

NOTICE OF MEETING
THE CITY OF SOUTH PADRE ISLAND
THE CONVENTION & VISITORS AUTHORITY BOARD
APRIL 13, 2011

Notice is hereby given that the Convention and Visitors Authority Board of the City of South Padre Island, Texas will hold a **Meeting on Wednesday, April 13, 2011 at 2:00p.m., in the Municipal Building Joyce H. Adams Board Room, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas.**

AGENDA

1. Call to order
2. Pledge of Allegiance
3. Public announcements and comments: *This is an opportunity for citizens to speak to the CVA relating to agenda or non-agenda items. Speakers are required to address the CVA at the podium and give their name before addressing their concerns. (Note: State law will not permit the CVA to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future CVA meeting.)*
4. Consent agenda
 - A. Approval of minutes for February 9 and Special Meeting of March 10, 2010
 - B. Discussion and action concerning special event designation for Iron Pig Motorcycle Club event at Isla Grand
5. Review of monthly and year to date revenues, expenditures and financial statements
6. Appointment of budget committee
7. Report on Spring Break by Chad Hart of Inertia Tours
8. Staff Showcase
 - A. Presentation by staff member concerning their duties – Rosa Zapata
9. Marketing Committee report
 - A. Discussion and action concerning development of final agreement with either Aria or The CE Group for event management/sponsorship solicitation
10. Discussion and action on five year plan
11. Update on Convention Centre expansion
12. Discussion and action concerning advertising, including recent and planned ad placements, web usage statistics and recent public relations efforts
13. Set New Meeting date / agenda items for next meeting
14. Adjourn

Dated this, the 7th day of April 2011.

CITY OF SOUTH PADRE ISLAND


Dinora Garcia, Executive Assistant, CVB

I, the undersigned authority, do hereby certify that the above Notice of Meeting of the South Padre Island Convention and Visitors Authority Board is a true and correct copy of said Notice on the bulletin board at the City Hall of said City of South Padre Island, Texas on April 7, 2011 at 4:30pm and it remained so posted continuously for at least 72 hours preceding the scheduled time of said Meeting.

CITY OF SOUTH PADRE ISLAND

Dinora Garcia
Dinora Garcia, Executive Assistant, CVB

NOTE: 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.

NOTE: There may be one or more members of the South Padre Island City Council attending this meeting, and if so, this statement satisfies the requirements of the OPEN MEETINGS ACT.

ITEM 4A



CONVENTION AND VISITORS AUTHORITY

**MEETING OF THE CONVENTION & VISITORS AUTHORITY BOARD
MEETING MINUTES
FEBRUARY 9, 2011**

I. CALL TO ORDER

The Convention and Visitors Authority Board of South Padre Island, Texas held a regular meeting Wednesday, February 9, 2011 at the Joyce H. Adams Board Room, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Mike Bigelow called the meeting to order at 2:00p.m. A quorum was present: Joy Hartung, Barry Patel, Joe Ricco, Jose Mulet, Bryan Pinkerton, Daniel Salazar, Rene Valdez, Michael Jones, Pamela Romer, Darla Jones, Lynne Tate, Bob Friedman and Dan Quandt.

II. PLEDGE OF ALLEGIANCE

Chairman Mike Bigelow led the Pledge of Allegiance

III. PUBLIC ANNOUNCEMENTS AND COMMENTS

IV. APPROVE CONSENT AGENDA

A. APPROVAL OF MINUTES OF THE JANUARY 12, 2010

Ms. Joy Hartung moved to approve the minutes with, seconded by Mr. Bryan Pinkerton. Motion passed unanimously.

**V. REVIEW OF MONTHLY AND YEAR TO DATE REVENUES,
EXPENDITURES AND FINANCIAL STATEMENTS**

**VI. PRESENTATION CONCERNING ANNUAL REPORT ON SOUTH PADRE
ISLAND SHUTTLE**

**VII. PRESENTATION CONCERNING THE CITY OF SOUTH PADRE ISLAND'S
BEACH RAKING POLICY**

VIII. STAFF SHOWCASE

A. PRESENTATION BY STAFF MEMBER CONCERNING THEIR DUTIES – SYLVIA SOLIZ

IX. DISCUSSION AND ACTION CONCERNING ENDORSING THE CITY OF SOUTH PADRE ISLAND'S BEACH RAKING POLICY

Ms. Joy Hartung moved to endorse the City of South Padre Island's Beach Raking Policy, seconded by Mr. Daniel Salazar. Motion passed unanimously.

X. MARKETING COMMITTEE REPORT

A. FUNDING REQUESTS

1. DISCUSSION AND ACTION CONCERNING ISLAND OF PRAISE

Mr. Barry Patel moved to approve the request from Island of Praise in the amount of \$3,500.00, seconded by Ms. Joy Hartung. Vote taken Mr. Mike Bigelow abstained, motion passed.

2. REPORT ON NBA DEVELOPMENT LEAGUE SHOWCASE

3. DISCUSSION AND ACTION CONCERNING SALES INCENTIVES POLICY

Mr. Rene Valdez moved to accept the sales incentives policy, seconded by Mr. Joe Ricco. Vote taken, motion passed. Ms. Darla Jones voted against.

XI. UPDATE ON CONVENTION CENTRE EXPANSION

XII. DISCUSSION AND ACTION CONCERNING ADVERTISING, INCLUDING RECENT AND PLANNED AD PLACEMENTS, WEB USAGE STATISTICS AND RECENT PUBLIC RELATIONS EFFORTS

Mr. Steve Atkins discussed the details of their report concerning advertising, showing recent placements, internet statistics and the current public relations activity.

No action was taken at this time.

XIII. SET NEW MEETING DATE / AGENDA ITEMS FOR NEXT MEETING

Next meeting scheduled for April 13, 2010, 2:00p.m. at the Joyce H. Adams Board Room, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas.

XIV. ADJOURN

There being no further business, Chairman Mike Bigelow adjourned the meeting.



CONVENTION AND VISITORS AUTHORITY

**MEETING OF THE CONVENTION & VISITORS AUTHORITY BOARD
MEETING MINUTES
MARCH 10, 2011**

I. CALL TO ORDER

The Convention and Visitors Authority Board of South Padre Island, Texas held a regular meeting Wednesday, January 12, 2011 at the Joyce H. Adams Board Room, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Mike Bigelow called the meeting to order at 2:00p.m. A quorum was present: Joy Hartung, Barry Patel, Joe Ricco, Bryan Pinkerton, Daniel Salazar, Rene Valdez, Pamela Romer, Darla Jones, Lynne Tate, Bob Friedman and Dan Quandt. Jose Mulet and Michael Jones had excused absences.

II. PLEDGE OF ALLEGIANCE

Chairman Mike Bigelow led the Pledge of Allegiance

III. PUBLIC ANNOUNCEMENTS AND COMMENTS

**IV. DISCUSSION AND ACTION CONCERNING SOUTH PADRE ISLAND
BIKEFEST**

Mr. Barry Patel moved to approve the request in the amount of \$15,000, seconded by Rene Valdez after discussion Mr. Patel withdrew the motion.

Mr. Joe Ricco moved to award \$12,000.00 from the current budget plus no fees for the use of the Convention Centre which is \$10,000.00 for this event, plus another \$15,000.00 from the 2011-2012 budget if G.J. Reyna, promoter of South Padre Island Bikefest, commits to adding Thursday to the event and bringing an act to draw more people, seconded by Daniel Salazar. After discussion Mr. Ricco withdrew his motion.

Mr. Daniel Salazar moved to award \$12,000.00 from the current budget plus no fees for the use of the Convention Centre which is \$10,000.00 for this event, plus another \$15,000.00 from the 2011-2012 budget if G.J. Reyna, promoter of South Padre Island Bikefest, commits to adding Thursday to the event and bringing an act to draw more people, seconded by Bryan Pinkerton.

**Vote taken, nine(9) votes in favor, two(2)against Darla Jones and Rene Valdez.
Motion carries.**

V. ADJOURN

There being no further business, Chairman Mike Bigelow adjourned the meeting.

ITEM 4B



Application: Special Event Designation / Date submitted April 1, 2011

Contact: Isla Grand Hotel /Karen Garcia Email _____

Address 500 Padre Blvd. Phone 956-761-6511

Special Event Title Iron Pigs Motorcvcle Club (George Morin/956-536-0353)

Event Date(s) April 16, 2011 Times 8am to 7pm

Location Beach Public Street private property multiple locations

Please give brief description of event: 10' by 20' tent (2) 10 by 10s

Selling t-shirts, hats etc from club. Barbeque lunch for members, mechanical bull.

Please present a plan for the following as it may pertain to your event (attach to application)

Event footprint (Submit a drawing defining parameters of event as it relates to streets, beach and/or bay)

Temporary Structures (size & placement of tents, or other temp. structures)

Trash, Litter Control & Sanitary facilities

Pedestrian & Parking Plan (Where will people park and how will they safely access your event?)

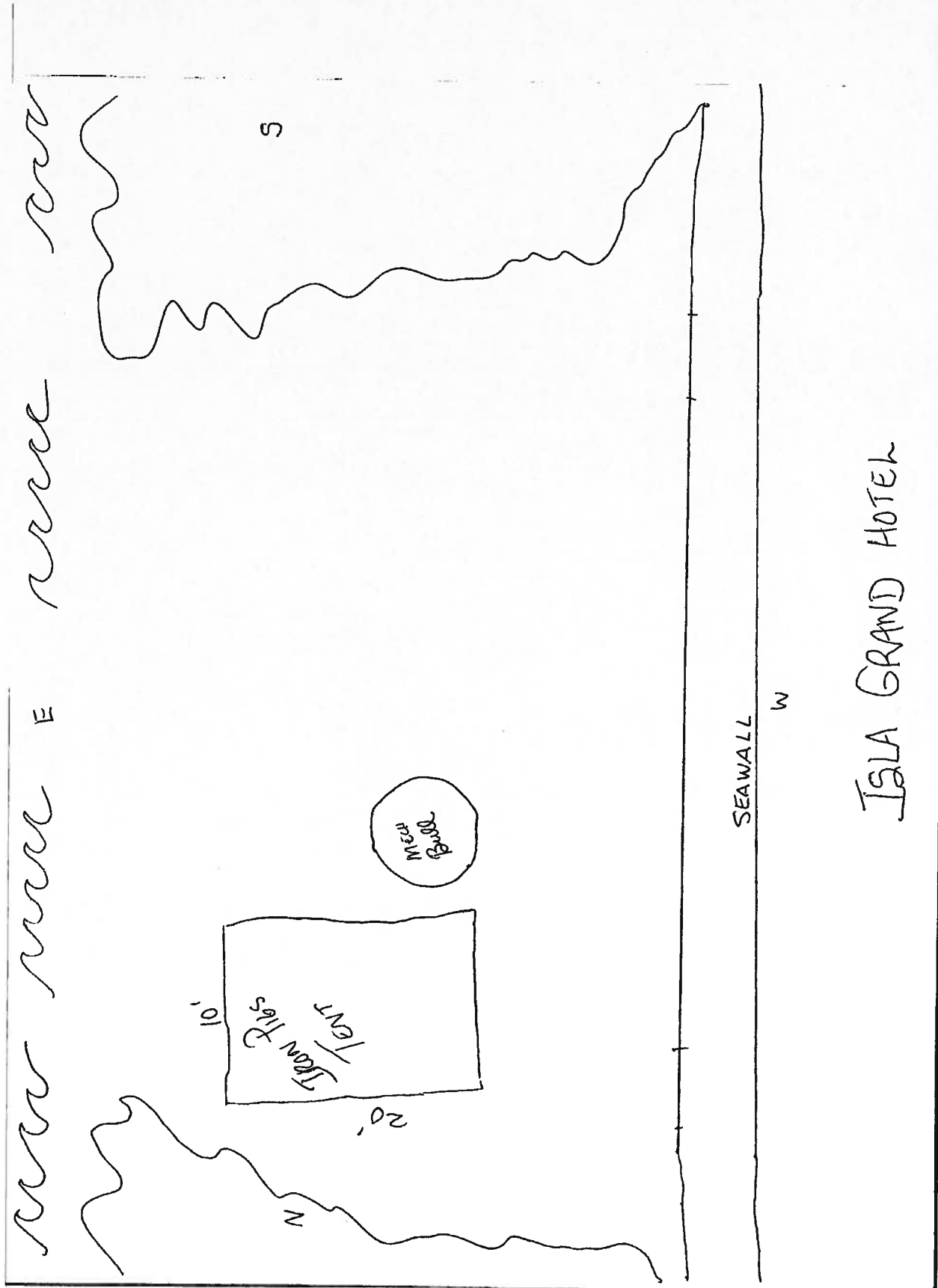
Vendors (attach diagram defining what type of venders, their location and general set up within event parameters)

For Administrative use below this line

Mtg. Date April 13, 2011 confirmed denied

Iron Pigs have rooms at Isla Grand and are working with Sales Dept. to set up this event. Restrooms are available on hotel property. Event caters mainly to Iron Pig members, family and friends.

Reference: Section 13-22.1 Code of Ordinances, City of South Padre Island 11/2009



ITEM 5



Memo

To: Convention & Visitors Authority Board
From: Rodrigo Gimenez, Senior Accountant
City of South Padre Island
CC: Dan Quandt
Date: April 5, 2011
Re: Convention Center Financial Statements

The financial statements for the Convention and Visitors Bureau are attached. The financial statements include the Balance Sheets as of March 31, 2010 and 2011 respectively as well as the Operating Statement for the six months then ended for both 2010 and 2011. The summary statements include budgetary information compared to the actual amounts expended. The statements are in summary form with the income and expenditure detailed line items attached. The detail listing is solely for the March activity. The summary statements and line item detail reports include expenditures as well as encumbrances. An encumbrance is a purchase order or contract and represents a commitment by the CVB to acquire goods or services which have not been provided or for which an invoice has not been processed as of the statement date. Those line items that exceed the authorized levels of expenditure have the amounts bracketed in the column labeled "Unencumbered Balance".

