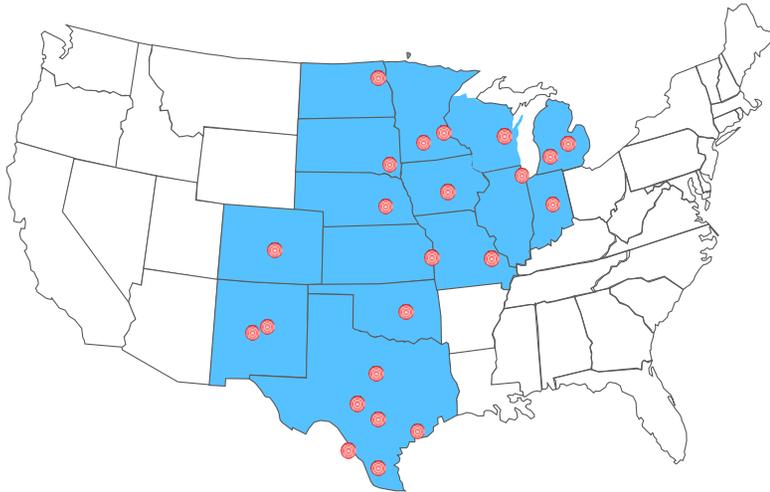
## Motivation/Interests:

Budget, Events, Night Life, Spring Break Atmosphere, Academic Calendar, Entertainment District, Isla Blanca Park, Port Isabel Lighthouse Square.





## Geographic Targets.



### ■ Texas

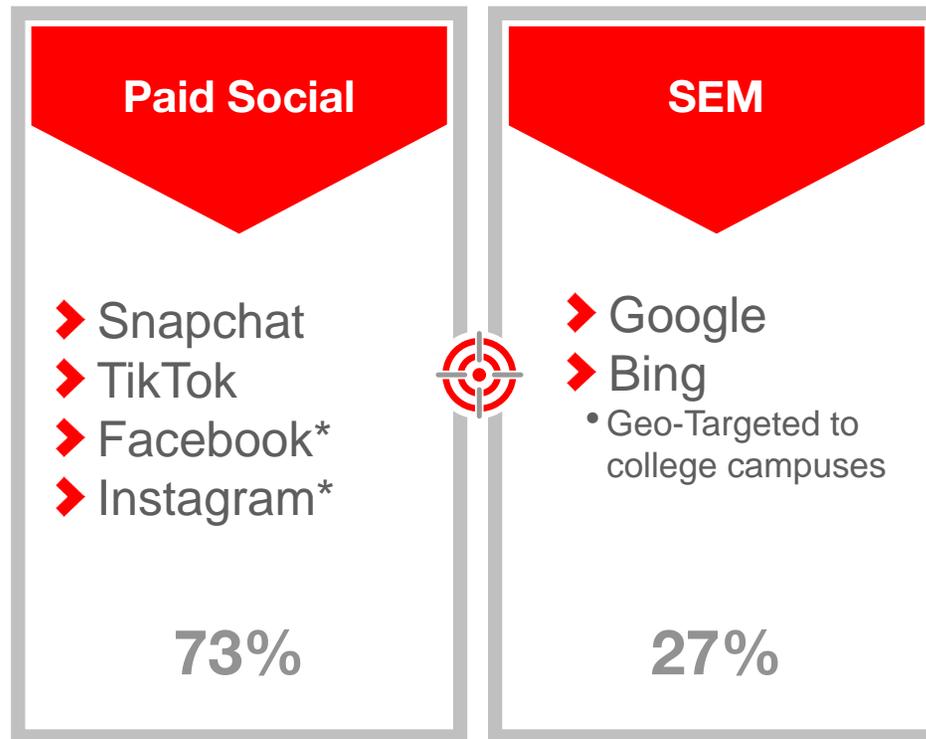
- RGV
- Houston
- Dallas/Ft. Worth
- San Antonio
- Austin
- Laredo
- Corpus Christi
- Arlington
- Lubbock
- Abilene

### ■ Midwest

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



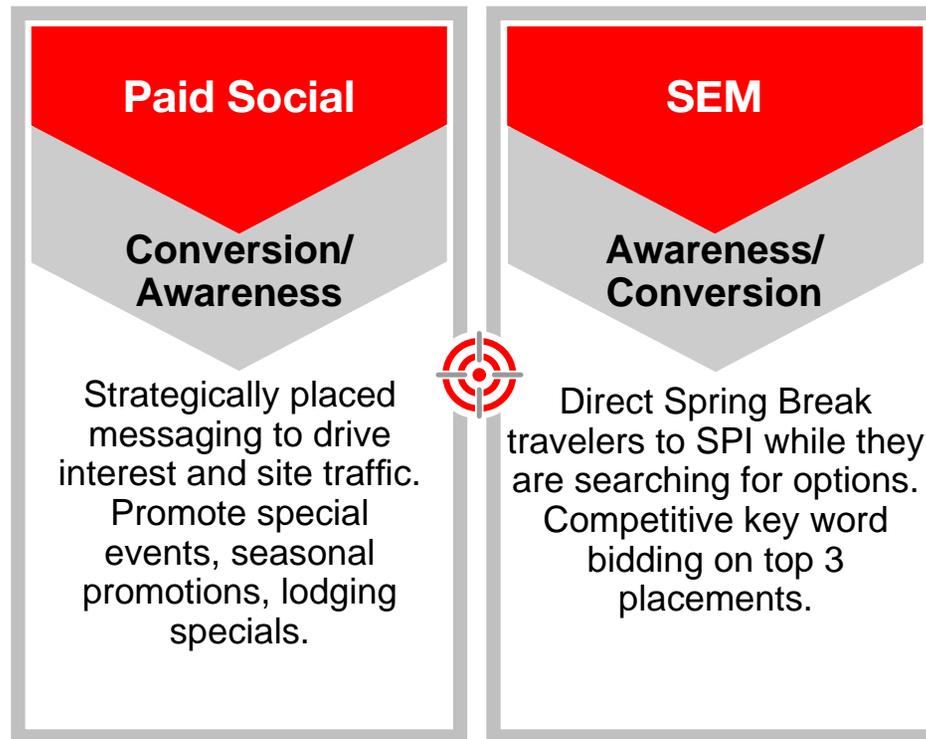
## MEDIA APPROACH - COLLEGE SPRING BREAK



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



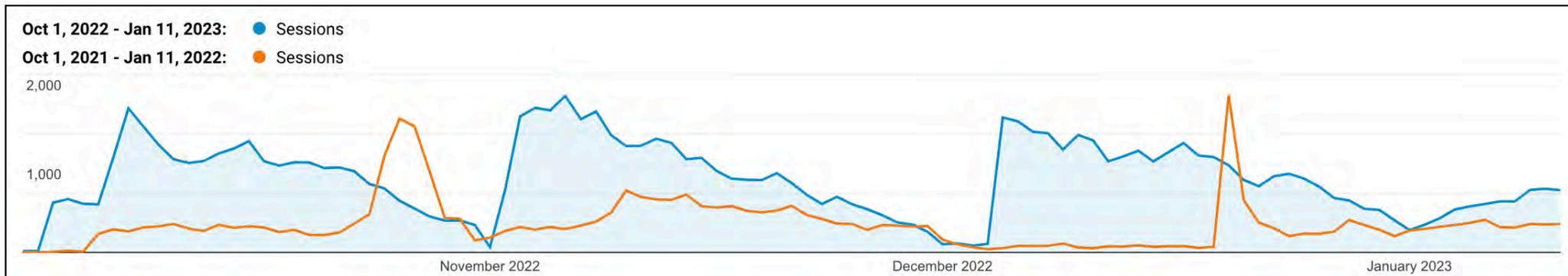
## MEDIA APPROACH - COLLEGE SPRING BREAK



## DIGITAL MEDIA

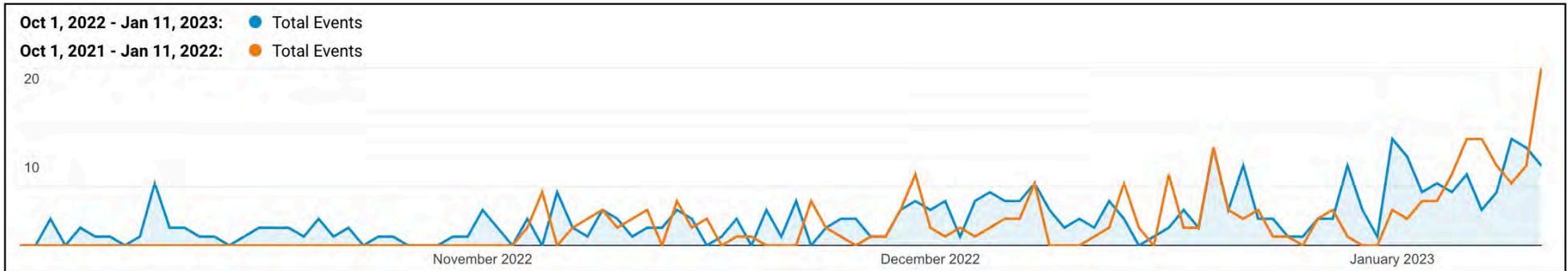
### ■ Google Analytics YoY

- 162% Session Lift YoY
- December 20th 2022 spike due to last year launch
  - October - January 11th 2023: 85,665 sessions
  - October - January 11th 2022: 32,691 sessions



■ Google Analytics YoY College Spring Break Form Submit Event Conversions

- October - January 11th 2023: 318 Events
- October - January 11th 2022: 231 Events



Event Category	Total Events	Unique Events
	37.66% <span style="color: green;">▲</span> 318 vs 231	36.28% <span style="color: green;">▲</span> 293 vs 215
1. SpringBreak		
Oct 1, 2022 - Jan 11, 2023	318 (100.00%)	293 (100.00%)
Oct 1, 2021 - Jan 11, 2022	231 (100.00%)	215 (100.00%)
% Change	37.66%	36.28%



## DIGITAL MEDIA

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- Google is the top-performing platform garnering the most impressions, achieved the highest engagement, and delivered the most conversions while being the most efficient
  - Bing also delivered an average CPC 68% below the CPC benchmark

Partner	Impressions	Clicks	CTR	CPC	Cost	Conversions
Google	227,340	24,289	10.68%	\$0.40	\$9,669	142
Bing	198,406	6,708	3.38%	\$0.48	\$3,190	0
<b>TOTAL</b>	425,746	30,997	7.28%	\$0.41	\$12,859	142

\*Conversions include form fill submissions



## DIGITAL MEDIA

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### ■ Ad performance

- Top ads on Google and Bing

#### *Bing Ads*

##### **Spring Break Vacation | Affordable vacation | Amazing beach deals** +3 more

[www.sopadre.com/accommodation](http://www.sopadre.com/accommodation)

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

##### **Horse beachrides | Affordable Beach Getaway | Water sports near Texas** +4 more

[www.sopadre.com/things-to-do](http://www.sopadre.com/things-to-do)

Enjoy a well deserved spring break at the sandy beaches of South Padre Island. From windsurfing to live music, there's plenty to do in South Padre during Spring Break. +2 more

#### *Google Ads*

##### **Water sports near Texas | Sunny spring break | Horse beachrides**

Plan an epic spring break holiday at South Padre island with night and day activities. From windsurfing to live music, there's plenty to do in South Padre during Spring Break.

##### **Affordable Beach Getaway | Non-stop nightlife | Sunny spring break**

Plan an epic spring break holiday at South Padre island with night and day activities. From windsurfing to live music, there's plenty to do in South Padre during Spring Break.



THE **ZIMMERMAN** AGENCY

- Keyword performance
  - Top keywords by conversion

Keyword	Imprs.	Clicks	CTR	Avg. CPC	Conversion	Cost
south padre concerts spring break	973	372	38.23%	\$0.34	16	\$127
south padre island entertainment schedule	1,104	440	39.86%	\$0.35	10	\$154
south padre island events	3,602	841	23.35%	\$0.35	9	\$296
[things to do in south padre island]	5,652	1,358	24.03%	\$0.42	7	\$571
south padre spring break concerts	305	96	31.48%	\$0.42	4	\$40
south padre lineup spring break	626	218	34.82%	\$0.34	4	\$74
things to do in padre island	1,962	272	13.86%	\$0.42	4	\$115
south padre island vacation	10,161	1,170	11.51%	\$0.45	3	\$526
spring break trips	1,359	61	4.49%	\$0.40	2	\$24
south padre parties	520	44	8.46%	\$0.38	2	\$17



## 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

Ad Month	Impressions	Clicks	CTR	CPC	Cost
October	598,221	3,907	1.69%	\$0.69	\$2,700
November	483,161	3,292	1.09%	\$0.82	\$2,700
December	583,777	3,463	1.08%	\$0.78	\$2,700
January 1- 11, 2023	57,657	463	2.93%	\$0.37	\$160
<b>TOTAL</b>	<b>1,722,816</b>	<b>11,125</b>	<b>1.70%</b>	<b>\$0.67</b>	<b>\$8,260</b>



## COLLEGE SPRING BREAK - PAID SOCIAL MEDIA

### SNAPCHAT

Ad Copy:  
Spring Break 2023

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

Traffic Ad

College Beach Fun  
Video



Traffic Ad

College Party  
Video



Top Snap Ad

College Excursions  
Video



THE **ZIMMERMAN** AGENCY

## SNAPCHAT PERFORMANCE

Ad Month	Impressions	Swipes	CPC	Cost
October - College Party	474,459	16,583	\$0.63	\$10,425
October - College Fun	481,593	16,598	\$0.63	\$10,425
November - College Party	425,813	18,365	\$0.57	\$10,425
November - College Fun	407,119	17,581	\$0.59	\$10,425
December - College Party	383,042	10,464	\$0.66	\$7,000
December - College Fun	372,987	13,491	\$0.67	\$8,850
January 1 -11 - College Excursions	298,337	-	Paid eCPM: \$.92	\$272
<b>TOTAL</b>	2,843,350	93,082	\$0.63	\$57,822



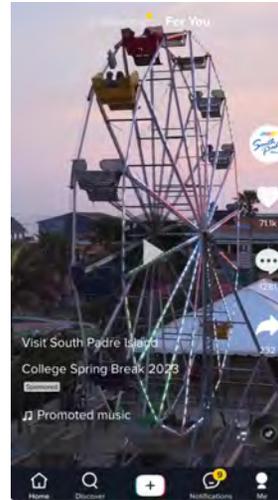
## COLLEGE SPRING BREAK - PAID SOCIAL MEDIA

### TIK TOK

Ad Copy:  
Spring Break 2023!

