

**CITY OF SOUTH PADRE ISLAND
ECONOMIC DEVELOPMENT CORPORATION
NOTICE OF REGULAR MEETING**

Note: One or more members of the South Padre Island City Council may attend this meeting. If so, this statement satisfies the requirements of the Open Meetings Act

Notice is hereby given that the Economic Development Corporation Board of Directors of the City of South Padre Island, Texas, will hold its **Regular Meeting Tuesday, July 19th, 2016 at 9:00 a.m. at the Municipal Building, 2nd floor Meeting Room, 4601 Padre Blvd.,** South Padre Island, Texas. Following is the agenda on which action may be taken:

1. **Call to order**
2. **Pledge of Allegiance**
3. **Public Comments and Announcements**
This is an opportunity for citizens to speak to the Board relating to agenda or non-agenda items. Speakers are required to give their name before addressing their concerns. (Note: State law will not permit the Board to discuss, debate, or consider items that are not on the agenda. Citizen comments may be referred to staff or may be placed on the agenda of a future Board meeting)
4. **Presentation by Sea Turtle, Inc. regarding a request to the EDC for the following assistance with their expansion:**
 - a. **Permission to connect their parking lot access road to the Birding and Nature Center parking lot**
 - b. **Financial support of \$179,160 to construct a 500' nature and foot traffic walkway over the Sea Turtle, Inc. lagoon**
5. **Discussion regarding the request by Sea Turtle, Inc. for the EDC to assist with their expansion:**
 - a. **Permission to connect their parking lot access road to the Birding and Nature Center parking lot**
 - b. **Financial support of \$179,160 to construct a 50' nature and foot traffic walkway over the Sea Turtle, Inc. lagoon**
6. **Approve the Consent Agenda:**
 - 6a. **Approve the Minutes from the Regular Meeting of June 21, 2016, the Special Meeting of June 14, 2016, the Special Meeting of June 29, 2016, and the Workshop of June 15, 2016**
 - 6b. **Financial Reports for EDC- June 2016**
 - 6c. **Activity Report from the Birding and Nature Center-June 2016**
 - 6d. **Approve the Financial Reports for the Birding & Nature Center-June 2016**

7. **Quarterly Report from the South Padre Island Birding and Nature Center President, Lynne Tate**
8. **Discussion and action to approve the written procedures and guidelines for the Sand Dollars for Success program**
9. **Executive Director's Activity Report**
10. **Adjournment**

We reserve the right to go into Executive Session regarding any of the items posted on this agenda, pursuant to Sections 551-071, Consultation with Attorney; 551.072, Deliberations about Real Property; 551.073, Deliberations about Gifts & Donations; 551-074, Personnel Matters; 551-076, Deliberations about Security Devices; and/or 551.086, Discuss (A) Commercial or Financial Information Received from a Business Prospect with which the Economic Development Corporation is Conducting Negotiations, or (B) Financial or Other Incentives to the Business Project.

I, the undersigned authority, do hereby certify that the above Notice of Meeting of the Directors of the City of South Padre Island Economic Development Corporation 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 which will remain so posted continuously for at least 72 hours preceding the scheduled time of said meeting.

Dated this the 15th day of July, 2016

S E A L



Darla Lapeyre, Executive Director

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 Jay Mitchim, ADA-designated responsible party, at (956)761-1025.

3.

Francisco Javier Gonzalez
902 Short Rd.
San Juan, TX 78589
(956)467-8782

June 4th, 2016

South Padre Island Birding and Nature Center
Naturalist/Educator

Dear Ms. Howard and Board of Directors,

My name is Francisco Javier Gonzalez, I am very interested in the Naturalist/Educator position at the South Padre Island Birding and Nature Center. Marisa Oliva, manager at the Edinburg Scenic Wetlands and World Birding Center recommended the position to me.

I'm a long-time local naturalist and I can honestly say that my appreciation for nature started on the shores of South Padre Island and on the Laguna Madre during the many fishing trips I took with my father and brother as a young boy. I can still remember the first time I saw a Black Skimmer skimming on the surf and the moment of awe that it gave me. As I grew older I fished less during these trips and instead found myself walking the beach collecting seashells and identifying shorebirds. I think I can say that my naturalist sense of wonder took hold on South Padre Island. I remember being really excited when I heard the news that a Birding and Nature Center was being built on the island and I visited as soon as it opened and have enjoyed it very much ever since! I am fully aware of the immense value of the Laguna Madre ecosystem both for wildlife and people from my university studies, and I have first time experience in South Padre Island being a very important arrival point for Trans-Gulf migratory birds in the Spring time. I also recognize that it is essential to educate the general public about those topics so that they may want to preserve the rich and beautiful coastal habitats along SPI and beyond. I honestly believe that I have the knowledge, experience, and the passion necessary for this position. I would bring me great joy to be able to instill the same wonder about nature that sprung within me while visiting the island into others by being the Naturalist Educator at the SPI Birding and Nature Center.

Thank you for the opportunity to apply for the position; my resume is attached to the e-mail. I am usually available all day Mondays and after 5pm the rest of the week for interviews. I hope to hear from you soon.

Sincerely,

Francisco Javier Gonzalez

Francisco Javier Gonzalez

902 Short Rd., San Juan TX 78589
Cell: (956) 467-8782

Professional Summary

Experienced Interpretative Naturalist and Environmental Educator emphasizing in promoting habitat and wildlife conservation through outdoor recreation, education, photography, and community outreach. Has introduced hundreds of people to the special nature of the Rio Grande Valley through guided tours and presentations. Dependable and organized worker with great communication skills and friendly personality. An efficient problem solver, creative thinker, and motivated leader with a passionate commitment towards instilling an appreciation for nature in others so that they may feel the need to protect it.

Core Qualifications

- Bilingual, fluent in writing and speaking Spanish and English.
- Effective communication and confident public speaker.
- Natural Sciences/Environmental Educator
- Native Wildlife and Habitat Ecology interpreter
- Experienced in Microsoft Office and Apple programs.
- Native plant taxonomy knowledge.
- Leadership skills.

Experience

Interpretative Guide

November 2014 to Current

Frontera Audubon Sanctuary — Weslaco, TX

I educate the general public by leading interpretative weekly Bird Walks every Friday morning through the Winter and Spring seasons. After each Bird Walk I report my sightings to eBird, a citizen science database that tracks bird population, ranges, and migration movements. At the end of the birding season I give a "Season in review" program to the general public.

Naturalist Educator

August 2013 to Current

City of Edinburg, Edinburg Scenic Wetlands and World Birding Center — Edinburg, TX

- As an educator, I lead and prepare lessons for school field trip groups of all grade levels. The lessons teach students about wetland ecology, habitat/wildlife ecology, and native wildlife through hands on-outdoor activities. Every 5th grader in the Edinburg CISD visits the park through a field trip and goes through the "5th Grade Wetlands" ecology program. I am also a Project WILD and Aquatic WILD educator certified by the Texas Parks and Wildlife Department.
- I develop and present an assortment of nature related programs to the general public.
- As part of the park's naturalist team, my main responsibility is to interpret the park's grounds, history, habitat, and wildlife to visitors. While doing so, I make sure their wildlife viewing interests are met in order to make their visit as enjoyable as possible. I also answer any questions they might have on any of the subjects.
- I keep records of the birds, butterflies, dragonflies, and other wildlife that visit the park throughout the year for the park's natural history records. In doing so I have been able to find and record several new species for the park's sightings history, some of which have been very sought after rarities by visiting and local nature enthusiasts. Some of these findings attracted hundreds of visitors to the park.
- In-staff wildlife photographer. My photos are used for the EWBC's bi-yearly newsletter, website, publications, flyers, and banners. Photos are also used by me to catalog the species diversity in the park through iNaturalist.org, a citizen science database.
I lead weekly bird walks for park visitors from Fall through Spring. Other interpretive tours that I lead are related to butterflies, native plants, and the ecology involved between the native habitat and wildlife.
- Have been a leader for volunteer groups in outreach programs and projects around the park.
- I've been involved in community events hosted by the park by; recruiting specialized presenters for the "Adult

Birding Series”, co-leading and transporting nature related field trips across the LRGV, organizing and presenting in wilderness survival courses, organizing and conducting native plant sales that educated the public on the ecology and wildlife uses of specific plants, and have helped organize large scale events such as the yearly “RGV Coastal Expo” co-hosted by Texas Parks and Wildlife were I solicited local organizations to participate in the event and spearheaded a recycling effort in conjunction with the City of Edinburg Recycling Center.

- Help in tending to the park's native plant nursery where we grow and nurse native plant species that we later use to strategically expand habitat in the park through volunteer plantings organized by the naturalist team. Each planting is carefully planned to maintain a pleasing aesthetic value for the park with the goal of also serving the sometimes specific ecological needs of native wildlife in efforts to increase the biodiversity in the park.
- I check in visitors, answer phone calls and give information to callers, and operate a cash register whenever needed.
- I represent the Edinburg Scenic Wetlands by participating in City of Edinburg affiliated events.
- I work in managing the site's website and write press releases in efforts to attract the general public to attend programs at the park.

Interpreter/Kayaking Guide

May 2008 to June 2010

Los Caminos del Rio — McAllen, TX

- Transported Kayaks to and from the Rio Grande River
- Gave kayaking instruction and led interpretive tours down the Rio Grande River that focused on educating the tourists on the natural/cultural history of the region. I took hundreds of people on these tours in my time as a guide.
- Did community outreach to promote the organization and organized tours.
- In addition to being a kayak guide, I helped organize the “McCANALenburg Challenge” mountain bike race down the irrigation canal roads connecting the cities of McAllen and Edinburg. I helped by recruiting local businesses to sponsor the event. The event was aimed to promote the use of the irrigation canal roads as a commuting route, promote Rio Grande Valley nature, and overall health.
- Was responsible for the safety of the tourists on the tours. I received training in CPR, First Aid, and water recreation rescue techniques to be better prepared in doing so.
- Once a week for a whole school year I worked on an after school program at the Weslaco Boys & Girls Club that promoted outdoor adventure, urban ecology, and environmentalism to middle school youth. We started and maintained a compost pile, planted a native plant butterfly garden, a food garden, and had field trips to close by state parks and nature sites.

Education

Bachelor of Science : Biology, 2013

University of Texas Pan-American — Edinburg, TX, United States

- Minor in Anthropology
- Member and President (8/2008-4/2010) of the Environmental Awareness Club.

5.

Sea Turtle, Inc.: Founded in 1977 by the late Ila Loetscher, the 501 (C) (3) organization (Tab A) has the mission of: rehabilitating injured sea turtles for return to the wild, educating the public about sea turtles and their environment, and assisting with conservation efforts for all marine turtle species. Funded by donations, gift shop sales, and small grants, STI has grown into an organization known throughout the world for its educational programs. **The organization contributes significantly to the local economy with visitors choosing South Padre Island as their vacation destination because of the opportunity to see sea turtles and hatchling releases.** (Tab B)

Needs: Sea Turtle, Inc. has outgrown its current facility on South Padre Island. Over 125,000 visitors now visit our facility with daily summer attendance between 1,000 and 1,500. Our staff of nine full time employees, two part time employees and eight interns share one small office of 168 sq.ft. The facility has only one public restroom and parking often overflows onto neighboring empty lots. Our vet clinic, which now treats over 100 injured sea turtles each year, is supplied with very expensive and sophisticated vet equipment including a CO2 laser and a low level laser (\$45,000) all within a 140 sq.ft. room.

Sea Turtle, Inc. has hit a “critical mass” during the summer months. We simply cannot facilitate more visitors during the peak summer months. To continue to grow and additionally support our local economy, we must expand. (Tab C)

Future: In 2011, Sea Turtle, Inc. purchased five acres of land adjacent to our existing facility and next to the South Padre Island Birding and Nature Center. Approximately 1 ½ acres of this land is developable and a \$3.9 million facility (Tab G) has been designed to include parking, a large amphitheater, 500’ boardwalk, large display tanks, and a 4,200 sq.ft. education center and gift shop. (Tab D) Future plans include the renovation of our existing facility including a new vet clinic and intern housing. **The existing facility and new facility will be connected by a 500’ boardwalk over our lagoon.**

Benefits: Support from the EDC of South Padre Island for this needed expansion will provide benefits to our local economy and potentially to future development of eco-tourism on South Padre Island.

1. As our facility expands, we will **attract additional visitors** (expected 200,000 in 2018) to South Padre Island who contribute to our local economy.
2. **Additional staffing** for our expansion has already begun with five full time employees and one part time employee expected to be added by the end of 2017. Ninety percent of our employees are college graduates. (Tab E)

3. One of the biggest potential contributions of our expansion to South Padre Island and its economy is the 500' walkway over our lagoon. The City of South Padre Island recently submitted a RESTORE ACT grant proposal in support of creating an eco-tourism zone to the north and south of Sea Turtle, Inc. (Tab F) The design incorporates boardwalks over wetlands connecting the South Padre Island Birding and Nature Center to walkways to the south. These connections will have to be made over Sea Turtle, Inc. lands. With the upcoming development of Clayton's Fishing Pier, the Marriot Hotel, and TexDot's median design and potential traffic light, it will be important to encourage visitors to move between all these attractions by foot (Sea Turtle, Inc., Birding and Nature Center, Plant Nursery, Clayton's, Clayton's Fishing Pier, Marriot, LaQuinta, Hilton Garden Inn and future development).

The connection of Sea Turtle, Inc.'s walkway with the Birding and Nature Center walkway and future eco-tourism development creates an exciting eco-tourism experience while reducing vehicle congestion. An opening between our parking lot and the Birding and Nature Center's parking will also provide easy access between the attractions and reduce Padre Blvd. traffic.

Requests of EDC: In support of our expansion which will create jobs, revenue to the City, and enhance our community, Sea Turtle, Inc. is requesting the following:

1. Permission to connect the Sea Turtle, Inc. parking lot access road to the EDC/SPI Birding and Nature Center access road. (Tab H)
2. Financial support of \$179,160 to construct a 500' Nature and Foot Traffic Walkway over the STI lagoon. (Tab G) STI agrees to provide future considerations to the EDC and other non-profit entities to connect boardwalks over our lands and potentially connect to the future STI facility.

Economic Impact of Sea Turtle, Inc.

Tourists generally choose a destination based on attractions, cost and location. A beach and its quality, cost of lodging, proximity to their home and additional points of interest are the likely decision makers for tourists to visit South Padre Island. But, can one attraction sway their decision; a Schlitterbahn visit or a sea turtle hatchling release for example? If so, this attraction can be credited for providing income to the local economy. Quantifying this contribution is a difficult task for many reasons. Among them are inaccuracy or incomplete surveys, biased opinions, and insufficient numbers of surveys for a high degree of confidence.

Over the last ten years, an increasing number of tourists are telling us they chose South Padre Island over other beach vacations because of experiencing sea turtles and the potential of a hatchling release. Two of the 2015 interns and one of the 2016 Interns set out to quantify the impact of Sea Turtle, Inc. on visitor's decisions and also attempt to quantify their economic impact on the local economy. Through the use of exit surveys with our visitors, they documented many factors about the tourist's visit.

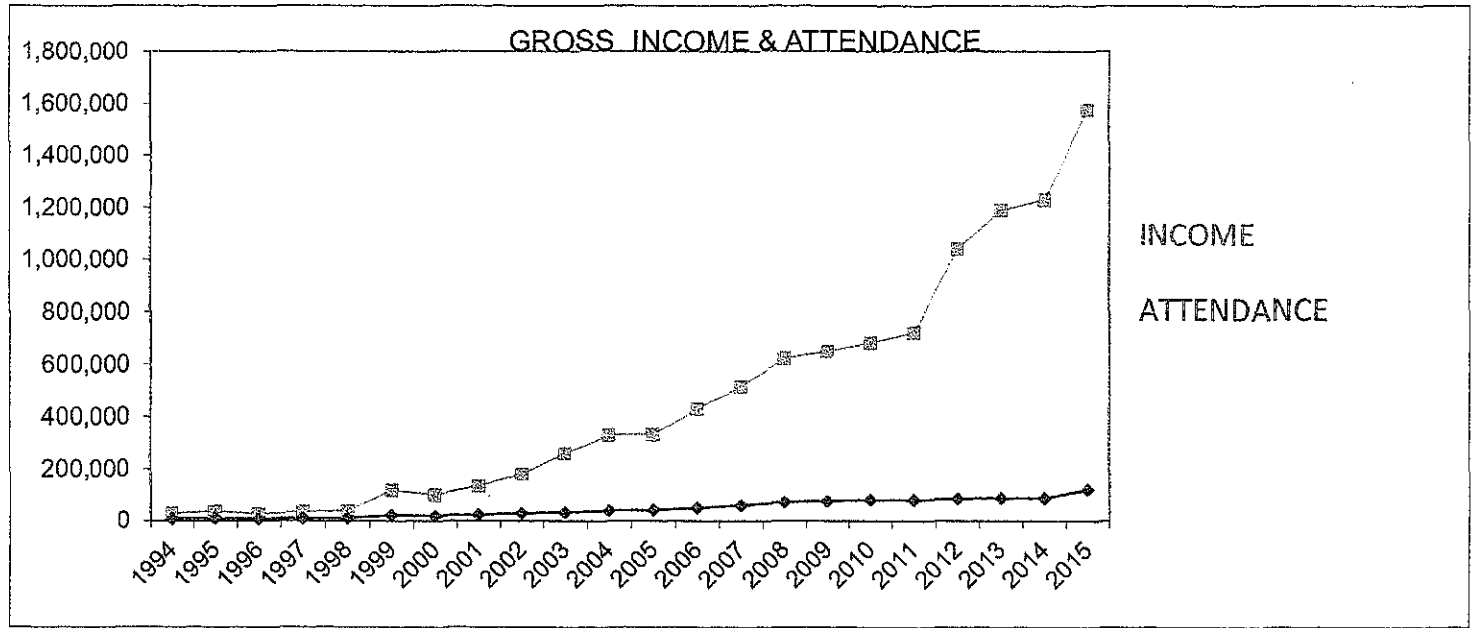
Making a leap from the survey results to an exact economic impact number is impossible but their data suggests that, at a minimum, the impact of Sea Turtle, Inc. on the local economy in peak tourist season is hundreds of thousands of dollars each month. This doesn't include monies spent by staff (9), interns (8), and volunteers (100+) who live on So. Padre or contribute to the local economy while volunteering/working. As we embark on our \$3.9 million expansion, our impact on the local economy will only increase. Our social media following (now over 105,000) will also draw more visitors to South Padre. We are proud of our work to save sea turtles from extinction but we are also proud to contribute to the economy and image of our beautiful home: South Padre Island.

Attached is a summary of results for the summer of 2015 and the early portion of June, 2016.