Please contact me at 956-761-3068 at your earliest convenience should you have any questions.

"A Certified Retirement Community"

4601 Padre Boulevard • South Padre Island, Texas 78597 • 956.761.6456 • Fax 956.761.3892

**City of South Padre Island
 Convention & Visitor's Bureau
 Balance Sheet
 March 31, 2011/2010**

Assets	Hotel/Motel Fund		Conv. Centre Fund		Total	
	Mar 31, 2011	Mar 31, 2010	Mar 31, 2011	Mar 31, 2010	Mar 31, 2011	Mar 31, 2010
Cash and cash equivalents	\$0.00	\$6,865.93	\$179,316.34	\$161,032.53	\$179,316.34	\$167,898.46
Receivables	\$8,094.37	\$348.00	\$1,021.23	\$4,588.62	\$9,115.60	\$4,936.62
Due from Hotel/Motel Fund	\$0.00	\$0.00	\$910,617.08	\$1,646,999.04	\$910,617.08	\$1,646,999.04
Due from other funds	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Prepaid Items	\$0.00	\$5,544.04	\$0.00	\$0.00	\$0.00	\$5,544.04
TOTAL ASSETS	\$8,094.37	\$12,757.97	\$1,090,954.65	\$1,812,620.19	\$1,099,049.02	\$1,825,378.16

Liabilities and Fund Balances

Accounts Payable	\$121.44	\$0.00	\$1,062.49	\$0.00	\$1,183.93	\$0.00
Due to General Fund	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Due to Convention Center Fund	\$910,617.08	\$1,646,999.04	\$0.00	\$0.00	\$910,617.08	\$1,646,999.04
Due to other funds	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Reserved for Encumbrances	\$954,414.74	\$929,034.25	\$47,947.67	\$55,721.84	\$1,002,362.41	\$984,756.09
Other liabilities	\$0.00	\$77.24	\$0.00	\$2,413.26	\$0.00	\$2,490.50
Deferred Revenue	\$0.00	\$0.00	\$15,927.50	\$40,024.80	\$15,927.50	\$40,024.80
Total Liabilities	\$1,865,153.26	\$2,576,110.53	\$64,937.66	\$98,159.90	\$1,930,090.92	\$2,674,270.43
Fund Balance	(\$1,857,058.89)	(\$2,563,352.56)	\$1,026,016.99	\$1,714,460.29	(\$831,041.90)	(\$848,892.27)
Total Liabilities and Fund Balance	\$8,094.37	\$12,757.97	\$1,090,954.65	\$1,812,620.19	\$1,099,049.02	\$1,825,378.16

City of South Padre Island
 Convention & Visitor's Bureau
STATEMENT OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCES
 For the six months ending March 31, 2011/2010

	2011		2010		2011		2010	
	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual
REVENUES								
Nonproperty taxes	\$3,899,432.00	\$537,949.15	\$1,819,568.00	\$251,105.07	\$5,719,000.00	\$789,054.22	\$5,719,000.00	\$745,780.90
Fees and Services	\$100,000.00	\$9,922.69	\$230,500.00	\$138,809.80	\$330,500.00	\$148,732.49	\$330,500.00	\$138,375.84
Miscellaneous	\$0.00	\$1.88	\$9,000.00	\$9,032.70	\$9,000.00	\$9,034.58	\$9,000.00	\$8,073.31
Other Financing Sources	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$830,000.00
Total Revenues	\$3,999,432.00	\$547,873.72	\$2,059,068.00	\$398,947.57	\$6,058,500.00	\$946,821.29	\$6,058,500.00	\$1,722,230.05
Less other Financing Sources	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$830,000.00
Operating Revenues	\$3,999,432.00	\$547,873.72	\$2,059,068.00	\$398,947.57	\$6,058,500.00	\$946,821.29	\$6,058,500.00	\$892,230.05

EXPENDITURES (includes Encumbrances for Commitments Issued)

Visitors Bureau	\$361,653.01	\$178,268.52	\$0.00	\$0.00	\$361,653.01	\$178,268.52	\$361,653.01	\$164,125.13
Sales & Marketing	\$2,679,165.31	\$2,134,878.32	\$0.00	\$0.00	\$2,679,165.31	\$2,134,878.32	\$2,679,165.31	\$2,023,793.24
Events Marketing	\$605,288.28	\$435,003.59	\$0.00	\$0.00	\$605,288.28	\$435,003.59	\$605,288.28	\$422,582.66
Convention Centre	\$0.00	\$0.00	\$1,882,993.75	\$1,080,033.39	\$1,882,993.75	\$1,080,033.39	\$1,882,993.75	\$1,405,079.74
Total Expenditures	\$3,646,106.60	\$2,748,150.43	\$1,882,993.75	\$1,080,033.39	\$5,529,100.35	\$3,828,183.82	\$5,529,100.35	\$4,015,580.77
Less Other Adjustments :								
Debt service on 2002 Bonds (565-9470)	\$0.00	\$0.00	\$428,062.50	\$421,993.50	\$428,062.50	\$421,993.50	\$428,062.50	\$808,150.29
Cost of Issuance New Bonds (565-0535)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$23,945.26
Total Debt Related Expenditures	\$0.00	\$0.00	\$428,062.50	\$421,993.50	\$428,062.50	\$421,993.50	\$428,062.50	\$832,095.55
Expenditures net of Debt related Costs Excess (Deficiency) of Revenues Over (Under) Expenditures	\$3,646,106.60	\$2,748,150.43	\$1,454,931.25	\$658,039.89	\$5,101,037.85	\$3,406,190.32	\$5,101,037.85	\$3,183,485.22
Fund balance - beginning	\$353,325.40	(\$2,200,276.71)	\$176,074.25	(\$681,085.82)	\$529,399.65	(\$2,881,362.53)	\$529,399.65	(\$2,293,350.72)
Fund balance - ending	\$343,217.82	\$343,217.82	\$1,707,102.81	\$1,707,102.81	\$2,050,320.63	\$2,050,320.63	\$2,050,320.63	\$1,444,458.45
Fund balance - ending	\$696,543.22	(\$1,857,058.89)	\$1,883,177.06	\$1,026,016.99	\$2,579,720.28	(\$831,041.90)	\$2,579,720.28	(\$848,892.27)

SCHEDULE OF BUDGETED AND ACTUAL REVENUES

ACCOUNT NUMBER	ACCOUNT DESCRIPTION	MONTH TO DATE COLLECTIONS	YEAR TO DATE COLLECTIONS	CURRENT MODIFIED BUDGET	UNCOLLECTED BALANCE	BUDGET PERCENT UNCOLLECTED
<u>CONVENTION CENTER REVENUE</u>						
		0.00	0.00	0.00	0.00	0.00
<u>-PROPERTY TAXES</u>						
10	HOTEL/MOTEL OCCUPANCY TAX	123,046.07	535,015.41	3,892,432.00	3,357,416.59	(86.25)
11	PENALTIES	304.77	2,927.65	6,000.00	3,072.35	(51.21)
12	INTEREST	11.48	108.00	1,000.00	892.00	(89.20)
13	REFUND OVERPAID TAXES	(74.24)	(101.91)	0.00	101.91	0.00
		123,288.08	537,949.15	3,899,432.00	3,361,482.85	(86.20)
<u>SALES AND SERVICES</u>						
51	LABEL/BROCHURES SALES	0.00	92.71	0.00	(92.71)	0.00
52	SOUVENIR SALES	1,524.55	5,846.71	69,000.00	63,153.29	(91.53)
53	CO-OP PARTNERS	4.30	4.30	0.00	(4.30)	0.00
55	SPONSORS	0.00	0.00	25,000.00	25,000.00	(100.00)
56	RENTAL INCOME	0.00	3,978.97	6,000.00	2,021.03	(33.68)
		1,528.85	9,922.69	100,000.00	90,077.31	(90.08)
<u>NON-REGOVERNMENTAL</u>						
		0.00	0.00	0.00	0.00	0.00
<u>FEES AND FORFEITURES</u>						
		0.00	0.00	0.00	0.00	0.00
<u>CELLANEOUS</u>						
42	MISCELLANEOUS REVENUE	0.97	1.88	0.00	(1.88)	0.00
		0.97	1.88	0.00	(1.88)	0.00
<u>OTHER FINANCING SOURCES</u>						
		0.00	0.00	0.00	0.00	0.00
TOTAL REVENUE		124,817.90	547,873.72	3,999,432.00	3,451,558.28	(86.30)

FISCAL YEAR ENDING: MARCH 31ST, 2011
 FUND : HOTEL/MOTEL TAX FUND
 ACCOUNT GROUP: REVENUE ACCOUNTS
 ACCOUNT :

THE TOWN OF SOUTH PADRE ISLAND

SCHEDULE OF BUDGETED AND ACTUAL REVENUES

AMOUNT	ACCOUNT	MONTH TO DATE	YEAR TO DATE	CURRENT	UNCOLLECTED	BUDGET
ACTUALS	DESCRIPTION	COLLECTIONS	COLLECTIONS	MODIFIED	BALANCE	PERCENT
				BUDGET		UNCOLLECTED
=====	=====	=====	=====	=====	=====	=====
=====	=====	=====	=====	=====	=====	=====

SCHEDULE OF BUDGETED AND ACTUAL REVENUES

ACCOUNT NUMBER	ACCOUNT DESCRIPTION	MONTH TO DATE COLLECTIONS	YEAR TO DATE COLLECTIONS	CURRENT	UNCOLLECTED BALANCE	BUDGET
				MODIFIED BUDGET		PERCENT UNCOLLECTED
<u>CONVENTION CENTER REVENUE</u>						
00	RENTAL FEES	24,813.50	58,308.50	185,000.00	126,691.50	(68.48)
60	CONCESSION COMMISSIONS & SALES	12,650.99	60,416.78	40,000.00	(20,416.78)	51.04
70	CATERING COMMISSIONS	0.00	5,768.27	0.00	(5,768.27)	0.00
00	EQUIPMENT RENTAL	0.00	12,407.18	3,500.00	(8,907.18)	254.49
00	EVENT ELECTRIC FEES	0.00	1,909.07	2,000.00	90.93	(4.55)
		=====	=====	=====	=====	=====
		37,464.49	138,809.80	230,500.00	91,690.20	(39.78)
		=====	=====	=====	=====	=====
<u>-PROPERTY TAXES</u>						
10	HOTEL/MOTEL OCCUPANCY TAX	57,429.65	249,705.86	1,815,568.00	1,565,862.14	(86.25)
11	PENALTIES	142.24	1,396.62	4,000.00	2,603.38	(65.08)
12	INTEREST	5.35	55.09	0.00	(55.09)	0.00
13	REFUND OVERPAID TAXES	(38.24)	(52.50)	0.00	52.50	0.00
		=====	=====	=====	=====	=====
		57,539.00	251,105.07	1,819,568.00	1,568,462.93	(86.20)
		=====	=====	=====	=====	=====
<u>REGGOVERNMENTAL</u>						
		=====	=====	=====	=====	=====
		0.00	0.00	0.00	0.00	0.00
		=====	=====	=====	=====	=====
<u>CELLANEOUS</u>						
40	INTEREST REVENUE	6,944.70	6,944.70	1,000.00	(5,944.70)	594.47
42	MISCELLANEOUS REVENUE	274.97	2,088.00	8,000.00	5,912.00	(73.90)
		=====	=====	=====	=====	=====
		7,219.67	9,032.70	9,000.00	(32.70)	0.36
		=====	=====	=====	=====	=====
<u>ER FINANCING SOURCES</u>						
		=====	=====	=====	=====	=====
		0.00	0.00	0.00	0.00	0.00
		=====	=====	=====	=====	=====
TOTAL REVENUE		102,223.16	398,947.57	2,059,068.00	1,660,120.43	(80.62)
		=====	=====	=====	=====	=====

D :02 -HOTEL/MOTEL TAX FUND

SCHEDULE OF BUDGETED, ACTUAL AND ENCUMBERED EXPENDITURES

ARTMENT : VISITORS BUREAU

ATION :

QUANTITIES	ACCOUNT DESCRIPTION	-- MONTH --		YEAR TO DATE		CURRENT MODIFIED BUDGET	UNENCUMBERED BALANCE	BUDGET PERCENT REMAINING
		EXPENDITURES	ENCUMBRANCES	EXPENDITURES	TOTALS			
<u>PERSONNEL SERVICES</u>								
-0010	SUPERVISION	4,395.72	0.00	18,420.16	18,420.16	38,096.34	19,676.18	51.65
-0020	CLERICAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0030	LABOR	3,958.08	0.00	14,144.92	14,144.92	26,347.78	12,202.86	46.31
-0040	TEMPORARY EMPLOYEES	2,006.44	0.00	7,765.00	7,765.00	33,000.00	25,235.00	76.47
-0060	OVERTIME	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0070	MEDICARE	179.72	0.00	944.85	944.85	3,877.95	2,933.10	75.64
-0080	TMRS	633.54	0.00	3,497.59	3,497.59	12,394.89	8,897.30	71.78
-0081	GROUP INSURANCE	1,503.02	0.00	5,421.93	5,421.93	9,699.96	4,278.03	44.10
-0083	WORKERS COMPENSATION	35.62	0.00	361.27	361.27	373.87	12.60	3.37
-0084	UNEMPLOYMENT TAX	0.00	0.00	213.46	213.46	487.22	273.76	56.19
-0085	LONGEVITY	0.00	0.00	2,275.00	2,275.00	2,275.00	0.00	0.00
-0090	MERIT ADJUSTMENTS	0.00	0.00	0.00	0.00	600.00	600.00	100.00
		12,712.14	0.00	53,044.18	53,044.18	127,153.01	74,108.83	58.28