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

College Excursions  
Video



College Beach Fun  
Video



College Party  
Video



## TIK TOK PERFORMANCE

Ad Month	Impressions	Clicks	CPC	Cost
October - College Party	2,741,825	15,854	\$0.66	\$10,425
October - College Fun	2,649,391	16,161	\$0.64	\$10,425
November - College Party	2,308,850	13,032	\$0.79	\$10,425
November - College Fun	2,513,657	15,467	\$0.66	\$10,425
December - College Party	2,719,353	15,201	\$0.58	\$8,850
December - College Fun	2,273,896	12,354	\$0.57	\$7,000
January 1 -11 - College Excursions	629,425	4,763	\$0.37	\$1,782
<b>TOTAL</b>	15,836,397	92,832	\$0.61	\$59,332



# CAMPAIGN TO DATE - COLLEGE SPRING BREAK

Media Vehicle	Spend to Date (10/1-1/11)	Total Media Budget	Pacing
Google	\$9,669	\$27,500	35%
Bing	\$3,190	\$24,500	13%
Facebook/Instagram	\$8,260	\$9,000	92%
Snapchat	\$57,822	\$64,500	90%
TikTok	\$59,332	\$64,500	92%
Total	\$138,273	\$190,000	73%



## COLLEGE SPRING BREAK MEDIA PLAN

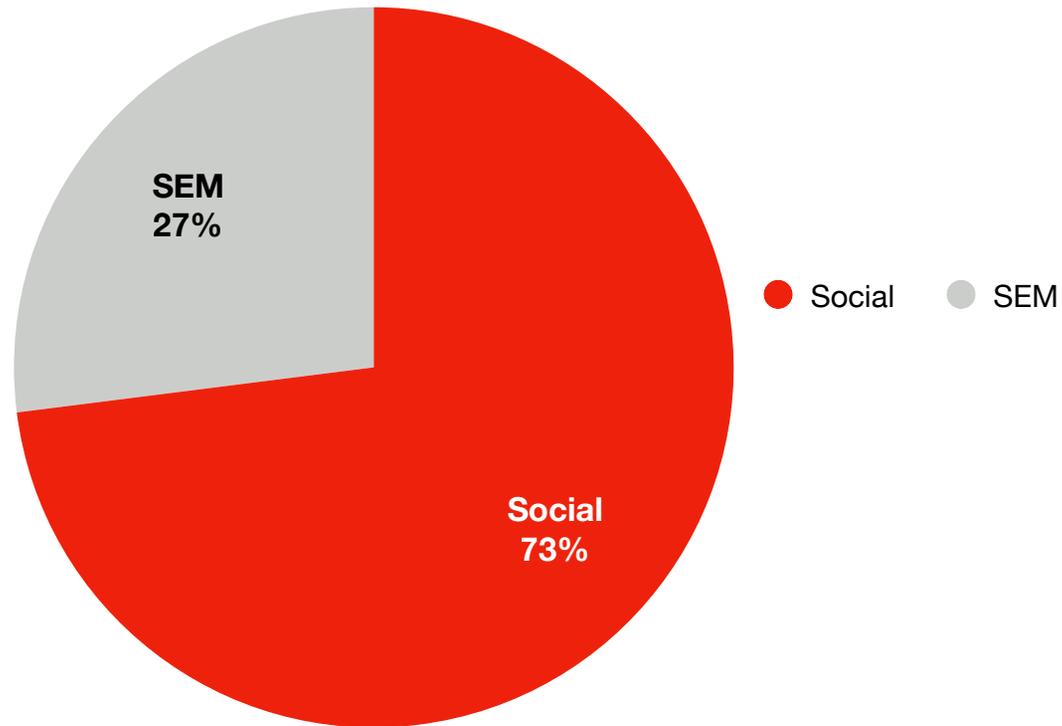
	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
College Paid Social	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗		
College SEM	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗		

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Oct/Nov/Dec Media Allocation:</li> <li>• 73% Paid Social/27% Paid Search</li> <li>• 27% of budget per month - Oct/Nov</li> <li>• 19% of budget in Dec</li> <li>• All target states/markets except TX/OK</li> </ul> | <ul style="list-style-type: none"> <li>• Jan/Feb/March Media Allocation:</li> <li>• 73% Paid Search/27% Paid Social</li> <li>• 10% of budget per month - Jan/Feb</li> <li>• 7% of budget in March</li> <li>• All target states/markets</li> <li>• TX/OK (Jan/Feb only)</li> </ul> |
|---|---|



## FY 2022/2023 COLLEGE SPRING BREAK MEDIA ALLOCATION

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



## Q1 AIRPORT CAMPAIGN

## MEDIA PLANNING AND BUYING

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- Airport Media plan focusing on OTT/CTV tactics to reach the upper Midwest markets during January - March
  - Detroit, Louisville/Cincinnati, Chicago, Milwaukee, Omaha, Fargo, Sioux Falls, Rapid City, Minneapolis
  - Launched January 8th - March
- In just 2 weeks, the campaign has garnered over 88,000 impressions and a strong video completion rate of 95%

Partner	Impressions	VCR	CPM	Cost	Conversions
StackAdapt	88,149	95%	\$15	\$2,868	286
<b>TOTAL</b>	88,149	95%	\$15	\$2,868	286



THANK YOU!

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

**MEETING DATE:** January 25, 2023

**NAME & TITLE:** Ema Jaramillo, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

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

- 1.) Marketing & Communications
- 2.) Social Media
- 3.) Cision
- 4.) In-House Creative

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/Ac

**COMPREHENSIVE PLAN GOAL**

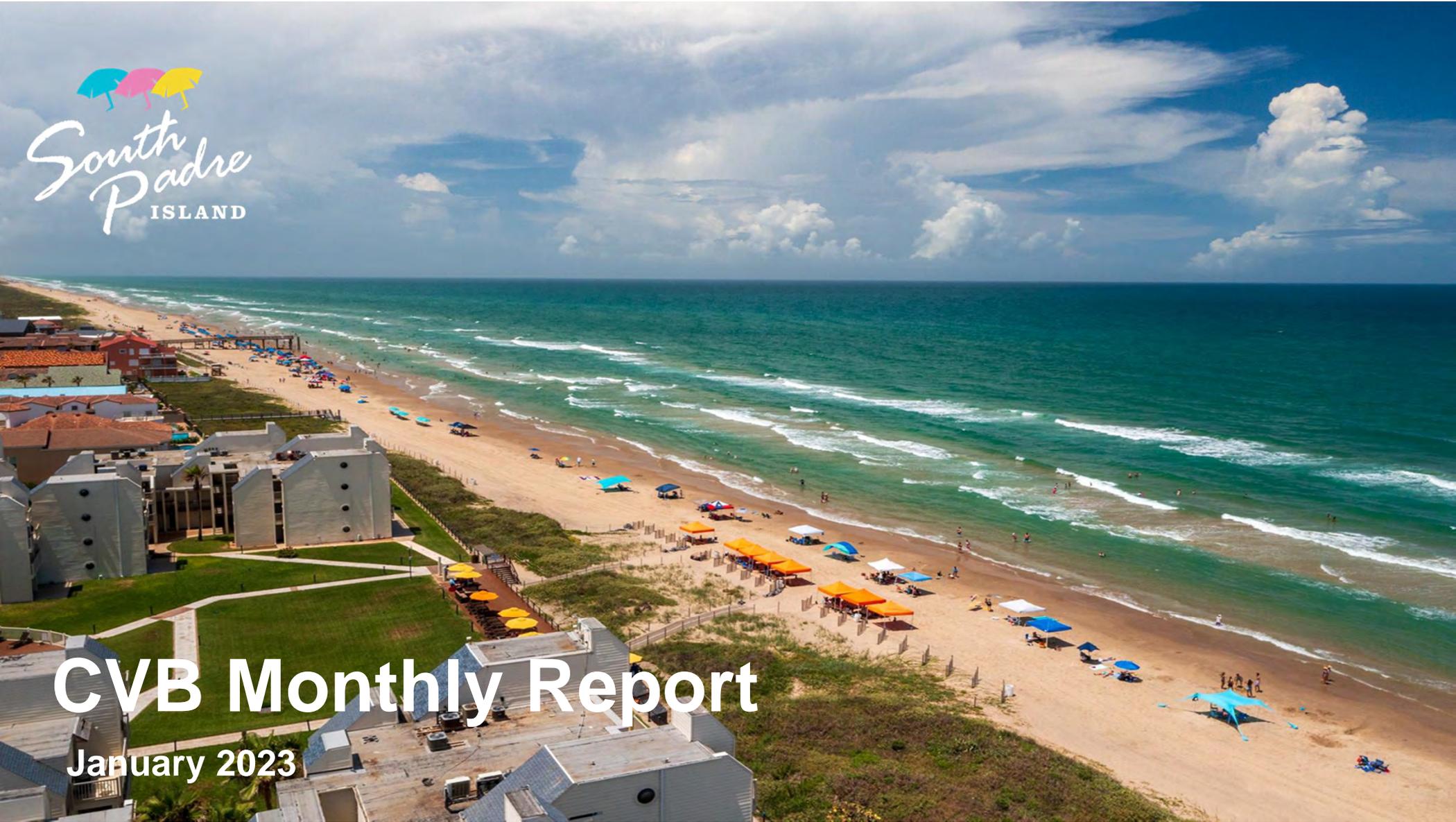
N/A

**LEGAL REVIEW**

Sent to Legal:

Approved by Legal:

**RECOMMENDATIONS/COMMENTS:**



# CVB Monthly Report

January 2023



# Marketing & Communications



# ORGANIC SOCIAL MEDIA OVERVIEW



# Facebook Top Posts December



**Visit South Padre Island**  
Tue 12/27/2022 8:15 am PST

Sea Turtle, Inc worked diligently this holiday season rescuing cold stunned sea turtles 🐢. The patients are all well and ready to get back out and enjoy the beautiful waters of South Padre Island....

<b>Total Engagements</b>	<b>5,997</b>
Reactions	2,033
Comments	231
Shares	179
Post Link Clicks	2
Other Post Clicks	3,552

**Visit South Padre Island**  
Mon 12/26/2022 1:57 pm PST

Participate in the first event of the year 🐻 Clayton's Beach Bar and Grill is hosting their annual Polar Bear Dip on January 1st, 2023. Registration opens at 10:00 am, followed by the dip at noon....

<b>Total Engagements</b>	<b>5,590</b>
Reactions	956
Comments	219
Shares	147
Post Link Clicks	—
Other Post Clicks	4,268

**Visit South Padre Island**  
Fri 12/9/2022 4:31 pm PST

History is being made today 🏰 The Port Isabel Lighthouse is celebrating its first official lighting in 117 years! #SoPadre #PortIsabel

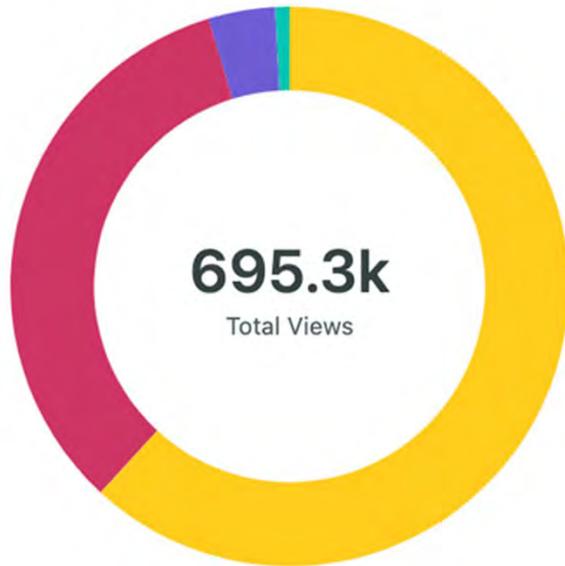
<b>Total Engagements</b>	<b>3,572</b>
Reactions	779
Comments	123
Shares	92
Post Link Clicks	2
Other Post Clicks	2,576



# Facebook Video Performance December



## View Metrics



Organic Full

**5,807**

Organic Partial

**26,938**

Paid Full

**232.7k**

Paid Partial

**429.8k**

## Viewing Breakdown



Organic Views

**5%**

Paid Views

**95%**



Click Plays

**3%**

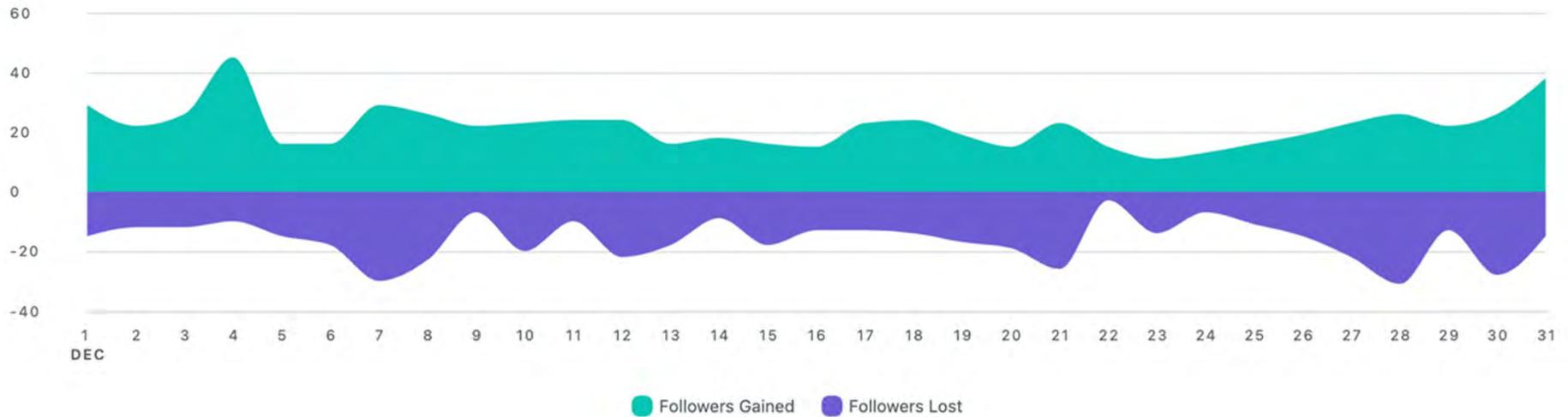
Auto Plays

**97%**



sproutsocial

# Instagram Audience Growth December



Audience Metrics	Totals	% Change
<b>Followers</b>	<b>54,887</b>	<b>↗0.3%</b>



# Instagram Top Posts December



  **visitsouthpadreiland**  
Thu 12/8/2022 3:50 pm PST

Another successful Lighted Boat Parade for the books 🌟 We hope to see you all next year on November 25, 2023! #sopadre #rgv #texasbestbeach #spi #holiday #parade #beach #tropical



<b>Total Engagements</b>	<b>3,227</b>
Likes	2,597
Comments	21
Shares	473
Saves	136



  **visitsouthpadreiland**  
Thu 12/15/2022 5:24 pm PST

Works of art celebrating the holiday spirit 🌲 Enjoy a quick tour of the Holiday Sandcastle Village with new sculptures showcasing new artist contributions. #SoPadre #TexasBestBeach #Sandcastl...