Economic Impact Survey: Review

		RGV	TEXAS (NON RGV)	OTHER STATE	OTHER COUNTRY
Visiting From:	2015	16%	59%	23%	1.5%
	Early 2016	20%	40%	40%	0%
		NONE	HOTEL	CONDO	SINGLE HOME
Accommodations:	2015	15%	38%	37%	7%
	Early 2016	20%	33%	27%	20%
		NONE	SOME	MOSTLY	#1 REASON
Did Sea Turtle Influence Decision to Choose SPI: (Non RGV)	2015	8%	62%	21%	9%
	Early 2016	16%	42%	33%	8%
		NO	MAYBE	YES	
Would Extend Vacation For Turtle Release? (Non RGV)	2015	17%	53%	29%	
	Early 2016	16%	26%	58%	
		≤\$500	\$1K	\$2K OR MORE	AVERAGE/MEAN
Spending Except for Lodging/ Travel (Non RGV)	2015				\$ 888
	Early 2016	33%	50%	15%	\$1010
		JUNE	JULY		
Average Daily Attendance:	2015	1,065	1,410		
	Early 2016	890			
		REVENUE (SEA TURTLE, INC)			
Average Revenue Per Person (all ages)	2015	\$5.10 (June/July)			
	Early 2016	\$5.71 (Early June)			

Year	Gross Income	Estimated Attendance
1994	26,800	7000
1995	35500	9000
1996	26300	7000
1997	33500	8500
1998	37500	9500
1999	116700	20000
2000	99000	18000
2001	133000	23000
2002	180000	28000
2003	259000	32000
2004	329000	38000
2005	331000	40000
2006	430500	50000
2007	516000	60000
2008	623000	72000
2009	649000	75000
2010	681000	80000
2011	720,000	80,000
2012	1,040,000	85,000
2013	1,189,000	88,000
2014	1,229,000	88,000
2015	1,575,000	120,000





Recap Sheet
 Sea Turtle Inc. - Phase 1 & 2 65% Check Set
 Documents by Roberto J. Ruiz Architect Dated 4/11/16
 5/2/2016

Classroom	4,072	SF
Amphitheater	11,078	SF
Volunteer/Clinic/Boardwalk	10,176	SF
Total	25,326	SF

<i>Trades</i>			<i>Classroom</i>	<i>Amphitheatre</i>	<i>Existing Reno</i>	<i>Total Project</i>
General Conditions			\$105,000	\$105,000	\$105,000	\$315,000
Existing Conditions			\$60,000	\$0	\$31,000	\$91,000
Concrete			\$94,066	\$360,954	\$76,506	\$531,526
Masonry			\$127,804	\$68,948	\$178,986	\$375,738
Metals			\$14,485	\$19,520	\$98,490	\$132,495
Wood & Plastics			\$173,862	\$214,238	\$148,832	\$536,932
Thermal & Moisture Protection			\$89,609	\$103,726	\$122,593	\$315,928
Openings			\$60,419	\$25,600	\$41,300	\$127,319
Finishes			\$82,179	\$62,948	\$99,519	\$244,645
Specialties			\$13,500	\$2,500	\$17,375	\$33,375
Equipment			\$0	\$35,000	\$0	\$35,000
Mechanical			\$144,253	\$150,773	\$131,968	\$426,994
Electrical			\$231,223	\$243,670	\$200,728	\$675,621
Earthwork			\$77,849	\$105,148	\$46,206	\$229,203
Site Improvements			\$206,030	\$130,624	\$312,276	\$648,930
Site Utilities			\$128,350	\$23,750	\$25,000	\$177,100
Subtotal			\$1,608,629	\$1,652,399	\$1,635,778	\$4,896,806
						\$0
Building Permit	0.43%		\$6,917	\$8,202	\$8,089	\$23,208
General Liability	0.95%		\$17,564	\$18,120	\$17,872	\$53,557
Builders Risk	0.25%		\$4,622	\$4,768	\$4,703	\$14,094
Bonds	2.45%		\$39,411	\$46,731	\$40,077	\$126,219
Subtotal			\$1,677,144	\$1,730,220	\$1,706,520	\$5,113,884
						\$0
Estimate Contingency	6.00%		\$100,629	\$103,813	\$102,391	\$306,833
Fee	4.00%		\$71,111	\$73,361	\$72,356	\$216,829
Total Construction Cost			\$1,848,883	\$1,907,395	\$1,881,267	\$5,637,546
Cost/SF			\$454.03	\$172.18	\$184.87	\$222.60



Pricing Sheet-Volunteer Quarters/Clinic Sea Turtle Inc. - Phase 1 & 2 65% Check Set Documents by Roberto J. Ruiz Architect Dated 5/2/2016						
	Boardwalk/Bulkhead					\$211,160
*	Wood Boardwalk/Piers/Railing	4,680 SF	\$35.00	\$163,800		
*	Covered Pavilion on Boardwalk	256 SF	\$60.00	\$15,360		
	New Vinyl Bulkhead	40 LF	\$800.00	\$32,000		
	Landscape/Irrigation					\$75,000
	Landscape/Irrigation	1 LS	\$75,000.00	\$75,000		
33	Site Utilities					
	Site Utilities					\$25,000
	Misc. Utility Work	1 LS	\$25,000.00	\$25,000		
	Subtotal			\$1,530,778	\$1,530,778	

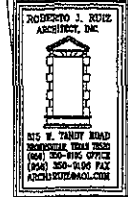
* \$179,160

"D" - CLINIC / VOLUNTEER QUARTERS

SHEET NO. **GD1**

SET NUMBER

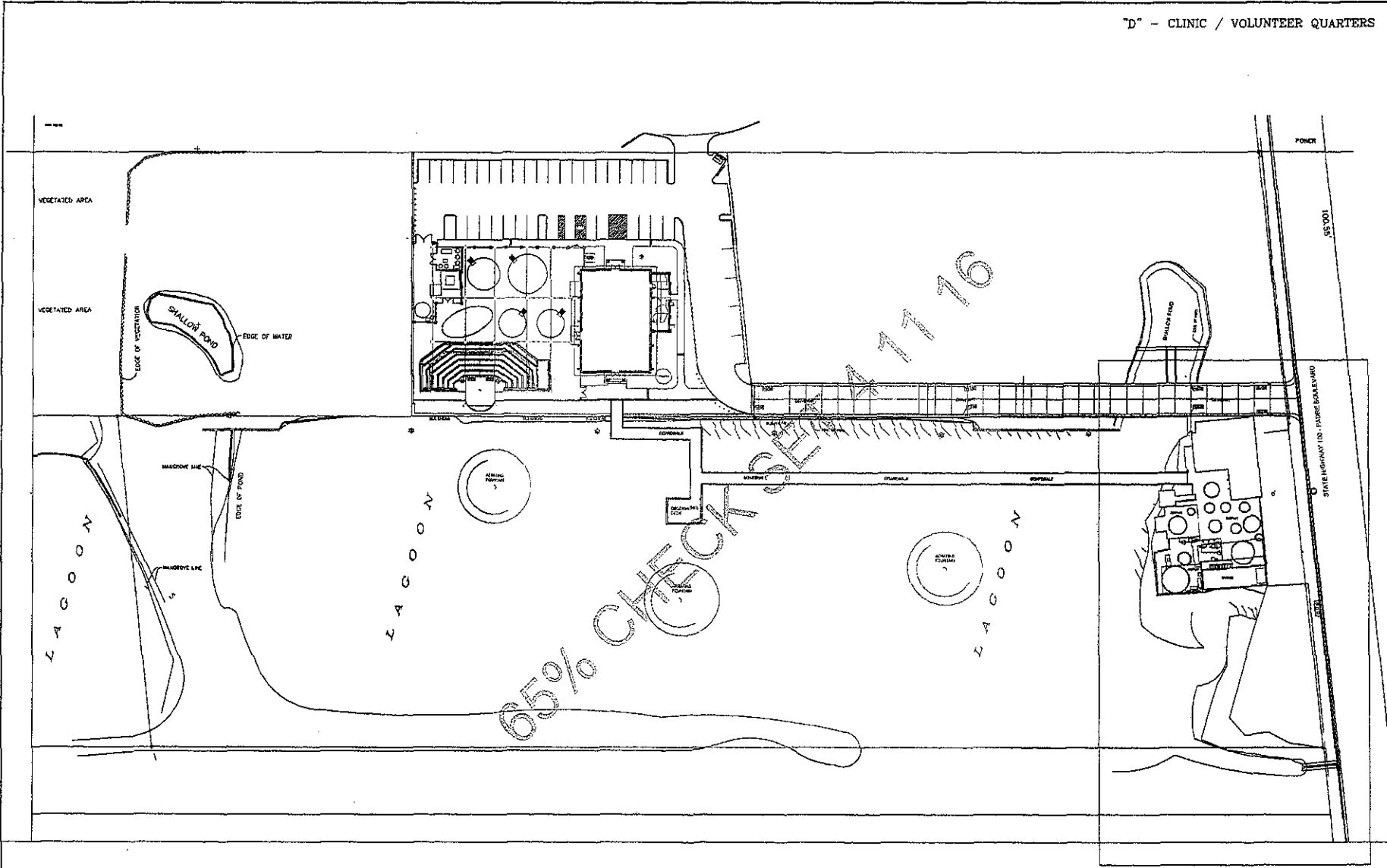
DATE: **10/11/01**
 DRAWN BY: **DL**
 PROJECT NO.:



INTERIM REVIEW DOCUMENTS
 APPROVAL: **SEA TURTLE INC.**
 DATE: **10/11/01**

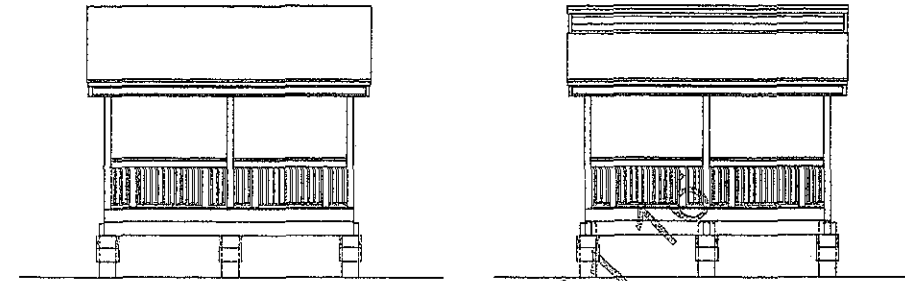
PROJECT: **SEA TURTLE INC. EDUCATION FACILITY COMPLEX**
 OWNER: **SEA TURTLE INC.**
 SOUTH PADRE ISLAND, TEXAS

SHEET TITLE: **ARCHITECTURAL SITE PLAN**



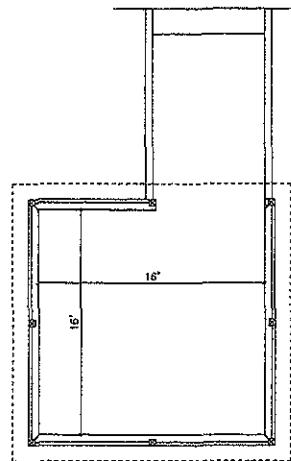
1 OVERALL ARCHITECTURAL SITE PLAN
 1/32" = 1'-0"

THE PROJECT, THE EXISTING AND PROPOSED AREAS, AND THE INFORMATION CONTAINED HEREIN IS THE PROPERTY OF SEA TURTLE INC. AND IS NOT TO BE REPRODUCED, COPIED, OR DISTRIBUTED IN ANY FORM OR BY ANY MEANS WITHOUT THE EXPRESS WRITTEN CONSENT OF SEA TURTLE INC.



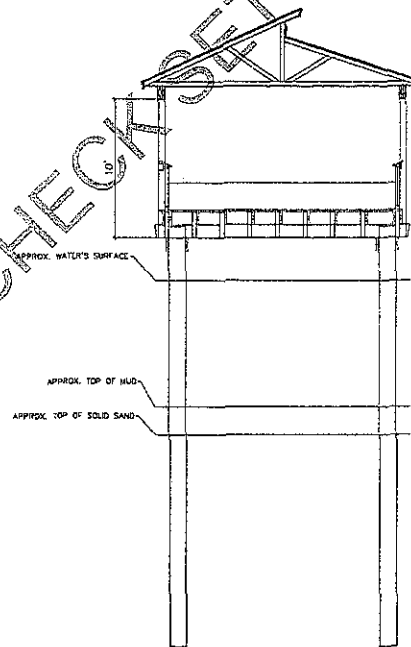
1 WEST ELEVATION
1/2"=1'-0"

1 EAST ELEVATION
1/2"=1'-0"

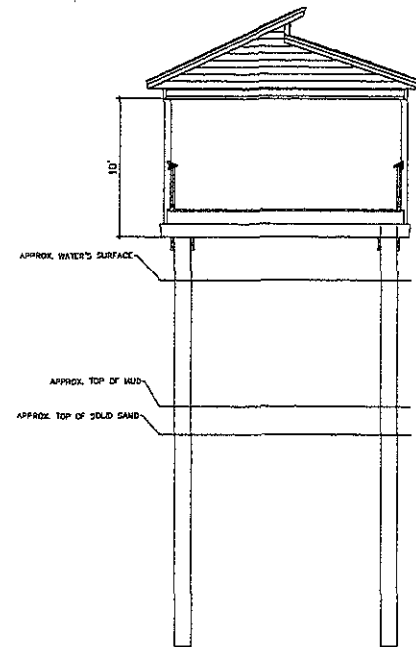


1 FLOOR PLAN
1/2"=1'-0"


65% CHECKSET



1 SECTION
1/2"=1'-0"



1 SOUTH ELEVATION
1/2"=1'-0"

SHEET NO.	GE6
SET NUMBER	
DATE	
DRAWN BY	JAS
PROJECT NO.	
ROBERTO J. RUIZ ARCHITECT, INC.  5710 W. TRINITY ROAD HOUSTON, TEXAS 77058 (281) 555-5155 OFFICE (281) 555-5155 FAX ARCH@RJRA.COM	
INTERIM REVIEW DOCUMENTS CAN BE USED FOR INFORMATIONAL PURPOSES ONLY. THESE DOCUMENTS ARE NOT TO BE USED FOR CONSTRUCTION.	
PROJECT: SEA TURTLE INC. EDUCATION FACILITY COMPLEX OWNER: SEA TURTLE INC. SOUTH PADRE ISLAND, TEXAS	
SHEET TITLE: ELEVATIONS AND CROSS SECTIONS	

**CITY OF SOUTH PADRE ISLAND
ECONOMIC DEVELOPMENT CORPORATION
BOARD OF DIRECTORS**

MINUTES

Regular Meeting
July 16th, 2013

1. CALL TO ORDER

A regular meeting of the Board of Directors of the City of South Padre Island Economic Development Corporation was held on Tuesday, July 16th, 2013, at the Municipal Complex Joyce Adams 2nd floor Conference Room, 4601 Padre Blvd., South Padre Island, Texas. President Scott Friedman called the meeting to order at 8:30 a.m. Other Board members present were JoAnn Evans, Roy Bailey and Ramona Kantack Alcantara. Vice-President Joanne Williams, Treasurer Ben Levenson, and Director Roxanne Guenzel were absent. Also present were Executive Director Darla Lapeyre, City Development Director Sungman Kim, City Public Works Director Marcy Newman, Birding and Nature Center President Richard Franke, Sr., and Jeff George from Sea Turtle, Inc.

2. PLEDGE OF ALLEGIANCE

3. PUBLIC COMMENTS AND ANNOUNCEMENTS

Darla Lapeyre announced Clint Smith, lobbyist from Hillco Partners, will be giving a legislative update tomorrow at 3 p.m. at City Hall.

4. PRESENTATION BY JEFF GEORGE WITH SEA TURTLE, INC. REGARDING FUTURE DEVELOPMENT OF SEA TURTLE, INC. AND REQUESTS TO CONNECT TO THE BIRDING AND NATURE CENTER SEWER LINE AND PARKING AREA

The Board heard a presentation regarding the future plans for Sea Turtle, Inc. and a request was made to tie into the Birding and Nature Center's parking area and existing 8" sewer line.

5. DISCUSSION AND ACTION TO APPROVE THE REQUESTS FROM SEA TURTLE, INC TO:

5a) Share the SPI Birding and Nature Center 8" sewer line and connection lane between SPI Nature Center and Sea Turtle, Inc. parking lots

Director JoAnn Evans told the Board she spoke to the engineer at the Laguna Madre Water District and was told the sewer lines on the Island are 6" and the Birding and Nature Center's 8" is large enough to accommodate a future

Marine Science Center and the Sea Turtle, Inc. facility without any problems. Upon a motion by JoAnn Evans and a second from Ramona Kantack Alcantara, the Board unanimously approved to share the Birding and Nature Center sewer line with Sea Turtle, Inc.

5b) Develop a connecting drive between Sea Turtle, Inc.'s new educational facility and the SPI Birding and Nature Center parking lot

Upon a motion by JoAnn Evans and a second from Ramona Kantack Alcantara the Board unanimously agreed to negotiate plans and approved the concept to develop a connecting drive between the Birding and Nature Center and Sea Turtle, Inc.'s new educational facility. More information and detailed drawings will need to be presented before final approval is given.

6. DISCUSSION AND ACTION TO APPROVE THE CONSENT AGENDA:

a. Approve the Minutes from the Regular Meeting of June 18th, 2013

b. Financial Report-June 2013

c. Approve Birding and Nature Center Financials June 2013

d. EDC Activity Report

e. Approve excused absences for Ben Levenson and Roxanne Guenzel from the July 10th, 2013 special meeting and Ben Levenson from the July 16th, 2013 Board meeting

Upon a motion from JoAnn Evans and a second from Ramona Kantack Alcantara, the Board unanimously approved the consent agenda.

7. UPDATE ON THE BUSINESS RECRUITMENT VIDEO BEING PRODUCED BY OLE TV

Director Roy Bailey reported the rough edit of the video should be ready at the end of July and ready for the Board to review in August. The Board instructed Ms. Lapeyre and Director Bailey to work on a marketing plan to distribute the video once it is ready to be released to the public.

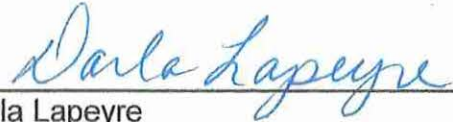
8. DISCUSSION AND ACTION TO APPROVE THE APPLICATION FORM FOR TAX ABATEMENT INCLUDING PROCEDURAL GUIDELINES

Dr. Sungman Kim, City Development Director spoke to the Board about the City's Incentive Policy. The document needs to be revised and clarified, particularly in the area of the Tax Increment Reinvestment Zone language. Dr. Kim will work on the document, as well as the application form and bring back to the Board at the August meeting. No formal action was taken.

9. ADJOURNMENT

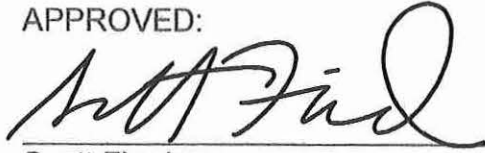
There being no further business, the meeting was adjourned at 9:35 a.m.

SEAL



Darla Lapeyre
Executive Director and Board Secretary

APPROVED:



Scott Firedman
President

MINUTES CITY OF SOUTH PADRE ISLAND CITY COUNCIL REGULAR MEETING
--

WEDNESDAY, JULY 17, 2013

I. CALL TO ORDER

The City Council Members of the City of South Padre Island, Texas held a Regular Meeting on Wednesday, July 17, 2013 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Mayor Pinkerton called the meeting to order at 5:30 p.m. A full quorum was present: Council Member Robert A. Fudge, Alex Avalos, Sam A. Listi, JoAnn Evans and Alita Bagley. Also present was City Attorney Paul Cunningham.

City staff members present were City Manager Joni Clarke, Assistant City Manager Darla Jones, Police Chief Randy Smith, Fire Chief Marcus Smith, Public Works Director Marcy Newman, Finance Director Rodrigo Gimenez, Development Director Sungman Kim, Interim CVB Director Sylvia Soliz, Administrative Services Director Wendi Delgado, Coastal Resources Manager Reuben Trevino, Information Technology Manager Paul Holthusen and City Secretary Susan Hill.

II. PLEDGE OF ALLEGIANCE

Mayor Pinkerton led the Pledge of Allegiance.

III. PUBLIC COMMENTS AND ANNOUNCEMENTS

Public comments and announcements were given at this time.

IV. PRESENTATIONS AND PROCLAMATIONS:

**A. PRESENTATION AND UPDATE ON ANTI-LITTER INITIATIVE.
(BAGLEY)**

V. APPROVE CONSENT AGENDA:

Note: Item b was pulled to be considered separately.