DS AND SUPPLIES

-0101	OFFICE SUPPLIES	1,154.53	0.00	3,015.31	3,015.31	4,000.00	984.69	24.62
-0102	LOCAL MEETINGS	0.00	0.00	0.00	0.00	100.00	100.00	100.00
-0103	VIDEO CASSETTES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0104	FUELS & LUBRICANTS	32.66	0.00	217.60	217.60	300.00	82.40	27.47
-0107	BOOKS & PERIODICALS	0.00	0.00	117.00	117.00	150.00	33.00	22.00
-0108	POSTAGE	4,224.65	0.00	35,395.50	35,395.50	70,000.00	34,604.50	49.44
-0109	PHOTOGRAPHIC SUPPLIE	0.00	0.00	0.00	0.00	100.00	100.00	100.00
-0110	FLAGS	0.00	0.00	75.00	75.00	150.00	75.00	50.00
-0111	TIRES & TUBES	0.00	0.00	0.00	0.00	400.00	400.00	100.00
-0113	BATTERIES	0.00	0.00	0.00	0.00	50.00	50.00	100.00
-0114	MEDICAL SUPPLIES	0.00	0.00	0.00	0.00	100.00	100.00	100.00
-0115	LAMPS & GLOBES	33.08	0.00	33.08	33.08	500.00	466.92	93.38
-0116	AWARDS	0.00	0.00	0.00	0.00	300.00	300.00	100.00
-0117	SAFETY SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0118	PRINTING	183.00	0.00	287.35	287.35	1,500.00	1,212.65	80.84
-0130	WEARING APPAREL	0.00	0.00	114.90	114.90	500.00	385.10	77.02
-0150	MINOR TOOLS & EQUIPM	23.47	0.00	257.77	257.77	1,000.00	742.23	74.22
-0160	LAUNDRY & JANITORIAL	531.96	0.00	2,485.06	2,485.06	5,500.00	3,014.94	54.82
-0180	INFORMATION TECHNOLO	0.00	0.00	0.00	0.00	1,400.00	1,400.00	100.00
-0190	SOFTWARE	0.00	0.00	0.00	0.00	500.00	500.00	100.00
		6,183.35	0.00	41,998.57	41,998.57	86,550.00	44,551.43	51.47

D :02 -HOTEL/MOTEL TAX FUND

SCHEDULE OF BUDGETED, ACTUAL AND ENCUMBERED EXPENDITURES

ARTMENT : VISITORS BUREAU

ATION :

ACCOUNT	DESCRIPTION	-- MONTH --		YEAR TO DATE		CURRENT	UNENCUMBERED	BUDGET
		EXPENDITURES	ENCUMBRANCES	EXPENDITURES	TOTALS	MODIFIED BUDGET	BALANCE	PERCENT REMAINING
<u>K GOODS AND SUPPLIES</u>								
-0210	COLLATERAL PIECES	0.00	0.00	1,250.00	1,250.00	15,000.00	13,750.00	91.67
-0230	PROMOTION ITEMS	28,347.11	0.00	42,623.45	42,623.45	50,000.00	7,376.55	14.75
		28,347.11	0.00	43,873.45	43,873.45	65,000.00	21,126.55	32.50
<u>AIR AND MAINTENANCE</u>								
-0401	FURNITURE/FIXTURES	0.00	0.00	0.00	0.00	1,000.00	1,000.00	100.00
-0410	MACHINERY & EQUIPMEN	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0411	BUILDINGS & STRUCTUR	86.55	0.00	1,579.70	1,579.70	22,500.00	20,920.30	92.98
-0412	LANDSCAPE	447.99	1,950.00	3,007.99	4,957.99	6,500.00	1,542.01	23.72
-0415	SERVICE CONTRACTS	1,134.92	4,257.65	5,116.39	9,374.04	12,000.00	2,625.96	21.88
-0418	PARKING LOTS	0.00	0.00	0.00	0.00	300.00	300.00	100.00
-0420	MOTOR VEHICLES	72.82	0.00	72.82	72.82	300.00	227.18	75.73
-0427	PLUMBING	64.75	0.00	79.93	79.93	300.00	220.07	73.36
		1,807.03	6,207.65	9,856.83	16,064.48	42,900.00	26,835.52	62.55
<u>CELLANEOUS SERVICES</u>								
-0501	COMMUNICATIONS	652.40	0.00	4,217.03	4,217.03	7,000.00	2,782.97	39.76
-0510	RENTAL OF EQUIPMENT	607.95	327.35	2,672.65	3,000.00	3,000.00	0.00	0.00
-0513	TRAINING EXPENSE	0.00	0.00	0.00	0.00	500.00	500.00	100.00
-0520	INSURANCE	0.00	0.00	4,747.63	4,747.63	7,000.00	2,252.37	32.18
-0530	PROFESSIONAL SERVICE	1,561.05	0.00	3,970.25	3,970.25	5,000.00	1,029.75	20.60
-0540	ADVERTISING	0.00	0.00	0.00	0.00	150.00	150.00	100.00
-0550	TRAVEL EXPENSE	0.00	0.00	0.00	0.00	1,000.00	1,000.00	100.00
-0551	DUES & MEMBERSHIPS	0.00	0.00	0.00	0.00	200.00	200.00	100.00
-0558	DECORATIONS	0.00	0.00	417.94	417.94	500.00	82.06	16.41
-0580	ELECTRICITY	889.25	0.00	6,053.69	6,053.69	13,200.00	7,146.31	54.14
-0581	WATER, SEWER & GARBAG	213.39	0.00	881.30	881.30	2,500.00	1,618.70	64.75
-0598	LAND LEASE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
		3,924.04	327.35	22,960.49	23,287.84	40,050.00	16,762.16	41.85
<u>IPMNT > \$5,000 OUTLAY</u>								
-1001	BUILDINGS & STRUCTUR	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-1004	MACHINERY & EQUIPMEN	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-1007	MOTOR VEHICLES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-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

DEPARTMENT : 02 -HOTEL/MOTEL TAX FUND

SCHEDULE OF BUDGETED, ACTUAL AND ENCUMBERED EXPENDITURES

DEPARTMENT : VISITORS BUREAU

SECTION :

ACCOUNT DESCRIPTION	-- MONTH --		YEAR TO DATE		CURRENT MODIFIED BUDGET	UNENCUMBERED BALANCE	BUDGET PERCENT REMAINING
	EXPENDITURES	ENCUMBRANCES	EXPENDITURES	TOTALS			
<u>C ADJUSTMENTS</u>							
-9999 BUDGET DEPT ADJ	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
DEPARTMENT TOTAL	52,973.67	6,535.00	171,733.52	178,268.52	361,653.01	183,384.49	50.71

D :02 -HOTEL/MOTEL TAX FUND

SCHEDULE OF BUDGETED, ACTUAL AND ENCUMBERED EXPENDITURES

DEPARTMENT : SALES & MARKETING

FUNCTION :

ACCOUNT NUMBER	ACCOUNT DESCRIPTION	-- MONTH --		YEAR TO DATE		CURRENT	UNENCUMBERED	BUDGET
		EXPENDITURES	ENCUMBRANCES	EXPENDITURES	TOTALS	MODIFIED BUDGET	BALANCE	PERCENT REMAINING
PERSONNEL SERVICES								
-0010	SUPERVISION	16,663.89	0.00	69,856.57	69,856.57	144,420.50	74,563.93	51.63
-0020	CLERICAL	17,537.14	0.00	73,737.61	73,737.61	151,867.85	78,130.24	51.45
-0030	LABOR	14,912.88	0.00	62,492.07	62,492.07	129,245.29	66,753.22	51.65
-0040	TEMPORARY EMPLOYEES	61.51	0.00	1,190.74	1,190.74	3,000.00	1,809.26	60.31
-0060	OVERTIME	420.79	0.00	2,717.86	2,717.86	0.00	(2,717.86)	0.00
-0070	MEDICARE	516.85	0.00	3,314.15	3,314.15	8,242.43	4,928.28	59.79
-0080	TMRS	4,518.01	0.00	24,606.58	24,606.58	54,509.48	29,902.90	54.86
-0081	GROUP INSURANCE	7,328.35	0.00	26,687.38	26,687.38	48,846.89	22,159.51	45.37
-0083	WORKERS COMPENSATION	156.65	0.00	1,588.78	1,588.78	1,644.20	55.42	3.37
-0084	UNEMPLOYMENT TAX	0.00	0.00	22.69	22.69	2,142.67	2,119.98	98.94
-0085	LONGEVITY	0.00	0.00	4,673.50	4,673.50	5,046.00	372.50	7.38
-0090	MERIT ADJUSTMENTS	0.00	0.00	1,999.09	1,999.09	5,000.00	3,000.91	60.02
-0095	SALES INCENTIVE	1,499.04	0.00	10,027.13	10,027.13	30,000.00	19,972.87	66.58
		63,615.11	0.00	282,914.15	282,914.15	583,965.31	301,051.16	51.55

DS AND SUPPLIES

-0101	OFFICE SUPPLIES	335.77	0.00	4,768.27	4,768.27	7,000.00	2,231.73	31.88
-0102	LOCAL MEETINGS	359.39	0.00	3,856.02	3,856.02	10,000.00	6,143.98	61.44
-0103	VIDEO MEDIA	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0104	FUELS & LUBRICANTS	336.82	0.00	1,267.26	1,267.26	1,200.00	(67.26)	(5.61)
-0107	BOOKS & PERIODICALS	0.00	0.00	588.00	588.00	1,000.00	412.00	41.20
-0108	POSTAGE	7.29	0.00	675.45	675.45	3,500.00	2,824.55	80.70
-0109	PHOTOGRAPHIC SUPPLIE	1,350.00	0.00	1,547.75	1,547.75	6,000.00	4,452.25	74.20
-0118	PRINTING	137.00	0.00	333.88	333.88	1,000.00	666.12	66.61
-0130	WEARING APPAREL	109.48	0.00	1,042.76	1,042.76	2,000.00	957.24	47.86
-0150	MINOR TOOLS & EQUIPM	0.00	0.00	944.52	944.52	3,500.00	2,555.48	73.01
-0160	LAUNDRY & JANITORIAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0180	INFORMATION TECHNOLO	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0190	SOFTWARE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
		2,635.75	0.00	15,023.91	15,023.91	35,200.00	20,176.09	57.32

K GOODS AND SUPPLIES

-0210	STOCK - COLLATERAL P	0.00	0.00	0.00	0.00	4,000.00	4,000.00	100.00
-0230	STOCK - PROMOTION IT	410.01	0.00	17,157.06	17,157.06	35,000.00	17,842.94	50.98
		410.01	0.00	17,157.06	17,157.06	39,000.00	21,842.94	56.01

D :02 -HOTEL/MOTEL TAX FUND

SCHEDULE OF BUDGETED, ACTUAL AND ENCUMBERED EXPENDITURES

ARTMENT : SALES & MARKETING

ATION :

QUANT	ACCOUNT	-- MONTH --		YEAR TO DATE		CURRENT	UNENCUMBERED	BUDGET
		EXPENDITURES	ENCUMBRANCES	EXPENDITURES	TOTALS			
BERS	DESCRIPTION					BUDGET		REMAINING
<u>AIR AND MAINTENANCE</u>								
-0401	FURNITURE & FIXTURES	0.00	0.00	0.00	0.00	500.00	500.00	100.00
-0410	MACHINERY & EQUIPMEN	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0412	LANDSCAPE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0415	SERVICE CONTRACTS	1,385.32	4,939.03	10,451.24	15,390.27	16,500.00	1,109.73	6.73
-0420	MOTOR VEHICLES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
		=====	=====	=====	=====	=====	=====	=====
		1,385.32	4,939.03	10,451.24	15,390.27	17,000.00	1,609.73	9.47
		=====	=====	=====	=====	=====	=====	=====
<u>CELLANEOUS SERVICES</u>								
-0501	COMMUNICATIONS	3,027.87	0.00	9,896.54	9,896.54	21,500.00	11,603.46	53.97
-0510	RENTAL OF EQUIPMENT	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0511	AUTO ALLOWANCE	500.00	0.00	3,000.00	3,000.00	6,000.00	3,000.00	50.00
-0513	TRAINING EXPENSE	0.00	0.00	3,475.00	3,475.00	7,500.00	4,025.00	53.67
-0520	INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0530	PROFESSIONAL SERVICE	30,824.69	111,563.41	83,704.16	195,267.57	259,000.00	63,732.43	24.61
-0531	MEDIA PLACEMENT	125,696.28	724,068.55	448,225.64	1,172,294.19	1,150,000.00	(22,294.19)	(1.94)
-0533	MARKETING	9,018.47	0.00	87,914.77	87,914.77	80,000.00	(7,914.77)	(9.89)
-0534	AIRPORT SHUTTLE SERV	13,929.82	53,743.35	27,854.74	81,598.09	100,000.00	18,401.91	18.40
-0535	FAMILIARIZATION TOUR	474.63	0.00	3,630.02	3,630.02	16,000.00	12,369.98	77.31
-0537	PRODUCTION	11,154.00	0.00	47,067.09	47,067.09	75,000.00	27,932.91	37.24
-0538	CONVENTION SERVICES	5,528.78	1,498.47	34,096.15	35,594.62	45,000.00	9,405.38	20.90
-0540	ADVERTISING	(1,779.00)	0.00	0.00	0.00	0.00	0.00	0.00
-0545	NON-LOCAL MEETINGS	0.00	0.00	(275.00)	(275.00)	0.00	275.00	0.00
-0550	TRAVEL EXPENSE	8,032.65	0.00	31,884.47	31,884.47	75,000.00	43,115.53	57.49
-0550-001	CC CHGS DQ	160.32	0.00	160.32	160.32	0.00	(160.32)	0.00
-0550-002	CC CHGS CL	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0550-003	CC CHGS MZ	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0550-004	CC CHGS DA	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0550-005	CC CHGS LD	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0550-006	CC CHGS SS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0551	DUES & MEMBERSHIPS	177.65	0.00	15,776.65	15,776.65	20,000.00	4,223.35	21.12
-0553	TRADE SHOW FEES	5,686.90	0.00	26,292.62	26,292.62	54,000.00	27,707.38	51.31
-0558	DECORATIONS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0559	INTERNET	11,770.00	36,557.93	53,442.07	90,000.00	90,000.00	0.00	0.00
-0561	HISTORIC PRESERVATIO	0.00	0.00	815.98	815.98	5,000.00	4,184.02	83.68
		=====	=====	=====	=====	=====	=====	=====
		224,203.06	927,431.71	876,961.22	1,804,392.93	2,004,000.00	199,607.07	9.96
		=====	=====	=====	=====	=====	=====	=====