<b>Total Engagements</b>	<b>1,953</b>
Likes	1,605
Comments	27
Shares	264
Saves	57



  **visitsouthpadreiland**  
Tue 12/6/2022 4:28 pm PST

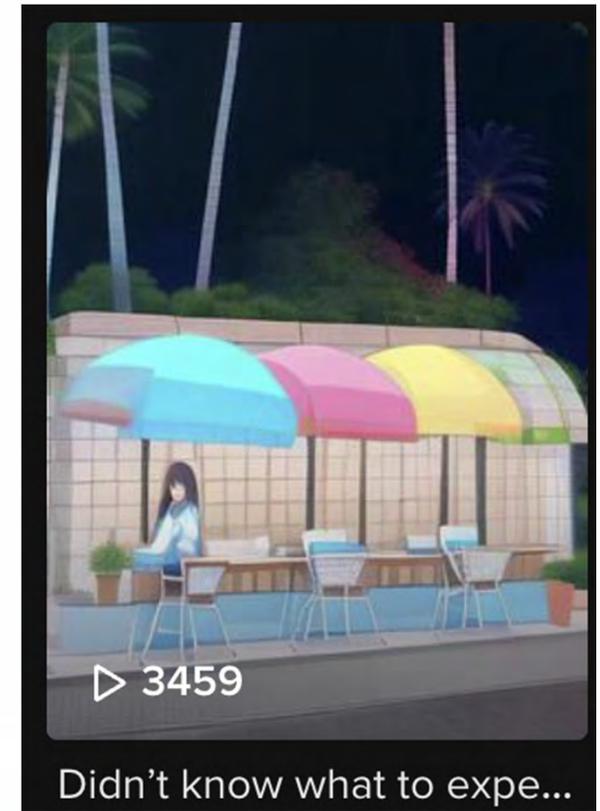
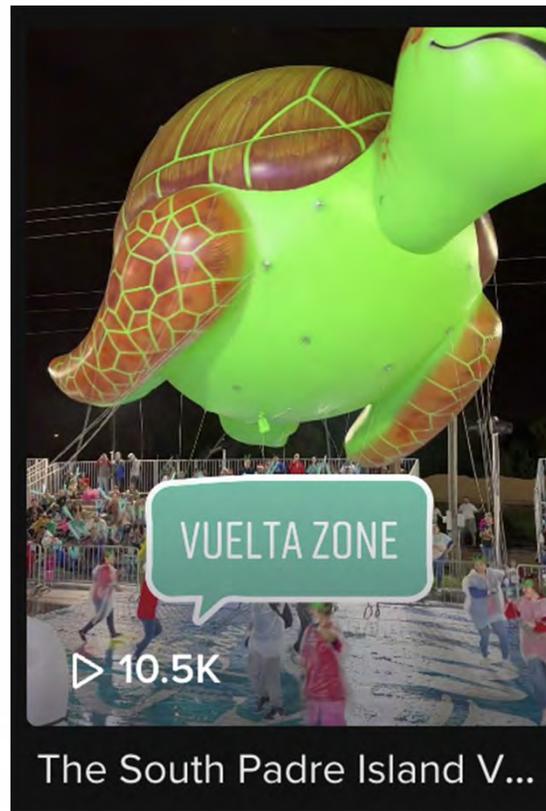
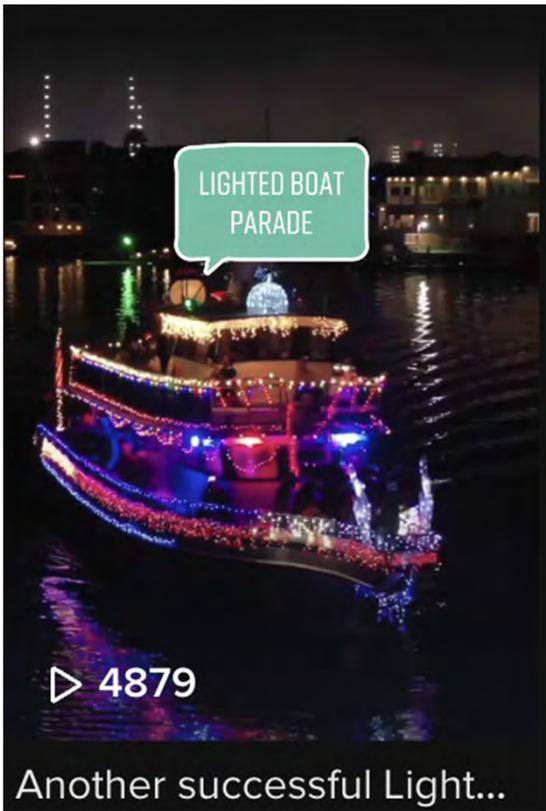
The South Padre Island Vuelta Zone was a success on its second year at the @mcallenholidayparade 🌟 Thank you to everyone that came out to support. We can't wait for next year! #sopadre...



<b>Total Engagements</b>	<b>1,723</b>
Likes	1,520
Comments	22
Shares	126
Saves	55




# TikTok Top Posts December



# TikTok Audience Growth

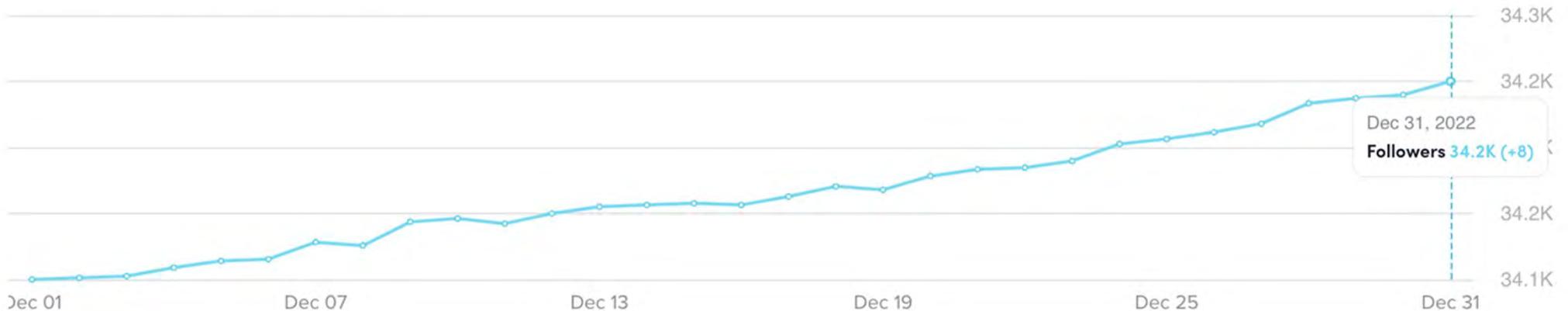


**34,476** in total ⓘ

Net +0 (-)

Growth rate +38.71% (vs. Jan 05 - Jan 11) ↓

Dec 01 - Dec 31





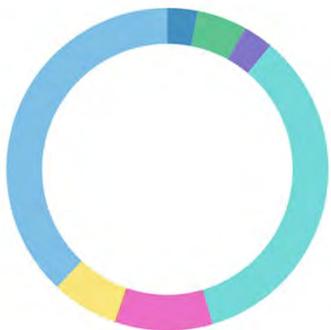
# CISION REPORT

## CISION

# Cision Report Dec 2022

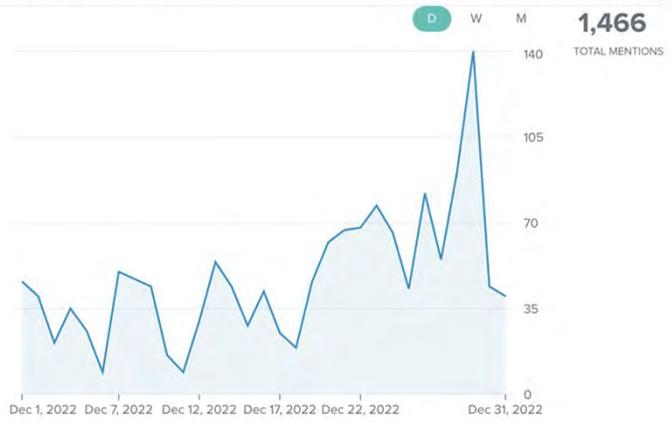


## Share of Voice



SEARCH NAME	TOTAL MENTIONS
South Padre Island	1.5K (38%)
Galveston	1.3K (34%)
Corpus Christi	374 (10%)
Panama City Beach	258 (7%)
Padre Island	193 (5%)
Destin Florida	117 (3%)
Fort Walton Beach	117 (3%)
North Padre	6 (0%)

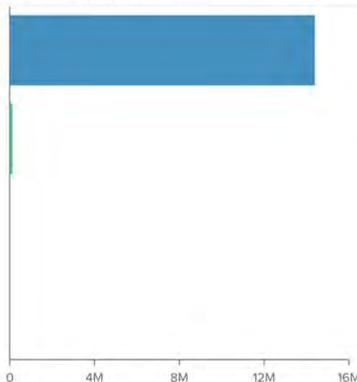
Total Mentions Over Time  
Search: South Padre Island



**1.4K**  
Total Mentions

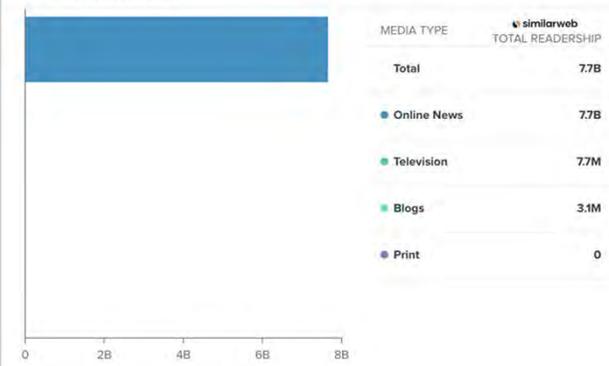
The total number of news stories for a specified time period.

Ad Value  
Search: South Padre Island



MEDIA TYPE	AD EQUIVALENCY
Total	\$14.54M
Online News	\$14.39M
Television	\$138K
Blogs	\$5.7K
Print	\$0

Total Reach  
Search: South Padre Island



MEDIA TYPE	TOTAL READERSHIP
Total	7.7B
Online News	7.7B
Television	7.7M
Blogs	3.1M
Print	0

**7.7B**  
Total Reach

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

**\$14.54M**  
Total Publicity Value

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

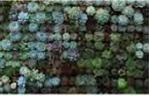


# Cision Report Dec 2022



## Top Stories

Search: South Padre Island

- |   |  |  |    |   |   |
|---|--|--|----|---|---|
| 1 |    | <b>The 10 Best U.S. Beach Tow...</b> 409M<br>Dec 7 • Yahoo!    | 6  |    | <b>Coast Guard seizes two lan...</b> 399M<br>Dec 14 • Yahoo!    |
| 2 |    | <b>The 10 Best Small Towns in ...</b> 409M<br>Dec 8 • Yahoo!   | 7  |    | <b>Sea Turtle Inc. saving cold s...</b> 399M<br>Dec 24 • Yahoo! |
| 3 |    | <b>Series of cold fronts to pus...</b> 399M<br>Dec 16 • Yahoo! | 8  |    | <b>Winter storm strands Cana...</b> 399M<br>Dec 23 • Yahoo!     |
| 4 |   | <b>Boise State men's basketba...</b> 399M<br>Dec 21 • Yahoo!   | 9  |   | <b>Cold-stunned sea turtles re...</b> 399M<br>Dec 28 • Yahoo!   |
| 5 |  | <b>123rd Audubon Bird Count ...</b> 399M<br>Dec 11 • Yahoo!    | 10 |  | <b>SPI emergency lines interr...</b> 203M<br>Dec 23 • MSN       |

COUNTRY	TOTAL MENTIONS
<b>United States</b>	<b>1.3K (94%)</b>
<b>Canada</b>	<b>24 (2%)</b>
<b>United Kingdom</b>	<b>15 (1%)</b>
<b>Mexico</b>	<b>11 (1%)</b>
<b>Korea, Republic of</b>	<b>8 (1%)</b>
<b>China</b>	<b>6 (0%)</b>
<b>France</b>	<b>5 (0%)</b>
<b>Germany</b>	<b>5 (0%)</b>

# Dec. PR Efforts

- Interviews: 6
- Press Releases: 2
- Total Number of Publications: 93



FOR IMMEDIATE RELEASE

## UTRGV

**TICKETS NOW ON SALE FOR UTRGV BASKETBALL GAMES ON SOUTH PADRE ISLAND**

December 9, 2022

**RIO GRANDE VALLEY** - The University of Texas Rio Grande Valley (UTRGV) Department of Intercollegiate Athletics announced an agreement to broadcast the historic annual UTRGV South Padre Island Battle on the Beach and the 10th annual UTRGV South Padre Island Classic at the South Padre Island Convention Center via live broadcast at [www.sopadre.com](https://www.sopadre.com).

The UTRGV South Padre Island Battle on the Beach features UTRGV men's headlined headlined Houston Cougars on Dec. 18 at 8 p.m.

The UTRGV South Padre Island Classic features four women's basketball games, as UTRGV hosts Brown-Boscawen on Dec. 19 at 8 p.m. and Bowling Green on Dec. 20 at 8 p.m. with Texas A&M Commerce Texas Bowling Green on Dec. 18 at 8 p.m. and Brown State on Dec. 20 at 8 p.m.

All season games for adults are \$35 each and include admission to all five games while child and senior of season passes are \$10. Single season passes are \$5 for adults and \$3 for children and seniors.

Current UTRGV students receive free general admission and will be asked to RSVP for free tickets to admission during the week leading up to the games. UTRGV students will receive an email on Dec. 12 with more information.

UTRGV season ticket holders already have tickets to all five games included in their season ticket purchase.

Fans looking to stay on South Padre Island between Dec. 19 and 22 are encouraged to stay at the Courtyard South Padre Island. Using the UTRGV group rate, fans can stay over for \$147 per night, with parking included for up to one car per room. Fans can book their room online at [www.courtyardsouthpadre.com](https://www.courtyardsouthpadre.com) or by calling 888-433-0900 and mentioning the group name "UTRGV Basketball Classic". To take advantage of the group rate, fans must book their room by Dec. 4.

The Courtyard South Padre Island is located at 8355 Padre Blvd and has a pool, fitness center, on-site restaurant, two high-speed internet, business center and meeting space.

Fans who questions can contact the UTRGV Athletics Ticket Office team of Kaitie Galvan (269-242-2300) and Ryan Rodriguez (957-524-0866) over the phone or through email at [kgalvan@utrgv.edu](mailto:kgalvan@utrgv.edu).

South Padre Island is a tropical oasis located off the southern tip of Texas. This tropical island offers the unparalleled beauty of the Laguna Atascas Bay and the Gulf of Mexico and is the ideal year-round destination for visitors seeking a getaway from the dry land.

South Padre Island features 14 miles of beautiful white sand and clear emerald water making it one of the world's most beautiful barrier islands - and the only tropical island in Texas. With emerald water and more than 300 days of sunshine from South Padre Island is a great place to find all your winter clothing during the winter. The ocean can only make your winter even better. The beach is white and sandy. You can take your own, breathe deeply, and let go of all the worries you left behind when you got to South Padre Island.

With an outstanding view of the Laguna Atascas Bay, the South Padre Island Convention Center offers 48,000 square feet of space for meetings, conferences, conventions, trade shows, exhibits and special events. The primary building covers 20,000 square feet of indoor hall space with a total ceiling height of 86 feet for stage lighting and seating levels. A 2,833 square foot conference auditorium, and 8,000 square feet of outdoor space. A 600,000 cubic foot cold storage facility and kitchen. The Sunstar Terrace adds the ability, providing the perfect setting and view for an outdoor reception.



###

**About South Padre Island**

1000 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](http://www.sopadre.com).



FOR IMMEDIATE RELEASE

## South Padre Island Wraps Up 2022 With Dazzling New Year's Eve Fireworks

**SOUTH PADRE ISLAND, Texas, December 28, 2022** – The City of South Padre Island is excited to ring in the New Year the only way that "The Fireworks Capital of Texas" knows how - by lighting up the sky with a spectacular fireworks display over the bay on December 31, 2022.

"What better place to ring in the New Year than on the sparkling shores of South Padre Island! Bring the whole family, your friends, and maybe that special someone you hope to start the new year with. We've got plenty to see and do to end this New Year with a bang," said Blake Henry, South Padre Island CVB Executive Director.