Council Member Evans made a motion, seconded by Council Member Listi to approve Items 5a, 5c, and 5d on the Consent Agenda. Motion passed unanimously.

Council Member Listi made a motion to approve Item 5b on the Consent Agenda. Motion was seconded by Council Member Fudge. Motion carried on a 5 to 0 vote with Council Member Avalos abstaining from the vote.

a. APPROVE MINUTES OF JULY 3, 2013 WORKSHOP AND REGULAR MEETING. (HILL)

b. APPROVE INVOICES FOR PAYMENT. (GIMENEZ)

Invoices approved for payment were paid by General Fund checks numbered 128053 through 128138 and EFT payments totaling \$588,162.33.

c. APPROVE RESOLUTION NO. 2013-13 ESTABLISHING PROCEDURES FOR A GENERAL ELECTION IN SOUTH PADRE ISLAND ON NOVEMBER 5, 2013 FOR THE PURPOSE TO ELECT TWO COUNCIL MEMBERS (PLACE 1 AND PLACE 2) FOR A 3 YEAR TERM EACH. (HILL)

A true and correct copy of said Resolution was placed in the City's Resolution Book and entitled Resolution No. 2013-2013-13, and, by reference hereto, included in these Minutes as if fully set out and spread upon the pages of the Minutes Book.

- d. **APPROVE ALLOCATION OF REMAINING FUNDS (\$2,105.81) FROM THE GENERAL FUND FISCAL YEAR 2012-2013 FOR THE ANTI-LITER BEACH PROGRAM. (BAGLEY)**

VI. DISCUSSION AND ACTION TO APPROVE 2013-2014 BUDGET FOR THE ECONOMIC DEVELOPMENT CORPORATION, PURSUANT TO SECTION 501.073 OF THE TEXAS LOCAL GOVERNMENT CODE. (FRIEDMAN)

Council Member Avalos made a motion to approve the Economic Development Corporation's FY 2013-2014 budget. Motion was seconded by Council Member Bagley, which carried on a unanimous vote.

VII. DISCUSSION AND ACTION TO AMEND THE ECONOMIC DEVELOPMENT CORPORATION 2012-13 BUDGET TO ALLOW FOR THE CIAP GRANT PAYMENTS AND REIMBURSEMENTS, ADDING \$275,000 TO A NEW ACCOUNT FOR THE GLO REIMBURSEMENTS ON THE REVENUE SIDE (ACCOUNT NO. 80-46068 CIAP GRANT MONIES RECEIVED FROM GLO) AND \$275,000 TO A NEW ACCOUNT ON THE EXPENSE SIDE, (ACCOUNT NO. 80-580-0534-20 CIAP GRANT BNC LANDSCAPING PROJECT). (FRIEDMAN)

Council Member Bagley made a motion, seconded by Council Member Listi to approve the budget amendment in the amount of \$275,000 to allow for the CIAP Grant for the Birding and Nature Center Landscaping Project. Motion passed unanimously.

VIII. DISCUSSION AND ACTION ON REQUEST FROM SEA TURTLE, INC. TO ECONOMIC DEVELOPMENT CORPORATION (EDC) REGARDING: (EVANS)

- a. **SHARE THE SPI BIRDING AND NATURE CENTER 8" SEWER LINE AND CONNECTION LINE BETWEEN EDC PROPERTY AND SEA TURTLE, INC. PARKING LOTS.**

Council Member Listi made a motion to approve request from Sea Turtle, Inc. to share the SPI Birding and Nature Center sewer and connection line located between EDC property and Sea Turtle, Inc. parking lot. Motion was seconded by Council Member Fudge which carried on a unanimous vote.

- b. **DEVELOP A CONNECTING DRIVE BETWEEN SEA TURTLE, INC.'S NEW EDUCATIONAL FACILITY AND THE SPI BIRDING AND NATURE CENTER'S PARKING LOT.**

Council Member Listi made a motion, seconded by Council Member Fudge to approve request from Sea Turtle, Inc. to develop a connecting drive between Sea Turtle, Inc.'s new educational facility and the SPI Birding and Nature Center's parking lot. Motion passed unanimously.

IX. PRESENTATION, DISCUSSION AND ACTION PERTAINING TO THE SOUTH PADRE ISLAND'S CONVENTION CENTRE RENOVATION & EXPANSION PROJECT INCLUDING: (PINKERTON)

- a. **PRESENTATION REGARDING AN UPDATE ON THE SOUTH PADRE ISLAND'S CONVENTION CENTRE RENOVATION & EXPANSION PROJECT INCLUDING REVISED PROJECT TIMELINE AND THE DELIVERABLES REGARDING THE SCHEMATIC DESIGN.**

Diana Bravo-Gonzalez gave an update on the Convention Centre's Renovation and Expansion Project.

- b. **DISCUSSION AND ACTION REGARDING OBTAINING THE NECESSARY APPROVAL FROM THE CAMERON COUNTY ENGINEER AND THE CAMERON COUNTY PARKS DIRECTOR AS REQUIRED IN SECTION IV, PARAGRAPH C, PAGE 6 OF LEASE AGREEMENT APPROVED ON AUGUST 30, 1990.**

Council Member Fudge made a motion to proceed with obtaining approval from Cameron County Engineer and Parks Director as stipulated in the lease agreement approved on August 30, 1990. Motion was seconded by Council Member Listi which carried on a 5 to 1 vote with Council Member Avalos casting a nay vote.

- c. **DISCUSSION AND ACTION REGARDING WHETHER TO PROCEED WITH A REQUEST TO AMEND AND/OR EXTEND THE CURRENT LEASE AGREEMENT BETWEEN THE CITY OF SOUTH PADRE ISLAND AND CAMERON COUNTY DATED AUGUST 30, 1990.**

Discussion held, no action taken.

- d. **DISCUSSION AND ACTION WHETHER TO PROCEED WITH A REQUEST FOR A TWO-STEP PROCESS OF SOLICITATION FOR A HOTEL DEVELOPER IN PARTNERSHIP WITH CAMERON COUNTY TO DEVELOP A CONVENTION CENTER HOTEL IN CONJUNCTION WITH THE CONVENTION CENTRE RENOVATION AND EXPANSION PROJECT.**

Discussion held, no action taken.

- e. **DISCUSSION AND ACTION TO PROCEED WITH THE CONVENTION CENTRE RENOVATION AND EXPANSION PROJECT TO INCLUDE APPROVAL TO PROCEED TO THE DESIGN DEVELOPMENT AND CONSTRUCTION DOCUMENT DESIGN PHASES OF WORK AND FUNDING REQUIREMENTS WITH THE REMAINING ESTIMATED FEES BROKEN DOWN BY RENOVATION AND/OR EXPANSION.**

- f. **DISCUSSION AND ACTION REGARDING THE ISSUANCE OF REVENUE BONDS TO BE PAID WITH HOTEL OCCUPANCY TAX TO FINANCE THE CONVENTION CENTRE RENOVATION AND EXPANSION PROJECT.**

Council Member Listi made a motion to approve Items 9e and 9f. Motion was seconded by Council Member Fudge. Motion carried on a 5 to 1 vote with Council Member Avalos casting a nay vote.

- X. **DISCUSSION AND ACTION TO CONSIDER APPOINTING AN AD HOC SIGN ORDINANCE REVIEW COMMITTEE TO REVIEW AND MAKE RECOMMENDATIONS REGARDING THE CITY'S SIGN ORDINANCE. (LISTI)**

Council Member Bagley made a motion, seconded by Council Member Evans to appoint Sam Listi, Alex Avalos, Sungman Kim, Jay Mitchim, Joe Baker and Joe Logan to the Ad Hoc Sign Committee. After some discussion, Council Member Bagley and Evans amended the motion to direct the City Secretary to advertise and obtain applications for appointment to the Ad Hoc Sign committee and to present a resolution for Council consideration establishing a 5 member Ad Hoc Sign Committee for the purpose of reviewing and making possible recommendations to amend the City's Sign Ordinance. Motion passed unanimously.

XVI. EXECUTIVE SESSION: PURSUANT TO SECTIONS 551.071, CONSULTATION WITH ATTORNEY; 551.074, PERSONNEL MATTERS; TO DISCUSS:

a. CITY MANAGER CONTRACT

At 8:11p.m., Council Member Fudge made a motion, seconded by Council Member Bagley to go into Executive Session. Motion carried unanimously.

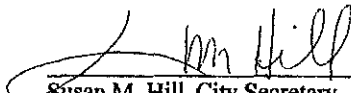
At 8:36 p.m., the City Council reconvened into open session.

XVII. DISCUSSION AND ACTION REGARDING CITY MANAGER CONTRACT.

No action taken.

XVIII. ADJOURN.

There being no further business, Mayor Pinkerton adjourned the meeting at 8:37 p.m.



Susan M. Hill, City Secretary

APPROVED



Robert N. Pinkerton, Jr., Mayor



6.

DRAFT

**CITY OF SOUTH PADRE ISLAND
ECONOMIC DEVELOPMENT CORPORATION
BOARD OF DIRECTORS**

MINUTES
Regular Meeting
June 21st, 2016

1. CALL TO ORDER

A regular meeting of the Board of Directors of the City of South Padre Island Economic Development Corporation was held on Tuesday, June 21st, 2016, at the Municipal Complex 2nd floor Joyce Adams Conference Room, 4601 Padre Blvd., South Padre Island, Texas. President Joanne Williams called the meeting to order at 9:00 a.m. Other Board members present were Vice-President Dan Stanton, Secretary/Treasurer Ron Pitcock, and Directors Bob Friedman, and Sally Scaman. Directors Irv Downing and Beth Vance were absent. Also present were Executive Director Darla Lapeyre, SPI Birding and Nature Center Board President Lynne Tate, SPI Birding and Nature Center Manager Cristin Howard, Interim City Manager Darla Jones, Mayor Barry Patel, City Councilman Dennis Stahl, and Joel Parker and Caren Craig representing the proposed Bayside Watersports Park.

2. PLEDGE OF ALLEGIANCE

3. PUBLIC COMMENTS AND ANNOUNCEMENTS

President Williams thanked the EDC Board Members and the City Council for their participation in the June 15th joint Workshop to discuss activity for the next fiscal year.

4. PRESENTATION REGARDING THE PROPOSED BAYSIDE WATERSPORTS PARK

Joel Parker and Caren Craig, representatives from the SPI Windsurfing and Kiteboarding Association gave a presentation to the Board members regarding a proposed bayside non-motorized watersports park. Ron Pitcock invited them to speak. It was mentioned 400-500 windsurfers and kiteboarders spend an average of 7-10 days twice a year and the numbers have increased 25-30% per year. If a park was created for them to launch the numbers could double. They are currently renting the Pinnell property and any time the Pinnell's can end the lease agreement. Other issues are the high tides and excessive flooding and erosion. The needs are permanent bay access with a dry staging area, parking for 200 during the high season, no motorized vehicles in the area, deep enough water to launch, assist

with advertising (33% are from Colorado), ability to have events (similar to the Blowout they used to hold annually and the Pinnell property does not allow for events). Events in Hood River, Oregon and Hawaii in the spring and fall attract 800-1000 kiteboarders. The events would increase tourism and occur during the Island's shoulder season.

5. APPROVE THE CONSENT AGENDA

- 5a. Approve the Minutes from Regular Meeting of May 24th, 2016 and the Workshop on May 24th, 2016**
- 5b. Financial Report for EDC-May 2016**
- 5c. Activity Report from the Birding and Nature Center-May 2016**
- 5d. Approve the Financial Reports for the Birding and Nature Center - May 2016**
- 5e. Approve excused absence for Irv Downing from the June 21st, 2016 meeting**
- 5f. Approve primary depository bank agreement with International Bank of Commerce from 10-1-16 through 9-30-18 with three one year extension options**

Upon a motion from Ron Pitcock and a second by Dan Stanton the consent agenda was unanimously approved as presented.

6. DISCUSSION AND ACTION TO APPROVE THE 2016-17 ANNUAL BUDGET FOR THE SOUTH PADRE ISLAND BIRDING AND NATURE CENTER

Upon a motion from Bob Friedman and a second by Sally Scaman, the Board voted to approve the 2016-17 annual budget for the South Padre Island Birding and Nature Center. Secretary/Treasurer Ron Pitcock abstained.

7. DISCUSSION AND ACTION TO APPROVE HILLCO PARTNERS CONTRACT EFFECTIVE OCTOBER 1, 2016 THROUGH SEPTEMBER 30, 2018 AND CONSIDER AMOUNT IN THE 2016-17 EDC BUDGET

Upon a motion from Ron Pitcock and a second by Dan Stanton, the Board unanimously approved the Hillco Partners contract and to include \$25,000 in the 2016-17 annual budget

8. DISCUSSION AND ACTION TO APPROVE THE 2016-17 ANNUAL EDC BUDGET

Upon a motion from Ron Pitcock and a second by Sally Scaman, the Board unanimously approved the 2016-17 annual budget as presented.

9. EXECUTIVE DIRECTOR'S ACTIVITY REPORT

Ms. Lapeyre presented the most recent economic indicators to the Board and provided an analysis of the Sales Tax. She provided a written report of her office activity from May 20th, 2016 through June 17th, 2016. Ms. Lapeyre reported the April 2016 sales tax was down 11.56% from April 2015. The reason for the drop is more than likely that Easter was in March in 2016 and in April 2015. Other items mentioned were the new development in the entertainment district, business meetings and assistance, and a meeting between the EDC, CVB and the Birding Center.

10. ADJOURNMENT

There being no further business, the meeting was adjourned at 9:54 a.m.

S E A L

Darla Lapeyre
Executive Director

APPROVED:

Joanne Williams
President

DRAFT

**CITY OF SOUTH PADRE ISLAND
ECONOMIC DEVELOPMENT CORPORATION
BOARD OF DIRECTORS**

MINUTES
Special Meeting
June 14, 2016

1. CALL TO ORDER

A special meeting of the Board of Directors of the City of South Padre Island Economic Development Corporation was held on Tuesday, June 14th, 2016, at the South Padre Island Birding and Nature Center 2nd floor Conference Room, 6801 Padre Blvd., South Padre Island, Texas. President Joanne Williams called the meeting to order at 9:00 a.m. Other Board members present were Vice President Dan Stanton, Secretary/Treasurer Ron Pitcock and Directors Beth Vance, Bob Friedman, and Sally Scaman. Director Irv Downing was absent. Also present were Executive Director Darla Lapeyre.

2. PLEDGE OF ALLEGIANCE

3. PUBLIC COMMENTS AND ANNOUNCEMENTS

There were no public comments or announcements.

**4. PURSUANT TO TEXAS GOVERNMENT CODE, SECTION 551.074,
PERSONNEL MATTERS; AN EXECUTIVE SESSION WILL BE HELD TO
DISCUSS THE EVALUATION OF THE EXECUTIVE DIRECTOR**

The Executive Session began at 9:10 a.m. and ended at 10:05 a.m.

**5. DISCUSSION AND ACTION REGARDING THE EVALUATION OF THE
EXECUTIVE DIRECTOR**

Dan Stanton made a motion that the EDC Board will work with the City of South Padre Island to rewrite the position description and reorganize the reporting structure for the Executive Director of the EDC to report to the City Manager

6. ADJOURNMENT

There being no further business, the meeting was adjourned at 10:10 a.m.

SEAL



Darla Lapeyre
Executive Director

APPROVED:

Joanne Williams
President

DRAFT

**CITY OF SOUTH PADRE ISLAND
ECONOMIC DEVELOPMENT CORPORATION
BOARD OF DIRECTORS**

MINUTES
Special Meeting
June 29, 2016

1. CALL TO ORDER

A special meeting of the Board of Directors of the City of South Padre Island Economic Development Corporation was held on Wednesday, June 29th, 2016, at the South Padre Island Birding and Nature Center 2nd floor Conference Room, 6801 Padre Blvd., South Padre Island, Texas. President Joanne Williams called the meeting to order at 9:00 a.m. Other Board members present were Vice President Dan Stanton, Secretary/Treasurer Ron Pitcock and Directors Bob Friedman, Sally Scaman, and Irv Downing. Director Beth Vance was absent. Also present were Executive Director Darla Lapeyre, City Attorney Paul Cunningham, and Assistant City Attorney Kathy Cunningham.

2. PLEDGE OF ALLEGIANCE

3. PUBLIC COMMENTS AND ANNOUNCEMENTS

There were no public comments or announcements.

**4. PURSUANT TO TEXAS GOVERNMENT CODE, SECTION 551.074,
PERSONNEL MATTERS; AN EXECUTIVE SESSION WILL BE HELD TO
DISCUSS THE EVALUATION OF THE EXECUTIVE DIRECTOR**

The Executive Session began and 9:03 a.m. and ended at 10:18 a.m.

**5. DISCUSSION AND ACTION TO AMEND EDC BOARD'S
RECOMMENDATION OF RESTRUCTURING THE EXECUTIVE DIRECTOR'S
POSITION TO REPORT TO THE CITY**

Ron Pitcock made a motion and Bob Friedman seconded, that the EDC Board rescind their recommendation the Executive Director reports to the City and to leave the Executive Director position as an employee of the EDC. The motion passed unanimously.

6. ADJOURNMENT

There being no further business, the meeting was adjourned at 10:22 a.m.

SEAL

Darla Lapeyre
Executive Director

APPROVED:

Joanne Williams
President

DRAFT

**CITY OF SOUTH PADRE ISLAND
ECONOMIC DEVELOPMENT CORPORATION
BOARD OF DIRECTORS AND CITY COUNCIL
JOINT WORKSHOP**

**MINUTES
Workshop
JUNE 15TH, 2016**

1. CALL TO ORDER

A workshop of the City Council and the Board of Directors of the City of South Padre Island Economic Development Corporation was held on Wednesday, July 15th, 2016, at the Municipal Building 2nd floor Conference Room, 4601 Padre Blvd., South Padre Island, Texas. Mayor Barry Patel called the meeting to order at 3:00 p.m. Also present were Mayor Pro-temp Alita Bagley, City Council members Dennis Stahl, Theresa Metty, Paul Munarriz, and Alex Avalos. From the Economic Development Corporation Board of Directors, President Joanne Williams, Vice-President Dan Stanton, Secretary/Treasurer Ron Pitcock, and Directors Bob Friedman, Sally Scaman and Irv Downing, EDC Director Beth Vance was absent. Also present were Interim City Manager Darla Jones and EDC Executive Director Darla Lapeyre.

2. PLEDGE OF ALLEGIANCE

3. PUBLIC COMMENTS AND ANNOUNCEMENTS

EDC President Joanne Williams welcomed new EDC Board member Irv Downing.

4. DISCUSSION ON ECONOMIC DEVELOPMENT CORPORATION (EDC) PROJECTS AND INITIATIVES FOR 2015-16

EDC President Joanne Williams spoke regarding 2015-16 EDC projects and initiatives including the aquarium and marina studies, the RESTORE Act grant application. Irv Downing spoke about the Kauffman Entrepreneurship programs and the training offered by the UTRGV Small Business Development Center. Mayor Patel said he had met with the UTRGV Dean of Business, Mark Kroll about an intern program and asked Irv Downing to check the status. The purpose of the program is to provide experiential learning from recent graduates through the UTRGV Business School and the Career Center and the Mayor was interested in hiring some of the students to work in his hotels but had not heard back from the University. Ron Pitcock spoke about the Shoreline Task Force working with the EDC regarding access to the bay with the Marina Study the EDC commissioned.

5. REPORT FROM EDC REGARDING THEIR 2016-17 STRATEGIC PLANNING SESSION

Mrs. Williams stated that she had reported to City Council at their workshop on June 1st regarding the progress made at the EDC May strategic planning session.