D :02 -HOTEL/MOTEL TAX FUND

SCHEDULE OF BUDGETED, ACTUAL AND ENCUMBERED EXPENDITURES

ARTMENT : SALES & MARKETING

ATION :

QUANTITIES	ACCOUNT DESCRIPTION	-- MONTH --		YEAR TO DATE		CURRENT MODIFIED BUDGET	UNENCUMBERED BALANCE	BUDGET PERCENT REMAINING
		EXPENDITURES	ENCUMBRANCES	EXPENDITURES	TOTALS			
<u>IPMNT > \$5,000 OUTLAY</u>								
-1001	BUILDINGS & STRUCTUR	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-1004	MACHINERY & EQUIPMEN	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-1007	MOTOR VEHICLES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-1010	SOFTWARE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-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>C ADJUSTMENTS</u>								
-9999	BUDGET DEPT ADJ	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
DEPARTMENT TOTAL		292,249.25	932,370.74	1,202,507.58	2,134,878.32	2,679,165.31	544,286.99	20.32

D :02 -HOTEL/MOTEL TAX FUND

SCHEDULE OF BUDGETED, ACTUAL AND ENCUMBERED EXPENDITURES

DEPARTMENT : EVENTS MARKETING

ACTIVITY :

ACCOUNT NUMBER	ACCOUNT DESCRIPTION	-- MONTH --		YEAR TO DATE		CURRENT	UNENCUMBERED	BUDGET
		EXPENDITURES	ENCUMBRANCES	EXPENDITURES	TOTALS	MODIFIED BUDGET	BALANCE	PERCENT REMAINING
<u>PERSONNEL SERVICES</u>								
-0030	LABOR	5,234.19	0.00	21,933.75	21,933.75	45,363.09	23,429.34	51.65
-0040	TEMPORARY EMPLOYEES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0060	OVERTIME	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0070	MEDICARE	50.60	0.00	313.24	313.24	852.83	539.59	63.27
-0080	TMRS	445.96	0.00	2,288.05	2,288.05	5,770.19	3,482.14	60.35
-0081	GROUP INSURANCE	737.03	0.00	3,113.29	3,113.29	4,936.30	1,823.01	36.93
-0083	WORKERS COMPENSATION	16.58	0.00	168.18	168.18	174.05	5.87	3.37
-0084	UNEMPLOYMENT TAX	0.00	0.00	0.00	0.00	226.82	226.82	100.00
-0085	LONGEVITY	0.00	0.00	665.00	665.00	665.00	0.00	0.00
-0090	MERIT ADJUSTMENTS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
		6,484.36	0.00	28,481.51	28,481.51	57,988.28	29,506.77	50.88
<u>DEDS AND SUPPLIES</u>								
-0104	FUEL & LUBRICANTS	102.86	0.00	408.02	408.02	600.00	191.98	32.00
-0150	MINOR TOOLS & EQUIPM	0.00	0.00	0.00	0.00	2,500.00	2,500.00	100.00
		102.86	0.00	408.02	408.02	3,100.00	2,691.98	86.84
<u>AIR AND MAINTENANCE</u>								
-0420	MOTOR VEHICLES	15.00	0.00	15.00	15.00	250.00	235.00	94.00
		15.00	0.00	15.00	15.00	250.00	235.00	94.00
<u>CELLANEOUS SERVICES</u>								
-0513	TRAINING	0.00	0.00	0.00	0.00	1,000.00	1,000.00	100.00
-0520	INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0540	ADVERTISING	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0550	TRAVEL	0.00	0.00	0.00	0.00	1,500.00	1,500.00	100.00
-0550-001	CC CHGS MH	(45.00)	0.00	0.00	0.00	0.00	0.00	0.00
-0550-002	CC CHGS BH	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0551	DUES & MEMBERSHIPS	0.00	0.00	1,635.00	1,635.00	1,700.00	65.00	3.82
		(45.00)	0.00	1,635.00	1,635.00	4,200.00	2,565.00	61.07

D :02 -HOTEL/MOTEL TAX FUND

SCHEDULE OF BUDGETED, ACTUAL AND ENCUMBERED EXPENDITURES

ARTMENT : EVENTS MARKETING

ATION :

AMOUNT	ACCOUNT DESCRIPTION	-- MONTH --		YEAR TO DATE		CURRENT	UNENCUMBERED	BUDGET
		EXPENDITURES	ENCUMBRANCES	EXPENDITURES	TOTALS	MODIFIED BUDGET	BALANCE	PERCENT REMAINING
-7010	HOSTING COSTS	0.00	14,709.00	141.00	14,850.00	17,200.00	2,350.00	13.66
		0.00	14,709.00	141.00	14,850.00	17,200.00	2,350.00	13.66

RISM AND CULTURAL

-8015	TEXAS POLICE GAMES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-8030	FIREWORKS	0.00	0.00	0.00	0.00	65,000.00	65,000.00	100.00
-8045	KITE BOARDING RODEO	0.00	0.00	4,380.00	4,380.00	10,000.00	5,620.00	56.20
-8060	ENTRANCE SIGNS	0.00	0.00	450.50	450.50	1,000.00	549.50	54.95
-8065	VOLLEYBALL	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-8068	B&S KITEFEST	0.00	0.00	2,500.00	2,500.00	2,500.00	0.00	0.00
-8070	MAGIC VALLEY BIKEFEA	0.00	800.00	0.00	800.00	2,500.00	1,700.00	68.00
-8074	SPRING BREAK	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-8075	SAND CASTLE DAYS	0.00	0.00	34,978.00	34,978.00	35,000.00	22.00	0.06
-8080	NCAA MEN'S BASKETBAL	0.00	0.00	155,523.94	155,523.94	167,800.00	12,276.06	7.32
-8081	NBA D LEAGUE	749.85	0.00	164,731.62	164,731.62	137,500.00	(27,231.62)	(19.80)
-8084	SPI Bikefest	0.00	0.00	15,000.00	15,000.00	15,000.00	0.00	0.00
-8086	TIFT	0.00	0.00	0.00	0.00	1,500.00	1,500.00	100.00
-8088	LKT	0.00	0.00	1,500.00	1,500.00	1,500.00	0.00	0.00
-8099	MISC. SPONSORSHIPS	3,250.00	0.00	4,750.00	4,750.00	2,250.00	(2,500.00)	(111.11)
-8111	BASKETBALL TOURNAMEN	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-8115	HIGH SCHOOL BASKETBA	0.00	0.00	5,000.00	5,000.00	5,000.00	0.00	0.00
-8131	WINTER TX GOLF CLASS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-8132	USA KIDS PEDAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-8133	TGSA SURF CHAMPIONSH	0.00	0.00	0.00	0.00	1,000.00	1,000.00	100.00
-8138	MUSIC FESTIVAL	0.00	0.00	0.00	0.00	25,000.00	25,000.00	100.00
-8139	KIDS CUP FISHING	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-8140	CYCLING TIME TRIAL A	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-8141	COMMUNITY EVENTS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
		3,999.85	800.00	388,814.06	389,614.06	472,550.00	82,935.94	17.55

ERFUND TRANSFERS

-9477	TRANSPORTATION GRANT	0.00	0.00	0.00	0.00	50,000.00	50,000.00	100.00
		0.00	0.00	0.00	0.00	50,000.00	50,000.00	100.00

D :02 -HOTEL/MOTEL TAX FUND

SCHEDULE OF BUDGETED, ACTUAL AND ENCUMBERED EXPENDITURES

DEPARTMENT : EVENTS MARKETING
 DIVISION :

AMOUNT	ACCOUNT DESCRIPTION	-- MONTH -- -----		YEAR TO DATE -----		CURRENT MODIFIED BUDGET	UNENCUMBERED BALANCE	BUDGET PERCENT REMAINING
		EXPENDITURES	ENCUMBRANCES	EXPENDITURES	TOTALS			
<u>C ADJUSTMENTS</u>								
-9999	BUDGET DEPT ADJ	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
DEPARTMENT TOTAL		10,557.07	15,509.00	419,494.59	435,003.59	605,288.28	170,284.69	28.13

D :06 -CONVENTION CENTER FUND

SCHEDULE OF BUDGETED, ACTUAL AND ENCUMBERED EXPENDITURES

ARTMENT : CONVENTION CENTER

ATION :

ACCOUNT	DESCRIPTION	-- MONTH --		YEAR TO DATE		CURRENT	UNENCUMBERED	BUDGET
		EXPENDITURES	ENCUMBRANCES	EXPENDITURES	TOTALS	MODIFIED BUDGET	BALANCE	PERCENT REMAINING
<u>PERSONNEL SERVICES</u>								
-0010	SUPERVISION	8,301.51	0.00	35,249.24	35,249.24	71,711.00	36,461.76	50.85
-0020	CLERICAL	2,998.75	0.00	12,542.07	12,542.07	25,881.20	13,339.13	51.54
-0030	LABOR	25,459.84	0.00	104,774.95	104,774.95	213,357.91	108,582.96	50.89
-0040	TEMPORARY EMPLOYEES	4,385.86	0.00	11,817.65	11,817.65	23,000.00	11,182.35	48.62
-0060	OVERTIME	1,712.44	0.00	10,848.09	10,848.09	23,000.00	12,151.91	52.83
-0070	MEDICARE	455.04	0.00	2,601.83	2,601.83	8,136.66	5,534.83	68.02
-0080	TMRS	2,757.21	0.00	15,514.90	15,514.90	42,478.45	26,963.55	63.48
-0081	GROUP INSURANCE	7,416.21	0.00	26,593.83	26,593.83	52,579.69	25,985.86	49.42
-0083	WORKERS COMPENSATION	1,007.11	0.00	10,214.29	10,214.29	10,570.59	356.30	3.37
-0084	UNEMPLOYMENT TAX	0.00	0.00	118.75	118.75	1,784.75	1,666.00	93.35
-0085	LONGEVITY	0.00	0.00	5,088.50	5,088.50	4,715.00	373.50	7.92
-0090	MERIT ADJUSTMENTS	0.00	0.00	2,865.24	2,865.24	6,500.00	3,634.76	55.92
-0095	SALES INCENTIVE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
		54,493.97	0.00	238,229.34	238,229.34	483,715.25	245,485.91	50.75

DS AND SUPPLIES

-0101	OFFICE SUPPLIES	404.20	0.00	1,586.18	1,586.18	3,000.00	1,413.82	47.13
-0102	LOCAL MEETINGS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0104	FUELS & LUBRICANTS	134.51	0.00	410.71	410.71	700.00	289.29	41.33
-0105	CHEMICALS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0107	BOOKS & PERIODICALS	0.00	0.00	0.00	0.00	200.00	200.00	100.00
-0108	POSTAGE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0109	PHOTOGRAPHIC SUPPLIE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0110	FLAGS	0.00	0.00	0.00	0.00	200.00	200.00	100.00
-0111	TIRES & TUBES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0112	SIGNS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0113	BATTERIES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0114	MEDICAL	0.00	157.39	142.61	300.00	300.00	0.00	0.00
-0115	LAMPS & GLOBES	284.88	0.00	763.62	763.62	1,000.00	236.38	23.64
-0117	SAFETY SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0130	WEARING APPAREL	474.90	0.00	3,303.71	3,303.71	4,000.00	696.29	17.41
-0150	MINOR TOOLS & EQUIPM	653.08	0.00	2,736.18	2,736.18	6,000.00	3,263.82	54.40
-0160	LAUNDRY & JANITORIAL	2,372.70	5,001.58	10,171.35	15,172.93	18,000.00	2,827.07	15.71
-0175	CATER RESALE FOOD/BE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0176	CONCESSION SUPPLIES	6,220.81	0.00	25,049.73	25,049.73	40,000.00	14,950.27	37.38
-0177	CATERING & KITCHEN S	0.00	0.00	0.00	0.00	2,000.00	2,000.00	100.00
-0180	INFORMATION TECHNOLO	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0190	SOFTWARE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
		10,545.08	5,158.97	44,164.09	49,323.06	75,400.00	26,076.94	34.58

D :06 -CONVENTION CENTER FUND

SCHEDULE OF BUDGETED, ACTUAL AND ENCUMBERED EXPENDITURES

ARTMENT : CONVENTION CENTER

ATION :