The fireworks will kick off at 9 p.m. and launch over the bay in South Padre Island's vibrant Entertainment District. For a front-row show, visitors can grab a seat on "The Green" or at one of the bayside restaurants and enjoy delicious food and refreshing drinks while taking in the light display. Plus, with the night still young, there is plenty of fun to be had at local spots as several island partners host celebratory events to usher in the coming year. To view all destination events, [click here](#).

Whether you're an area local or just passing through, South Padre Island makes for the perfect place to say goodbye to 2022 and hello to 2023 - it's pretty hard to wake up on the wrong side of the bed when the bed is overlooking the magnificent Gulf of Mexico waters.

For more information on South Padre Island and the New Year's Eve celebrations, visit [www.sopadre.com](http://www.sopadre.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](http://www.sopadre.com).



###



© Provided by Texas Travel Talk - Kim C.

## Ring in 2023 New Year's Celebrations In Texas with parties and brunch!

Happy New Year is all we will hear in a few days. Will you watch the ball drop in Times Square at home, or will you be going out and celebrating with live performances at a new year's eve party? I might be watching Miley Cyrus and Dolly Parton myself in the comfort of my home. But, if you're looking for the perfect place to celebrate the new year, here are a few New Year's Celebrations in Texas for 2023. Happy New Year!!

What better way to bring in the new year than with friends and a midnight champagne toast?

Today's article is sponsored by **Lone Star SUV & Limo LLC**, a limo transportation company servicing the Dallas area and all of North Texas. **More about this limo service is below.**

TRAVEL LEISURE TRIP IDEAS TRAVEL GUIDES WORLD'S BEST TIPS + PLANNING CRUISES ABOUT US

## 13 Best Places To Go in the Winter, From Ski Resorts to Sunny Beaches

These are the top cold- and warm-weather destinations around the United States.

By **Patricia Doherty** (Updated on November 28, 2022)  
Fact checked by **Elizabeth MacLennan**



PHOTO: GANNI WILSON / SHUTTER / GETTY IMAGES



A winter vacation is a great cure for the letdown that often comes after the holidays and the "winter blahs" that start as the season seems to drag on.

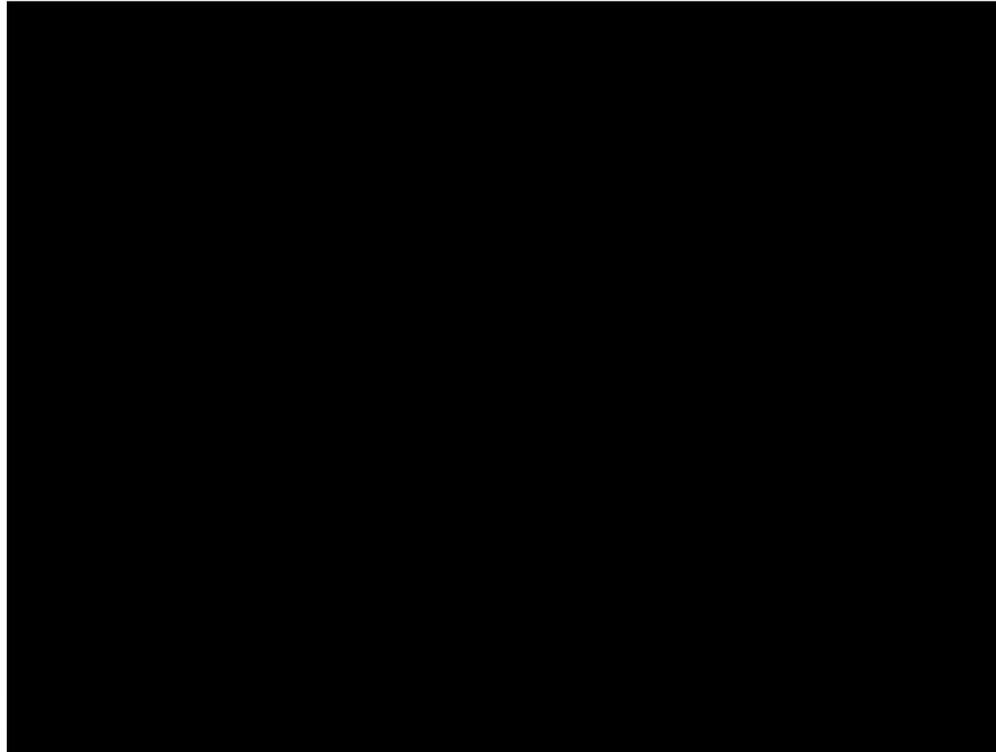


# In-House Creative

# Mexico Campaign



**TV Azteca Coverage during World Cup**



# Mexico campaigns



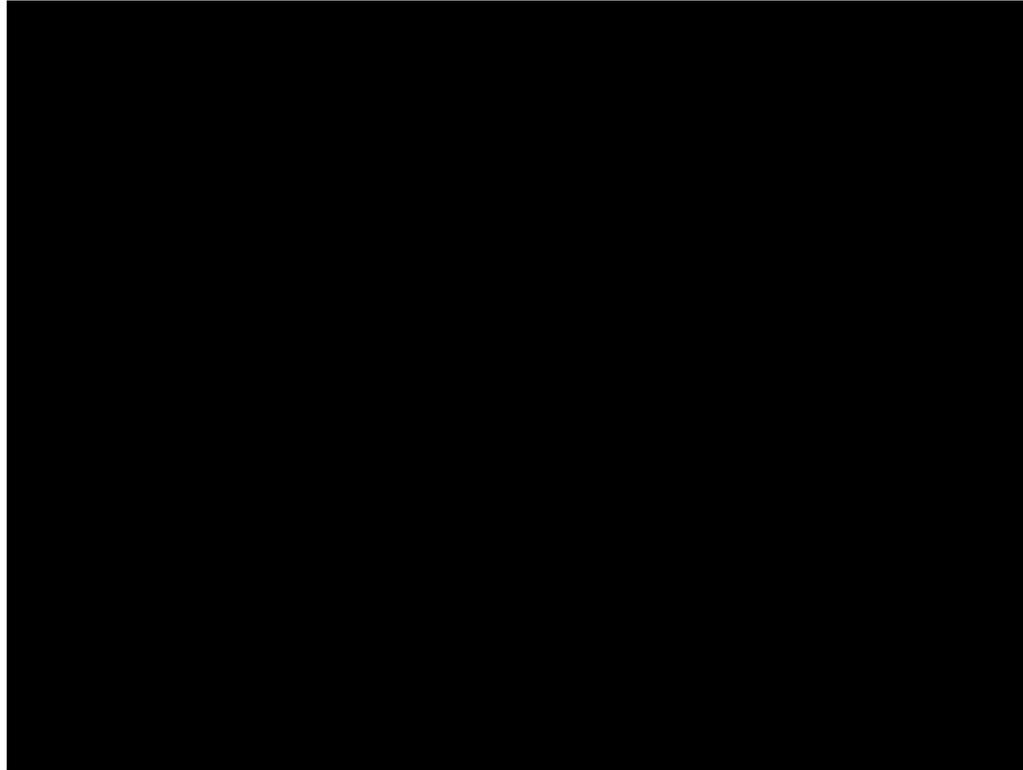
## Televisa Interview



# Mexico campaigns



## Telemundo Interview







South Padre ISLAND  
sopadre.com

THE BLUES  
OR  
HARD ROCK?

THAT'S AS HARD AS IT GETS.

TEXAS' ONLY TROPICAL DESTINATION

sopadre.com/winter-texan

THE FIREWORKS CAPITAL OF TEXAS

sopadre.com/winter-texan

## SPI-CTA Program



- 16 New Certified Tourism Advisors
- 136 Total SPI-Certified Tourism Advisors
- No Class was held during December

### SPI-CTA Upcoming class:

- February 16
- 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:** January 25, 2023

**NAME & TITLE:** Ema Jaramillo, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and action concerning the election of officers for the 2023 calendar year - CVAB Chairman and Vice Chairman. (Till)

**ITEM BACKGROUND**

Discussion and action concerning the election of officers for the 2023 calendar year - CVAB Chairman and Vice Chairman.

**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:** January 25, 2023

**NAME & TITLE:** Ema Jaramillo, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action to approve the funding request for Splash South Padre in April 2023. (Brown)

**ITEM BACKGROUND**

Splash South Padre is requesting \$15,000. SEC recommended \$10,000.

**BUDGET/FINANCIAL SUMMARY**

No change to line item 02-593-8099

**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: 01-03-2023

Name of Organization: GLOBAL GROOVE PRODUCTIONS INC

Address: 2602 EAST 25TH STREET

City, State, Zip: MISSION, TEXAS, 78574

Full Name:  
PAUL MAGEE

E-Mail:  
PAUL@GLOBALGROOVEEVENTS.COM

Office Number:  
404-545-6264

Cell Phone Number:  
404-545-6264

Website for Event or Sponsoring Entity :  
WWW.SPLASHSOUTHPADRE.COM

Non-Profit or For-Profit Status:  
FOR PROFIT

Tax ID #:  
20-4373168

Primary Purpose of Organization:  
EVENT/ENTERTAINMENT COMPANY

## EVENT INFORMATION

Name of Event: SPLASH UNIFIED

Date(s) of Event:  
04-27-2023-04-30-2023 (4 DAYS)

Primary Location of the Event:  
LOUIES BACKYARD/CLAYTON'S/HOLIDAY INN RES

Amount Requested: \$15,000

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

---

---

Primary Purpose of Event:

HOLIDAY VACATION WITH EVENTS FOR THE GLBT AND FRIENDS

---

---

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

MARKETING SPLASH VIA SOCIAL OUTLETS AND PROMOTIONAL ROADSHOW.

---

---

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

NO

---

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---

**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:

\$: 15,000

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:

\$: \_\_\_\_\_

**QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES**

How many years have you held this event? 21

Attendance for previous year (if applicable): 1500

How many of the attendees are expected to be from more than 75 miles away?  
70%

How many people attending the event will use South Padre Island lodging establishments?  
85%

How many nights do you anticipate the majority of the tourists will stay? 2-4 NIGHTS

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

Where and how many rooms will be blocked?  
100 Rooms between Apr 27 - 30

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>04-2022</u>	<u>\$15,000</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.)?

ATTENDEE SURVEY / HOTEL SURVEY

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

N/A

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

\$20-\$120

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

\$15,000 NET TO GO BACK INTO BUSINESS

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

Print \$: \_\_\_\_\_

Website \$: \_\_\_\_\_

Radio \$: \_\_\_\_\_

Social Media \$: \$7500

TV \$: \_\_\_\_\_

Other Digital Advertising \$: \$7500

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?

EMAIL NEWSLETTERS VIA SPLASH DATA BASE- SOCIAL MEDIA MARKETING VIA GRAPHICS- 

Who is your target audience?

GLBT AND FRIENDS - OVER 21-

What geographic region(s) are you marketing to?

TEXAS AND MOST OF THE USA CITIES. MEXICO

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

WILL BE OBTAINING

*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: SPLASH UNIFIED

- 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)

*Paul Magee*

01-03-2022

**Authorized Signature**  
PAUL MAGEE

**Date**

**Print Name**

## **Schedule of Events**

(Preliminary)

Thursday, April 27

- Welcome Party @ Sea4ever (Holiday Inn Beach Resort)  
9 – 2 AM

Friday, April 28

- Drag Brunch (Holiday Inn Beach Resort) 11 – 1 PM
- Beach Party (behind Holiday Inn Beach Resort) 12 – 5 PM
- Werk - RuPaul (Clayton's Beach Bar) 9 – 2 AM

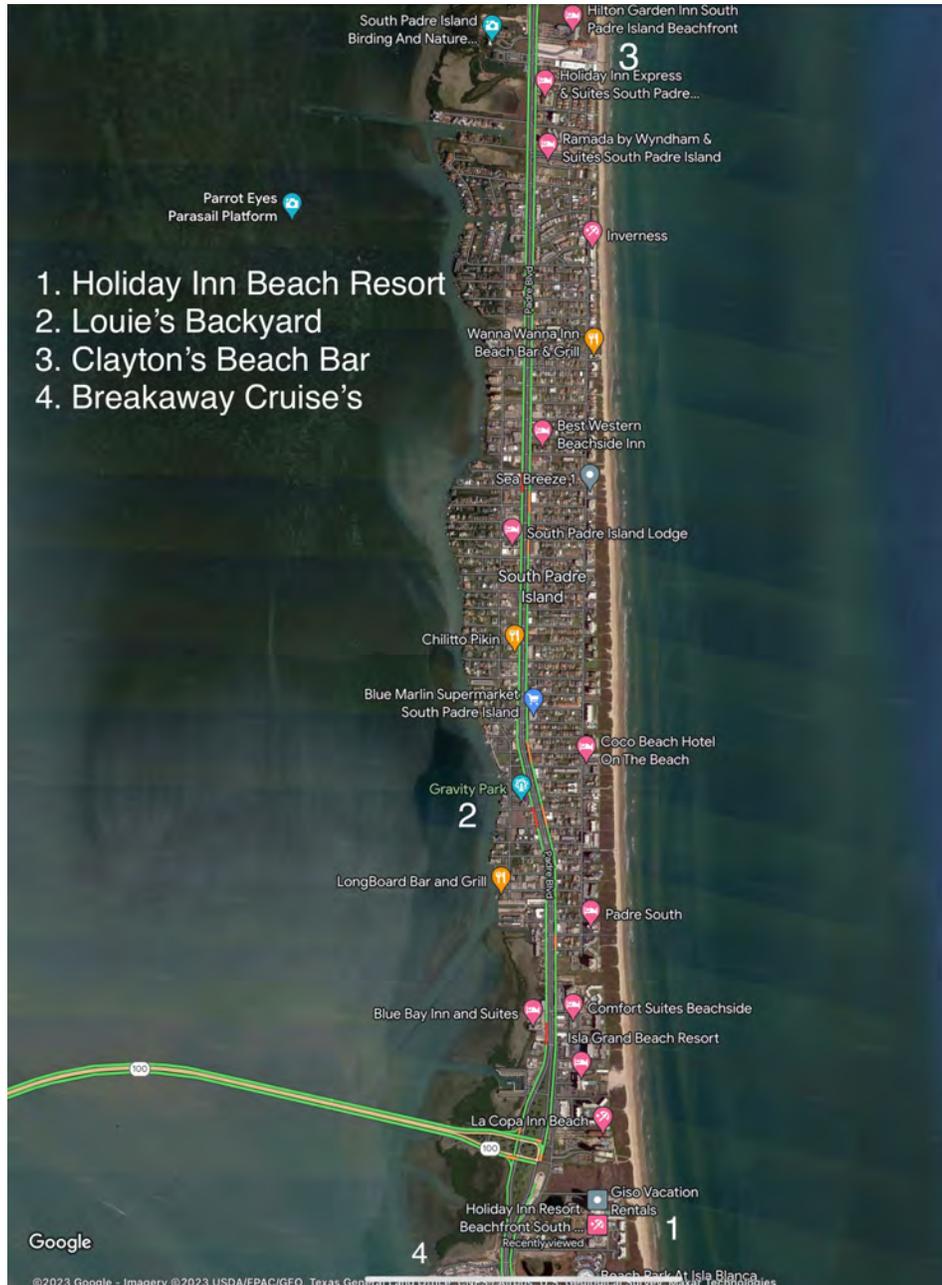
Saturday, April 29

- Pool Bash (Holiday Inn Beach Resort) 12 – 5 PM
- VIP Boat Cruise (Breakaway Cruise's) 5 – 7 PM
- A Night in White (Louie's Backyard) 9 – 2 PM