6. DISCUSSION ON POTENTIAL PROJECTS AND INTIATIVES UNDER EDC CONSIDERATION FOR 2016-17 FISCAL YEAR, INCLUDING EDUCATION, GRANTS AND SCHOLARSHIPS

President Williams reported the EDC held a strategic planning session and budget workshop on May 24th and identified projects to include in next year's budget including the design façade improvement program, Sand Dollars for Success business grant program, business retention, a regional business conference with a major speaker and various education and training programs for business through UTRGV Kauffman Entrepreneurship.

7. DISCUSSION REGARDING ADDITIONAL PROJECTS THE CITY COUNCIL WOULD LIKE THE EDC TO CONSIDER

Mayor Pro-temp Alita Bagley said the EDC needs to look at projects they can do without major funding since their resources are so limited. She said the City is putting a lot of investment in infrastructure and the EDC can help businesses with their aesthetics through a small grant program. Mrs. Bagley spoke to a local bank who would be interested in offering low interest loans for businesses to improve their storefronts.

Councilman Alex Avalos said a lot of money leaves the Island and we need to look at a way of capturing it. Maybe the University can have opportunities for the graduates to work here and affordable housing for them. Mrs. Williams a loan forgiveness program UT law school offered if the students stayed after graduating. Councilwoman Theresa Metty said she was happy the EDC was doing the Sand Dollars for Success program and the importance of the educational aspect that went along with the funding. Mrs. Metty said the businesses who are awarded a loan or grant need to prove they can be successful in order to ensure the sustainability of the program.

Councilman Dennis Stahl would like the EDC to work on retail recruitment Mayor Patel said not to lose focus we are a tourism industry and the EDC needs to focus on projects that will generate sales tax such as infrastructure in the Entertainment District.

Councilman Paul Munarriz reported that there is a new fishing tournament coming in September, the SPI Wahoo Tournament.

8. DISCUSSION ON BUSINESS AND ECO-TOURISM DEVELOPMENT

The discussion for this item was included in the previous agenda items.

9. DISCUSSION ON PRIORITIZING FUTURE PROJECTS AND INITIATIVES FOR 2016-17

Councilman Stahl said he appreciated the list of projects the EDC provided in the handout and they need to prioritize the top 3-5 projects.

10. ADJOURNMENT

There being no further business, the workshop was adjourned at 3:55 p.m.

S E A L

Darla Lapeyre
Executive Director

APPROVED:

Joanne Williams
President



Memo

To: South Padre Island Economic Development Corporation Board of Directors
From: Rodrigo Gimenez, Chief Financial Officer
City of South Padre Island
CC: Darla Lapeyre
Date: July 12, 2016
Re: June 30, 2016 Operating Statement

The June 30, 2016 Operating Statement for the South Padre Island Economic Development Corporation as well as the Balance Sheet as of June 30, 2016 are attached for your review. **Transactions summarized in the statements are those processed through the Finance Department of the City.**

The Birding and Nature Center sales are not reflected in these financial statements, since they took their bookkeeping in house in October 2011.

Sales Tax amounts include the May tax collections sent to the State of Texas in June and distributed to local governments in July. This July allocation payment is accrued for financial statement presentation purposes in the June operating statement.

Please contact me at rgimenez@MYSPI.org at your earliest convenience should you have any questions.

"A Certified Retirement Community"

City of South Padre Island
Economic Development Corporation
Balance Sheet
June 30, 2016/2015

Assets	2016	2015
Cash and cash equivalents	\$ 654,586	\$ 513,429
Receivables - Sales Tax	65,585	65,066
Revolving Loan Receivable	58,676	70,537
Due From General Fund	-	-
Miscellaneous Receivables	-	-
Prepaid Expenses	-	-
TOTAL ASSETS	\$ 778,847	\$ 649,032
Liabilities and Fund Balances		
Deferred Revenue	\$ 58,676	\$ 70,537
Accounts Payable	-	-
Sales Tax Payable	-	-
Payroll Taxes Payable	-	319
Wages Payable	-	-
Due to General Fund	-	-
Reserved for Encumbrances	-	-
Other liabilities	477	-
Total Liabilities	59,153	70,856
Fund Balance	719,695	578,176
Total Liabilities and Fund Balance	\$ 778,847	\$ 649,032

City of South Padre Island
Economic Development Corporation
STATEMENT OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCES
June 30, 2016/2015

	2016		2015
	Budget	Actual	Actual
<u>REVENUES</u>			
Sales Tax	\$ 770,000	\$ 460,301	\$467,078
Revolving Loan Revenue	10,274	6,849	\$6,543
Grant Revenue	-	-	\$0
Interest Revenue	2,501	2,103	\$2,117
BNC Expense Reimbursement	-	-	\$0
Miscellaneous Revenues	-	20	\$253
Total Revenue	782,775	469,273	475,990
<u>EXPENDITURES</u>			
General Administrative Expenses	692,775	449,443	\$400,155
BNC Cash Advances	20,000	9,100	\$12,412
Birding Center Expenses	70,000	49,208	\$53,642
Total Expenditures	782,775	507,751	466,209
Excess (Deficiency) of Revenues Over (Under) Expenditures	-	(38,479)	9,780
Fund balance - beginning	758,173	758,173	568,397
Fund balance - ending	\$ 758,173	\$ 719,695	\$ 578,176

FUND : 60 - ECONOMIC DEVELOPMENT CORP

SCHEDULE OF BUDGETED, ACTUAL AND ENCUMBERED EXPENDITURES

DEPARTMENT : DEPT 580 - EDC

NOTATION :

ACCOUNT NUMBERS	ACCOUNT DESCRIPTION	-- MONTH --		YEAR TO DATE		CURRENT	UNENCUMBERED	BUDGET
		EXPENDITURES	ENCUMBRANCES	EXPENDITURES	TOTALS	MODIFIED BUDGET	BALANCE	PERCENT REMAINING
<u>PERSONNEL SERVICES</u>								
580-0010	SUPERVISION	6,807.69	0.00	43,433.06	43,433.06	59,000.00	15,566.94	26.38
580-0020	CLERICAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-0060	OVERTIME	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-0070	FICA	98.70	0.00	658.00	658.00	1,109.00	451.00	40.67
580-0080	TMRS	573.20	0.00	4,897.61	4,897.61	7,661.00	2,763.39	36.07
580-0081	GROUP INSURANCE	480.19	0.00	4,321.71	4,321.71	5,874.00	1,552.29	26.43
580-0083	WORKERS COMPENSATION	0.00	0.00	0.00	0.00	137.00	137.00	100.00
580-0084	UNEMPLOYMENT TAX	0.00	0.00	40.50	40.50	423.00	382.50	90.43
		7,959.78	0.00	53,350.88	53,350.88	74,204.00	20,853.12	28.10
<u>GOODS AND SUPPLIES</u>								
580-0101	OFFICE SUPPLIES	15.31	0.00	291.21	291.21	1,350.00	1,058.79	78.43
580-0102	LOCAL MEETINGS	29.25	0.00	83.25	83.25	500.00	416.75	83.35
580-0107	BOOKS & PUBLICATIONS	22.00	0.00	353.60	353.60	600.00	246.40	41.07
580-0108	POSTAGE	26.01	0.00	52.60	52.60	200.00	147.40	73.70
580-0150	MINOR TOOLS & EQUIPM	56.90	0.00	56.90	56.90	1,500.00	1,443.10	96.21
580-0180	INFORMATION TECHNOLO	0.00	0.00	0.00	0.00	0.00	0.00	0.00
		149.47	0.00	837.56	837.56	4,150.00	3,312.44	79.82
<u>MISCELLANEOUS SERVICES</u>								
580-0501	COMMUNICATIONS	0.00	0.00	567.46	567.46	800.00	232.54	29.07
580-0502	LOAN REV EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-0513	TRAINING EXPENSE	0.00	0.00	79.00	79.00	1,500.00	1,421.00	94.73
580-0520	INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-0530	PROFESSIONAL SERVICE	270.34	0.00	4,526.34	4,526.34	7,500.00	2,973.66	39.65
580-0534-001	BIRDING MASTER PLAN	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-0534-002	LOBBYIST	2,083.33	0.00	19,467.44	19,467.44	25,000.00	5,532.56	22.13
580-0534-003	COMPREHENSIVE PLAN	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-0534-004	BEACH MASTER PLAN	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-0534-005	REGIONAL MOBILITY AU	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-0534-006	ECONOMIC ACTIVITY IN	0.00	0.00	4,000.00	4,000.00	4,000.00	0.00	0.00
580-0534-010	BAY CLEANUP	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-0534-012	AREA MARKETING STUDY	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-0534-013	USDA RBEG	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-0534-014	I-69 ALLIANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-0534-015	BROWN PROPERTY INTER	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-0534-016	BIRDING MASTER NON-C	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-0534-017	OTHER PROJECTS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-0534-018	GULF OF MEXICO NATUR	0.00	0.00	0.00	0.00	5,000.00	5,000.00	100.00
580-0534-019	BUSINESS RECRUITMENT	536.25	0.00	5,731.25	5,731.25	35,000.00	29,268.75	83.63

FUND : 80 - ECONOMIC DEVELOPMENT CORP

SCHEDULE OF BUDGETED, ACTUAL AND ENCUMBERED EXPENDITURES

DEPARTMENT : DEPT 580 - EDC

NOTATION :

ACCOUNT NUMBERS	ACCOUNT DESCRIPTION	-- MONTH --		YEAR TO DATE		CURRENT MODIFIED BUDGET	UNENCUMBERED BALANCE	BUDGET PERCENT REMAINING
		EXPENDITURES	ENCUMBRANCES	EXPENDITURES	TOTALS			
580-0534-020	BNC LANDSCAPING PROJ	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-0540	ADVERTISING	1,206.50	0.00	2,451.50	2,451.50	3,500.00	1,048.50	29.96
580-0550	TRAVEL	0.00	0.00	0.00	0.00	2,000.00	2,000.00	100.00
580-0551	DUES & MEMBERSHIPS	0.00	0.00	950.00	950.00	1,000.00	50.00	5.00
580-0555	PROMOTIONS	0.00	0.00	500.00	500.00	3,000.00	2,500.00	83.33
580-0560	RENTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-0576	BEACH RENOURISHMENT	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-0580	INTEREST EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-0599	PROMOTIONS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
		4,096.42	0.00	30,272.99	38,272.99	88,300.00	50,027.01	56.66
<u>EQUIPMNT > \$5,000 OUTLAY</u>								
580-1001	BUILDINGS & STRUCTUR	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-1003	FURNITURE & FIXTURES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-1004	MACHINERY & EQUIPMEN	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-1011	INFORMATION TECHNOLO	0.00	0.00	0.00	0.00	0.00	0.00	0.00
		0.00	0.00	0.00	0.00	0.00	0.00	0.00
<u>INTERFUND TRANSFERS</u>								
580-9476	BEACH NOURISHMENT	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-9480	TRANSFER TO EDC DEBT	35,236.13	0.00	317,125.17	317,125.17	422,834.00	105,708.83	25.00
		35,236.13	0.00	317,125.17	317,125.17	422,834.00	105,708.83	25.00
<u>SPECIAL PROJECTS</u>								
580-9175	ELECTION EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-9179	DESIGNATED PROJECTS	0.00	0.00	39,856.29	39,856.29	103,287.00	63,430.71	61.41
580-9178-001	TOMPKINS CHANNEL	0.00	0.00	0.00	0.00	0.00	0.00	0.00
580-9181	BNC CASH ADVANCE	0.00	0.00	9,100.00	9,100.00	20,000.00	10,900.00	54.50
		0.00	0.00	48,956.29	48,956.29	123,287.00	74,330.71	60.29
DEPARTMENT TOTAL		47,441.60	0.00	458,542.89	458,542.89	712,775.00	254,232.11	35.67

BNC/EDC Manager Report for July 2016

All three Summer camp sessions were canceled due to lack of participation. I spoke to the Texas Master Naturalist group and they suggested I request 3 scholarships for next year. I was thinking about lowering the price from \$99.00 to \$55.00 for the next year. We will work on a 1 three day camp to start and grow from there. I will be in contact with the organizations who held camp this year to make sure we are not competing with another camp.

Javier Gonzalez, our new educator/naturalist started on July 11. We are working on his press release, and monthly programs for children and adults. We have finalized our nature walks. Tuesday & Thursday at 9:30 are guided bird walks and Wednesday & Friday are Butterfly and plant walks at 10:00. He brings a lot of knowledge and great ideas to the center. I'm very thrilled and excited for this next chapter of growth here at the BNC.

I attend the RGV- Anca meeting June 30th at Sabal Palms. The Harlingen birding festival has asked that all the valley centers hold a Kid and family friendly activity at our site Saturday, November 5th. We have signed up to do a birding 101 with activities for children and families.

I will be attending the National ANCA Summit in Sandstone Minnesota August 16 – 21. It will be at the Audubon Center of the North Woods. I have signed up for some workshops and should be a wonderful learning experience.

The Texas Parks & Wildlife magazine featured the Birding Center on the back cover of the May issue. They did a story about some of the birding centers in the RGV. I attached the picture for you to view.

I have been trying to get a volunteer back to the center that left a few years ago due to the problems and politics that the center was dealing with. After 2 years of conversations and showing him the improvements, he will be our Monday morning guide. I believe with his return, some other past volunteers will return.

Ran was out with some health issues for 5 weeks. I covered the accounts payable and payroll for the month of June.

Parking Concession is not going as well as planned and hoped for. Since the City of SPI will not block off roadway to Convention Center like they have they past few years, our numbers our down.

Every month I spend time overseeing the volunteers, staff and gift shop merchandise. I have spent time working with our Maintenance grounds keeper, Les ordering pumps, lights and working on areas on habitat. We have three lights in the parking light that need to be repaired. We have already purchased the lights and waiting for them to be delivered. Once received, we will need to rent a lift from Sutherlands to repair.

Wednesday, July 13 I met with Keith Arnold along with Lynne Tate, Wally Jones, Darla and Dan Stanton. I will be sending all our information directly to Nancy Botello who is in charged on getting the information on facebook and the website.

Friday, July 15th Javier and I will be attending the Texas Children in Nature Meeting at the McAllen Chamber.

Respectfully Submitted,

Cristin Howard

11:24 AM

SOUTH PADRE ISLAND BIRDING & NATURE CENTER

Profit & Loss Prev Year Comparison

October 2015 through June 2016

07/14/16

Accrual Basis

	Oct '15 - Ju...	Oct '14 - Ju...	\$ Change	% Change
Ordinary Income/Expense				
Income				
ADMISSIONS INCOME				
DISCOUNT ADMISSIONS	1,502.99	2,838.00	-1,335.01	-47.0%
EXTENDED PASS ADMISSIONS	8,039.00	7,339.00	700.00	9.5%
GENERAL ADMISSIONS	139,164.01	120,526.84	18,637.17	15.5%
GROUP ADMISSIONS	7,028.00	8,290.80	-1,262.80	-15.2%
Total ADMISSIONS INCOME	155,734.00	138,994.64	16,739.36	12.0%
BUILDING RENTAL INCOME	14,263.00	11,300.00	2,963.00	26.2%
CONTRIBUTIONS				
DESIGNATED				
JOJO	0.00	1,000.00	-1,000.00	-100.0%
Total DESIGNATED	0.00	1,000.00	-1,000.00	-100.0%
DONATIONS				
HALLOWEEN	800.00	3,923.34	-3,123.34	-79.6%
LETTERS	100.00	0.00	100.00	100.0%
SPECIAL EVENTS	1,323.00	0.00	1,323.00	100.0%
SPOONBILL MINI GOLF TOURNAMENT	0.00	4,865.00	-4,865.00	-100.0%
W O W E	3,500.00	0.00	3,500.00	100.0%
DONATIONS - Other	25,248.63	19,384.26	5,864.37	30.3%
Total DONATIONS	30,971.63	28,172.60	2,799.03	9.9%
EVENT PARKING	6,705.00	6,838.00	-133.00	-2.0%
Total CONTRIBUTIONS	37,676.63	36,010.60	1,666.03	4.6%
GIFT SHOP INCOME				
CONSIGNMENT SALES	4,073.85	4,807.00	-733.15	-15.3%
GIFT SHOP SALES	104,896.87	83,120.03	21,776.84	26.2%
VENDING INCOME	880.33	228.64	651.69	285.0%
Total GIFT SHOP INCOME	109,851.05	88,155.67	21,695.38	24.6%
Gift Shop Sales				
40201 - Gift Shop Sales	0.00	0.00	0.00	0.0%
Gift Shop Sales - Other	0.00	0.00	0.00	0.0%
Total Gift Shop Sales	0.00	0.00	0.00	0.0%
Service Sales	0.00	0.00	0.00	0.0%
Total Income	317,524.68	274,460.91	43,063.77	15.7%
Cost of Goods Sold				
COST OF GOODS SOLD				
COST OF GOODS CONSIGNMENT	3,532.69	3,369.15	163.54	4.9%
COST OF GOODS GIFT SHOP	52,979.43	55,080.66	-2,101.23	-3.8%
COST OF GOODS SOLD - Other	0.00	0.00	0.00	0.0%
Total COST OF GOODS SOLD	56,512.12	58,449.81	-1,937.69	-3.3%
RETURNS, ALLOWANCES, BAD DEBTS	2.17	0.00	2.17	100.0%
Total COGS	56,514.29	58,449.81	-1,935.52	-3.3%
Gross Profit	261,010.39	216,011.10	44,999.29	20.8%
Expense				
OPERATIONS EXPENSES				
ADVERTISING & PROMOTION				
BOOTH RENT	525.00	0.00	525.00	100.0%
GUIDES & DIRECTORIES	2,458.34	2,449.00	9.34	0.4%
PHOTOGRAPHY & VIDEO	200.00	2,500.00	-2,300.00	-92.0%
PRINT	3,743.39	2,096.49	1,646.90	78.6%