ACCOUNT NUMBER	ACCOUNT DESCRIPTION	-- MONTH --		YEAR TO DATE		CURRENT	UNENCUMBERED	BUDGET
		EXPENDITURES	ENCUMBRANCES	EXPENDITURES	TOTALS	MODIFIED BUDGET	BALANCE	PERCENT REMAINING
<u>K GOODS AND SUPPLIES</u>								
-0210	COLLATERAL PIECES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0230	PROMOTIONAL ITEMS	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>AIR AND MAINTENANCE</u>								
-0401	FURNITURE & FIXTURES	1,730.00	0.00	1,730.00	1,730.00	5,000.00	3,270.00	65.40
-0410	MACHINERY & EQUIPMEN	225.74	12,765.00	4,616.19	17,381.19	56,140.00	38,758.81	69.04
-0411	BUILDING & STRUCTURE	650.00	0.00	60,896.36	60,896.36	250,000.00	189,103.64	75.64
-0412	LANDSCAPE MAINT.	3,470.00	9,615.00	8,385.00	18,000.00	18,000.00	0.00	0.00
-0415	SERVICE CONTRACTS	2,319.66	19,447.50	22,206.11	41,653.61	50,916.00	9,262.39	18.19
-0418	PARKING LOTS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0420	MOTOR VEHICLES	5.99	411.20	432.10	843.30	1,200.00	356.70	29.73
-0421	RADIOS & COMMUNCIATI	0.00	0.00	5,057.40	5,057.40	5,560.00	502.60	9.04
-0427	PLUMBING	0.00	0.00	0.00	0.00	3,000.00	3,000.00	100.00
		8,401.39	42,238.70	103,323.16	145,561.86	389,816.00	244,254.14	62.66
<u>CELLANEOUS SERVICES</u>								
-0501	COMMUNICATIONS	2,078.52	0.00	11,864.20	11,864.20	24,000.00	12,135.80	50.57
-0510	RENTAL OF EQUIPMENT	1,199.48	550.00	7,203.62	7,753.62	8,000.00	246.38	3.08
-0513	TRAINING EXPENSE	0.00	0.00	0.00	0.00	1,000.00	1,000.00	100.00
-0520	INSURANCE	1,404.00	0.00	67,172.24	67,172.24	90,000.00	22,827.76	25.36
-0529	CREDIT CARD FEES	262.63	0.00	1,791.66	1,791.66	1,500.00	291.66	19.44
-0530	PROFESSIONAL SERVICE	1,573.40	0.00	2,096.90	2,096.90	2,500.00	403.10	16.12
-0531	MEDIA PLACEMENT	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0533	MARKETING	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0535	BOND ISSUANCE EXPENS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0540	ADVERTISING	0.00	0.00	0.00	0.00	500.00	500.00	100.00
-0550	TRAVEL EXPENSES	0.00	0.00	0.00	0.00	1,000.00	1,000.00	100.00
-0550-001	CC CHGS CG	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0550-002	CC CHGS DR	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0551	DUES & MEMBERSHIPS	0.00	0.00	0.00	0.00	500.00	500.00	100.00
-0553	TRAVEL SHOWS/FEES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-0558	DECORATIONS	0.00	0.00	1,099.33	1,099.33	2,000.00	900.67	45.03
-0560	CAMERON COUNTY LEASE	0.00	0.00	0.00	0.00	15,000.00	15,000.00	100.00
-0580	ELECTRICITY	19,893.27	0.00	113,811.70	113,811.70	250,000.00	136,188.30	54.48
-0581	WATER, SEWER & GARBA	4,306.04	0.00	19,335.98	19,335.98	40,000.00	20,664.02	51.66
		30,717.34	550.00	224,375.63	224,925.63	436,000.00	211,074.37	48.41

D :06 -CONVENTION CENTER FUND

SCHEDULE OF BUDGETED, ACTUAL AND ENCUMBERED EXPENDITURES

ARTMENT : CONVENTION CENTER

ATION :

QUANT	ACCOUNT	-- MONTH --		YEAR TO DATE		CURRENT	UNENCUMBERED	BUDGET
		EXPENDITURES	ENCUMBRANCES	EXPENDITURES	TOTALS			
BERS	DESCRIPTION					BUDGET		REMAINING
<u>IPMNT > \$5,000 OUTLAY</u>								
-1001	BUILDINGS & STRUCTUR	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-1004	MACHINERY & EQUIPMEN	0.00	0.00	0.00	0.00	70,000.00	70,000.00	100.00
-1005	RADIO EQUIPMENT	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-1007	MOTOR VEHICLES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-1010	SOFTWARE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-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	70,000.00	70,000.00	100.00
<u>RISM AND CULTURAL</u>								
-8051	EXPANSION	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>ERFUND TRANSFERS</u>								
-9470	DEBT SERVICE TRANSFE	0.00	0.00	421,993.50	421,993.50	428,062.50	6,069.00	1.42
-9473	TRANSFER TO HOTEL MO	0.00	0.00	0.00	0.00	0.00	0.00	0.00
		0.00	0.00	421,993.50	421,993.50	428,062.50	6,069.00	1.42
<u>ER SERVICES</u>								
-9047	EMPLOYEE TURNOVER	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>C ADJUSTMENTS</u>								
-9999	BUDGET DEPT ADJ	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
DEPARTMENT TOTAL		104,157.78	47,947.67	1,032,085.72	1,080,033.39	1,882,993.75	802,960.36	42.64

 590-0010 SUPERVISION
 B E G I N N I N G B A L A N C E 14,024.44

02/11	2/28	P06241	PYEXP	00566	PAYROLL 3-2-11			1,465.24	15,489.68
16/11	3/14	P06243	PYEXP	00567	PAYROLL 3-16-11			1,465.24	16,954.92
30/11	3/28	P06249	PYEXP	00569	PAYROLL 3-30-11			1,465.24	18,420.16
			=====	MARCH ACTIVITY	DB:	4,395.72	CR:	0.00	4,395.72

 590-0020 CLERICAL
 B E G I N N I N G B A L A N C E 0.00

 590-0030 LABOR
 B E G I N N I N G B A L A N C E 10,186.84

02/11	2/28	P06241	PYEXP	00566	PAYROLL 3-2-11			1,319.36	11,506.20
16/11	3/14	P06243	PYEXP	00567	PAYROLL 3-16-11			1,319.36	12,825.56
30/11	3/28	P06249	PYEXP	00569	PAYROLL 3-30-11			1,319.36	14,144.92
			=====	MARCH ACTIVITY	DB:	3,958.08	CR:	0.00	3,958.08

 590-0040 TEMPORARY EMPLOYEES
 B E G I N N I N G B A L A N C E 5,758.56

02/11	2/28	P06241	PYEXP	00566	PAYROLL 3-2-11			732.25	6,490.81
16/11	3/14	P06243	PYEXP	00567	PAYROLL 3-16-11			703.25	7,194.06
30/11	3/28	P06249	PYEXP	00569	PAYROLL 3-30-11			570.94	7,765.00
			=====	MARCH ACTIVITY	DB:	2,006.44	CR:	0.00	2,006.44

 590-0060 OVERTIME
 B E G I N N I N G B A L A N C E 0.00

 590-0070 MEDICARE
 B E G I N N I N G B A L A N C E 765.13

03/11	3/04	B29440	MISC	03275	PAYROLL	JE# 014612		90.68	855.81
18/11	3/21	B29540	MISC	03306	PAYROLL	JE# 014685		89.04	944.85
			=====	MARCH ACTIVITY	DB:	179.72	CR:	0.00	179.72

FUND : 02 -HOTEL/MOTEL TAX FUND PERIOD TO USE: Mar-2011 THRU Mar-2011
 DEPT : 590 VISITORS BUREAU ACCOUNTS: 590-0010 THRU 593-9999
 OST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== =====BALANCE=====

 590-0080 TMRS
 B E G I N N I N G B A L A N C E 3,864.05

14/11 3/14 A56602 CHK: 120616 07431 FEBRUARY 2011 CONTRIBUTI 020100 030811 633.54 3,497.59
 ===== MARCH ACTIVITY DB: 633.54 CR: 0.00 633.54

 590-0081 GROUP INSURANCE
 B E G I N N I N G B A L A N C E 3,918.91

04/11 3/04 A55837 CHK: 120414 07399 MARCH 2011 DENTAL PREM 002200 022311 53.10 3,972.01
 04/11 3/04 A55838 CHK: 120443 07399 MARCH LTS, LIFE,AD&D PRE 006133 21511 54.16 4,026.17
 04/11 3/04 A55862 CHK: 120508 07401 MARCH 2011 MEDICAL PREMI 020057 022211 697.88 4,724.05
 31/11 3/31 A57811 CHK: 120852 07497 APRIL 2011 MEDICAL PREM 020057 032211 697.88 5,421.93
 ===== MARCH ACTIVITY DB: 1,503.02 CR: 0.00 1,503.02

 590-0083 WORKERS COMPENSATION
 B E G I N N I N G B A L A N C E 325.65

09/11 3/09 A56443 CHK: 120613 07418 W/C 020047 030111 35.62 361.27
 ===== MARCH ACTIVITY DB: 35.62 CR: 0.00 35.62

 590-0084 UNEMPLOYMENT TAX
 B E G I N N I N G B A L A N C E 213.46

 590-0085 LONGEVITY
 B E G I N N I N G B A L A N C E 2,275.00

 590-0090 MERIT ADJUSTMENTS
 B E G I N N I N G B A L A N C E 0.00

 590-0101 OFFICE SUPPLIES
 B E G I N N I N G B A L A N C E 1,860.78

03/11 3/03 A55760 CHK: 120442 07393 MISC.SHIPPING CHARGES 00612 7-397-97851 296.56 2,157.34
 03/11 3/03 A55764 CHK: 120517 07393 MISC.SHIPPING CHARGES 021095 0000648239071 124.41 2,281.75
 03/11 3/03 A55765 CHK: 120517 07393 MISC. SHIPPING CHARGES 021095 0000648239081 312.52 2,594.27
 09/11 3/09 A56373 CHK: 120625 07415 2-CS COPY PAPER,2 DZ LEG 021232 3257010-0 78.28 2,672.55
 09/11 3/09 A56408 CHK: 120624 07416 MISC. POSTCARDS 021221 0236009-IN 120.00 2,792.55
 09/11 3/09 A56452 CHK: 999999 07419 1 CS SHOPPING BAGS 007600 162569 52.25 2,844.80

FUND	: 02 -HOTEL/MOTEL TAX FUND	PERIOD TO USE:	Mar-2011	THRU	Mar-2011			
DEPT	: 590 VISITORS BUREAU	ACCOUNTS:	590-0010	THRU	593-9999			
OST	DATE	TRAN #	REFERENCE	PACKET=====DESCRIPTION=====	VEND INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====

09/11	3/23	A57423		07467 29- PK POST CARDS	019613 007764		145.00	2,989.80
24/11	3/24	A57544	CHK: 120872	07472 SUPER GLUE, BINDER, SCIS	023053 003677		25.51	3,015.31
			=====	MARCH ACTIVITY	DB: 1,154.53	CR: 0.00	1,154.53	

590-0102	LOCAL MEETINGS							
	BEGINNING	BALANCE						0.00

590-0103	VIDEO CASSETTES							
	BEGINNING	BALANCE						0.00

590-0104	FUELS & LUBRICANTS							
	BEGINNING	BALANCE						184.94

09/11	3/09	A56357	CHK: 120567	07415 FUEL PURCHASED IN FEB.20	006241 NP29011043		32.66	217.60
			=====	MARCH ACTIVITY	DB: 32.66	CR: 0.00	32.66	

590-0107	BOOKS & PERIODICALS							
	BEGINNING	BALANCE						117.00

590-0108	POSTAGE							
	BEGINNING	BALANCE						31,170.85

07/11	3/08	C29450	RCPT 00067246	12812 SPI CHAMBER OF COMM.:JAN 2011			82.47CR	31,088.38
09/11	3/09	A56459	CHK: 120618	07419 POSTAL ACCOUNT FOR FEB 2	020104 83		1,379.80	32,468.18
09/11	3/09	A56460	CHK: 120618	07419 POSTAL ACCOUNT FEB 2011	020104 84		2,165.29	34,633.47
09/11	3/09	A56462	CHK: 120623	07419 MISC.SHIPPING CHARGES	021095 0000648239091		374.08	35,007.55
16/11	3/16	A57021	CHK: 120680	07442 MISC.SHIPPING CHRGS	021095 0000648239101		20.00	35,027.55
22/11	3/22	C29566	RCPT 00068338	12892 SPI CHAMBER OF COMM.FEB 2011			73.80CR	34,953.75
23/11	3/23	A57473	CHK: 120757	07469 MISC. SHIPPING CHRGS	00612 7-429-63264		125.11	35,078.86
23/11	3/23	A57493		07469 OFFICE SYSTEMS 2000 INC. 1	031711		103.79	35,182.65
24/11	3/24	A57527	CHK: 120866	07471 MISC. SHIPPING CHARGES	021095 0000648239111		32.60	35,215.25
31/11	3/31	A57770	CHK: 120866	07490 MISC. SHIPPING CHARGES	021095 0000648239121		180.25	35,395.50
			=====	MARCH ACTIVITY	DB: 4,380.92	CR: 156.27CR	4,224.65	

590-0109	PHOTOGRAPHIC SUPPLIES							
	BEGINNING	BALANCE						0.00

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2011 THRU Mar-2011

DEPT : 590 VISITORS BUREAU

ACCOUNTS: 590-0010 THRU 593-9999

OST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

590-0110 FLAGS
B E G I N N I N G B A L A N C E 75.00

590-0111 TIRES & TUBES
B E G I N N I N G B A L A N C E 0.00

590-0113 BATTERIES
B E G I N N I N G B A L A N C E 0.00

590-0114 MEDICAL SUPPLIES
B E G I N N I N G B A L A N C E 0.00

590-0115 LAMPS & GLOBES
B E G I N N I N G B A L A N C E 0.00

09/11 3/09 A56432 CHK: 120591 07417 4-F34CW/EE/LIGHT BULBS 016110 073155 7.96 7.96
23/11 3/23 A57391 07465 FLUR BULBS, ETC. 016110 073780 25.12 33.08
===== MARCH ACTIVITY DB: 33.08 CR: 0.00 33.08