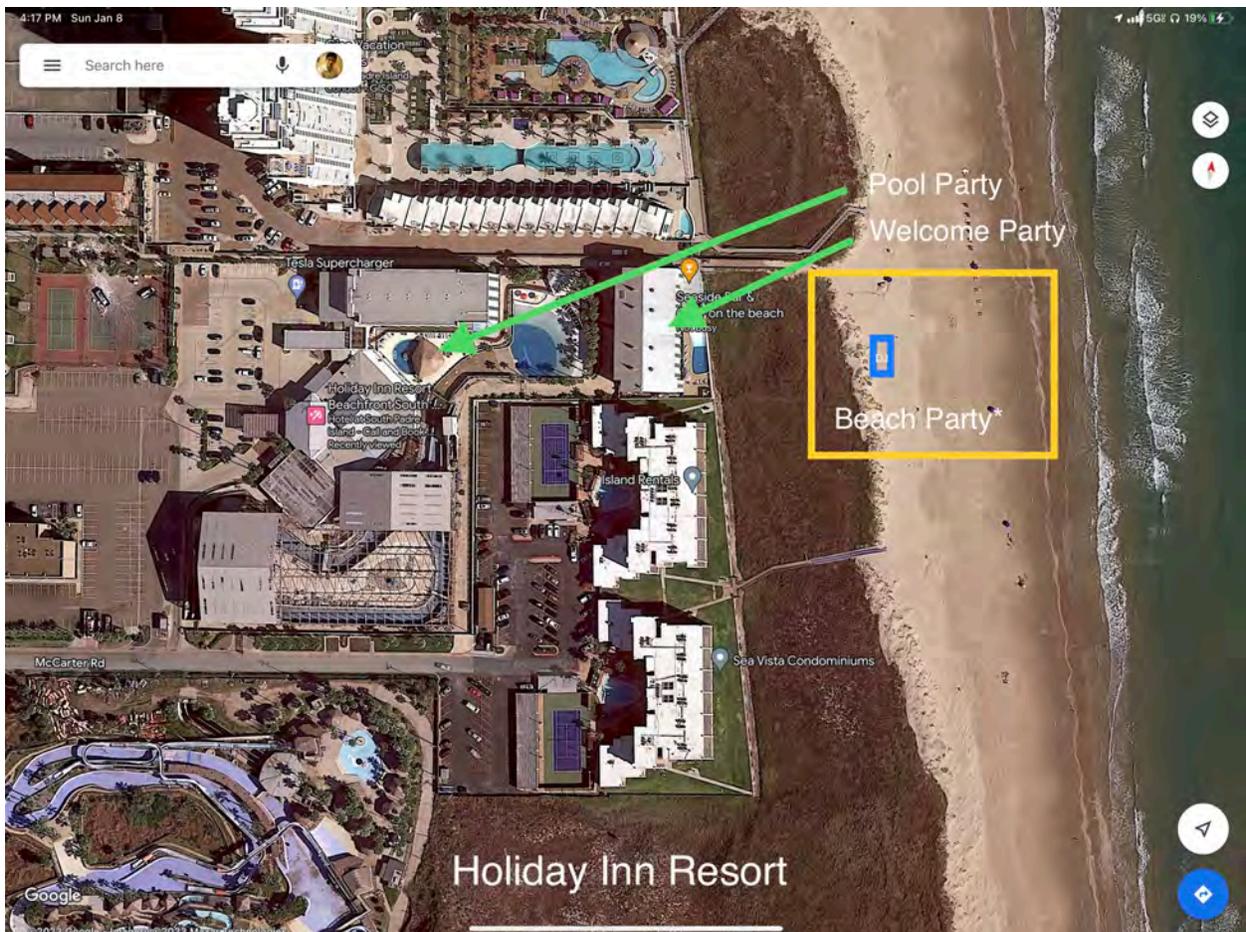
Sunday, April 30

- Farewell Party (Clayton's Beach Bar) 12 – 7 PM

## Event Location Map (Preliminary)



# Holiday Inn Resort Event Map (Preliminary)



## Splash Budget

### Expenses

	Estimated	Actual
<b>Total Expenses</b>	<b>\$93,000.00</b>	

Site	Estimated	Actual
Staff	\$1,000.00	
Cruise Boats	\$3,000.00	
Insurance	\$1,500.00	
<b>Total</b>	<b>\$5,500.00</b>	<b>\$0.00</b>

Marketing	Estimated	Actual
Graphics and Signage	\$1,500.00	
Paid Ads	\$10,000.00	
Graphic / Web Design	\$2,000.00	
Photographer	\$500.00	
Videographer	\$500.00	
Road Show	\$5,000.00	
Mech	\$5,000.00	
<b>Total</b>	<b>\$24,500.00</b>	<b>\$0.00</b>

Production	Estimated	Actual
Stage	\$8,000.00	
Lighting		
Sound		
LED Wall		
Sound Tech		
Lighting Tech		
Video Tech		
Stage Crew		
<b>Total</b>	<b>\$8,000.00</b>	<b>\$0.00</b>

Program	Estimated	Actual
Artist	\$40,000.00	
Airfare	\$4,000.00	
Transportation	\$1,000.00	
Hotel	\$3,000.00	
Meal / Hospitality	\$1,000.00	
<b>Total</b>	<b>\$49,000.00</b>	<b>\$0.00</b>

Staffing (not included elsewhere)	Estimated	Actual
Security	\$3,000.00	
Parking Attendants		
EMS		
Police		
Ticketing		
Housekeeping / Trash		
<b>Total</b>	<b>\$3,000.00</b>	<b>\$0.00</b>

Miscellaneous	Estimated	Actual
Supplies	\$1,000.00	
<b>Total</b>	<b>\$1,000.00</b>	<b>\$0.00</b>

Food and Beverage	Estimated	Actual
Brunch	\$2,000.00	
<b>Total</b>	<b>\$2,000.00</b>	<b>\$0.00</b>

## Marketing Plan

(Preliminary)

Jan-16 Artwork Review	
Jan-23 Artwork Final Approval	
Jan-25 On Sale - Announcement	Website & Social Channels
Jan-27 On Sale - Go Live	Social Channels, E-Mail and Paid Ad's Launch
Feb-1 Social Post	Social Channels
Feb-6 Paid Ad - Revisit	Retarget & Define as needed
Feb-15 Ticket Increase Warning	Social Channels
Feb-20 Paid Ad - Revisit	Retarget & Define as needed
Feb-23 Ticket Increase (24hr Notice)	Social Channels and E-Mail
Feb-24 Ticket Increase - Tier XXX	Social Channels
Mar-6 Paid Ad - Revisit & Update	Retarget & Define as needed / Release Updated Graphic
Mar 10 - Mar 19 Texas Spring Break Launch Campaign	Ad Sets over SPI Banner(s) Gorillia Marketing Postcard Flyers and Posters Street Crew
Mar-17 Ticket Increase Warning	Social Channels
Mar-19 Texas SB Sale / Ticket Increase (24hr Notice)	Social Channels and E-Mail
Mar-20 Ticket Increase - Tier XXX	Social Channels
Mar-24 Social Post	Social Channels
Mar-29 Social Post	Social Channels
Apr-6 Ticket Increase (24hr Notice)	Social Channels and E-Mail
Apr-7 Ticket Increase - Tier XXX	Social Channels
Apr-12 Social Post	Social Channels
Apr-17 10 Day Notice	Social Channels
Apr-19 10 Day Notice	Social Channels
Apr-20 7 Day Countdown	Social Channels
Apr-22 5 Day Countdown	Social Channels
Apr-23 4 Day Countdown	Social Channels

Apr-24 3 Day Countdown	Social Channels
Apr-25 2 Day Countdown	Social Channels
Apr-26 24 Hour Countdown	Social Channels
Apr-27 Happy Splash Post / Ticket Pick-Up Post / Evening Re	Social Channels
Apr-28 Ticket Pick-Up & Single Ticket Post / Event Schedule	Social Channels
Apr-29 Saturday Post / Get your tickets Post / Recap Post	Social Channels
Apr-30 Sunday Post / Evening Post	Social Channels
May-1 Thank you Post	Social Channels & E-Mail
May-5 Video Recap Release	Social Channels and Email

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

**MEETING DATE:** January 25, 2023

**NAME & TITLE:** Ema Jaramillo, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action to approve the funding request for Sea Turtle Inc. 5K Kemp's Krawl in May 2023.  
(Brown)

**ITEM BACKGROUND**

Sea Turtle Inc. is requesting \$7,500 for their event. SEC recommended \$6,000.

**BUDGET/FINANCIAL SUMMARY**

No change to line item 02-593-8099 (Sponsorships)  
Funds have been budgeted for FY2022-2023

**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: 01/13/2023

Name of Organization: Sea Turtle Inc

Address: 6617 Padre Blvd

City, State, Zip: South Padre Island Tx 78597

Full Name:  
Sanjuana Zavala

E-Mail:  
sanjuana.zavala@seaturtleinc.org

Office Number:  
956-761-4511 ext 105

Cell Phone Number:  
956-346-8135

Website for Event or Sponsoring Entity : www.seaturtleinc.org

Non-Profit or For-Profit Status:  
501c3

Tax ID #:  
74-2042030

### Primary Purpose of Organization:

At Sea Turtle Inc our mission is to rescue , rehabilitate and release injured sea turtles. We aim to educate the public through engaging programs for people of all ages, and lead conservation efforts for sea turtles on South Padre Island

## EVENT INFORMATION

Name of Event: Kemps Krawl 5k

Date(s) of Event:  
May 12-13, 2023

Primary Location of the Event:  
Holiday Inn Beach Resort

Amount Requested: \$7,500.00

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

This is our first year applying for the special event funding program

Primary Purpose of Event:

See attached

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

See attached

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:

\$: \_\_\_\_\_

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:

\$: 7500.00

**QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES**

How many years have you held this event? 1 (never applied for this program before)

Attendance for previous year (if applicable): year 1 attendance hosted 184 runners

How many of the attendees are expected to be from more than 75 miles away?  
 Based on year 1 data 28% of registrations were from cities in excess of 75 Miles away.

How many people attending the event will use South Padre Island lodging establishments?  
 Based on year 1 data at least 28% however this was only year one so estimate is based on small sample size

How many nights do you anticipate the majority of the tourists will stay? 1-2

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

Where and how many rooms will be blocked?  
20 to start with option of increasing based on registration and use size

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
NA		

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

registration survey at the conclusion of the event. It will contain hotel questions, use of island before and after event as well as other satisfaction information

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

None

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

This event charges a registration fee as a donation to the mission of Sea Turtle Inc. Registration fee is \$40.00 for adults and \$20.00 for kids

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

We hope to raise \$15,000 from this event which will be used to support

the mission of conservation and rehabilitation of endangered sea turtles.

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

Print \$:	<u>1100.00</u>	Website \$:	<u>500.00</u>
Radio \$:	<u>Leverage STI Contacts(Free)</u>	Social Media \$:	<u>1000.00</u>
TV \$:	<u>Leverage STI Contacts(Free)</u>	Other Digital Advertising \$:	<u>500.00</u>

**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?**

**see attached**

**Who is your target audience?**

Families, Fitness enthusiasts and families focused on outdoor activities, support of conservation and Sea Turtle Inc supporters

**What geographic region(s) are you marketing to?**

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

Yes we obtain event insurance via United States Liability Insurance Company/Broker Cameron County Insurance Center

*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: Kemps Krawl 5k

- 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)

Wendy Knight  
Authorized Signature

Wendy Knight  
Print Name

01/13/2023  
Date



## Event Overview

<b>EVENT NAME</b>	Kemps Krawl: Family 5k Run/Walk
<b>DATE AND TIME</b>	May 12- 13, 2023, 8:00am
<b>VENUE</b>	Holiday Inn Beach Resort; South Padre Island TX
<b>NUMBER OF ATTENDEES</b>	300
<b>FUNDING REQUESTED</b>	\$7,500.00
<b>REQUESTED BY</b>	SEA TURTLE INC: SANJUANA ZAVALA 956-761-4511 EXT 105

## Event Description

### Brief Description of Event:

The **Kemps Krawl 5k** will be an annual event on South Padre Island going forward. This event will be used to bring awareness to the conservation efforts of Sea Turtle Inc on South Padre Island. The family beach walk/run will showcase the amazing views of the Gulf of Mexico as families run/walk the coastline in support of the mission of Sea Turtle Inc.

### Brief History:

Sea Turtle Inc formerly received a small donation from a similar event that suddenly cancelled the event in 2022. When the event cancelled Sea Turtle Inc realized this was an opportunity to start locally hosting this event to raise donations and brand awareness of an island organization by the organization itself. With only 5 weeks of planning we had 185 participants respond and participate in the first event. We are now ready to take this to the next level as we expand and extend planning and marketing to 120 days prior to event.

### Objectives

- Raise awareness and support of the mission of Sea Turtle Inc.
- Promote family friendly outdoor activities on the beaches of South Padre Island.
- Promote tourism and Ecotourism on South Padre Island

## Sea Turtle Inc

Sea Turtle Inc is widely known as the most attended tourist attraction on the island, attracting more than a quarter of a million onsite visitors annually. This is in addition to the more than 20,000 RGV children who benefit from our programs and the followers and supporters in 15 countries that purchase our virtual and online education programs. The partnership between Sea Turtle Inc and the CVB creates the perfect marriage of families and ecotourism to deepen the investment made in both the Sea Turtle Inc.'s mission and the family attractions offered here on South Padre Island.

## Event Budget

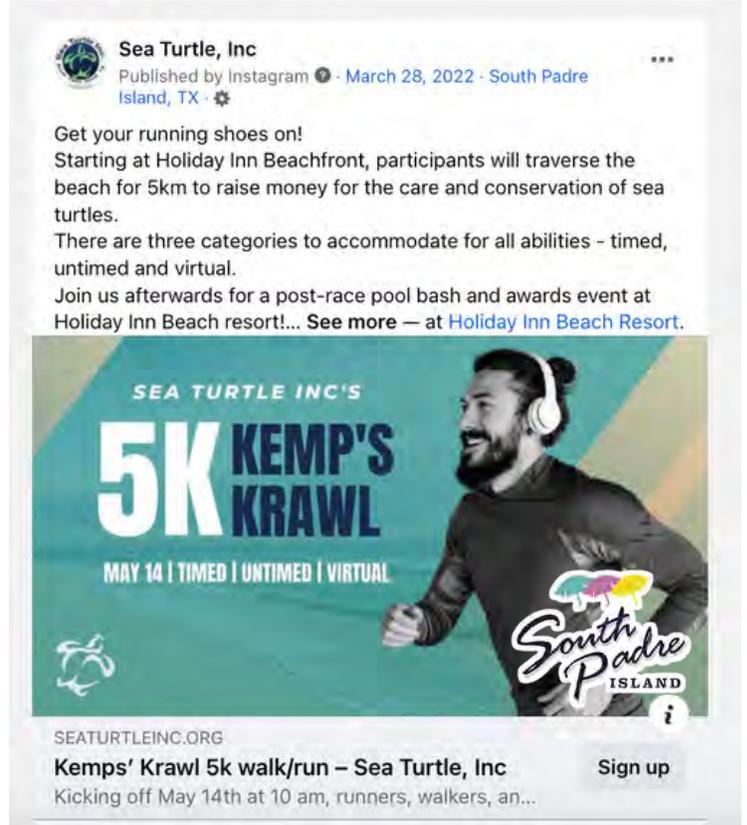
Budget Item	Quantity	Total
Marketing: Event Shirts	300	\$2400.00
Marketing: Metals	400	\$1408.00
Marketing: Draw String Bags	400	\$400.00
Race Host/Music/Warm Up	1	\$250.00
Marketing: Water Bottles	300	\$495.00
Marketing: Banner/Signs	5	\$1400.00
Marketing: Event Flag( Printing)	4	\$600.00
Marketing: Printing Services and Flyers (Printing)	1	\$500.00
Event Location: Tentative Cost	1	\$2500.00
Marketing: Other Advertisement (websites)	1	\$1000.00
Marketing: Social Media Advertisement	5	\$1000.00
Total Budget for Event		\$11,953.00

# Marketing Plan:

## Social Media Marketing Plan

Partnering with Sea Turtle Inc on the **Kemps Krawl 5k** race would allow the CVB to cross-leverage the event, not only by utilizing its social media presence but tapping into the large new audience provided by Sea Turtle Inc. In 2022 Sea Turtle Inc's social media presence reached more than 10 million viewers across 15 countries. National news coverage allowed our platforms to grow to over a quarter of a million regular followers. It attracted national names such as Grammy winner Sam Hunt, the Today show, Kia America and PBS. We plan to leverage this following to grow the **Kemps Krawl 5k** into a large and annual event on the beaches of South Padre Island, creating a family-friendly event that can focus on the spacious and beautiful shoreline of South Padre Island.