SOUTH PADRE ISLAND BIRDING & NATURE CENTER

07/14/16

Profit & Loss Prev Year Comparison

Accrual Basis

October 2015 through June 2016

	Oct '15 - Ju...	Oct '14 - Ju...	\$ Change	% Change
Total ADVERTISING & PROMOTION	6,926.73	7,045.49	-118.76	-1.7%
CREDIT CARD FEES	9,967.55	8,423.39	1,544.16	18.3%
DUES & SUBSCRIPTIONS	41.10	90.00	-48.90	-54.3%
FUNDRAISING & EVENTS				
DESIGNATED REIMBURSEMENTS	0.00	2,176.21	-2,176.21	-100.0%
HALLOWEEN	19.00	769.63	-750.63	-97.5%
JOJO	597.11	0.00	597.11	100.0%
LETTERS & BROCHURES	538.56	934.20	-395.64	-42.4%
PHOTOGRAPHY WORKSHOP	120.00	237.00	-117.00	-49.4%
PLAQUES & BRICKS	547.00	1,231.50	-684.50	-55.6%
SPECIAL EVENTS	1,416.22	342.12	1,074.10	314.0%
SPOONBILL MINI GOLF TOURNAMENT	442.52	413.86	28.66	6.9%
SUMMER CAMP	76.90	0.00	76.90	100.0%
W O W E	4,114.85	0.00	4,114.85	100.0%
Total FUNDRAISING & EVENTS	7,872.16	6,104.52	1,767.64	29.0%
GIFT SHOP SUPPLIES	95.91	842.26	-746.35	-88.6%
INSURANCE	4,836.00	17,726.06	-12,890.06	-72.7%
LEGAL & PROFESSIONAL	6,382.50	6,355.00	27.50	0.4%
LOAN EXPENSE	1,690.57	3,634.25	-1,943.68	-53.5%
LOCAL MEETINGS				
MEALS & ENTERTAINMENT	309.82	207.69	102.13	49.2%
VOLUNTEER APPRECIATION	398.75	442.50	-43.75	-9.9%
Total LOCAL MEETINGS	708.57	650.19	58.38	9.0%
MAINTENANCE & REPAIRS	4,687.20	4,127.02	560.18	13.6%
OFFICE & PRINTING	1,181.18	2,039.09	-857.91	-42.1%
PAYROLL SERVICE	510.63	527.67	-17.04	-3.2%
POSTAGE & FREIGHT	414.73	285.22	129.51	45.4%
SOFTWARE	1,338.47	465.47	873.00	187.6%
SUPPLIES	2,660.90	5,106.56	-2,445.66	-47.9%
TOOLS & EQUIPMENT	1,425.90	1,622.96	-197.06	-12.1%
TRAINING	845.00	0.00	845.00	100.0%
TRAVEL	1,998.73	424.60	1,574.13	370.7%
Total OPERATIONS EXPENSES	53,583.83	65,469.75	-11,885.92	-18.2%
POS Inventory Adjustments	0.00	0.00	0.00	0.0%
SALARIES AND BENEFITS				
GIFT SHOP ATTENDANTS	22,037.58	18,844.48	3,193.10	16.9%
JANITOR	13,417.33	14,684.96	-1,267.63	-8.6%
MAINTENANCE	14,068.90	11,698.45	2,370.45	20.3%
MANAGER	31,999.92	30,769.20	1,230.72	4.0%
PAYROLL TAXES	6,236.54	5,811.24	425.30	7.3%
Total SALARIES AND BENEFITS	87,760.27	81,808.33	5,951.94	7.3%
SERVICE CONTRACTS				
AIR CONDITIONING	2,888.29	2,790.00	98.29	3.5%
BACKGROUND CHECKS	33.75	0.00	33.75	100.0%
CLEANING SUPPLIES	2,348.98	2,311.77	37.21	1.6%
COMPUTER COPIER I.T.	16,082.06	19,250.98	-3,168.92	-16.5%
DRINKING WATER	469.50	492.30	-22.80	-4.6%
EBIRD TRAIL TRACKER	0.00	650.00	-650.00	-100.0%
ELEVATOR	0.00	12,470.22	-12,470.22	-100.0%
KIOSK LEASE	5,188.80	5,484.11	-295.31	-5.4%
LAWN & GROUNDS	8,331.96	9,537.12	-1,205.16	-12.6%
PEST CONTROL	702.00	702.00	0.00	0.0%
SECURITY	1,783.66	2,503.53	-719.87	-28.8%
TELEPHONE & INTERNET				
ATT EMERGENCY LINES	1,970.45	1,713.02	257.43	15.0%
ATT INTERNET	7,987.05	5,769.93	2,217.12	38.4%
TELEPHONE SYSTEM	3,569.95	4,263.70	-693.75	-16.3%
Total TELEPHONE & INTERNET	13,527.45	11,746.65	1,780.80	15.2%

11:24 AM

SOUTH PADRE ISLAND BIRDING & NATURE CENTER

07/14/16

Profit & Loss Prev Year Comparison

Accrual Basis

October 2015 through June 2016

	Oct '15 - Ju...	Oct '14 - Ju...	\$ Change	% Change
WEBMASTER	304.22	623.00	-318.78	-51.2%
Total SERVICE CONTRACTS	51,660.67	68,561.68	-16,901.01	-24.7%
UTILITIES				
ELECTRICITY	16,673.47	13,691.88	2,981.59	21.8%
TRASH	874.88	701.37	173.51	24.7%
WATER / SEWER	16,658.75	7,964.21	8,694.54	109.2%
Total UTILITIES	34,207.10	22,357.46	11,849.64	53.0%
Total Expense	227,211.87	238,197.22	-10,985.35	-4.6%
Net Ordinary Income	33,798.52	-22,186.12	55,984.64	252.3%
Other Income/Expense				
Other Income				
EDC ADVANCE	9,100.00	12,411.97	-3,311.97	-26.7%
INTEREST INCOME	4.98	4.94	0.04	0.8%
Total Other Income	9,104.98	12,416.91	-3,311.93	-26.7%
Other Expense				
Balancing Adjustments	0.00	0.00	0.00	0.0%
HABITAT/CATTAIL MAINTENANCE	720.00	630.00	90.00	14.3%
Total Other Expense	720.00	630.00	90.00	14.3%
Net Other Income	8,384.98	11,786.91	-3,401.93	-28.9%
Net Income	42,183.50	-10,399.21	52,582.71	505.6%

SOUTH PADRE ISLAND BIRDING & NATURE CENTER

Profit & Loss Budget vs. Actual

October 2015 through June 2016

07/14/16

Accrual Basis

	Oct '15 - ...	Budget	\$ Over B...	% of Bud...
Ordinary Income/Expense				
Income				
ADMISSIONS INCOME				
DISCOUNT ADMISSIONS	1,502.99	3,800.00	-2,297.01	39.6%
EXTENDED PASS ADMISSIONS	8,039.00	7,000.00	1,039.00	114.8%
GENERAL ADMISSIONS	139,164.01	161,850.00	-22,685.99	86.0%
GROUP ADMISSIONS	7,028.00	6,500.00	528.00	108.1%
Total ADMISSIONS INCOME	155,734.00	179,150.00	-23,416.00	86.9%
BUILDING RENTAL INCOME	14,263.00	13,000.00	1,263.00	109.7%
CONTRIBUTIONS				
DESIGNATED				
JOJO	0.00	3,000.00	-3,000.00	0.0%
DESIGNATED - Other	0.00	1,000.00	-1,000.00	0.0%
Total DESIGNATED	0.00	4,000.00	-4,000.00	0.0%
DONATIONS				
HALLOWEEN	800.00	4,000.00	-3,200.00	20.0%
LETTERS	100.00	0.00	100.00	100.0%
SPECIAL EVENTS	1,323.00	0.00	1,323.00	100.0%
SPOONBILL MINI GOLF TOURNAMENT	0.00	5,000.00	-5,000.00	0.0%
W O W E	3,500.00	0.00	3,500.00	100.0%
DONATIONS - Other	25,248.63	25,000.00	248.63	101.0%
Total DONATIONS	30,971.63	34,000.00	-3,028.37	91.1%
EVENT PARKING	6,705.00			
Total CONTRIBUTIONS	37,676.63	38,000.00	-323.37	99.1%
GIFT SHOP INCOME				
CONSIGNMENT SALES	4,073.85	6,000.00	-1,926.15	67.9%
GIFT SHOP SALES	104,896.87	102,000.00	2,896.87	102.8%
VENDING INCOME	880.33	250.00	630.33	352.1%
Total GIFT SHOP INCOME	109,851.05	108,250.00	1,601.05	101.5%
Gift Shop Sales				
40201 - Gift Shop Sales	0.00			
Total Gift Shop Sales	0.00			
Service Sales	0.00			
Total Income	317,524.68	338,400.00	-20,875.32	93.8%
Cost of Goods Sold				
COST OF GOODS SOLD				
COST OF GOODS CONSIGNMENT	3,532.69	3,000.00	532.69	117.8%
COST OF GOODS GIFT SHOP	52,979.43	42,000.00	10,979.43	126.1%
Total COST OF GOODS SOLD	56,512.12	45,000.00	11,512.12	125.6%
RETURNS, ALLOWANCES, BAD DEBTS	2.17			
Total COGS	56,514.29	45,000.00	11,514.29	125.6%
Gross Profit	261,010.39	293,400.00	-32,389.61	89.0%
Expense				
OPERATIONS EXPENSES				
ADVERTISING & PROMOTION				
BOOTH RENT	525.00	0.00	525.00	100.0%
GUIDES & DIRECTORIES	2,458.34	1,710.00	748.34	143.8%
PHOTOGRAPHY & VIDEO	200.00	0.00	200.00	100.0%
PRINT	3,743.39	2,700.00	1,043.39	138.6%
Total ADVERTISING & PROMOTION	6,926.73	4,410.00	2,516.73	157.1%

SOUTH PADRE ISLAND BIRDING & NATURE CENTER

Profit & Loss Budget vs. Actual

October 2015 through June 2016

07/14/16

Accrual Basis

	Oct '15 - ...	Budget	\$ Over B...	% of Bud...
CREDIT CARD FEES	9,967.55	9,600.00	367.55	103.8%
DUES & SUBSCRIPTIONS	41.10	670.00	-628.90	6.1%
FUNDRAISING & EVENTS				
DESIGNATED REIMBURSEMENTS	0.00	1,000.00	-1,000.00	0.0%
HALLOWEEN	19.00	750.00	-731.00	2.5%
JOJO	597.11	3,000.00	-2,402.89	19.9%
LETTERS & BROCHURES	538.56	1,000.00	-461.44	53.9%
PHOTOGRAPHY WORKSHOP	120.00	250.00	-130.00	48.0%
PLAQUES & BRICKS	547.00	1,500.00	-953.00	36.5%
SPECIAL EVENTS	1,416.22	350.00	1,066.22	404.6%
SPOONBILL MINI GOLF TOURNAMENT	442.52	500.00	-57.48	88.5%
SUMMER CAMP	76.90	0.00	76.90	100.0%
W O W E	4,114.85	0.00	4,114.85	100.0%
Total FUNDRAISING & EVENTS	7,872.16	8,350.00	-477.84	94.3%
GIFT SHOP SUPPLIES	95.91	750.00	-654.09	12.8%
INSURANCE	4,836.00	5,500.00	-664.00	87.9%
LEGAL & PROFESSIONAL	6,382.50	8,400.00	-2,017.50	76.0%
LOAN EXPENSE	1,690.57	2,810.00	-1,119.43	60.2%
LOCAL MEETINGS				
MEALS & ENTERTAINMENT	309.82	200.00	109.82	154.9%
VOLUNTEER APPRECIATION	398.75	600.00	-201.25	66.5%
Total LOCAL MEETINGS	708.57	800.00	-91.43	88.6%
MAINTENANCE & REPAIRS	4,687.20	5,000.00	-312.80	93.7%
OFFICE & PRINTING	1,181.18	1,000.00	181.18	118.1%
PAYROLL SERVICE	510.63	700.00	-189.37	72.9%
POSTAGE & FREIGHT	414.73	500.00	-85.27	82.9%
SOFTWARE	1,338.47	500.00	838.47	267.7%
SUPPLIES	2,660.90	5,500.00	-2,839.10	48.4%
TOOLS & EQUIPMENT	1,425.90	1,500.00	-74.10	95.1%
TRAINING	845.00	250.00	595.00	338.0%
TRAVEL	1,998.73	2,000.00	-1.27	99.9%
Total OPERATIONS EXPENSES	53,583.83	58,240.00	-4,656.17	92.0%
POS Inventory Adjustments	0.00			
SALARIES AND BENEFITS				
EDUCATOR	0.00	5,000.00	-5,000.00	0.0%
GIFT SHOP ATTENDANTS	22,037.58	32,760.00	-10,722.42	67.3%
JANITOR	13,417.33	19,970.00	-6,552.67	67.2%
MAINTENANCE	14,068.90	17,760.00	-3,691.10	79.2%
MANAGER	31,999.92	42,000.00	-10,000.08	76.2%
PAYROLL TAXES	6,236.54	8,610.00	-2,373.46	72.4%
Total SALARIES AND BENEFITS	87,760.27	126,100.00	-38,339.73	69.6%
SERVICE CONTRACTS				
AIR CONDITIONING	2,888.29	3,900.00	-1,011.71	74.1%
BACKGROUND CHECKS	33.75	250.00	-216.25	13.5%
CLEANING SUPPLIES	2,348.98	2,600.00	-251.02	90.3%
COMPUTER COPIER I.T.	16,082.06	21,480.00	-5,397.94	74.9%
DRINKING WATER	469.50	560.00	-90.50	83.8%
EBIRD TRAIL TRACKER	0.00	650.00	-650.00	0.0%
KIOSK LEASE	5,188.80	6,920.00	-1,731.20	75.0%
LAWN & GROUNDS	8,331.96	12,800.00	-4,468.04	65.1%
LINENS MOPS MATS	0.00	500.00	-500.00	0.0%
PEST CONTROL	702.00	940.00	-238.00	74.7%
SECURITY	1,783.66	2,470.00	-686.34	72.2%
TELEPHONE & INTERNET				
ATT EMERGENCY LINES	1,970.45	2,000.00	-29.55	98.5%
ATT INTERNET	7,987.05	6,820.00	1,167.05	117.1%
TELEPHONE SYSTEM	3,569.95	5,110.00	-1,540.05	69.9%
Total TELEPHONE & INTERNET	13,527.45	13,930.00	-402.55	97.1%

11:22 AM

SOUTH PADRE ISLAND BIRDING & NATURE CENTER

Profit & Loss Budget vs. Actual

07/14/16

October 2015 through June 2016

Accrual Basis

	Oct '15 - ...	Budget	\$ Over B...	% of Bud...
WEBMASTER	304.22	2,480.00	-2,175.78	12.3%
Total SERVICE CONTRACTS	51,660.67	69,480.00	-17,819.33	74.4%
UTILITIES				
ELECTRICITY	16,673.47	24,000.00	-7,326.53	69.5%
TRASH	874.88	1,080.00	-205.12	81.0%
WATER / SEWER	16,658.75	14,500.00	2,158.75	114.9%
Total UTILITIES	34,207.10	39,580.00	-5,372.90	86.4%
Total Expense	227,211.87	293,400.00	-66,188.13	77.4%
Net Ordinary Income	33,798.52	0.00	33,798.52	100.0%
Other Income/Expense				
Other Income				
EDC ADVANCE	9,100.00	19,000.00	-9,900.00	47.9%
INTEREST INCOME	4.98			
Total Other Income	9,104.98	19,000.00	-9,895.02	47.9%
Other Expense				
Balancing Adjustments	0.00			
HABITAT/CATTAIL MAINTENANCE	720.00	19,000.00	-18,280.00	3.8%
Total Other Expense	720.00	19,000.00	-18,280.00	3.8%
Net Other Income	8,384.98	0.00	8,384.98	100.0%
Net Income	42,183.50	0.00	42,183.50	100.0%

11:23 AM

SOUTH PADRE ISLAND BIRDING & NATURE CENTER

07/14/16

Balance Sheet

Accrual Basis

As of June 30, 2016

	Jun 30, 16
ASSETS	
Current Assets	
Checking/Savings	
\$\$BNC Operating 38458	34,018.49
Cash on Hand	
Cash Box	300.00
Kiosk Cash	1,600.00
Register Drawer	500.00
Total Cash on Hand	2,400.00
SPI BNC Donation 38545	19,836.93
SPI BNC Loan 38415	4,422.61
Total Checking/Savings	60,678.03
Other Current Assets	
Inventory Asset	40,192.19
Total Other Current Assets	40,192.19
Total Current Assets	100,870.22
Fixed Assets	
Boardwalk	40,750.00
Building Improvement	19,562.01
Furniture and Equipment	10,600.00
Landscape and Grounds	9,000.00
Total Fixed Assets	79,912.01
TOTAL ASSETS	180,782.23
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	8,772.79
Total Accounts Payable	8,772.79
Other Current Liabilities	
Payroll Liabilities	
FIT and FICA-Medicare	3,527.98
Total Payroll Liabilities	3,527.98
Sales Tax Payable	830.01
Total Other Current Liabilities	4,357.99
Total Current Liabilities	13,130.78
Long Term Liabilities	
EDC Loan 270101	58,806.16
Total Long Term Liabilities	58,806.16
Total Liabilities	71,936.94
Equity	
Fund Balances	
Board Designated	8,000.00
Total Fund Balances	8,000.00
Unrestricted	58,661.79
Net Income	42,182.50

11:23 AM
07/14/16
Accrual Basis

SOUTH PADRE ISLAND BIRDING & NATURE CENTER
Balance Sheet
As of June 30, 2016

	<u>Jun 30, 16</u>
TOTAL LIABILITIES & EQUITY	<u>180,782.23</u>

8.

From: spiedc <spiedc@aol.com>
To: spiedc <spiedc@aol.com>
Subject: Fwd: Program classes
Date: Fri, Jul 15, 2016 1:15 pm

-----Original Message-----

From: Maria Juarez <maria.juarez@utrgv.edu>
To: spiedc <spiedc@aol.com>
Cc: Esperanza Delgado <esperanza.delgado@utrgv.edu>
Sent: Thu, Jul 14, 2016 5:17 pm
Subject: RE: Program classes

A quick follow up...

I know you had mentioned providing customer service and social media as options, so that the board might choose which three to offer. However, we added them as "bonus" sessions to the first three sessions which are the ones taught for Ruby Red.

While the first three are and can be taught independently of each other, together they provide a good basis for the small businesses or those starting a business. It is difficult to replace even one of the three with the bonus topics, as that leaves the "business planning" incomplete.

Thanks for reaching out to us. Hope all goes well!

Maria



Maria D. Juarez
Executive Director – BD
UTRGV Small Business Development Center
"Celebrating 30 Years of Service!"

(956) 665-7538 • maria.juarez@utrgv.edu
Brownsville • Edinburg • Harlingen



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From: Esperanza Delgado
Sent: Thursday, July 14, 2016 4:59 PM
To: spiedc@aol.com
Cc: Maria Juarez <maria.juarez@utrgv.edu>
Subject: RE: Program classes

Hi, Darla

We appreciate your patience!

Attached please find information on the business trainings you discussed with Maria. Each session is listed along with its description.

We have also added bonus sessions as well as information on our business advisement services.

We hope this information is helpful as you meet with your board. If you have any questions or concerns, please let us know.

Esperanza P. Delgado
Marketing Coordinator



The University of Texas
Rio Grande Valley
UTRGV.edu

UTRGV Small Business Development Center
"Celebrating 30 Years of Service!"