590-0116 AWARDS
B E G I N N I N G B A L A N C E 0.00

590-0117 SAFETY SUPPLIES
B E G I N N I N G B A L A N C E 0.00

590-0118 PRINTING
B E G I N N I N G B A L A N C E 104.35

21/11 3/21 A57274 07455 BUSINESS CARDS FOR VB 020602 11405 39.00 143.35
21/11 3/21 A57274 07455 BUSINESS CARDS FOR VB 020602 11405 39.00 182.35
23/11 3/23 A57416 07467 1-PK LABELS 016712 56344 105.00 287.35
===== MARCH ACTIVITY DB: 183.00 CR: 0.00 183.00

590-0130 WEARING APPAREL
B E G I N N I N G B A L A N C E 114.90

FUND : 02 -HOTEL/MOTEL TAX FUND PERIOD TO USE: Mar-2011 THRU Mar-2011
 DEPT : 590 VISITORS BUREAU ACCOUNTS: 590-0010 THRU 593-9999
 OST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== =====BALANCE=====

590-0150 MINOR TOOLS & EQUIPMENT
 B E G I N N I N G B A L A N C E 234.30

23/11 3/23 A57377 07465 POLY ROPE, QUICK RND SNA 016110 073543 23.47 257.77
 ===== MARCH ACTIVITY DB: 23.47 CR: 0.00 23.47

 590-0160 LAUNDRY & JANITORIAL
 B E G I N N I N G B A L A N C E 1,953.10

09/11 3/09 A56358 CHK: 999999 07415 1 CS SPRAY BUFF 007600 154682 23.96 1,977.06
 09/11 3/09 A56359 CHK: 999999 07415 MISC. JANITORIAL SUPPLIE 007600 155162 123.75 2,100.81
 09/11 3/09 A56360 CHK: 999999 07415 MISC.PAPER PRODUCTS,CAN 007600 160955 50.94 2,151.75
 09/11 3/09 A56403 CHK: 999999 07416 FLOOR MATS VISITORS' CTR 021102 813 1907009 48.40 2,200.15
 09/11 3/09 A56463 CHK: 999999 07419 FLOOR MATS-VISITORS' CTR 021102 813 1911407 48.40 2,248.55
 23/11 3/23 A57476 CHK: 999999 07469 2 CS. ENMOTION RL TOWELS 007600 169127 110.88 2,359.43
 23/11 3/23 A57477 CHK: 999999 07469 BOWL CLNR, AIR FRESHNERS 007600 169358 77.23 2,436.66
 24/11 3/24 A57528 CHK: 999999 07471 FLOOR MATS VISITORS CENT 021102 1915991 48.40 2,485.06
 ===== MARCH ACTIVITY DB: 531.96 CR: 0.00 531.96

 590-0180 INFORMATION TECHNOLOGY
 B E G I N N I N G B A L A N C E 0.00

 590-0190 SOFTWARE
 B E G I N N I N G B A L A N C E 0.00

 590-0210 COLLATERAL PIECES
 B E G I N N I N G B A L A N C E 1,250.00

 590-0230 PROMOTION ITEMS
 B E G I N N I N G B A L A N C E 14,276.34

10/11 3/10 A56483 CHK: 120548 07422 WYP MERCHANDISE 001344 6060 28,347.11 42,623.45
 ===== MARCH ACTIVITY DB: 28,347.11 CR: 0.00 28,347.11

 590-0401 FURNITURE/FIXTURES
 B E G I N N I N G B A L A N C E 0.00

590-0410 MACHINERY & EQUIPMENT
 B E G I N N I N G B A L A N C E 0.00

590-0411 BUILDINGS & STRUCTURES
 B E G I N N I N G B A L A N C E 1,493.15

09/11 3/09 A56342 CHK: 120543 07414 AIR FILTER SERVICE-VISIT 001210 0000052786 29.00 1,522.15
 09/11 3/09 A56422 CHK: 120591 07417 GARAG CABLE, UTILITY PUL 016110 072923 17.26 1,539.41
 23/11 3/23 A57483 07469 MISC. HDW, GATE LATCH 016110 073864 11.29 1,550.70
 28/11 3/28 A57590 07479 AIR FILTER SERVICE 001210 0000053071 29.00 1,579.70
 ===== MARCH ACTIVITY DB: 86.55 CR: 0.00 86.55

590-0412 LANDSCAPE
 B E G I N N I N G B A L A N C E 2,560.00

11/11 3/11 A56549 CHK: 120545 07426 LAWN MAINTENANCE 001226 0762-1 325.00 2,885.00
 22/11 3/22 A57305 07461 PLANTS FOR VISITORS CENT 001226 0810 100.00 2,985.00
 23/11 3/23 A57485 07469 1-GARDEN HOSE 016110 074087 22.99 3,007.99
 ===== MARCH ACTIVITY DB: 447.99 CR: 0.00 447.99

590-0415 SERVICE CONTRACTS
 B E G I N N I N G B A L A N C E 3,981.47

03/11 3/03 A55811 CHK: 120405 07397 LEASING MAILING MACHINE 001353 74185082 230.02 4,211.49
 11/11 3/11 A56576 CHK: 120603 07426 MAINTENANCE OF AWOS 018273 1298 600.00 4,811.49
 17/11 3/17 A57059 CHK: 120676 07446 BROADBAND INTERNET SERVI 020185 030411 249.90 5,061.39
 23/11 3/23 A57415 07467 MONTHLY PEST CONTROL : V 016174 37479 55.00 5,116.39
 ===== MARCH ACTIVITY DB: 1,134.92 CR: 0.00 1,134.92

590-0418 PARKING LOTS
 B E G I N N I N G B A L A N C E 0.00

590-0420 MOTOR VEHICLES
 B E G I N N I N G B A L A N C E 0.00

24/11 3/24 A57543 CHK: 120872 07472 OIL CHANGE, RAIN X , ETC 023053 003676 72.82 72.82
 ===== MARCH ACTIVITY DB: 72.82 CR: 0.00 72.82

OST	DATE	TRAN #	REFERENCE	PACKET	DESCRIPTION	VEND	INV/JE #	NOTE	AMOUNT	BALANCE
10/11	3/11	B29501	Misc	031011	03290 NPC MERCH PYMT PROC CC FEE		JE# 014659		1.11	2,468.65
14/11	3/22	B29557	3/14/11		03299 NPC MERCH PYMT PROC		JE# 014680		0.27	2,468.92
14/11	3/22	B29558	031411		03299 NPC MERCH PYMT PROC		JE# 014681		0.27	2,469.19
18/11	3/18	B29534	9-30-10	AUDIT	03304 ACCTG SERVICES ALLOCATION		JE# 014683		1,500.00	3,969.19
18/11	3/22	B29561	031811		03299 NPC MERCH PYMT PROC CC FEE		JE# 014693		0.28	3,969.47
21/11	3/22	B29564	454903		03299 NPC MERCH PYMT PROC-CC FEE		JE# 014700		0.51	3,969.98
21/11	3/22	B29565	454903		03299 NPC MERCH PYMT PROC-CC FEE		JE# 014701		0.27	3,970.25
=====					MARCH ACTIVITY	DB:	1,561.05	CR:	0.00	1,561.05

590-0540 ADVERTISING
B E G I N N I N G B A L A N C E 0.00

590-0550 TRAVEL EXPENSE
B E G I N N I N G B A L A N C E 0.00

590-0551 DUES & MEMBERSHIPS
B E G I N N I N G B A L A N C E 0.00

590-0558 DECORATIONS
B E G I N N I N G B A L A N C E 417.94

590-0580 ELECTRICITY
B E G I N N I N G B A L A N C E 5,164.44

01/11	3/01	A55612	CHK: 120436	07382	ELECTRIC BILL 2/25/11	004231	1138735		889.25	6,053.69
=====					MARCH ACTIVITY	DB:	889.25	CR:	0.00	889.25

590-0581 WATER, SEWER & GARBAGE
B E G I N N I N G B A L A N C E 667.91

09/11	3/09	A56349	CHK: 120555	07414	SERV @600-B PADRE BLVD	002805	0863000457851		73.99	741.90
09/11	3/09	A56411	CHK: 999999	07416	BOTTLED WATER DEL :VISIT	022000	941170		16.00	757.90
10/11	3/10	A56514	CHK: 999999	07424	SERV@600 PADRE BLVD	012071	201103103081		32.23	790.13
10/11	3/10	A56515	CHK: 999999	07424	SERV @ 600 PADRE BLVD	012071	201103103082		91.17	881.30
=====					MARCH ACTIVITY	DB:	213.39	CR:	0.00	213.39

590-0590 JANITORIAL SERVICES

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2011 THRU Mar-2011

DEPT : 590 VISITORS BUREAU

ACCOUNTS: 590-0010 THRU 593-9999

OST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== =====BALANCE=====

B E G I N N I N G B A L A N C E 0.00

590-0598 LAND LEASE
B E G I N N I N G B A L A N C E 0.00

590-1001 BUILDINGS & STRUCTURES
B E G I N N I N G B A L A N C E 0.00

590-1004 MACHINERY & EQUIPMENT
B E G I N N I N G B A L A N C E 0.00

590-1007 MOTOR VEHICLES
B E G I N N I N G B A L A N C E 0.00

590-1011 INFORMATION TECHNOLOGY
B E G I N N I N G B A L A N C E 0.00

590-9472 INTERFUND TRANSFERS
B E G I N N I N G B A L A N C E 0.00

590-9999 BUDGET DEPT ADJ
B E G I N N I N G B A L A N C E 0.00

T: 591 ** INVALID DEPT **

591-0108 POSTAGE
B E G I N N I N G B A L A N C E 0.00

591-0112 SIGNS
B E G I N N I N G B A L A N C E 0.00

591-0533 MARKETING
B E G I N N I N G B A L A N C E 0.00

591-0551 DUES & MEMBERSHIPS
B E G I N N I N G B A L A N C E 0.00

FUND : 02 -HOTEL/MOTEL TAX FUND PERIOD TO USE: Mar-2011 THRU Mar-2011
 DEPT : 591 ** INVALID DEPT ** ACCOUNTS: 590-0010 THRU 593-9999
 OST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== =====BALANCE=====

 591-9477 TRANSPORTATION GRANT
 B E G I N N I N G B A L A N C E 0.00

592 0533
 B E G I N N I N G B A L A N C E 0.00

T: 592 SALES & MARKETING

592-0010 SUPERVISION
 B E G I N N I N G B A L A N C E 53,192.68

02/11	2/28	P06241	PYEXP	00566	PAYROLL 3-2-11	5,554.63	58,747.31
16/11	3/14	P06243	PYEXP	00567	PAYROLL 3-16-11	5,554.63	64,301.94
30/11	3/28	P06249	PYEXP	00569	PAYROLL 3-30-11	5,554.63	69,856.57
				=====	MARCH ACTIVITY DB: 16,663.89 CR: 0.00	16,663.89	

592-0020 CLERICAL
 B E G I N N I N G B A L A N C E 56,200.47

02/11	2/28	P06241	PYEXP	00566	PAYROLL 3-2-11	5,861.13	62,061.60
16/11	3/14	P06243	PYEXP	00567	PAYROLL 3-16-11	5,841.14	67,902.74
30/11	3/28	P06249	PYEXP	00569	PAYROLL 3-30-11	5,834.87	73,737.61
				=====	MARCH ACTIVITY DB: 17,537.14 CR: 0.00	17,537.14	

592-0030 LABOR
 B E G I N N I N G B A L A N C E 47,579.19

02/11	2/28	P06241	PYEXP	00566	PAYROLL 3-2-11	4,970.96	52,550.15
16/11	3/14	P06243	PYEXP	00567	PAYROLL 3-16-11	4,970.96	57,521.11
30/11	3/28	P06249	PYEXP	00569	PAYROLL 3-30-11	4,970.96	62,492.07
				=====	MARCH ACTIVITY DB: 14,912.88 CR: 0.00	14,912.88	

592-0040 TEMPORARY EMPLOYEES
 B E G I N N I N G B A L A N C E 1,129.23

16/11	3/14	P06243	PYEXP	00567	PAYROLL 3-16-11	61.51	1,190.74
				=====	MARCH ACTIVITY DB: 61.51 CR: 0.00	61.51	

FUND : 02 -HOTEL/MOTEL TAX FUND PERIOD TO USE: Mar-2011 THRU Mar-2011
 DEPT : 592 SALES & MARKETING ACCOUNTS: 590-0010 THRU 593-9999
 OST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== =====BALANCE=====

592-0060 OVERTIME
 B E G I N N I N G B A L A N C E 2,297.07
 30/11 3/28 P06249 PYEXP 00569 PAYROLL 3-30-11 420.79 2,717.86
 ===== MARCH ACTIVITY DB: 420.79 CR: 0.00 420.79

592-0070 MEDICARE
 B E G I N N I N G B A L A N C E 2,797.30
 03/11 3/04 B29440 MISC 03275 PAYROLL JE# 014612 245.82 3,043.12
 18/11 3/21 B29540 MISC 03306 PAYROLL JE# 014685 271.03 3,314.15
 ===== MARCH ACTIVITY DB: 516.85 CR: 0.00 516.85

592-0080 TMRS
 B E G I N N I N G B A L A N C E 20,088.57
 14/11 3/14 A56602 CHK: 120616 07431 FEBRUARY 2011 CONTRIBUTI 020100 030811 4,518.01 24,606.58
 ===== MARCH ACTIVITY DB: 4,518.01 CR: 0.00 4,518.01

592-0081 GROUP INSURANCE
 B E G I N N I N G B A L A N C E 19,359.03
 04/11 3/04 A55837 CHK: 120414 07399 MARCH 2011 DENTAL PREM 002200 022311 265.50 19,624.53
 04/11 3/04 A55838 CHK: 120443 07399 MARCH LTS, LIFE,AD&D PRE 006133 21511 244.05 19,868.58
 04/11 3/04 A55862 CHK: 120508 07401 MARCH 2011 MEDICAL PREMI 020057 022211 3,409.40 23,277.98
 31/11 3/31 A57811 CHK: 120852 07497 APRIL 2011 MEDICAL PREM 020057 032211 3,409.40 26,687.38
 ===== MARCH ACTIVITY DB: 7,328.35 CR: 0.00 7,328.35