## Social Media Branding Plan and Examples:





**SWAG Bag Branding Opportunities**



**Day of Event Branding Opportunities**



## Marketing Plan and Roll out schedule

### 120 Days before event:

- Leverage our 2022 **website traffic volume of 400,000** users by providing Event Registration on our website
- Advertised and Registration up on Running USA, The Active Network and Run Guides
- Enroll in running site advertisements: Running Guides, The Active Network, Running in the USA
- Finalize sponsors and event exhibitors and special event funding
- Launch paid digital campaigns leveraging our 2022 Social media of **10 million users**
- Add event to SPI Chamber Calendar of events, CVB Calendar, SPI Community Events calendar and send save the date press release to press contacts
- Leverage our extensive newsletter, member, and admissions database to launch events via email campaign to more than **5000 subscribers**

### 90 Days before the event:

- Update ads on running site advertisements: Running Guides, The Active Network, Running in the USA
- Target ads and promotions on Facebook, Instagram, and Twitter to target runners and families invested in outdoor activities and conservation efforts. 2022 Social media of **10 million users**
- Finalize cobranding material with all funding partners  
Continue email drip campaign to drive registration :**5000 subscribers**

### 60 Days before the event:

- Target advertisement for all runners present at the Causeway run April 15th
- Flyer and discount promotion at finish line of causeway run
- Continue to promote with press contacts
- Promote Kemp's Krawl at community events in
- Joint attendance campaign with Holiday Inn Beach Resort
- Continue paid ads on running site advertisement: Running Guides, The Active Network, Running in the USA
- Continue event registration ads on social sites 2022 Social media of **10 million users**
- Continue email drip campaign to drive registration :**5000 subscribers**

### Month of Event:

- Continue promotion of event with paid advertisement
- Send final press release and schedule any media interviews
- Map out branding locations, flags, banners and directional signage for day of event
- Registration desk at McAllen Marathon for Kemps Krawl
- Continue paid ads on running site advertisement: Running Guides, The Active Network, Running in the USA
- Continue email drip campaign to drive registration

## Other Items:

### Sponsor List:

<b>Sponsor</b>	<b>Status</b>
Holiday Inn Beach Resort	Confirmed
South Padre Island CVB	Pending
4imprint - In Kind Donation	Confirmed
NM Contracting	Pending

### Security/safety plans:

Sea Turtle Inc and the Beach Resort are hosting a 5k run/walk fundraiser. The race will start and end at the Beach Resort. We expect approximately 300 runners/walkers to participate in the race. The race route will be a down-and-back route, with the turnaround point 1.6 miles from the Beach Resort. Sea Turtle Inc Staff and volunteers will be onsite along the route and in the facility. The Holiday Inn staff, and security will be scheduled during event as well. An event representative will be designated prior to the start of the event as the point of contact for calling 911 if any emergencies occur. Water, first aid and trash containers will be placed at the beginning mid-point and turnaround of the race route. Public restrooms are available at the start and end of race route, as well as beach access #3 and #5

### Vendor/Exhibitor:

Not Yet Confirmed

## Schedule of Events:

# WELCOME TO RACE WEEK

### Family Fun on South Padre Island! Ready, set, go!

Thank you for participating in the 5K Kemp's Krawl walk/run; proceeds from this event will go directly to the treatment and care of sea turtles at Sea Turtle, Inc. on South Padre Island, Texas!

Below you will find an overview schedule for this event.

#### May 12th Friday

Packet pickup is available from 5 - 7 PM at 100 Padre Blvd, Holiday Inn Beach Resort, inside the lobby.

If you've purchased a pre-run carb dinner, your packet will include a ticket stub to be redeemed at the Holiday Inn Beach Resort at Seaside Grill today (Friday, May 12th only)

**Untimed runners/walkers:** you will receive a bracelet in your packet to wear on race day.

**Important:** In order to participate you are required to have your bib or bracelet visible throughout the event.

#### May 13rd Saturday

**8:00 AM** - Race Begins (on the beach behind Holiday Inn Resort, see map on page 4)

**8:15 AM**- Family runners begin

After the race we will have the awards ceremony, photo opportunities, medal pickup and a pop up giftshop at lobby of Holiday Inn Beach Resort.

Event map:



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

**MEETING DATE:** January 25, 2023

**NAME & TITLE:** Ema Jaramillo, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action to approve the funding request for Shallow Sport Fishing Tournament in May 2023.  
(Brown)

**ITEM BACKGROUND**

Shallow Sport is requesting \$25,000 for their event. SEC recommended \$25,000

**BUDGET/FINANCIAL SUMMARY**

No change to line item 02-593-8099.

Amount has been budgeted for FY2022-2023

**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: 1/11/2023  
Name of Organization: SHALLOW SPORT TOURNAMENT  
Address: 41146 SCHAFER RD  
City, State, Zip: LOS FRESNOS TX 78566  
Full Name: KYRA HUDSON E-Mail: KYRA@SHALLOWSPORTBOATS.COM  
Office Number: 956-233-9489 Cell Phone Number: 956-434-9895  
Website for Event or Sponsoring Entity: WWW.SHALLOWSPORTTOURNAMENT.COM  
Non-Profit or For-Profit Status: NON PROFIT 509 (A)(2) Tax ID #: 82-0749460 & 74-2838354

Primary Purpose of Organization:  
TO PRODUCE A WORLD-CLASS DESTINATION FISHING EVENT & SUPPORT LOCAL FISHING  
TOURISM WHILE ADVERTISING OUR PARTNERS AND RAISING MONEY FOR SCHOLARSHIPS

**EVENT INFORMATION**

Name of Event: SHALLOW SPORT FISHING TOURNAMENT  
Date(s) of Event: MAY 11-13, 2023 Primary Location of the Event: SPI CONVENTION CENTRE  
Amount Requested: \$25,000 TITLE SPONSORSHIP

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

THE HIGHER COST & QUALITY OF OUR EVENT AND COMPARABLE LARGER ATTENDENCE HAS PROVEN ITS

---

VALUE AS AN ISLAND ADVERTISING STAPLE & THE ONLY MAJOR FISHING EVENT IN OFF-PEAK SEASON

---

**Primary Purpose of Event:**

This annual sporting event kicks off tournament season and brings together our customers and business partners from

---

across the Gulf Coast for a weekend of fishing, fun and family-friendly activities on beautiful South Padre Island.

---

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

Funds will allow us to televise the event, bring in fishing celebrities and personalities from Texas and Florida and to

---

advertise in national fishing mags, online and at trade shows. We will also increase production value even more.

---

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

In order to grow this event host it at the Convention Centre, our expenses are MUCH

---

greater than the 20 years at Louie's Backyard. Any reduction or in-kind is ALWAYS appreciated!

---

WE have been offered the median banner for free for the past several years.

---

**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:

\$: 20000.00

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:

\$: 5000.00

**QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES**

How many years have you held this event? 23

Attendance for previous year (if applicable): 1800-2200

How many of the attendees are expected to be from more than 75 miles away?  
REALISTICALLY....80% or 1600 people

How many people attending the event will use South Padre Island lodging establishments?  
95%+ (Based on registration and survey data)

How many nights do you anticipate the majority of the tourists will stay? 2-6 (3 av.)

Will you reserve a room block for this event at area hotel(s)? If they're available

Where and how many rooms will be blocked?  
Most participants rent homes and condos. We usually fully book Isla Grand, The Beach

Park, La Quinta, La Copa & The Inn. Would love help with Marriott & Hilton Garden Inn

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>MAY 2022</u>	<u>\$20,000</u>	<u>2250 NIGHTS</u>
<u>AUG 2021</u>	<u>\$10,000</u>	<u>1800 NIGHTS</u>
<u>MAY 2019</u>	<u>\$10,000</u>	<u>1800 NIGHTS</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.)?

Will conduct mandatory participant survey with new registration software. Open to all other ways to track

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

We propose that SPI and Suzuki are the headlining title sponsors of this event

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

**\$100/adult \$50 child or social**

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

Depends heavily on sponsorships and increased expenses but we had a net loss of

about \$18K last year. We award around \$20K in scholarships each year regardless of profit.

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

Print \$: 18,000.00

Website \$: 6000.00

Radio \$: 1000-3000

Social Media \$: 6000.00

TV \$: 22,000.00

Other Digital Advertising \$: 10000.00

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?

Expanding our popular SCAVENGER HUNT onto land! Will allow island businesses to

advertise to attendees and allows non-fishing travelers to explore the island and win fun prizes!

Who is your target audience?

**Fishing & outdoor enthusiasts and their families**

What geographic region(s) are you marketing to?

**A focus on Texas, Florida and the Gulf Coast.**

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

**\$3 million commercial liability with Market American Insurance & \$1 Million rider for SPI & CVB**

*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.*

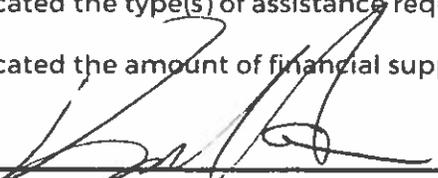


# SOUTH PADRE ISLAND EVENT FUNDING CHECKLIST

To apply for funding please provide all the required documents.

Name of Event: SHALLOW SPORT FISHING TOURNAMENT

- 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)

  
 \_\_\_\_\_  
 Authorized Signature  
 KYRA HUDSON

1/11/23  
 \_\_\_\_\_  
 Date

Print Name



# MAY 11-13, 2023





# OVERVIEW

- FIRST MAJOR TOURNAMENT OF THE YEAR (Only major tournament held in off-peak season)
- 3 DAY EVENT:
  - VIP PARTY/ PRO TEAM MEETING (5/11)
  - REGISTRATION PARTY (5/12)\*\*
  - FISHING/WEIGH IN/AWARDS (5/13)\*\*(\*Held at the Convention Centre)
- HELD ON SOUTH PADRE ISLAND FOR 23 YEARS
  - DEALERS REQUESTED WE MOVE EVENT
  - MOVED TO CONVENTION CENTRE AT CVB REQUEST
  - SIGNED 3 YEAR CONTRACT FOR EARLY MAY DATE
  - PROMINENTLY FEATURE SPI AS THE HOME OF OUR DESTINATION EVENT
- OVER \$250,000 IN PRIZES AWARDED
- \$20,000 IN COLLEGE SCHOLARSHIPS
- BIGGEST BAY TOURNAMENT IN SOUTH TEXAS





# SCHEDULE

## Schedule of Events

**THURSDAY  
MAY-11**

**FRIDAY  
MAY-12**

**SATURDAY  
MAY-13**

VIP PARTY

7:00pm

ISLA GRAND RESORT

REGISTRATION PARTY

5:00pm - 10:00pm

SPI CONVENTION CENTRE

CANON TAKE-OFF

6:30am

WEIGH IN

2:00pm - 4pm

AWARDS DINNER

6:30pm - 10:00pm

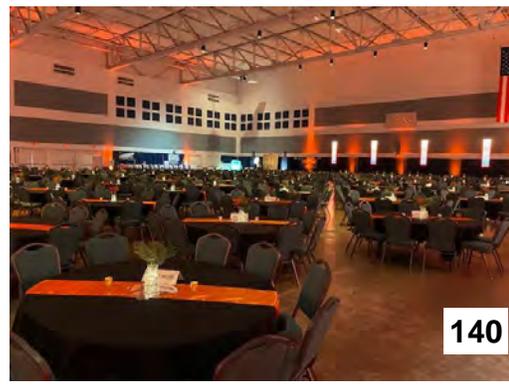
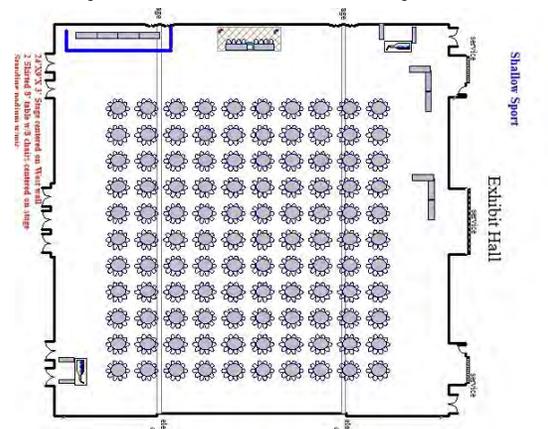




# 2023 STATISTICS



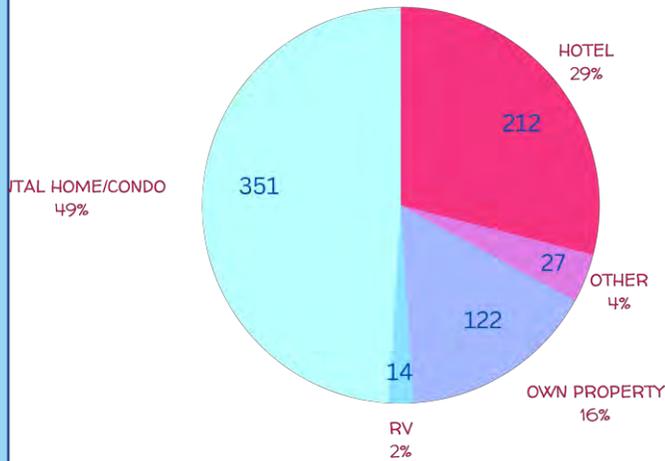
- 955 REGISTERED ANGLERS, 374 REGISTERED SOCIALS (1329 TOTAL)
- 259 REGISTERED BOATS/TEAMS
- TEAM OF 3-5 ANGLERS (AVERAGE 4.2 PER TEAM)
- 52 SPONSOR COMPANIES, 141 SPONSOR REPS
- 115 VOLUNTEERS, 265 PRO TEAM ATTENDANCE
- ESTIMATED 200+ UNPAID ATTENDEES
- ESTIMATED 2000+ TOTAL PARTICIPATION



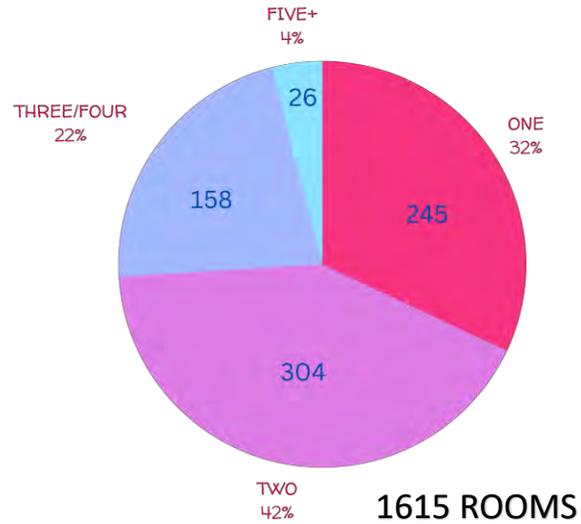


# 726 COMPLETED SURVEYS

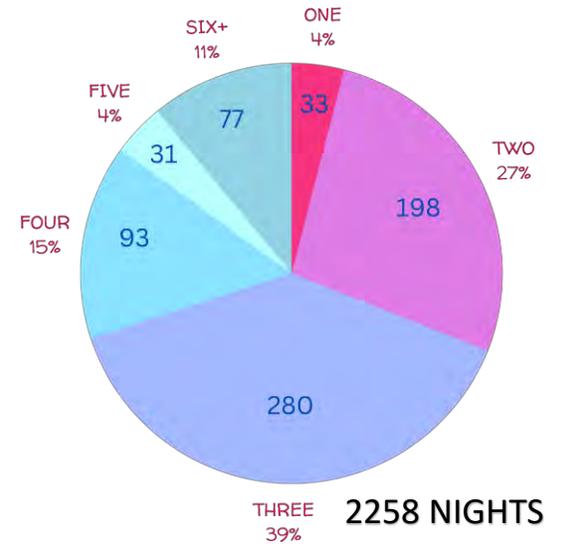
WHERE DID YOU STAY?