(956) 665-7537 • esperanza.delgado@utrgv.edu
Brownsville • Edinburg • Harlingen



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UTRGV Small Business Development Center
~ A Business Training Series for Startups ~

Expanded Course Syllabus

Session I: Business Idea Development & Research

Description: This three-hour session guides participants through a thoughtful process of developing and researching their business idea. It includes the following exercises:

- ❖ Business Elevator Pitch (10 minutes) - Attendees communicate their business and business' value proposition in 60 seconds or less: Who you are; how does your product work; for who; the benefits; how it's different; how big the market is; how you will market it; what you need; how you will use it; how you will be profitable and by when; why you are the right team; and the call to action.
- ❖ The Need for the Business in the Local Market (15 minutes) – Attendees identify the issue/problem the business addresses/satisfies; uses statistics, data, number, examples, etc., to show the need/demand for the business regarding this need.
- ❖ Business Offering (15 minutes) – Attendees describe what solution the business idea/concept offers. What is the impact? What makes you different from what is already being done by competitors or substitutes? What does your business do better?
- ❖ Identify Potential Markets and Market Segments (30 minutes) – Tree with Branches exercise: Using the tree branches, identify and name possible markets where the business product/service can be used. If needed, the branch can have smaller branches extending from it to highlight smaller niche markets.
- ❖ Quantify your Market (Branch with Leaves exercise) (30 minutes) – Attendees choose the market (tree branch) which is most feasible and viable. This branch should be the one which your business can make the highest impact, most effectively and/or in the shortest period of time. Leaves representation: 1) Include the targeted market's potential clients (demographics), the targeted area (city, county, metropolitan area), and the population; 2) Potential clients and decision makers: based on your business idea, identify individuals who are willing and able to buy your product/service OR who can make the decision to purchase; 3) What is the benefit/offering to the potential clients? What benefits do you offer? 4) What's the fit: describe how compatible your business idea/concept is with what your potential clients already do. What special skills/training will they need, if any? Do they need to change/implement/purchase something new in order to integrate your offering?
- ❖ Research Resources (PowerPoint presentation) (45 minutes)

Session II: Market Discovery & Cost Calculation

Description: This three-hour session guides participants through a discovery process of identifying their target markets and the costs associated with operating their businesses. It includes the following exploration questions, using handouts to record responses:

- ❖ Operations – Attendees answer the following questions:
 - How do you carry out your business operations? If you have a physical location/or not, how does that work for you?
 - Describe your operating facility. What specific equipment/tools do you need to carry out your operation?
 - What employees will you hire and what special needs/skills do they need to have to allow you to carry out your operations?
- ❖ Competitors: Attendees identify direct and indirect/substitute's competitors.
 - Direct competitors: identify those who do the same thing you do.
 - Indirect competitors: identify those who serve the needs or wants of your target market with a similar but not identical way. For instance, a tea shop is an indirect competitor of a coffee shop.
- ❖ Marketing and Sales – Attendees think about their market; demographics; etc, and their product/service while considering the following:
 - Is seasonality part of your business?
 - How much are they willing and able to pay?
 - What is your pricing for your products/services offered? And how does this tie back to your image?
 - What is your cost to sell your items?
 - How are you going to get your product to your clients?
 - How will you get your product/service known? How does your target market like to be advertised to?
- ❖ Team and Skillset – Attendees assess the following:
 - Who is the team?
 - Who are the owners?
 - What is their relevant background (education and experience)
 - What do they contribute to the business?
 - What will their duties be with in the business?
 - Who are key employees?
 - What skills are needed?
 - What do they bring to the table?
 - What other resources do you have?
 - Mentors
 - Consultants
 - Associations
- ❖ Growth Planning – Attendees consider the future of their businesses and answer the following questions:
 - What is your business growth plan?
 - What is your Total Project Cost? (Use handout)
 - What do you need to get the business to the next level?
 - Describe what you have already invested/or will invest.
 - Describe what you need to be financed.
 - What is the expected outcome/result?

Session III: Marketable Business Ideas

Description: This three-hour session guides participants through a financial-forecasting process for their business ideas, focusing on the Profit/Loss Statement.

- ❖ Financial Forecast Tool – Attendees use a handout to answer the following questions:
 - Based on your business capacity, predict possible sales, quantity of sales, seasonality, etc.
 - What is your cost to make these sales?
 - What are your monthly operating expenses?
 - What is the budget (“projections”) for next fiscal year?
- ❖ Sales and Promotion – Attendees practice “Selling Others on the Business Idea” through the following exercise:
 - Deliver a stronger pitch!
 - Communicate your business’ value proposition in 60 seconds or less. Include: Who are you? How does your product work? For who does it work? What are the benefits? How is it different? How big is the market? How will you market it? Why do you need it? How will you use it? How will you be profitable and by when? Who is part of your team and why are you the right team to get it done? The call to action!
 - Commitment to growth – Attendees share what they have identified as successful growth.

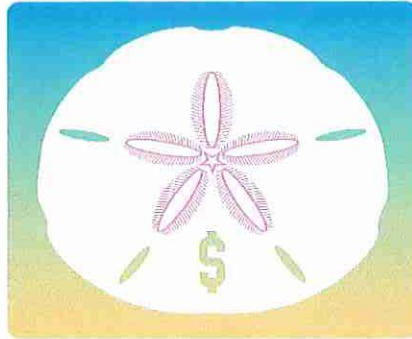
Bonus Sessions

The two-hour sessions below are designed for businesses that want to fine-tune their customer-service delivery and expand their reach through digital marketing.

- ❖ Customer Service Plus! – Attendees learn why customer service is so important to the success of their businesses in this session, as well as how to meet customer expectations, satisfy their needs, and become powerful problem-solvers.
- ❖ Social Media Basics for Small Businesses – Attendees learn that social media is a part of the business marketing strategy in this session. An overview of popular social media tools, including Facebook and Twitter, and their application is also discussed.

Additional Services

Business training attendees can access one-to-one, confidential business advisement for their businesses. Business advisement is free, available by appointment, and can address business-specific issues, such as compliance, HR, and seasonality challenges, among other areas.



Sand Dollars for Success

A SOUTH PADRE ISLAND EDC INITIATIVE

OFFICIAL PROCEDURES AND GUIDELINES

2016

SAND DOLLARS FOR SUCCESS: A SOUTH PADRE ISLAND EDC INITIATIVE-2016

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SAND DOLLARS FOR SUCCESS: A SOUTH PADRE ISLAND EDC INITIATIVE- 2016

IMPORTANT DATES

August 29, 2016 (Monday)	Application period begins
September 26, 2016 (Monday)	Deadline to submit intent to compete form via email
October 3, 2016 (Monday)	Announcement of qualifying competitors via email
October 13, 2016 (Thursday)	Session 1 TBD Time: 5:30 p.m.-8:30 p.m. Location: SPI Birding and Nature Center 6801 Padre Blvd. South Padre Island, TX 78597
October 20, 2016 (Thursday)	Session 2 TBD Time: 5:30 p.m.-8:30 p.m. Location: SPI Birding and Nature Center 6801 Padre Blvd. South Padre Island, TX 78597
October 27, 2016 (Thursday)	Session 3 TBD Time: 5:30 p.m.-8:30 p.m. Location: SPI Birding and Nature Center 6801 Padre Blvd. South Padre Island, TX 78597
January 17, 2017 (Tuesday)	5 p.m. CST deadline to submit full business plans
January 31, 2017 (Tuesday)*	Project Presentations
February 21, 2017 (Tuesday)*	Award(s) Ceremony

*Subject to change

SAND DOLLARS FOR SUCCESS: A SOUTH PADRE ISLAND EDC INITIATIVE-2016

The Spirit of Sand Dollars for Success

Sand Dollars for Success is a project funded by the South Padre Island Economic Development Corporation.

Sand Dollars for Success was created by the South Padre Island EDC in order to promote business retention, and encourage entrepreneurs through the creation of new businesses in the City of South Padre Island. The goal of the Sand Dollars for Success program is to allow the participants to gain a better understanding of how to develop and follow a realistic business plan within the economic climate of South Padre Island. Forums will be provided through small business classes to assist the participants in developing their skills, raising the possibility of success and provide tools for presenting their business plans.

A maximum of \$25,000 can be awarded. Qualifying participants can request a share of the \$25,000 in capital funding grants as long as it stays within the business, and is justified by the business plan. Participants must show in their business plan the expected increase in sales tax to the economy, and the creation or retention of a full-time job.

Venture and Team Eligibility Rules

Participants. The project is, or will be created, managed, and owned by a business on South Padre Island. The participants must play a major role in conceiving, managing, and significant equity in the business. A member of the team should be the CEO, President, or Owner of the business venture, or members of the team should occupy 50% or more of the functional area management positions that report directly to the CEO, President, or Owner.

Team Composition. The maximum number of members on a team is three (3); although there is no restriction on the total size of the business venture's founding team.

Nature of Ventures. The project is for new or existing businesses. The project must be from a qualifying business located in the City of South Padre Island, bringing new money into the local economy, and seeking outside equity capital in addition to the project awards.

Prior Activity. Businesses can apply in the future if not selected, if they present a new project. A project can only be funded once.

SAND DOLLARS FOR SUCCESS: A SOUTH PADRE ISLAND EDC INITIATIVE-2016

Confidentiality and Intellectual Property Guidelines

- The authors of the business plan will retain all rights to the plan regarding its use at all times prior to and following the project except as stated below. Due to the nature of the Sand Dollars for Success program, we will not ask judges, reviewers, or staff to agree to or sign non-disclosure statements for any participant
- All public sessions of Sand Dollars for Success, included but not limited to oral presentations and question/answer sessions, are open to the public at large. Any and all of these sessions may be broadcast to interested persons through media which may include public radio, television, and the internet. Any data or information discussed or divulged in public sessions by participants should be considered information that will likely enter the public realm, and entrants should not assume any right of confidentiality in any data or information discussed or presented in these sessions
- The South Padre Island Economic Development Corporation, the organizers of the Sand Dollars for Success program, may make photocopies, videotapes, and/or audio tapes of the presentations including the business plan and other documents, charts, or material prepared for use in presentations. Participants retain all proprietary rights

Business Plan Process

Phase 1 – Intent to Compete

- All participants must fill out an *Intent to Compete Form* which is available online at www.southpadreislandedc.com/compete-form/
- This form should include a brief description of the nature and purpose of the business
- Description should not exceed 500 words
- This form will be used to identify qualifying applicants

Phase 2 – Formats

- Once the business or proposed business has qualified, the formats below must be followed in order to continue to the next step in the process. The format guidelines will be strictly enforced
- Plans must be limited to 30 pages (typed and double-spaced, #12 font, and 1 inch margins) of text, including the executive summary and summary financial data. Detailed spreadsheets and appropriate appendices may follow the text portion of the plan but will be limited to 10 pages maximum. In total, the plan must not exceed 40 pages
- Financial data should include a cash flow statement, income statement, and balance sheet. Include an explanation of the offering to investors indicating how much money is required, how it will be used, and the business structure (i.e. stocks, debentures, etc.) The team is not required to reveal its desired deal, although the judges may ask questions about it. Also, delineate possible exit strategies
- Appendices should be included only when they support findings, statements and observations in the plan. The text portion of the plan (30 pages max) must contain all pertinent information in a clear and concise manner

SAND DOLLARS FOR SUCCESS: A SOUTH PADRE ISLAND EDC INITIATIVE-2016

- Eight (8) hard copies, as well as one (1) electronic copy of the final plan are due to the South Padre Island Economic Development Corporation office on or before 5 p.m. CST on **January 17, 2017**. Teams not meeting this deadline will be disqualified. For ease in handling, all hard copies of business plans should be professionally bound. Three-ring binders are not acceptable. Seven (7) copies will be distributed to the judges. Plans can be returned to the teams with possible comments included. One copy will be retained by the South Padre Island EDC office

Phase 3 – Written Plan Evaluation Criteria

- Judges will use the *Business Plan Evaluation Form- Written Plan* to assess the written portion of the business plan. This section is worth a total of 60 points
- The Business Plan Evaluation Form consists of six parts; Part 1 - Market Opportunity, Part 2 - Distinctive Competence, Part 3 - Management Capability, Part 4 - Financial Understanding, Part 5 - Investment Potential, and Part 6 – Innovation

Phase 4 – Presentation Guidelines and Evaluation Form

- The judges will use the *Business Plan – Oral Presentation Evaluation Form* to assess the oral presentation portion of the business plan. This section is worth a total of 40 points
- Each team will be given 15 minutes to present its business plan followed by a question and answer session between the presenting team and the judges

Awards

- The Sand Dollars for Success winners must score a minimum of 80/100 points in order to be awarded the funds. If the business does not yield a score of at least 80 points, no awards may be given
- The businesses must start or have their operations located in the City of South Padre Island
- The businesses must use the funds within one year from the date of receiving the funds
- The businesses must provide the South Padre Island EDC with a report on the results of the project within one year from receiving the funds. Included in the report are measures of success

FOR MORE INFORMATION PLEASE CONTACT THE SOUTH PADRE ISLAND EDC AT

SPIEDC@AOL.COM 956-761-6805

6801 PADRE BLVD., SOUTH PADRE ISLAND, TX 78597

www.southpadreislandedc.com



***Sand Dollars
for Success***

Compete Form

Please Fill Out Form As Thoroughly As Possible

General Information

Company Name

First Name

Last Name

Address

City

State

Zip Code

Email Address

Phone

Year Business Started

Eg. 2004

Please list all persons that own 20% or more of the business.

Eg. Bob Smith, John Smith

What is your organization's primary business activity at this location?
(Select one only)

- Retail
- Manufacturing and Process Industries (Non-computer)
- Construction/Architecture/Engineering
- Online Retailer
- Data Processing Services
- Internet Service Provider (ISP) or Application Service Provider (ASP)
- Wholesale/Retail/Distribution
- Communications Carrier
- Education
- Aerospace

Food Establishment

Please provide a brief description of your business and the product/service of the business.

Form of Business

- Sole Proprietorship
- Partnership
- Incorporated
- LLC
- Not incorporated at this time
- Other

How did you first learn about the

- Referral
- Television
- Email
- Event
- Newspaper or magazine article
- Search engine
- Company website
- Online Advertisement
- Other

Please check all that apply :

Business Activity continued'

- Marketing/Advertising/Entertainment
- Banking/Finance/Accounting
- Research/Development Lab
- Insurance/Real Estate/Legal
- Business Services/Consultant
- Federal Government (including military)
- Computer Manufacturer (Hardware, software, peripherals)
- State/Local Government
- Computer/Network Services/Consultant
- Medical/Dental/Healthcare
- Computer Related Retailer/Wholesaler/Distributor
- Transportation/Utilities
- Other:

Please check all that apply

- I "Like" the Facebook page
- I am a "follower" of the Twitter page
- I am a "follower" of the Instagram page
- None of the above

Submit

Where We're At

SPI EDC spelled out
 6801 Padre Blvd.
 South Padre Island
 Texas 78597
 956-761-6805
 spi.edc@aol.com

Twitter Widget



Social Connect

Follow us on Twitter

Follow us on Facebook

Follow us on Instagram

add icons

Get In Touch

Submit Q

ED Suite our website provider will create this on the website

If we use the current EDC website can only be one column instead of two, but I believe that is better

**Business Plan Evaluation Form
Written Plan**

Judge's Name: _____

Company Name: _____

Please evaluate the oral presentation of the business plan based on the following criteria:

(60 points – 10 points per section)	Poor (1-2)	Fair (3-4)	Adequate (5-6)	Good (7-8)	Excellent (9-10)
1. Market Opportunity: there is a clear market need presented as well as a way to take advantage of that need					
2. Distinctive Competence: the company provides something novel/unique/ special that gives it a competitive advantage in this market.					
3. Management Capability: this team can effectively develop this company and handle the risks associated with this venture.					
4. Financial Understanding: the team has a solid understanding of the financial requirements of the business.					
5. Investment Potential: the business represents a real investment opportunity.					
6. Innovation: the team has developed a truly innovation solution to an existing or emerging problem.					

COMMENTS/QUESTIONS:

**Total
Points:**

**Business Plan Evaluation Form
Oral Presentation (Finals Event)**

Judge's Name: _____

Company Name: _____

Please evaluate the oral presentation of the business plan based on the following criteria:

Presentation (40 points – 10 points per section)	Poor (1-2)	Fair (3-4)	Adequate (5-6)	Good (7-8)	Excellent (9-10)
1. Materials presented in clear, concise and logical manner.					
2. Presenter(s) conveyed confidence, enthusiasm, professionalism, and stayed within the time frame.					
3. Presenter(s) were responsive to judges questions and answered them adequately.					
4. Visual aids were attractive, relevant, and professional.					

COMMENTS/QUESTIONS:

**Total
Points:**

From: spiedc <spiedc@aol.com>
To: spiedc <spiedc@aol.com>
Subject: Fwd: Sand Dollars for Success
Date: Mon, Jul 11, 2016 11:02 am

-----Original Message-----

From: Joel Soape <joel@edsuite.com>
To: South Padre Island <spiedc@aol.com>
Cc: Justin Rector <justin@edsuite.com>
Sent: Mon, Jul 11, 2016 10:57 am
Subject: Re: Sand Dollars for Success

Darla,

After our conversation, I think the below options should cover what you are looking at doing for this new program there at SPIEDC. As always, if you have any questions, don't hesitate to ask! Let me know what you guys decide after your meeting and we will make plans accordingly.

.....

Option 1: Stand Alone Site

Benefits/Reasons for going this route:

- Allows the best promotion and presentation of your new program.
- Sets your program up for future growth and expansion.
- Creates a marketing center with a focused and unique message for your program without it having to be buried within the full EDC site.

Stand alone site would include:

- Completely editable backend for content
- Custom Design featuring program logo, colors, and style that blends with SPIEDC's existing site
- Design of site could include a way to feature businesses and companies you have awarded the grant to
- Editable banner and block areas on the home page
- Social media integration if needed
- Webform capability for online digital application submission or information requests
- Unlimited pages for future expansion of content
- Responsive programming for mobile devices
- Google Analytics for site traffic information
- Custom domain similar to sanddollarsforsuccess.com or spibusinessgrants.com

Project Cost Range: \$5,000-\$6,000

Website Domain (annual): \$24/yr

Hosting Cost (annual): \$300/yr

Support Cost (annual): Covered under your current annual license

Project Timeline: Depending on client supplied content and photo availability, the project could be completed in 7-9 weeks.

.....

Option 2: Add to Current Site

This option has no additional cost as your current site is capable of handling additional pages. This option could be used as a long term or temporary solution to your new program marketing needs. The downside is it can be somewhat buried in the existing site vs the stand alone site. If the program is ready to go, I would still recommend we use this option right away to get the quickest exposure even if the stand alone site is chosen as the final solution.

Integration Recommendations:

- Create an internal page(s) under the Business Location dropdown to contain program information and downloads
- If more space and multiple pages will be needed, a new dropdown could be made titled Programs or something short and all pages placed under that.
- Change one of the home page blocks to feature a picture, caption, and link to the internal page promoting the program

Joel Soape

CCO | Project Manager

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p. (866) 235-0811

On Jul 8, 2016, at 3:11 PM, spiedc@aol.com wrote:

Per our conversation, please email me next week the options regarding this new program adding to our existing website versus its own website and ways it can work, cost, etc. Thank you!

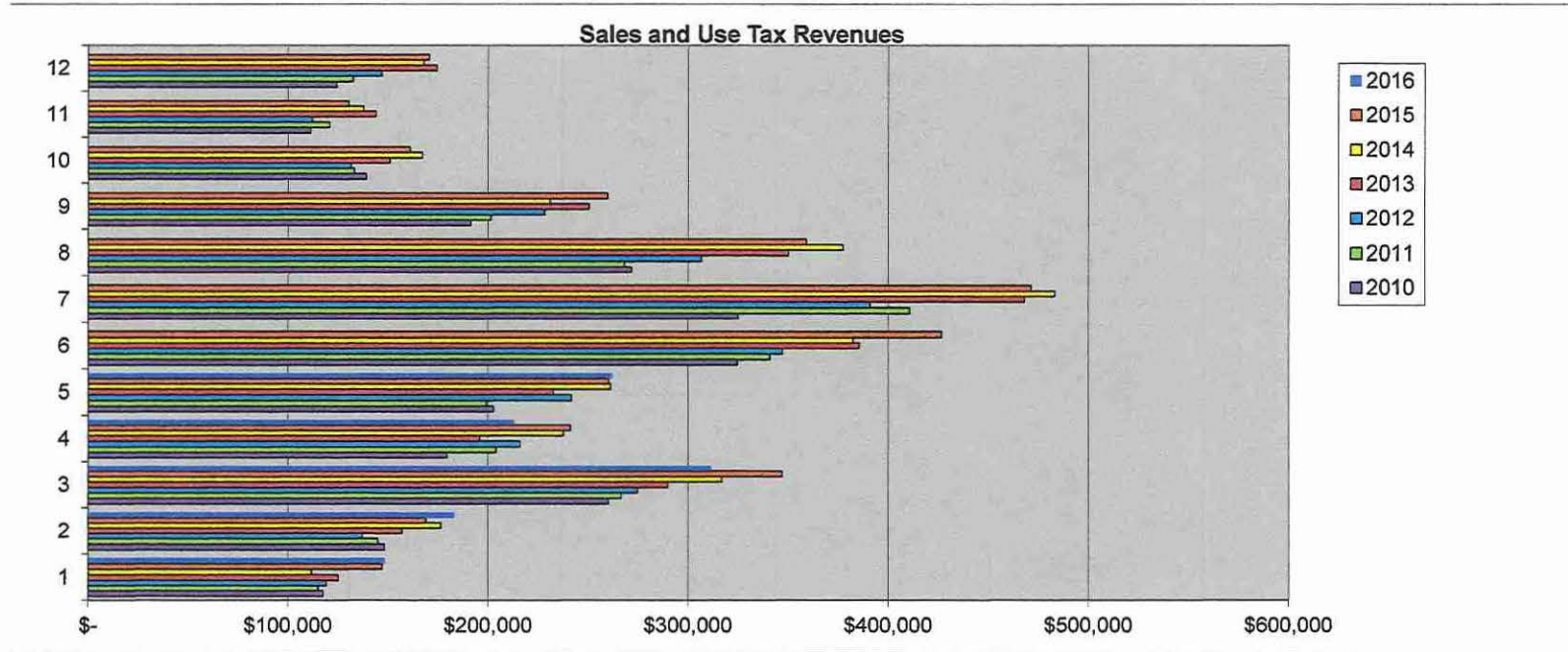
Darla Lapeyre

9.