592-0083 WORKERS COMPENSATION
 B E G I N N I N G B A L A N C E 1,432.13
 09/11 3/09 A56443 CHK: 120613 07418 W/C 020047 030111 156.65 1,588.78
 ===== MARCH ACTIVITY DB: 156.65 CR: 0.00 156.65

592-0084 UNEMPLOYMENT TAX
 B E G I N N I N G B A L A N C E 22.69

 592-0085 LONGEVITY
 B E G I N N I N G B A L A N C E 4,673.50

592-0090 MERIT ADJUSTMENTS
 B E G I N N I N G B A L A N C E 1,999.09

592-0095 SALES INCENTIVE
 B E G I N N I N G B A L A N C E 8,528.09

16/11 3/14 P06243 PYEXP 00567 PAYROLL 3-16-11 1,499.04 10,027.13
 ===== MARCH ACTIVITY DB: 1,499.04 CR: 0.00 1,499.04

592-0101 OFFICE SUPPLIES
 B E G I N N I N G B A L A N C E 4,432.50

09/11 3/09 A56401 CHK: 120619 07416 NAME PLATE INSERTS:CVA B 020602 11306 51.83 4,484.33
 31/11 4/04 B29632 03347 RECLASS AMEX CK #120402 JE# 014751 283.94 4,768.27
 ===== MARCH ACTIVITY DB: 335.77 CR: 0.00 335.77

592-0102 LOCAL MEETINGS
 B E G I N N I N G B A L A N C E 3,496.63

31/11 4/04 B29632 03347 RECLASS AMEX CK #120402 JE# 014751 359.39 3,856.02
 ===== MARCH ACTIVITY DB: 359.39 CR: 0.00 359.39

592-0103 VIDEO MEDIA
 B E G I N N I N G B A L A N C E 0.00

592-0104 FUELS & LUBRICANTS
 B E G I N N I N G B A L A N C E 930.44

09/11 3/09 A56357 CHK: 120567 07415 FUEL PURCHASED IN FEB.20 006241 NP29011043 336.82 1,267.26
 ===== MARCH ACTIVITY DB: 336.82 CR: 0.00 336.82

592-0107 BOOKS & PERIODICALS

FUND : 02 -HOTEL/MOTEL TAX FUND
 DEPT : 592 SALES & MARKETING

PERIOD TO USE: Mar-2011 THRU Mar-2011
 ACCOUNTS: 590-0010 THRU 593-9999

OST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== =====BALANCE=====

B E G I N N I N G B A L A N C E 588.00

592-0108 POSTAGE

B E G I N N I N G B A L A N C E 668.16

28/11 3/28 A57595 CHK: 120757 07479 MISC. SHIPPING CHARGES 00612 7-429-32604 7.29 675.45
 ===== MARCH ACTIVITY DB: 7.29 CR: 0.00 7.29

592-0109 PHOTOGRAPHIC SUPPLIES

B E G I N N I N G B A L A N C E 197.75

09/11 3/09 A56457 CHK: 120604 07419 PHOTOS FOR LOCATION MAG. 019025 1138 1,350.00 1,547.75
 ===== MARCH ACTIVITY DB: 1,350.00 CR: 0.00 1,350.00

592-0110 FLAGS

B E G I N N I N G B A L A N C E 0.00

592-0111 TIRES & TUBES

B E G I N N I N G B A L A N C E 0.00

592-0113 BATTERIES

B E G I N N I N G B A L A N C E 0.00

592-0115 LAMPS & GLOBES

B E G I N N I N G B A L A N C E 0.00

592-0116 AWARDS

B E G I N N I N G B A L A N C E 0.00

592-0118 PRINTING

B E G I N N I N G B A L A N C E 196.88

09/11 3/09 A56402 CHK: 120619 07416 BUSINESS CARDS : CVB STA 020602 11328 137.00 333.88
 ===== MARCH ACTIVITY DB: 137.00 CR: 0.00 137.00

592-0130 WEARING APPAREL
 B E G I N N I N G B A L A N C E 933.28
 09/11 3/09 A56458 CHK: 120611 07419 4-EMBROIDERY 019516 43461 39.50 972.78
 31/11 4/04 B29632 03347 RECLASS AMEX CK #120402 JE# 014751 69.98 1,042.76
 ===== MARCH ACTIVITY DB: 109.48 CR: 0.00 109.48

 592-0150 MINOR TOOLS & EQUIPMENT
 B E G I N N I N G B A L A N C E 944.52

 592-0160 LAUNDRY & JANITORIAL
 B E G I N N I N G B A L A N C E 0.00

 592-0177 PURCHASES FOR RESALE
 B E G I N N I N G B A L A N C E 0.00

 592-0180 INFORMATION TECHNOLOGY
 B E G I N N I N G B A L A N C E 0.00

 592-0190 SOFTWARE
 B E G I N N I N G B A L A N C E 0.00

 592-0210 STOCK - COLLATERAL PIECES
 B E G I N N I N G B A L A N C E 0.00

 592-0220 STOCK - MAGAZINES
 B E G I N N I N G B A L A N C E 0.00

 592-0230 STOCK - PROMOTION ITEMS
 B E G I N N I N G B A L A N C E 16,747.05

11/11 3/11 A56553 CHK: 120558 07426 003423 WGM1230 348.09 17,095.14
 24/11 3/24 A57534 07472 1- DIG.PHOTOR FRAME 003423 WNF5829 61.92 17,157.06
 ===== MARCH ACTIVITY DB: 410.01 CR: 0.00 410.01

 592-0240 STOCK - GROUP TOUR MANUAL

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2011 THRU Mar-2011

DEPT : 592 SALES & MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

OST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

BEGINNING BALANCE 0.00

592-0250 STOCK - PR PUBLICATION
BEGINNING BALANCE 0.00

592-0260 STOCK - PR FOLDERS
BEGINNING BALANCE 0.00

592-0401 FURNITURE & FIXTURES
BEGINNING BALANCE 0.00

592-0410 MACHINERY & EQUIPMENT
BEGINNING BALANCE 0.00

592-0411 BUILDING & STRUCTURES
BEGINNING BALANCE 0.00

592-0412 LANDSCAPE
BEGINNING BALANCE 0.00

592-0415 SERVICE CONTRACTS
BEGINNING BALANCE 9,065.92

17/11 3/17 A57062 CHK: 120686 07446 CC COPIER 023906 053756831 1,385.32 10,451.24
===== MARCH ACTIVITY DB: 1,385.32 CR: 0.00 1,385.32

592-0418 PARKING LOTS
BEGINNING BALANCE 0.00

592-0420 MOTOR VEHICLES
BEGINNING BALANCE 0.00

592-0427 PLUMBING
BEGINNING BALANCE 0.00

FUND : 02 -HOTEL/MOTEL TAX FUND
 DEPT : 592 SALES & MARKETING

PERIOD TO USE: Mar-2011 THRU Mar-2011
 ACCOUNTS: 590-0010 THRU 593-9999

OST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
592-0501 COMMUNICATIONS										
B E G I N N I N G B A L A N C E										6,868.67
01/11	3/01	A55613	CHK: 120505	07382	SPRINT BILL 12/17/10 -01	019404	463528814-038		338.86	7,207.53
01/11	3/01	A55614	CHK: 120505	07382	SPRINT BILL 01/17/11 -02	019404	463528814-039		223.98	7,431.51
02/11	2/28	P06241	PYEXP	00566	PAYROLL 3-2-11				500.00	7,931.51
16/11	3/16	A57012	CHK: 120673	07440	TELEPHONE BILL DATED 3/0	019520	030311-1		669.08	8,600.59
22/11	3/22	A57324	CHK: 120746	07462	TEX-AN 2000 CHGS, FOR FE	004089	11020575T		28.02	8,628.61
30/11	3/30	A57698	CHK: 120843	07485	CELL PHONE BILL 2/17-3/1	019404	463528814		221.84	8,850.45
31/11	4/04	B29632		03347	RECLASS AMEX CK #120402		JE# 014751		1,046.09	9,896.54
===== MARCH ACTIVITY DB: 3,027.87 CR: 0.00 3,027.87										

592-0510 RENTAL OF EQUIPMENT										
B E G I N N I N G B A L A N C E										0.00

592-0511 AUTO ALLOWANCE										
B E G I N N I N G B A L A N C E										2,500.00

02/11	2/28	P06241	PYEXP	00566	PAYROLL 3-2-11				500.00	3,000.00
===== MARCH ACTIVITY DB: 500.00 CR: 0.00 500.00										

592-0513 TRAINING EXPENSE										
B E G I N N I N G B A L A N C E										3,475.00

592-0520 INSURANCE										
B E G I N N I N G B A L A N C E										0.00

592-0529 CREDIT CARD SERVICE FEES										
B E G I N N I N G B A L A N C E										0.00

592-0530 PROFESSIONAL SERVICES										
B E G I N N I N G B A L A N C E										52,879.47

11/11	3/11	A56575	CHK: 120600	07426	TECH SERVICES	018087	1184		1,500.00	54,379.47
16/11	3/16	A57019	CHK: 120665	07442	CVB PETTY CASH REIMBURSE	017002	031511		1,250.00	55,629.47
20/11	3/20	A57233	CHK: 120706	07453	ACCOUNT MANAGEMENT	001344	6037		6,500.00	62,129.47
20/11	3/20	A57234	CHK: 120706	07453	MONTHLY PUBLIC RELATIONS	001344	6038		6,000.00	68,129.47
20/11	3/20	A57238	CHK: 120706	07453	ACCOUNT MANAGEMENT	001344	6103		6,500.00	74,629.47
20/11	3/20	A57239	CHK: 120706	07453	MONTHLY PUBLIC RELATIONS	001344	6104		6,424.69	81,054.16
20/11	3/20	A57244		07454	PROFESSIONAL SERVICES	006030	022811		2,650.00	83,704.16
===== MARCH ACTIVITY DB: 30,824.69 CR: 0.00 30,824.69										

FUND : 02 -HOTEL/MOTEL TAX FUND PERIOD TO USE: Mar-2011 THRU Mar-2011
 DEPT : 592 SALES & MARKETING ACCOUNTS: 590-0010 THRU 593-9999
 OST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== =====BALANCE=====

 592-0531 MEDIA PLACEMENT
 B E G I N N I N G B A L A N C E 322,529.36

03/11	3/03	A55827	CHK: 120506	07397	YELLOW PAGE ADVERTISING	019510	021111		256.40	322,785.76
09/11	3/09	A56451	CHK: 120562	07419	4-ADS, COVER/CENTER, BAC	004297	95528		5,350.00	328,135.76
09/11	3/09	A56456	CHK: 120598	07419	4 ADS, CALENDAR, SEMANA	016691	8635		6,000.00	334,135.76
09/11	3/09	A56468	CHK: 120572	07420	VALLEY INTL. AIRPORT BRO	009131	792100657		135.00	334,270.76
09/11	3/09	A56469	CHK: 120572	07420	AIRPOST BROCHURE RACK, D	009131	792100658		1,617.00	335,887.76
23/11	3/23	B29568	BUDGET	03316	RECLASS 592-0540 TO 592-0531		JE# 014704		2,519.00	338,406.76
24/11	3/24	A57507		07471	RV PARKS-DISPLAY ADVERTI	003836	746		1,792.00	340,198.76
24/11	3/24	A57511	CHK: 120786	07471	VIVA TEXS MAGAZINE-2 COL	011143	0248		2,580.00	342,778.76
24/11	3/24	A57519		07471	FULL COLOR PG. TEX & TUR	016691	96560		2,500.00	345,278.76
31/11	3/31	A57796	CHK: 120706	07496	2010 JOURNEY TV RECONCIL	001344	6042		12,000.00	357,278.76
31/11	3/31	A57797	CHK: 120706	07496	2010 JOURNEY TV RECONCIL	001344	6043		19,853.44	377,132.20
31/11	3/31	A57798	CHK: 120706	07496	2010 JOURNEY TV RECONCIL	001344	6044		9,829.41	386,961.61
31/11	3/31	A57799	CHK: 120706	07496	2010 JOURNEY TV RECONCIL	001344	6045		6,067.38	393,028.99
31/11	3/31	A57800	CHK: 120706	07496	2010 JOURNEY TV RECONCIL	001344	6046		1,500.00	394,528.99
31/11	3/31	A57801	CHK: 120706	07496	2010 JOURNEY TV RECONCIL	001344	6047		6,250.00	400,778.99
31/11	3/31	A57802	CHK: 120706	07496	2010 JOURNEY TV RECONCIL	001344	6048		10,101.00	410,879.99
31/11	3/31	A57803	CHK: 120706	07496	2010 JOURNEY TV RECONCIL	001344	6061		6,067.38	416,947.37
31/11	3/31	A57804	CHK: 120706	07496	2010 JOURNEY TV RECONCIL	001344	6062		1,411.77	418,359.14
31/11	3/31	A57805	CHK: 120706	07496	2010 JOURNEY TV RECONCIL	001344	6065		19,765.50	438,124.64
31/11	3/31	A57806	CHK: 120706	07496	2010 JOURNEY TV RECONCIL	001344	6068		10,101.00	448,225.64
=====				MARCH ACTIVITY	DB:	125,696.28	CR:	0.00	125,696.28	