HOW MANY ROOMS/PARTY?



HOW MANY NIGHTS?



2258 ROOM NIGHTS  
X \$350/ROOM

**\$790,300**

1800 ATTENDEES  
X \$250/PERSON

**\$450,000**

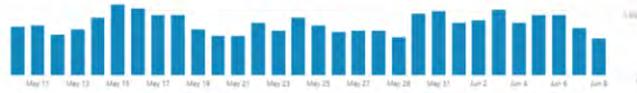


ECONOMIC  
IMPACT



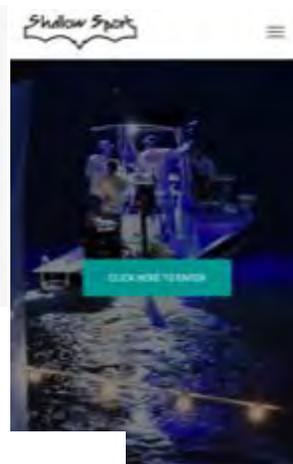
WEBSITE

SHALLOWSPORTBOATS.COM



Views today: 545  
 Best overall day: 2,832 Views (February 27, 2022)  
 All-time views: 535,169  
 All-time comments: 1

- 535K VIEWS
- AVERAGE +2K DAILY HITS



SHALLOWSPORTTOURNAMENT.COM

- 64,149 TOTAL VIEWS
- VIEWS INCREASE AS EVENT NEARS
- 12,576 VIEWS IN MAY ALONE
- AUTO POP UP FOR "SPI VACATION" SURVEY
- SPI NAMED AS TOP SPONSOR WITH LINK TO SOPADRE.COM

**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

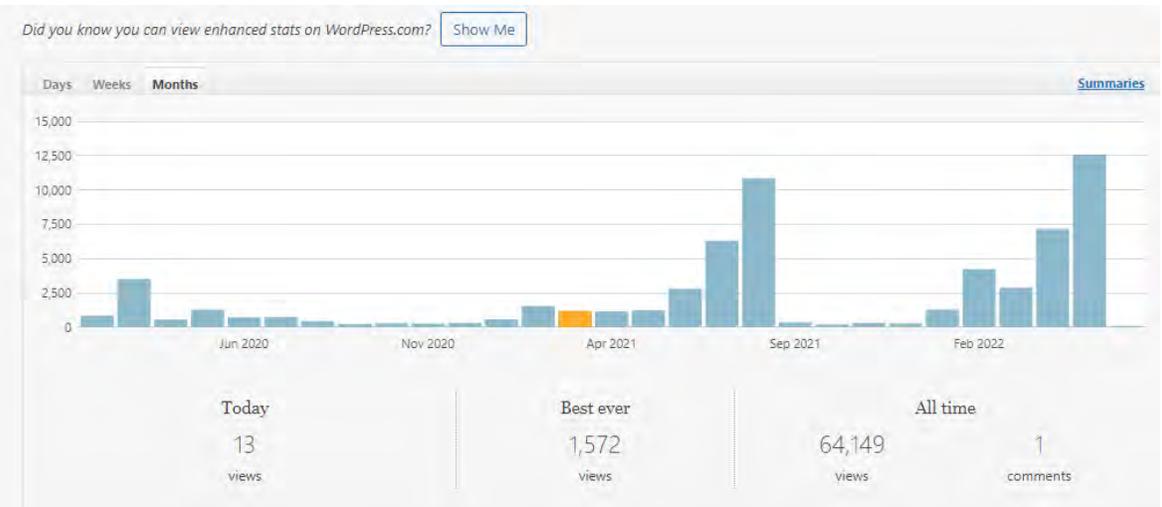
TAYLORMADE | ADIDAS GOLF LIVE SCORING

3,622 unique page views

INDIVIDUAL TOURNAMENT WEBPAGE

10.4 million unique page views

SCHEDULE & RESULTS PAGES



June 8, 2022, 9:22 pm

[Return to Stats](#)

Months and Years

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2020		840	3,512	556	1,273	726	742	437	228	289	270	306	9,179
2021	583	1,549	1,173	1,151	1,233	2,802	6,301	10,843	342	207	307	279	26,770
2022	1,261	4,220	2,670	7,157	12,576	94							28,200



Posters placed at ALL 11 dealerships  
across the Gulf Coast



Thousands of push cards  
handed out at boat  
shows, dealerships, &  
other events.

PRINTED  
ADVERTISING

South Padre Island

SUZUKI MARINE

**The BIGGEST & BEST OWNERS TOURNAMENT IN TEXAS!**

OWNERS TOURNAMENT 2023

Shallow Sport

23RD ANNUAL SOUTH PADRE ISLAND

OVER \$250,000 IN PRIZES!

PREMIUM EVENT SWAG INCLUDED!

BOAT RAFFLE

21' SPORT/250 SUZUKI \$85,000 VALUE

FUN SCAVENGER HUNTS!

\$85 VALUE

MAY 12-14, 2023

WWW.SHALLOWSPORTTOURNAMENT.COM







# TELEVISION

*Texas Insider Fishing and Florida Insider Fishing*



*Rick and Bri  
Hosting the Awards*

*Pro Staff Chad Kinney*



*Florida Pro Staff Nick Stanczyk*



*Discussing tournament during  
his weekly forecast*



*Rick and Bri promoting tournament on air*





TELEVISION

*The Texas Sportsman*



Mrs. Texas Sportsman Wade Fishing with Shallow Sport!  
 Texas Sportsman · 1.8K views · 1 month ago



Texas Sportsman  
 May 7 · 🌐  
 Coming up tomorrow at 11:30 am on CW . Rio Grande Valley!



- Filmed 1 Pre-event show
- Filmed the entire event for post event show (airing 6/17-6/19)
- Air four 60-second commercial per episode for three months



WATCH THE SHOW LIVE!

<b>THE RGV</b>	<b>LAREDO, TX</b>	<b>LAREDO, TX</b>	
<b>THE CW</b>	<b>13</b>	<b>abc</b>	
<b>CH. 21</b> SUNDAY 11:30 AM	<b>CH. 13</b> SUNDAY 7:30 AM	<b>CH. 8</b> SATURDAY 10:30 PM	
<b>CORPUS CHRISTI, TX</b>	<b>CORPUS CHRISTI, TX</b>	<b>WEST PALM BEACH, FL</b>	<b>LOS ANGELES, CA</b>
<b>KQSY</b>	<b>KQSY</b>	<b>FAMILY BROADCASTING NETWORK</b>	<b>TELEAMERICA</b>
<b>CH. 30.1</b> SATURDAY 10:00 AM	<b>CH. 30.2</b> SUNDAY 10:00 AM	<b>CH. 47.3</b> SATURDAY 10:00 AM	<b>CH. 4.1</b> SATURDAY 10:00 AM
<b>LAS VEGAS, NV</b>	<b>BEAUMONT, TX</b>	<b>ATLANTA, GA</b>	
<b>TELEAMERICA</b>	<b>STGN</b>	<b>STGN</b>	
<b>CH. 35.1</b> SATURDAY 10:00 AM	<b>CH. 27.5</b> SATURDAY 10:00 AM	<b>CH. 49.4</b> SATURDAY 10:00 AM	

**LIKE AND SUBSCRIBE!**

**YouTube** WATCH THE TEXAS SPORTSMAN TRACKING OUTDOORS  
[YOUTUBE.COM/TEXASSPORTSMAN](https://www.youtube.com/texasportsman)

**OR VISIT TEXASSPORTSMANTV.COM**



RADIO & BILLBOARDS



- Digital billboards (\$5,900)
- 1 In Mission (Bryan Rd.)
- 1 In La Feria (Rabb Rd.)
- 1 in Corpus (1501 Jean)



Call in Radio Spots from Fred Rodriguez  
30 second commercial 2X per hour  
Thursday-Sunday throughout May



Created hundreds of social posts  
 Shared across Instagram, Tik Tok, and our  
**THREE FB pages:**

- Shallow Sport Boats (24K likes)
- SCB Boats (8K likes)
- SS & SCB Owners (3.1K likes)

**\*\*AVERAGE POST REACH BETWEEN 2000  
 - 15000\*\***

SOCIAL MEDIA METRICS

Page	Total Page Likes	From Last Week	Posts this week	Engagement this week
YOU 1	Shallow Sport Boats 24.3K	100%	9	2.1K
2	Blue Wave Boats 18.9K	100%	10	251
3	Majek Boats 11.9K	100%	4	447
4	Ron Hoover RV & Marin... 6.3K	100%	0	52
5	Babes on the Bay 2.6K	100%	0	0
6	Texas International Fishi... 2	100%	0	0

SITE	AUDIENCE	PAID COST	#POSTS
SHALLOW SPORT BOATS	23,000	\$500	50
SCB BOATS	7,400	\$250	50
SHALLOW SPORT TOURNAMENT	5,800	\$250	50
SHALLOW SPORT/SCB OWNERS	2,900	\$0	50
SOUTH TEXAS FISHAHOLICS	39,000	\$0	20
GULF COAST FISHING&OUTDOORS	54,000	\$0	20
BOCA CHICA BEACH LEGENDS	84,000	\$0	20
FLORIDA INSHORE FISHING	2,700	\$0	10
CORPUS CHRISTI FISHING	9,700	\$0	20
CORPUS FISHING CLUB	4,700		20
<b>PAID PARTNERS</b>			
TEXAS INSIDER FISHING REPORT	22,000	\$375	5
SPORTSMAN'S ADVENTURES	43,000	\$375	5
CAPT NICK STANCZYK	63,000	\$200	2
TEXAS SPORTSMAN	4,700	*INC	2
TEXAS OUTDOOR LIFESTYLES	50,000	*INC	2
2COOL FISHING	15,000	\$300	3
SPECKLED TRUTH	23,000	\$0	1
TEXAS FISH & GAME	59,000	\$225	2
TEXAS SALTWATER FISHING MAG	18,000	\$660	5
CCA TIDE	25,000	*INC	1
FLORIDA SPORTSMAN	185,000	\$250	2
COASTAL ANGLER	57,000	\$175	5
LONESTAR OUTDOOR	7,800	\$75	5

Our reach compared to other events



# SOCIAL MEDIA POSTS

Album 2022 Registration & Captain's Meeting

Shallow Sport Boats added 40 new photos — at South Padre Island Convention Center.

Published by Kelly Groce · May 18 at 2:37 PM · South Padre Island · 🌐

Registration & Captain's Meeting pictures by Skye Hudson.

7,440 People reached      2,186 Engagements      Boost post

Videos

**Shallow Sport Boats**

3 weeks ago · 4.3K views

Florida Insider Fabric...

Another week, another night of filming!

Contact Us

2:51

Photo

**Capt. Nick Stanczyk** · Following

Oct 16, 2022

Great trip on the Bay Boat!!! Tuna, swordfish, and lobster! If you wanna see how the day went check out our latest Stan2Fam Y... See more

1K      50 comments      23 shares

Like      Comment      Share

More Photos

Shallow Sport Boats

Published by Kelly Groce · April 14 · 🌐

This tournament "Sponsor Spotlight" goes to diamond sponsor, Visit South Padre Island. Since the beginning, the owners tournament has been hosted on sunny South Padre Island and we wouldn't have it any other way! The South Padre Island Convention Center has been the perfect location to host not only registration, but the awards ceremony for all of our Shallow Sport owners and their families. Thank you for your continued support! [www.sopadre.com](http://www.sopadre.com) #shallowssportboats #shallowssp... See more

**DIAMOND SPONSOR**

1,428 People reached      21 Engagements      Boost post

10

Like      Comment      Share

**SCB Boats Inc.**  
 Posted by Kyra Pugh Hudson  
 May 2 · 🌐

**Shallow Sport Boats**  
 Posted by Kyra Hudson  
 May 2 · 🌐

😂 WOW 😂 Lets talk about the P...  
 THE LITTER raffle!  
 We raised the bar again folks, t... S

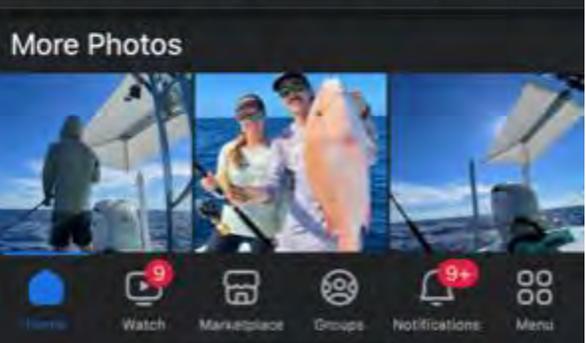


**Capt. Nick Stanczyk · Following**  
 Oct 16, 2022

Great trip on the Bay Boat!!!! Tuna, swordfish, and lobster! If you wanna see how the day went check out our latest **StanzFam** Y... See more

👍 1K      50 comments      23 shares

👍 Like      💬 Comment      ➦ Share



**Shallow Sport Boats · Following**  
 Feb 18, 2022

Great time at the **Miami International Boat Show** so far giving demo rides and hanging with new Pro Teamer, Capt. N... See more

👍 Freddy Ortiz and 6 others      2 shares

mark MAY 12-14, 2022 on  
 amment on sunny South Padre

ment #southpadreisland #texas

+10

Boost post

30 Comments 21 Shares

➦ Share

**Shallow Sport Boats** updated their cover photo.  
 Published by Kyra Pugh Hudson · January 31 · 🌐

Go to [www.ShallowSportTournament.com](http://www.ShallowSportTournament.com) to enter to win a South Padre Island fishing vacation including:

3 night stay at Isla Grand Beach resort ([www.isiagrand.com](http://www.isiagrand.com))  
 \$50 "Grand Cash" to be used for food and beverages  
 Brunch at Yummies Bistro ... See more