South Padre Island Sales and Use Tax Revenues

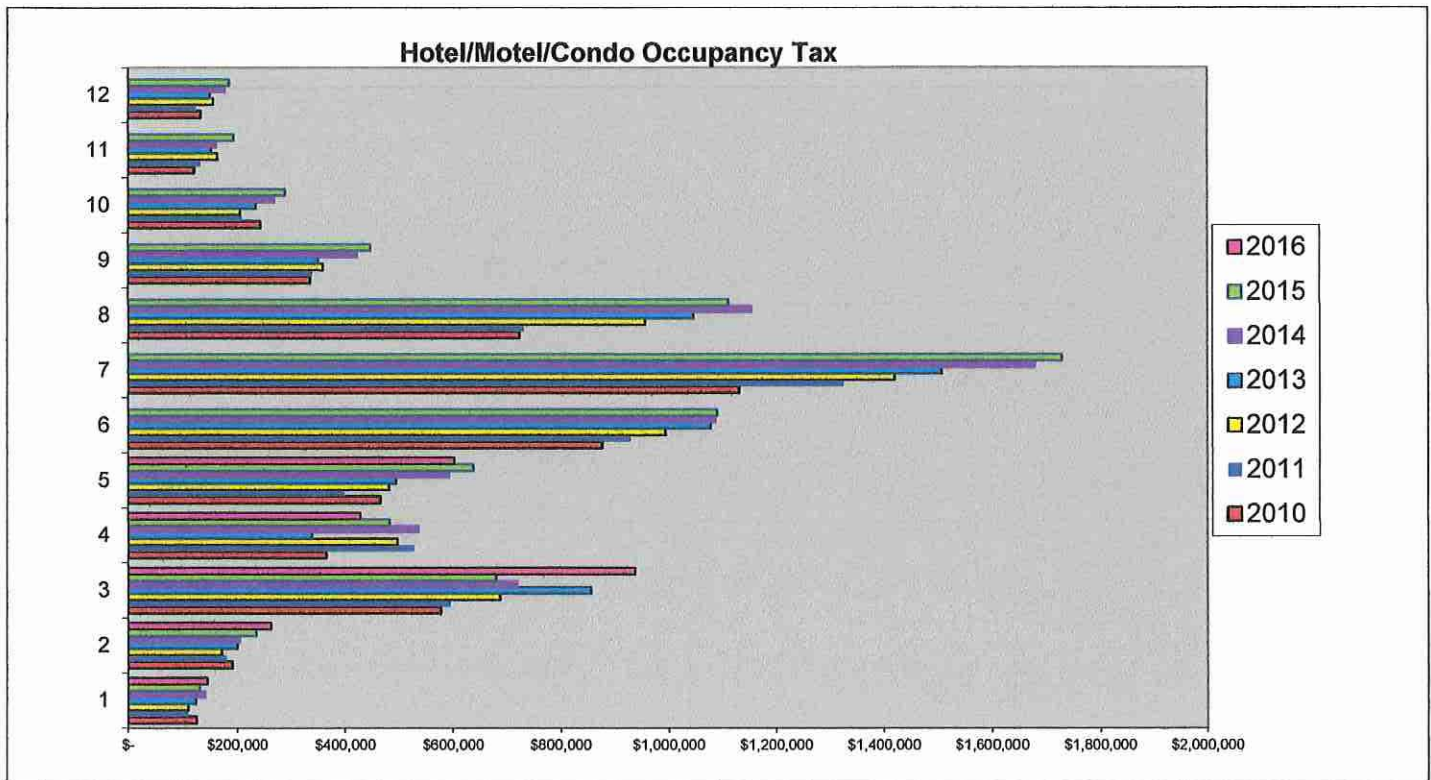
	2010	2011	2012	2013	2014	2015	2016	
								%
January	\$ 117,419	\$ 114,865	\$ 119,092	\$ 124,955	\$ 111,837	\$ 147,033	\$ 148,673	1.12
February	148,170	145,004	137,090	156,927	176,331	168,939	183,246	8.47
March	260,182	266,620	274,677	289,849	316,834	346,948	311,867	(10.11)
April	179,469	203,962	215,913	195,868	237,624	241,179	213,305	(11.56)
May	202,552	199,176	241,670	232,586	261,170	260,265	262,341	0.80
June	324,527	340,811	347,206	385,570	382,481	426,572		
July	324,886	410,556	390,920	467,989	483,156	471,196		
August	271,602	268,233	306,588	350,038	377,267	359,029		
September	191,347	201,328	228,185	250,437	231,042	259,809		
October	138,942	133,115	131,407	150,816	167,179	161,032		
November	111,285	120,696	112,229	143,930	137,595	130,352		
December	124,089	132,467	146,595	174,214	167,830	170,488		
total	\$ 2,394,470	\$ 2,536,833	\$ 2,651,572	\$ 2,923,179	\$ 3,050,346	\$ 3,142,842		

NOTE: Percentages of change March vs. April each year are principally the result of the month in which Easter falls. Amounts reported in January are based on January sales, for example, even though reported by the State and received by South Padre Island in March.



South Padre Island Hotel/Motel/Condo Occupancy Tax								
	2010	2011	2012	2013	2014	2015	2016	%
								change
January	\$ 123,680	\$ 109,440	\$ 109,774	\$ 123,289	\$ 140,192	\$ 130,054	\$ 144,395	11.03
February	190,487	180,476	171,451	199,626	204,078	234,729	262,332	11.76
March	577,675	595,805	687,275	855,873	718,514	680,389	936,915	37.70
April	364,810	528,026	497,202	338,337	535,518	482,346	428,171	(11.23)
May	465,445	399,279	482,275	494,883	593,135	637,343	602,292	(5.50)
June	876,624	929,372	994,101	1,078,509	1,086,514	1,090,245		
July	1,131,300	1,325,927	1,420,513	1,507,657	1,679,092	1,728,733		
August	723,141	731,489	955,899	1,046,929	1,153,488	1,111,051		
September	335,734	340,030	359,467	350,530	422,559	447,169		
October	242,670	208,442	205,150	234,719	268,955	288,878		
November	120,144	131,812	163,655	152,042	161,516	193,079		
December	131,991	123,799	155,338	149,820	177,192	185,416		
Total	\$ 5,283,701	\$ 5,603,897	\$ 6,202,100	\$ 6,532,214	\$ 7,135,926	\$ 7,209,432		

Occupancy tax is 14.5% as of July 2009. 8.5% is collected by the City of South Padre Island monthly, and 6% by the state of Texas quarterly. Any hotel or condo visit longer than 30 days is tax exempt. Percentages of change March vs. April are partially the result of the month in which Easter falls. The monthly occupancy tax reports from the finance office include any late payments received from properties behind in their taxes. The City reports them in the month they are paid.



South Padre Island Property Tax Revenue

	2010	2011	2012	2013	2014	2015	2016
January	\$ 633,716	\$ 955,624	\$ 925,441	\$ 768,980	\$ 774,747	\$ 775,106	\$ 842,301
February	766,443	376,594	498,598	587,833	697,644	643,376	851,485
March	128,325	211,177	488,209	154,633	129,345	126,429	133,534
April	168,093	134,539	125,963	85,060	97,865	108,299	108,879
May	70,190	104,032	117,171	100,790	74,555	68,063	54,257
June	100,376	97,986	93,955	77,075	98,131	84,304	94,716
July	68,581	164,458	222,631	135,249	125,279	111,522	
August	40,920	37,832	63,604	58,877	35,643	30,635	
September	38,286	56,310	33,535	44,457	41,480	25,557	
October	1,062,890	552,062	1,716,909	1,953,119	2,035,083	1,344,874	
November	2,598,999	1,558,168	2,287,424	1,925,829	1,828,594	2,797,154	
December	476,031	1,672,881	493,478	462,976	645,800	584,920	
TOTAL	\$ 6,152,850	\$ 5,921,663	\$ 7,066,918	\$ 6,354,878	\$ 6,584,166	\$ 6,700,239	
As of October 1:							
Tax rate per \$100	0.24561	0.2504	0.252071	0.254384	0.262754	0.28564	
Taxable value	\$ 2,421,696,820	\$ 2,608,645,628	\$ 2,606,119,273	\$ 2,583,563,287	\$2,516,386,826	\$ 2,478,519,198	

South Padre Island Building Permit Valuations

	2010	2011	2012	2013	2014	2015	Commercial	Residential	2016
January	\$ 6,275,239	\$ 243,630	\$ 552,718	\$ 703,791	\$ 434,335	\$ 4,490,817	\$ 319,434	\$ 2,301,454	\$ 2,620,888
February	5,473,877	423,259	1,968,904	330,425	2,117,014	1,887,739	232,253	1,443,602	1,675,855
March	456,675	627,539	449,800	1,016,164	271,651	2,319,135	889,608	2,950,613	3,840,221
April	444,700	12,105,395	268,337	554,688	412,515	8,676,090	640,967	175,856	816,823
May	3,977,138	1,009,344	915,996	295,625	1,052,261	1,143,022	427,394	800,152	1,227,546
June	1,504,846	1,821,047	1,243,528	177,150	1,717,942	842,403	24,000	571,320	595,320
July	52,590,819	5,411,225	412,100	145,069	160,664	1,439,706			
August	975,263	899,292	459,314	2,525,727	500,475	1,799,928			
September	2,436,837	192,228	373,975	692,401	894,061	1,205,667			
October	1,295,900	280,511	950,100	885,901	2,322,681	792,963			
November	414,111	8,549,789	2,022,260	1,103,873	1,975,292	2,008,807			
December	1,408,183	1,093,434	773,540	162,116	1,894,849	2,855,683			
Total	\$ 77,253,588	\$ 32,656,693	\$ 10,390,572	\$ 8,592,930	\$ 13,753,740	\$ 29,461,960			

2017 Marketing Program South Padre Island



Prepared for: South Padre Island Convention & Visitors Bureau | 5/18/2016 - Draft 1

Primary Role of the SPI CVB Marketing Efforts

Build and maintain awareness of South Padre Island as a premier, year-round leisure and convention/meetings destination to targeted audiences with an end result of positively promoting tourism, the convention and hotel industry and enhancing the quality of life on South Padre Island.

Objectives

1. Build brand awareness of South Padre Island through an integrated mixed marketing program
2. Identify need periods and develop marketing strategies to support hotel occupancy tax growth through overnight visitation
3. Define target audiences and through market intelligence develop a deep understanding of aspirations, motivations, behaviors and experiences
4. Create demand for South Padre Island within identified geographic target markets

Primary Target Markets

- Texas - focus on key metro markets San Antonio, Austin, Houston and RGV
- Upper Midwest Corridor
- Mexico - specifically Monterrey

Secondary Target Markets

- Texas - DFW market
- Touch States
- National
- Canada - specifically Ontario

Seasonality

Spring Break/Spring/Semana Santa
March, April, May - Memorial Day

Summer

May - Memorial Day, June, July, August

Fall/Events

Labor Day, September, October, November

Winter

December, January, February

Need Periods

- With 50% of our lodging sales coming in June, July and August, we need to increase the economy in other times of the year.
- From fall to spring, with the exception of March, we need to try to build the convention business, especially Monday through Thursday, since the leisure market isn't very flexible during these times.
- Sunday – Thursday gives positive impact on the area economy.

Target Audiences

Leisure | Including family fun, active/outdoor/nature enthusiasts, Winter Texans/retirees, empty nesters, Mexican Nationals, event goers and other niches.

- Overall: Adults 25-54, 55+, Primarily Female, HHI \$75,000+
- Texas Metro, Midwest, Touch States, Mexico, Canada
- 85% of Total Business
- Leisure Segments
 - Collegiate Spring Break Students 18-24, including religious and fraternal groups in Texas, Midwest, Touch States
 - Leisure Travelers/Families 25-54 with young children/school aged children
 - Empty Nesters 55+
 - Winter Texans/Retirees 65+
 - Niche Audiences: Empty Nesters, Winter Texans/Retirees, Girlfriend/Guys Getaways, Wind/Water Sport Enthusiasts, Golf, Fishing, Birding, Ecotourism, Sports, GLBT, Foodies, Diving, Millennials, Bikers, Weddings/Honeymooners, Travel Trade, Film, Television and Still Photographers, Special Event Goers, Canadians and Mexican National.

Meetings | Including corporate, groups, small state associations and incentive travel.

- Overall: Corporate, groups, associations and incentive meeting planners.
- Texas Metro, specifically Austin and RGV
- 15% of Total Business

Strategies & Tactics

Strategic Planning

Strategy 1 | Create a fifteen month marketing and communications program to impact all stages of the travel life cycle: dreaming, planning, booking, experiencing and sharing.

1. Implement the marketing and communications plan across all channels.
2. Shift to a fifteen month planning cycle.
3. Review progress and evaluate planning needs on an ongoing basis.
4. Utilize the board as a strategic partner and advocate.

Branding & Creative

Strategy 1 | Effectively shape the belief that South Padre Island gives visitors a true tropical Island escape.

1. Take ownership of the “My Island” concept in an emotionally connective and compelling way.

Strategy 2 | Continue to establish the “Make It Yours” advertising campaign.

1. Develop content to fit a variety of media formats including additional videos, content marketing needs and assets needed to fulfill media, social and PR plans.

Strategy 3 | Develop key messages for a variety of audiences working from the brand.

1. Create specific marketing messages and value propositions for nature tourism, meetings and spring break outreach, as well as any new/signature events.

Paid Media

Strategy 1 | Create an integrated media program that effectively reaches desired audiences through placement in targeted media.

1. Expand media budget to \$1.65 mil to allow for expanded media coverage in Houston market, expanded opportunities for groups/meetings and new media initiatives like TripAdvisor and/or airport advertising.
2. Flight media based on planning cycles to stimulate peak and off peak time periods.
3. Maintain budget percentages by audience segment and geographic priorities.
 - 3.1. Spring Break 11%
 - 3.2. Spring Break Family 3%
 - 3.3. Leisure Texas, including RGV 44%
 - 3.4. Leisure Midwest & Canada 16%
 - 3.5. RGV Weekenders 6%
 - 3.6. Mexico 12%
 - 3.7. Groups/Meetings 8%

Strategy 2 | Focus on “taking back Texas” to reignite interest and desire, and ultimately top of mind awareness and first choice for beach vacation by Texas travelers.

Strategy 3 | Continue outreach to upper Midwest markets to target travelers for shoulder seasons and longer stays.

Strategy 4 | Maintain at least 40% percent of paid media budget spend for digital channels.

Strategy 5 | Monitor impressions, circulation, response-rates, CPI (cost-per-inquiry) and CPC (cost per click) as contributing criteria for media selection.

Public Relations & Earned Media

Strategy 1 | Generate positive destination media coverage to increase awareness among current and prospective visitors based on:

- South Padre Island as a leisure and lifestyle tourism destination by promoting its many unique attributes and events to a variety of travel audiences.
- South Padre Island as a premier convention and meeting market by promoting facilities, hotel spaces and seasonal island attractions and promotions.
- South Padre Island as a premier, year-round destination birding, dolphin watching, nature trail exploring and more.

Strategy 2 | Conduct an aggressive regional and national, including Monterrey, media relations and news distribution program to target all market segments and geographic priorities.

1. Define FAM opportunities, including individual travel writers and bloggers.

Strategy 3 | Measure and analyze media coverage and impressions secured.

Social Media

Strategy 1 | Develop a social media strategy that is unified with the overall marketing plan and evolve social efforts from a broadcast model to an engagement model.

1. Develop and maintain overall content and social strategies for the brand
2. Grow and engage in three social media channels: Facebook, Twitter, and Instagram
3. Develop goals/KPIs for each channel and define each channel’s role for the brand.
4. Develop and strategically post/publish new and owned content
5. Identify best tools and practices to support KPI growth

Special Events & Promotions

Strategy 1 | Develop ideas for special events and promotions that will incent immediate action by our target audiences and encourage overnight stay during defined need periods.

1. Maintain seed money and sponsorships
2. Audit current events and define those that are signature to our brand

3. Budget for new events and opportunities
4. Explore opportunities for sponsorship development

Reporting

Strategy 1 | Provide various levels of reporting and analytics that use detailed data from all marketing channels to develop insightful reports that paint a clear picture of not only what's been done, but how it is performing by campaign and by objective.

1. Real time access to dashboard
2. Monthly reports to CVA
3. Quarterly reports to City Council

Strategy 2 | Work on an ongoing basis to define appropriate KPIs/signals of intent to purchase to gauge and determine success of campaigns.

1. Monitor campaigns on an ongoing basis so that mid-month course corrections are possible, allowing content to adjust and tune to perform at optimal levels.

Website & Digital Development

Strategy 1 | Expand on website content to optimize as the central hub for all marketing and advertising promotions.

1. Increase traffic and conversions on sopadre.com
 - 1.1. Determine best practices for traffic and user flows when considering landing pages vs website pages
2. Ongoing web maintenance
 - 2.1. Empower the CVB team to maintain the site locally, as well as collaborate with TAG for updates on an ongoing basis
3. Condo promotion
 - 3.1. Determine the appropriate mix of condo, beach house, and hotelier representation on sopadre.com
4. Expand website content
 - 4.1. Develop custom and targeted content that is relevant to our audience and creates a natural online experience
5. Spanish
 - 5.1. Produce a bi-lingual website to grow engagement with our spanish speaking audiences
6. Enhance mobile efforts
 - 6.1. Always think "mobile fist" in our tactics, as 59% of all sopadre.com traffic is from a mobile device
7. Landing pages
 - 7.1. Determine brand point of view on landing pages vs website connection
8. APP

- 8.1. Explore app/web technology solutions for the planning, booking, experiencing, sharing time periods of the customer journey. Also consider functionality for the drive market of visitors.
- 9. CRM/Relationship Marketing
 - 9.1. We maintain permission-based databases for leisure travelers, including niche audience segments, spring breakers and meeting planners. These databases will be used for email campaigns to keep South Padre Island top of mind with people who have expressed interest in our destination. Plan to be developed outlining objectives, strategies and tactics.
- 10. Explore improvements with aRES and custom engine opportunities
 - 10.1. Grow functionality of sorting and search, as well as increase the amount of information/help our site can provide

Research

Strategy 1 | Conduct independent research studies to develop insights.

- 1. Examples include: visitor profile, including demographics, psychographics, perception study, attitudes and usage study, visitor spending, visitor origin and reason for travel, event economic impact study, and a brand perception study. Use findings from these studies as benchmarks for all recurring research needs. Budget allocation for this size of research is \$100,000.

Current Budget Overview

● Brand Development & Strategic Planning	\$28,500
● Media Research, Planning & Placement	\$1,340,000
● Creative Services	\$120,000
● Production	\$109,000
● Account Service (includes travel)	\$13,500/mth; \$162,000
● Advanced Analytics and Reporting	\$2,900/mth; \$34,800
● Public Relations	\$6,000/mth; \$72,000
● Social Media Strategy & Management	\$3,500/month; \$42,000
● Research	\$38,500
● Website Development	\$87,725
● SEO Strategy	\$1,075/month; \$13,000
● B2B Media Research, Planning & Placement	\$100,000
● Total:	\$2,147,525



FISCAL YEAR 2016

FISCAL YEAR 2016			MONTHS																																																																																																																																																																																																																																																																																											
			OCTOBER							NOVEMBER							DECEMBER							JANUARY							FEBRUARY							MARCH							APRIL							MAY							JUNE							JULY							AUGUST							SEPTEMBER																																																																																																																																																																																																														
Media Vehicle	Impressions	(000)	26	27	28	29	30	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
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SEM + FB Retargeting (All platforms)	5	180	\$15.0																																																																																																																																																																																																																																																																																											
Paid Social (FB, Instagram)	5	180	\$65.0																																																																																																																																																																																																																																																																																											
PRINT Spring Break Guide (FPAC - Annual)	1	500,000	\$4.0																																																																																																																																																																																																																																																																																											
Spring Break Subtotal			\$24.0																																																																																																																																																																																																																																																																																											
Leisure - Families (Texas including RGV)			\$24.0																																																																																																																																																																																																																																																																																											
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SEM+ FB Retargeting (All platforms)	6	180	\$8.5																																																																																																																																																																																																																																																																																											
Paid Social	6	180	\$55.0																																																																																																																																																																																																																																																																																											
Display (All Platforms)	2	12,112,500	\$48.8																																																																																																																																																																																																																																																																																											
Weather Bug (All Platforms)	4	4,199,474	\$24.3																																																																																																																																																																																																																																																																																											
Travel Guides Free	5	3,603	\$3.4																																																																																																																																																																																																																																																																																											
Travel Spike (Contextual Ads, Display, Video)	2	2,036,779	\$40.0																																																																																																																																																																																																																																																																																											
TV Cable (30 San Antonio)	6	780	\$45.0																																																																																																																																																																																																																																																																																											
Cable (30 Austin)	5	780	\$135.0																																																																																																																																																																																																																																																																																											
PRINT My HEB Driver	1	349,000	\$17.5																																																																																																																																																																																																																																																																																											
The Official Yearbook of the San Antonio Spurs FPAC	1	1,000,000	\$6.0																																																																																																																																																																																																																																																																																											
AARP Texas Edition (1/2PAC + Advertorial)	1	1,255,500	\$20.0																																																																																																																																																																																																																																																																																											
SW Airlines Magazine (FPAC)	1	3,450,000	\$10.0																																																																																																																																																																																																																																																																																											
Texas Hill Country Magazine: FP Back Cover	1	15,000	\$1.7																																																																																																																																																																																																																																																																																											
Texas State Travel Guide 1/2PAC	1	1,240,894	\$20.8																																																																																																																																																																																																																																																																																											
Texas Highways 1/2PAC	3	981,855	\$10.7																																																																																																																																																																																																																																																																																											
Texas Highways Events Calendar 1/2PAC	3	185,000	\$2.8																																																																																																																																																																																																																																																																																											
Texas Monthly FPAC	5	1,945,465	\$17.7																																																																																																																																																																																																																																																																																											
TX Parks & Wildlife Outdoor Annual (FPAC)	1	2,450,000	\$21.1																																																																																																																																																																																																																																																																																											
TourTexas.com (remaining contract)	5	-	\$2.7																																																																																																																																																																																																																																																																																											
Southern Living (Travel Directory)	2	1,420,200	\$10.0																																																																																																																																																																																																																																																																																											
See Texas First (1/4PAC Spring-Fall)	2	2,691,510	\$19.0																																																																																																																																																																																																																																																																																											
Subtotal Leisure Texas			\$792.7																																																																																																																																																																																																																																																																																											
LEISURE (Midwest & Canada)																																																																																																																																																																																																																																																																																														
DIGITAL SEM (Google, Yahoo & Bing)	10	780	\$40.0																																																																																																																																																																																																																																																																																											
SEM+ FB Retargeting (All platforms)	10	780	\$12.4																																																																																																																																																																																																																																																																																											
Paid Social	7	780	\$20.0																																																																																																																																																																																																																																																																																											
Display (All Platforms)	6	13,100,000	\$29.1																																																																																																																																																																																																																																																																																											
Canadian Traveller - Digital	1	250,000	Advert Value																																																																																																																																																																																																																																																																																											
Canadian Traveller E-Blasts (West)	10	160,000	Advert Value																																																																																																																																																																																																																																																																																											
AARP Great Lakes - East Central 1/2P Ad 1/2P Edit	1	3,200,000	\$48.8																																																																																																																																																																																																																																																																																											
Midwest Living 1/2PAC	2	1,300,000	\$22.1																																																																																																																																																																																																																																																																																											
Canadian Traveller FPAC, 1/2PAC	2	74,000	\$11.4																																																																																																																																																																																																																																																																																											
Subtotal Leisure Midwest			\$272.8																																																																																																																																																																																																																																																																																											
RGV WEEKENDERS																																																																																																																																																																																																																																																																																														
TV Cable	10	180	\$40.1																																																																																																																																																																																																																																																																																											
RADIO	10	780	\$17.4																																																																																																																																																																																																																																																																																											
PRINT RGV Guidebook FPAC	1	15,000	\$1.9																																																																																																																																																																																																																																																																																											
Subtotal RGV			\$59.4																																																																																																																																																																																																																																																																																											
MEXICO (Monterrey)																																																																																																																																																																																																																																																																																														
DIGITAL SEM (Google, Yahoo/Bing) & PPC	9	180	\$25.0																																																																																																																																																																																																																																																																																											
TV Cable/TV	7	780	\$10.5																																																																																																																																																																																																																																																																																											
RADIO	4	780	\$7.0																																																																																																																																																																																																																																																																																											
PRINT El Norte FPAC	24	3,000,000	\$28.0																																																																																																																																																																																																																																																																																											
BrandUSA (TV, Print, Online, Radio)	1	180	\$14.0																																																																																																																																																																																																																																																																																											
PRINT Outdoor Billboard	4	17,240,000	\$15.3																																																																																																																																																																																																																																																																																											
Subtotal Mexico			\$129.4																																																																																																																																																																																																																																																																																											
UTB GROUP/STAYINGS																																																																																																																																																																																																																																																																																														
TRAVEL TSAE Association Leadership 1/2PAC	1	3,000	\$1.4																																																																																																																																																																																																																																																																																											
Texas Meetings & Events 1/2PAC	1	47,600	\$2.8																																																																																																																																																																																																																																																																																											
Subtotal Trade			\$4.2																																																																																																																																																																																																																																																																																											
DIGITAL Display & Pre-Roll (Austin)	3	4,400,000	\$28.0																																																																																																																																																																																																																																																																																											
Display Re-targeting (Austin)	5	750,000	\$2.8																																																																																																																																																																																																																																																																																											
SEM (Google, Yahoo & Bing)	5	180	\$13.0																																																																																																																																																																																																																																																																																											
E-blasts (DFW, Houston, SA, Austin/San Marcos, RGV)	4	85,800	\$8.2																																																																																																																																																																																																																																																																																											
E-blasts (AK, LA, NM, OK, TX)	4	140,700	\$12.0																																																																																																																																																																																																																																																																																											
TSAE E-blasts (AutoView)	3	4,900	\$9.7																																																																																																																																																																																																																																																																																											
PRINT RGV Digital Billboards	4	1,459,354	\$11.0																																																																																																																																																																																																																																																																																											
SS EXP 83 50' E/O Beckham Rd (Hartling)	3	2,517,272	\$8.5																																																																																																																																																																																																																																																																																											
NS EXP 83 50'E/O Sugar Rd (McAllen)	1	11,000	\$1.6																																																																																																																																																																																																																																																																																											
PRINT Texas Town & City FPAC	2	180,500	\$11.1																																																																																																																																																																																																																																																																																											
WFSI Insert (Austin, SA, RGV)	4	237,814	\$4.1																																																																																																																																																																																																																																																																																											
Austin Monthly (1/2 pg, Ad)	1	138,557	Advert Value																																																																																																																																																																																																																																																																																											
Austin Monthly (1/3 pg Advertorial)	1	24,000	Advert Value																																																																																																																																																																																																																																																																																											
Austin Monthly (e-blast)	1	24,000	Advert Value																																																																																																																																																																																																																																																																																											
Subtotal Meetings			\$148.9																																																																																																																																																																																																																																																																																											
FY16 Total:			\$1,404,937																																																																																																																																																																																																																																																																																											
Impressions Total:			87,329,297																																																																																																																																																																																																																																																																																											
Contingency:			\$25,963																																																																																																																																																																																																																																																																																											





2016 South Padre Island Convention & Visitors Bureau
Nature Tourism Media Plan

theatkinsgroup

FISCAL YEAR 2016

2016 MEDIA CAMPAIGN

Market/		#	Gross \$	JULY					AUGUST				SEPTEMBER					
Media Vehicle		INS/weeks	Impressions	(000)	27	4	11	18	25	1	8	15	22	29	5	12	19	26
NATURE TOURISM (Texas & Shoulder States)																		
<u>DIGITAL</u>	Display (All Platforms)	2	4,350,000	\$20.1														
	Bird Watcher's Digest (E-blast)	2	76,000	\$3.4														
	Bird Watcher's Digest (728x90 ROS)	2	76,001	\$0.8														
	Texas Fish & Game - Facebook Promotion	2	107,330	\$0.6														
	Birdwatching Magazine (180x150 E-Blast Banner)	1	20,000	\$0.0														
<u>PRINT</u>	Texas Saltwater Fishing Magazine (FP4C)	1	90,000	\$1.6														
	Bird Watcher's Digest (FP4C -Sep/Oct)	1	40,000	\$3.4														
	Birdwatching Magazine (FP4C - Sep/Oct)	1	69,000	\$3.1														
	Texas Fish & Game Magazine (FP4C)	1	91,744	\$3.6														
	Texas Lakes & Bays (Annual - Back Cover)	1	40,000	\$3.4														
	<i>Subtotal Nature Tourism</i>		<u>4,960,075</u>	<u>\$40.0</u>														
				<u>Gross \$</u>														
				Total:	\$40,000													
				Impressions Total:	4,960,075													

\$ 10,000 website



the atkins group

MEDIA FLOWCHART -- Q3

FISCAL YEAR 2016 Q3					Q3 MEDIA CAMPAIGN													
Media Vehicle	INS Weeks	Impressions	Cost (\$)		23	4	11	18	25	2	9	16	23	30	6	13	20	
SPRING BREAK																		
College																		
SEM (Google, Yahoo & Bing)	5	TBD	\$73.0															
SEM+ FB Retargeting (All platforms)	5	TBD	\$15.0															
Paid Social (FB, Instagram)	5	TBD	\$69.0															
Spring Break Guide (FP4C - Annual)	1	500,000	\$4.0															
Spring Break Subtotal			\$151.0															
Leisure - Families (Texas including RGV)																		
SEM (Google, Yahoo & Bing)	5	TBD	\$22.5															
SEM+ FB Retargeting (All platforms)	5	TBD	\$5.2															
Paid Social	5	TBD	\$22.5															
Spring Break Subtotal		\$20,000	\$50.2															
LEISURE - (Texas including RGV)																		
SEM (Google, Yahoo & Bing)	6	TBD	\$32.0															
SEM+ FB Retargeting (All platforms)	6	TBD	\$8.5															
Paid Social	6	TBD	\$36.0															
Display (All Platforms)	9	12,112,500	\$43.2															
Weather Bug (All Platforms)	3	4,190,476	\$34.7															
Travel Guides Free	6	3,500	\$3.4															
Travel Spike (Contextual Ads, Display, Video)	2	2,604,739	\$40.0															
Cable (30 San Antonio)	6	TBD	\$45.0															
Cable (30 Austin)	6	TBD	\$125.8															
My HEB Cover	1	340,000	\$17.5															
The Official Yearbook of the San Antonio Spurs FP4CB	1	1,000,000	\$1.8															
AARP Texas Edition (1/2P4C + Advertiser)	1	1,350,000	\$20.8															
Houston Chronicle 1AP Sponsorship w/email and banners	1	1,000,000	\$6.3															
SW Airlines Magazine (FP4C)	1	1,450,000	\$18.0															
Texas HI Country Magazine: FP Back Cover	1	15,000	\$1.7															
Texas State Travel Guide 1/2P4C	1	1,246,894	\$19.0															
Texas Highways 1/2P4C	3	501,806	\$12.0															
Texas Highways Events Calendar 1/2P4C	3	195,000	\$2.8															
Texas Monthly FP4C	6	1,965,463	\$34.6															
TX Parks & Wildlife Outdoor Annual (FP4C)	1	2,500,000	\$21.1															
TourTexas.com (remaining contract)	6	-	\$3.7															
Texas Saltwater Fishing Magazine (FP4C)	1	45,000	\$1.6															
Southern Living (Travel Directory)	2	3,600,000	\$10.0															
See Texas First (1AP4C Spring+Fall)	2	2,001,510	\$19.3															
Subtotal Leisure Texas		38,190,655	\$218.4															
LEISURE - (Midwest & Canada)																		
SEM (Google, Yahoo & Bing)	10	TBD	\$40.0															
SEM+ FB Retargeting (All platforms)	10	TBD	\$12.4															
Paid Social	7	TBD	\$26.0															
Display (All Platforms)	3	13,100,000	\$59.1															
Canadian Traveler - Digital	1	250,000	Add Value															
Canadian Traveler E-Blasts (Wed)	10	160,000	Add Value															
AARP Great Lakes + East Central 1/2P Ad/1/2P Edit	1	3,228,209	\$42.3															
Midwest Living 1/2P4C	2	1,900,000	\$31.1															
Canadian Traveler FP4CB, 1/2P4C	2	74,000	\$11.4															
Subtotal Leisure Midwest		18,738,209	\$218.3															
RGV WEEKENDERS																		
Cable	10	TBD	\$49.1															
Radio	10	TBD	\$37.4															
RGV Guidebook FP4C	1	15,000	\$1.6															
Subtotal RGV		15,000	\$88.1															
MEXICO (Monterrey)																		
SEM (Google, Yahoo/Bing) & PPC	9	TBD	\$28.0															
Cable/TV	7	TBD	\$60.5															
Radio	4	TBD	\$31.0															
E-Blasts FP4C	24	3,202,203	\$28.0															
BrandUSA (TV, Print, Online, Radio)	1	TBD	\$14.3															
Outdoor Billboard	4	17,240,000	\$19.0															
Subtotal Mexico		20,542,203	\$177.3															
B2B GROUP MEETINGS																		
TSAAE Association Leadership 1/2P4C	1	3,000	\$1.4															
Texas Meetings & Events 1/2P4C	2	47,500	\$5.6															
Subtotal Trade			\$7.1															
Display & Pre-Roll (Austin)	3	4,403,000	\$28.5															
Display Re-targeting (Austin)	5	750,000	\$2.9															
SEM (Google, Yahoo & Bing)	6	TBD	\$12.0															
E-Blasts (DFW, Houston, SA, Austin/San Marcos, RGV)	4	95,000	\$9.2															
E-Blasts (AK, LA, MI, OK, TX)	4	143,703	\$12.3															
TSAAE E-Blasts (MultiView)	3	4,500	\$8.7															
RGV Digital Billboards																		
SS EXP 83 50' E/O Beckham Rd (Hartlingen)	4	1,658,364	\$11.0															
HS EXP 83 50'E/O Sugar Rd (McAllen)	3	2,587,272	\$9.3															
Texas Town & City FP4C	1	11,000	\$1.8															
WSJ Insert (Austin, SA, RGV)	4	146,600	\$11.1															
Austin Monthly (1/2 pg, 4c)	2	237,814	\$4.1															
Austin Monthly (1/3 pg Advertiser)	1	118,307	Add Value															
Austin Monthly (e-Blast)	1	24,000	Add Value															
Subtotal Meetings		10,228,225	\$116.6															



Lone Star National Bank

P.O. Box 1127 • Pharr, Texas 78577-1127
www.lonestarnationalbank.com



Customer Service(956) 984-2440
Toll-Free Customer Service(800) 580-0322
24-Hour Phone Banking(956) 984-2444
Lost or Stolen Debit Card(800) 580-0322

Date 6/30/16 Page 1
Primary Account XXXXXXXXXXXXX2005
Enclosures 1

SOUTH PADRE ISLAND ECONOMIC DEVELOPMENT
CORPORATION
6801 PADRE BLVD
SOUTH PADRE ISLAND TX 78597

CHECKING ACCOUNTS

If you have overdrawn your account, please be advised that we have other less expensive methods to handle the payment of non-sufficient funds items. Presenting transactions and other items against non-sufficient funds is an expensive practice. If you would like to discuss alternatives which include account transfers or if you have other financial needs, please call us at 1(800)580-0322 ext. 2440.

NOW Checking Commercial		Number of Enclosures	1
Account Number	XXXXXXXXXXXX2005	Statement Dates	6/01/16 thru 6/30/16
Previous Balance	87,443.12	Days in the statement period	30
1 Deposits/Credits	1,064.59	Average Ledger	88,294.72
1 Checks/Debits	2.00	Average Collected	88,265.90
Service Charge	.00		
Interest Paid	18.14		
Current Balance	88,523.85	2016 Interest Paid	106.69

Deposits and Additions

Date	Description	Amount
6/07	Over The Counter Deposit	1,064.59
6/30	Interest Deposit	18.14

Debits and Other Withdrawals

Date	Description	Amount
6/30	Paper Statement Fee	2.00-

NOW Checking Commercial XXXXXXXXXXXXX2005 (Continued)

Daily Balance Information

Date	Balance	Date	Balance	Date	Balance
6/01	87,443.12	6/07	88,507.71	6/30	88,523.85

If you have overdrawn your account, be advised we have other less expensive methods to handle NSF item payments. Presenting transactions against NSF's is an expensive practice. To discuss other alternatives, call us at 1(800)580-0322 ext. 2440.

**SOUTH PADRE ISLAND
ECONOMIC DEVELOPMENT
CORPORATION**

**6801 Padre Blvd.
South Padre Island, TX 78597-3899
956-761-6805
fax 956-761-4523
SPIEDC@aol.com**



LETTER OF COMMITMENT

Texas Parks & Wildlife Department
4200 Smith School Road
Austin, TX 78744

June 27, 2016

RE: Letter of Commitment to assist the Phase 2 of the John L. Tompkins Park (SPI City Park) development

Dear Commissioners:

I am writing to express our support on behalf of the South Padre Island Economic Development Corporation, and myself, regarding the TPWD Outdoor Grant for the Phase 2 developments of the John L. Tompkins Park in the City of South Padre Island. We realize how important the public community park is to our entire area. Not only do our locals enjoy the park, but we also recognize the park has an economic impact on our community because it brings people here for a wide variety of reasons and those visitors tend to shop, eat, buy gas and stay in our hotels while they are here.

To support the efforts, the SPI EDC is hereby donating \$100,000 in conjunction with the grant application. I hope our support and commitment will help complete the first public community park in the region, and we look forward to hearing from you soon on this exciting endeavor.

Sincerely,

A handwritten signature in blue ink that reads "Darla Lapeyre". The signature is written in a cursive, flowing style.

Darla Lapeyre
Executive Director