WIN A BEACH VACATION PACKAGE!  
[WWW.SHALLOWSPORTTOURNAMENT.COM](http://WWW.SHALLOWSPORTTOURNAMENT.COM)

9,275 People reached      352 Engagements      Distribution score

👍 🗨️ 📧 14      38 Shares

Create ad

**SCB Boats Inc.**  
 Jul 15, 2021 · 🌐

We are overwhelmed by the support our business partners and community... See More

➦ Share

**THANK YOU TO OUR DIAMOND SPONSORS!**

[SHALLOWSPORTTOURNAMENT.COM](http://SHALLOWSPORTTOURNAMENT.COM)

**Shallow Sport Boats**  
 Posted by Canva  
 19h · 🌐

**\*\*TOURNAMENT SNEAK PEEK\*\***

Event logo, merchandise, registrat... See more

👍 17      6 shares      363 views



shallowportboats  
 shallowportboats LETS GOOOO! Are you registered yet for the biggest and best owners tournament on the Gulf? If not, head on over to [www.shallowporttournament.com](http://www.shallowporttournament.com)  
 #shallowportboats #shallowport #ownerstournament #southpadreisland #texas  
 chrismglasson Traveling in from Bakersfield, Ca for the tourney! Stoked! See you next week.  
 30w Reply  
 View replies (1)



19,607 People reached 3,771 Engagements Boost post



6,284 People reached 458 Engagements Boost post



Mrs. Texas Sportsman Wade Fishing with Shallow Sport!  
 Texas Sportsman · 1.8K views · 1 month ago

Album 2022 Tournament Photobooth Fun

Shallow Sport Boats added 63 new photos.  
 Published by Kelly Groce · May 23 at 10:56 AM ·  
 Thank you again RGV Selfies Photobooth Services for the fun photos! Tag yourself and your friends. #shallowport #shallowportboats #ownerstournament #rgvselfies



5,769 People reached 313 Engagements Boost post

26 2 Shares  
 Like Comment Share





**ALL TOURNAMENT  
MERCH AND PRINTED  
MATERIALS  
PROMINENTLY FEATURE  
SOUTH PADRE ISLAND**



MERCH



SPONSORS

**SCB BOATS WELCOME!**  
**THE BIGGEST & BEST**  
**OWNER'S TOURNAMENT**  
**ON THE GULF!**

**WIN THE NEW RE-DESIGNED**  
**2022 SHALLOW SPORT 24' V**  
**BOAT MOTOR TRAILER PACKAGE**  
**OVER \$95,000 VALUE!**



THE BEST  
TOURNAMENT  
MERCHANDISE  
ON THE  
GULF COAST!



**OVER \$200,000**  
**IN PRIZES!**

**AUGUST 13-15, 2021**

956-233-9489

[www.ShallowSportTournament.com](http://www.ShallowSportTournament.com)

VISIT  
[WWW.SOPADRE.COM](http://WWW.SOPADRE.COM)  
 FOR LODGING  
 AND  
 INFORMATION



— DIAMOND SPONSORS —



BOUNDLESS ENERGY



— PLATINUM SPONSORS —



— GOLD SPONSORS —

LAGUNA SALT RODS

FASTENAL

AIM SUPPLY

YETI

WILLIAM F MILLER

MAGNUM VENUS

GAMEGUARD

Event Title: SHALLOW SPORT & SCB TOURNAMENT 2022 Date, Location: MAY 12-14, SOUTH PADRE ISLAND TX Audience: FISHING & BOATING ENTHUSIASTS AND FAMILIES FROM ACROSS THE GULF COAST AND FLORIDA Goals: MAXIMUM EXPOSURE													
Countdown/Media Type	Pre-event		Event launch		Day-to-day					Last call		Post Event	
	November 2021	December 2021	January 1, 2022	January 15	JANUARY	FEBRUARY	MARCH	APRIL	MAY	May 9-12	May 12-14	May 16-20	
	Pre-event media & website		Official announcement		Early Registration & Sponsor Solicitation/ Advertisin			Regular Registration		Last chance to book	Event	Results/Sponsors	
	*Save the Date	CVB mtg	Launch regis.	Launch merch	Surveys, dealers, Boat shows, Social posts, emails			Print, radio, TV, Social				Print, TV	
Website Updates	X	X	X	X	X	X	X	X	X	X	X	X	
Email blasts			X	X	X	X	X	X	X	X	X	X	
Social Media *	X	X	X	X	X	X	X	X	X	X	X	X	
Magazine/ Print							X	X	X	X	X	X	
Remote/Trade Show					X	X	X	X					
Radio & TV							X	X	X	X	X	X	
Printed materials			X		X	X	X	X	X	X	X	X	
Other					X	X	X	X	X	X	X	X	
<b>WEBSITE</b>	<b>ACTIVITY</b>	<b>COMPANY/PERSON</b>	<b>COST</b>										
	HOSTING	MY BLUE HOST	\$350.00 ANNUALLY										
	FORMATTING & UPDATING	PINECODE CREATIVE	\$690.00 MONTHLY										
	CONTENT CREATION	BRITTANY MARIKOS	\$1,500.00 ANNUALLY										
	CONTENT CREATION	KELLY GROCES	\$500.00 ANNUALLY										
<b>EMAIL BLAST</b>	*5000+ contacts per blast												
	(Newsletters, promotions, registration info and sponsor info sent to ALL REGISTERED OWNERS & past participants)												
	EMAILS & ANALYTICS	SENDINBLUE.COM	\$25.00 MONTHLY										
	*PARTICIPANT SURVEYS	SURVEY MONKEY	\$34.00 MONTHLY										
<b>SOCIAL MEDIA</b>	<b>SITE</b>	<b>AUDIENCE</b>	<b>PAID COST</b>	<b>#POSTS</b>									
	SHALLOW SPORT BOATS	23,000	\$500	50									
	SCB BOATS	7,400	\$250	50									
	SHALLOW SPORT TOURNAMENT	5,800	\$250	50									
	SHALLOW SPORT/SCB OWNERS	2,900	\$0	50									
	SOUTH TEXAS FISHAHOLICS	39,000	\$0	20									
	GULF COAST FISHING&OUTDOORS	54,000	\$0	20									
	BOCA CHICA BEACH LEGENDS	84,000	\$0	20									
	FLORIDA INSHORE FISHING	2,700	\$0	10									
	CORPUS CHRISTI FISHING	9,700	\$0	20									
	CORPUS FISHING CLUB	4,700		20									
	<b>PAID PARTNERS</b>												
	TEXAS INSIDER FISHING REPORT	22,000	\$375	5									
	SPORTSMAN'S ADVENTURES	43,000	\$375	5									
	CAPT NICK STANCZYK	63,000	\$200	2									
	TEXAS SPORTSMAN	4,700	*INC	2									
	TEXAS OUTDOOR LIFESTYLES	50,000	*INC	2									
	2COOL FISHING	15,000	\$300	3									
	SPECKLED TRUTH	23,000	\$0	1									
	TEXAS FISH & GAME	59,000	\$225	2									
	TEXAS SALTWATER FISHING MAG	18,000	\$650	5									
	CCA TIDE	25,000	*INC	1									
	FLORIDA SPORTSMAN	185,000	\$250	2									
	COASTAL ANGLER	57,000	\$175	5									
	LONESTAR OUTDOOR	7,800	\$75	5									
<b>OTHER</b>	PRINTED MATERIALS (FLYERS, BANNERS, INFO CARDS, POSTERS, ETC.)				\$15,000.00								
<b>TRADESHOWS &amp; REMOTE DEALERSHIPS</b>					(pass out event info cards, display posters & banners, conduct surveys)								
					<b>EVENT NAME</b>	<b>LOCATION</b>	<b>DATES</b>	<b>ATTENDANCE</b>					
					Stuart Boat Show	Stuart, FL	1/14-1/16, 2022	15,000+					
					Tampa Boat Show	Tampa, FL	1/19-1/22, 2022	25,000+					
					Island Boat Show	Florida Keys	1/21-1/23	10,000+					
					Naples Boat Show	Naples, FL	1/20-1/23 2022	15,000+					
					Houston Boat Show	Houston, Tx	1/26-1/30, 2022	81,000+					
					Miami Boat Show	Miami, FL	2/16-2/20, 2022	100,000+					
					Central Gulf Coast Sport Show	Lake Charles, LA	1/14-1/16, 2022	50,000+					
					Austin Boat & RV show	Austin, Tx.	2/17-2/20, 2022	15,000+					
					All Valley Outdoor Show	McAllen, Tx.	2/18-2/10, 2022	10,000+					
					Texas Sportsman's Expo	McAllen, Tx.	7/22-24, 2022	25,000+					
					RGV Livestock Show	Mercedes, Tx.	3/12-3/22, 2022	300,000+					
					Rock the Dock Show	Aransas Pass, Tx	4/23-4/25, 2022	50,000+					
					<b>DEALERSHIP REMOTE ADVERTISING</b>								
					(Permanent display at all 10 dealerships with info cards & survey QR)								
					The Sportsman	San Benito, Tx							
					Gulf Coast Marine/CC	Corpus Christi, Tx							
					South Austin Marine	Austin, Tx							
					Gulf Coast Marine/Houston	Houston, Tx							
					Coastline Marine	Seabrook, Tx.							
					Pete Jorgensen Marine	Beumont, Tx.							
					Mayday Marine/Tampa	St. Petersburg, FL							
					Mayday Marine/ Keys	Marathon Key, FL							
					Naples Marine	Naples, Fl							
					Legacy Marine	Stuart, Fl							
					Legacy Marine	Ft. Lauderdale, Fl							
					<b>MAGAZINE PRINT &amp; TV</b>			<b>AD RUNS</b>	<b>TOTAL COST</b>				
					TEXAS SALTWATER FISHING MA		5	\$25,536.00					
					FLORIDA SPORTSMAN		5	\$45,600					
					TEXAS FISH & GAME		2	\$9,600					
					AIM MEDIA	MULTIPLE		TBD					
					TEXAS SPORTSMAN		1	\$2,500	*PLATINUM SPONSOR TRADE				
					TEXAS OUTDOOR LIFESTYLE		1	\$2,500	*PLATINUM SPONSOR TRADE				



LOUIE'S  
backyard

ISLA  
GRAND  
BEACH RESORT

Beach  
Vacation!

WIN A BEACH VACATION PACKAGE!  
WWW.SHALLOWSPORTTOURNAMENT.COM

SCAN TO WIN A  
SPI FISHING VACATION



South  
Padre  
ISLAND



SONNY'S  
BEACH SERVICE SOUTH PADRE ISLAND



**MAY 11-13, 2023**



# **SPONSORSHIP**

**BECOME OUR PARTNER AND JOIN IN THE FUN!**

**SPONSOR ONLINE @ [SHALLOWSPORTTOURNAMENT.COM/SPONSOR-ENT](https://shallowporttournament.com/sponsor-ent)**

# THE BIGGEST BAY TOURNAMENT IN SOUTH TEXAS



265  
REGISTERED  
TEAMS

Over 1500  
REGISTERED  
participants!

(1800-2000  
ATTENDEES)

Sponsors get  
multiple merch packs!



## THE COVETED MERCH

Over 2000 custom long sleeve drifit shirts & waterproof cooler bags filled with goodies will be distributed. People actually want to wear our merch. Dont miss the chance to get your logo on this beauty!



HUGE VIDEO DISPLAY



Tournament Banquet



# SPONSORSHIP LEVELS

*Excellent Value!*

**SILVER**

**\$500**

**GOLD**

**\$1500**

**PLATINUM**

**\$2500**

**DIAMOND**

**\$5000**

**TITLE**

**\$25000**

	SILVER	GOLD	PLATINUM	DIAMOND
MAIN SPONSOR BANNER	company name	small logo	medium logo	large logo
LOGO ON WEBSITE	✓	✓	✓	✓
HYPERLINK ON WEBSITE		✓	✓	✓
LOGO ON T SHIRT			✓	✓
LOGO ON EVENT POSTER				✓
NAME IN EVENT BOOK	✓	✓	✓	✓
LOGO IN EVENT BOOK		✓	✓	✓
AD IN EVENT BOOK	1/8 page	1/4 page	1/2 page	full page
SOCIAL MEDIA MENTIONS	✓	✓	✓	✓
SOCIAL MEDIA ADS			✓	✓
LOGO ON PHOTO BOOTH PICS			✓	✓
ITEM IN ANGLER BAGS		✓	✓	✓
ITEM IN BUCKET RAFFLE	✓	✓	✓	✓
SIGNAGE AT EVENTS		1 banner	4 banners/flags	unlimited
RAFFLE BOAT SPONSOR *			✓	✓
SCHOLARSHIP SPONSOR**			✓	✓
RESERVED SEATING AT EVENT		✓	priority	front row
ANGLER REGISTRATIONS ***		3	5	10
ANGLER COOLER BAGS ***	1	3	5	10
DRY FIT EVENT SHIRTS ***	1	3	5	10
BUCKET RAFFLE TICKETS ***	1	3	5	30
BOAT RAFFLE TICKETS ***	1	3	6	12
TICKETS TO VIP PARTY		2	4	**varies**
AWARDS BANQUET TICKETS ***	1	3	5	10
TROPHY SPONSORSHIP		if available	✓	priority
VENDOR BOOTH AT EVENT	add \$250	✓	✓	premium
DISPLAY SPACE AT VIP PARTY			✓	✓
SPONSOR GIFTS & PLAQUE		✓	✓	✓
BUTTON UP SPONSOR SHIRT			1	2
BRAND CATEGORY EXCLUSIVITY				✓

\* Raffle Boat Sponsor includes logo on raffle ticket & decal on boat

\*\* Scholarship Sponsor includes logo on scholarship check & on scholarship announcements

\*\*\*You can use your sponsorships for angler registrations OR merch + tickets for a total combo of 3 (GOLD), 5 (PLATINUM), OR 10 (DIAMOND) PACKAGES

# PROCEEDS BENEFIT COLLEGE SCHOLARSHIPS

We are a 501 (c) 3  
Non-profit event



Family Fun

OVER \$150,000  
AWARDED TO DATE!



# Schedule of Events

**THURSDAY  
MAY-11**

**FRIDAY  
MAY-12**

**SATURDAY  
MAY-13**

VIP PARTY

7:00pm

ISLA GRAND RESORT

REGISTRATION PARTY

5:00pm - 10:00pm

SPI CONVENTION CENTRE

CANON TAKE-OFF

6:30am

WEIGH IN

2:00pm - 4pm

AWARDS DINNER

6:30pm - 10:00pm



# Contact Info:

Kyra@Shallow

SportBoats.com

(956) 233-9489 - Office

(956) 434-9895 - Cell

South Padre ISLAND

SUZUKI MARINE

# The BIGGEST & BEST OWNERS TOURNAMENT IN TEXAS!

## OWNERS TOURNAMENT 23

### Shallow Sport

OVER \$250,000 IN PRIZES!

PREMIUM EVENT SWAG INCLUDED!

23<sup>RD</sup> ANNUAL SOUTH PADRE ISLAND

### BOAT RAFFLE

21' SPORT/250 SUZUKI \$85,000 VALUE

FUN SCAVENGER HUNTS!

\$85 VALUE

**MAY 12-14, 2023**

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\$85 VALUE



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

**MEETING DATE:** January 25, 2023

**NAME & TITLE:** Ema Jaramillo, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and action concerning the new meeting date for February 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:**