 592-0532 HARLINGEN CO-OP ADV
 B E G I N N I N G B A L A N C E 0.00

 592-0533 MARKETING
 B E G I N N I N G B A L A N C E 78,896.30

09/11	3/09	A56444	CHK: 120544	07419	REPRESENTATION: EMAIL-ET	001216	234170		672.09	79,568.39
09/11	3/09	A56445	CHK: 120544	07419	REPRESENTATION, E-MAIL,	001216	234172		382.30	79,950.69
24/11	3/24	A57499		07471	REPRESENTATION, EMAIL, E	001216	0234171		735.00	80,685.69
24/11	3/24	A57500		07471	REPRESENTATION, E AMIL,	001216	234173		582.36	81,268.05
24/11	3/24	A57501		07471	REPRESENTATION, EMAIL, E	001216	234174		1,146.72	82,414.77
24/11	3/24	A57521		07471	ANNUAL PARTICIPATION	018108	57		5,500.00	87,914.77
=====				MARCH ACTIVITY	DB:	9,018.47	CR:	0.00	9,018.47	

 592-0534 AIRPORT SHUTTLE SERVICE
 B E G I N N I N G B A L A N C E 13,924.92

02/11	3/02	C29431	RCPT 00067173	12801	INV # 11161-VALLEY APT-NOV, DE				2,401.91CR	11,523.01
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FUND : 02 -HOTEL/MOTEL TAX FUND PERIOD TO USE: Mar-2011 THRU Mar-2011
 DEPT : 592 SALES & MARKETING ACCOUNTS: 590-0010 THRU 593-9999
 OST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== =====BALANCE=====

11/11 3/11 A56583 CHK: 999999 07426 SPI/VIA AIRPORT SHUTTLE 022158 SPI-10-11 16,331.73 27,854.74
 ===== MARCH ACTIVITY DB: 16,331.73 CR: 2,401.91CR 13,929.82

 592-0535 FAMILIARIZATION TOUR
 B E G I N N I N G B A L A N C E 3,155.39

31/11 3/31 A57782 CHK: 999999 07494 MILEAGE REIMBURSEMENT 001020 030311 114.14 3,269.53
 31/11 4/04 B29632 03347 RECLASS AMEX CK #120402 JE# 014751 360.49 3,630.02
 ===== MARCH ACTIVITY DB: 474.63 CR: 0.00 474.63

 592-0537 PRODUCTION
 B E G I N N I N G B A L A N C E 35,913.09

31/11 3/31 A57779 CHK: 120706 07493 SPI CHAMBER 2011 GUIDE 001344 5968 3,591.00 39,504.09
 31/11 3/31 A57780 CHK: 120706 07493 SRPNG BRK. CAMPUS POSTER 001344 6154 2,717.28 42,221.37
 31/11 3/31 A57776 CHK: 120706 07492 PRODUCTION 001344 6063 945.72 43,167.09
 31/11 3/31 A57781 CHK: 120706 07493 FEB 2011 CREATIVE SERVIC 001344 6155 2,800.00 45,967.09
 31/11 3/31 A57777 CHK: 120706 07492 PRODUCTION 001344 6064 800.00 46,767.09
 31/11 3/31 A57778 CHK: 120706 07492 PRODUCTION 001344 6079 300.00 47,067.09
 ===== MARCH ACTIVITY DB: 11,154.00 CR: 0.00 11,154.00

 592-0538 CONVENTION SERVICES
 B E G I N N I N G B A L A N C E 28,567.37

09/11 3/09 A56365 CHK: 120571 07415 2- FLAGS CLEANED 008269 100247 16.00 28,583.37
 09/11 3/09 A56414 CHK: 120628 07416 LUMBER , PAINT ETC, 023100 178528 132.96 28,716.33
 09/11 3/09 A56471 CHK: 120582 07420 DJ SERVICE FOR SGMP EVEN 013238 1 300.00 29,016.33
 09/11 3/09 A56476 CHK: 120634 07420 PHOTO SERV 1 11001 50.00 29,066.33
 20/11 3/20 A57251 07454 HEAVY DUTY PAPER 018200 0883413-in 405.00 29,471.33
 24/11 3/24 A57522 CHK: 120832 07471 PURCHASE REIMBURSEMENT 018259 22511 37.42 29,508.75
 31/11 4/04 B29632 03347 RECLASS AMEX CK #120402 JE# 014751 3,413.08 32,921.83
 31/11 3/31 A57773 CHK: 120858 07491 UMBRELLA GIVE AWAYS 020602 11449 1,174.32 34,096.15
 ===== MARCH ACTIVITY DB: 5,528.78 CR: 0.00 5,528.78

 592-0540 ADVERTISING
 B E G I N N I N G B A L A N C E 1,779.00

09/11 3/09 A56465 CHK: 120632 07419 AIRPORT DISPLAY, FEB.MAR 028032 030111 740.00 2,519.00
 23/11 3/23 B29568 BUDGET 03316 RECLASS 592-0540 TO 592-0531 JE# 014704 2,519.00CR 0.00
 ===== MARCH ACTIVITY DB: 740.00 CR: 2,519.00CR 1,779.00CR

 592-0545 NON-LOCAL MEETINGS
 B E G I N N I N G B A L A N C E 275.00CR

 592-0550 TRAVEL EXPENSE
 B E G I N N I N G B A L A N C E 23,851.82

01/11	3/01	A55714	CHK: 120498	07387	MILEAGE & MISC. REIMBURS	019253	012011	80.34	23,932.16
02/11	3/02	C29431	RCPT 00067174	12801	REIM D AHADI TRAVEL JAN AMEX			60.95CR	23,871.21
04/11	3/04	A55870	CHK: 120454	07402	MISC. PURCHASE REIMBURSE	008000	20611	8.06	23,879.27
09/11	3/09	A56467	CHK: 999999	07420	C/A TRIP TO HOUSTON	004006	030111	250.00	24,129.27
10/11	3/10	C29492	RCPT 00067366	12822	REIM L DEROUSIE HOUSTON TRIP			63.53CR	24,065.74
23/11	3/23	C29570	RCPT 00068366	12895	S SOLIZ REIM OVER TIPPED			1.15CR	24,064.59
24/11	3/24	A57512	CHK: 999999	07471	MILEAGE & MISC. REIMBURS	012019	022611	367.17	24,431.76
24/11	3/24	A57535	CHK: 999999	07472	MILEAGE AND MEAL REIMBUR	012019	031111	822.52	25,254.28
24/11	3/24	A57540	CHK: 120839	07472	MILEAGE REIMBURSEMENT	019253	030411	38.61	25,292.89
25/11	3/25	C29580	RCPT 00068407	12904	REIM D AHADI AUSTIN/COLLEGE			30.32CR	25,262.57
28/11	3/28	A57588	CHK: 999999	07479	MILEAGE REIMBURSEMENT	001020	030411	521.73	25,784.30
31/11	3/31	A57788	CHK: 999999	07494	MILEAGE/MISC.REIMBURSEME	012019	032111	541.58	26,325.88
31/11	4/04	B29632		03347	RECLASS AMEX CK #120402		JE# 014751	5,558.59	31,884.47
			=====		MARCH ACTIVITY	DB:	8,188.60	CR: 155.95CR	8,032.65

 592-0550-001 CC CHGS DQ
 B E G I N N I N G B A L A N C E 0.00

31/11	4/04	B29632		03347	RECLASS AMEX CK #120402		JE# 014751	160.32	160.32
			=====		MARCH ACTIVITY	DB:	160.32	CR: 0.00	160.32

 592-0550-002 CC CHGS CL
 B E G I N N I N G B A L A N C E 0.00

 592-0550-003 CC CHGS MZ
 B E G I N N I N G B A L A N C E 0.00

 592-0550-004 CC CHGS DA
 B E G I N N I N G B A L A N C E 0.00

 592-0550-005 CC CHGS LD
 B E G I N N I N G B A L A N C E 0.00

 592-0550-006 CC CHGS SS
 B E G I N N I N G B A L A N C E 0.00

592-0551 DUES & MEMBERSHIPS
 B E G I N N I N G B A L A N C E 15,599.00

24/11 3/24 A57524 07471 FEES FOR TEXAS DESTINATI 020031 5817 60.00 15,659.00
 24/11 3/24 A57535 CHK: 999999 07472 012019 031111 25.00 15,684.00
 31/11 4/04 B29632 03347 RECLASS AMEX CK #120402 JE# 014751 92.65 15,776.65
 ===== MARCH ACTIVITY DB: 177.65 CR: 0.00 177.65

592-0553 TRADE SHOW FEES
 B E G I N N I N G B A L A N C E 20,605.72

09/11 3/09 A56470 CHK: 120573 07420 REGISTRATION FEE 009132 I00000142925 1,150.00 21,755.72
 31/11 4/04 B29632 03347 RECLASS AMEX CK #120402 JE# 014751 4,536.90 26,292.62
 ===== MARCH ACTIVITY DB: 5,686.90 CR: 0.00 5,686.90

592-0554 VALLEY CO-OP
 B E G I N N I N G B A L A N C E 0.00

592-0555 MISC. REIMBURSEMENTS
 B E G I N N I N G B A L A N C E 0.00

592-0558 DECORATIONS
 B E G I N N I N G B A L A N C E 0.00

592-0559 INTERNET
 B E G I N N I N G B A L A N C E 41,672.07

20/11 3/20 A57232 CHK: 120706 07453 WEBSITE/INTERNET 001344 5995 3,500.00 45,172.07
 20/11 3/20 A57235 CHK: 120706 07453 WEBSITE/INTERNET 001344 6039 2,800.00 47,972.07
 20/11 3/20 A57236 CHK: 120706 07453 WEBSITE/INTERNET 001344 6040 85.00 48,057.07
 20/11 3/20 A57237 CHK: 120706 07453 WEBSITE/INTERNET 001344 6041 1,250.00 49,307.07
 20/11 3/20 A57240 CHK: 120706 07453 WEBSITE/INTERNET 001344 6105 2,800.00 52,107.07
 20/11 3/20 A57241 CHK: 120706 07453 WEBSITE/INTERNET 001344 6106 85.00 52,192.07
 20/11 3/20 A57242 CHK: 120706 07453 WEBSITE/INTERNET 001344 6107 1,250.00 53,442.07
 ===== MARCH ACTIVITY DB: 11,770.00 CR: 0.00 11,770.00

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2011 THRU Mar-2011

DEPT : 593 EVENTS MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

OST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== =====BALANCE=====

593-0083 WORKERS COMPENSATION
B E G I N N I N G B A L A N C E 151.60

09/11 3/09 A56443 CHK: 120613 07418 W/C 020047 030111 16.58 168.18
===== MARCH ACTIVITY DB: 16.58 CR: 0.00 16.58

593-0084 UNEMPLOYMENT TAX
B E G I N N I N G B A L A N C E 0.00

593-0085 LONGEVITY
B E G I N N I N G B A L A N C E 665.00

593-0090 MERIT ADJUSTMENTS
B E G I N N I N G B A L A N C E 0.00

593-0104 FUEL & LUBRICANTS
B E G I N N I N G B A L A N C E 305.16

09/11 3/09 A56357 CHK: 120567 07415 FUEL PURCHASED IN FEB.20 006241 NP29011043 102.86 408.02
===== MARCH ACTIVITY DB: 102.86 CR: 0.00 102.86

593-0150 MINOR TOOLS & EQUIPMENT
B E G I N N I N G B A L A N C E 0.00

593-0420 MOTOR VEHICLES
B E G I N N I N G B A L A N C E 0.00

09/11 3/09 A56400 CHK: 120610 07416 FLAT REPAIR 2006 FORD PU 019310 4301 15.00 15.00
===== MARCH ACTIVITY DB: 15.00 CR: 0.00 15.00

593-0513 TRAINING
B E G I N N I N G B A L A N C E 0.00

593-0520 INSURANCE
B E G I N N I N G B A L A N C E 0.00

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2011 THRU Mar-2011

DEPT : 593 EVENTS MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

OST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== =====BALANCE=====

593-0540 ADVERTISING
B E G I N N I N G B A L A N C E 0.00

593-0550 TRAVEL
B E G I N N I N G B A L A N C E 0.00

593-0550-001 CC CHGS MH
B E G I N N I N G B A L A N C E 45.00

31/11 4/04 B29632 03347 RECLASS AMEX CK #120402 JE# 014751 45.00CR 0.00
===== MARCH ACTIVITY DB: 0.00 CR: 45.00CR 45.00CR

593-0550-002 CC CHGS BH
B E G I N N I N G B A L A N C E 0.00

593-0551 DUES & MEMBERSHIPS
B E G I N N I N G B A L A N C E 1,635.00

593-1004 MACHINERY & EQUIPMENT
B E G I N N I N G B A L A N C E 0.00

593-7005 RADIO PROMOTIONS
B E G I N N I N G B A L A N C E 0.00

593-7010 HOSTING COSTS
B E G I N N I N G B A L A N C E 141.00

593-7020 COLLEGEFEST
B E G I N N I N G B A L A N C E 0.00

593-8010 CINE SOL
B E G I N N I N G B A L A N C E 0.00

593-8015 TEXAS POLICE GAMES
B E G I N N I N G B A L A N C E 0.00

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2011 THRU Mar-2011

DEPT : 593 EVENTS MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

OST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== =====BALANCE=====

593-8020 SANDY CUP
B E G I N N I N G B A L A N C E 0.00

593-8025 TEXAS SENIOR OPEN
B E G I N N I N G B A L A N C E 0.00

593-8030 FIREWORKS
B E G I N N I N G B A L A N C E 0.00

593-8031 R SOLER TRIATHLON
B E G I N N I N G B A L A N C E 0.00

593-8032 PIRATE DAYS
B E G I N N I N G B A L A N C E 0.00

593-8033 PI SHRIMP COOKOFF
B E G I N N I N G B A L A N C E 0.00

593-8034 PI LONGEST WALK
B E G I N N I N G B A L A N C E 0.00

593-8035 SPI BLOWOUT
B E G I N N I N G B A L A N C E 0.00

593-8036 TEXAS 2000 REGATTA
B E G I N N I N G B A L A N C E 0.00

593-8040 POLAR BEAR DIP
B E G I N N I N G B A L A N C E 0.00

593-8045 KITE BOARDING RODEO
B E G I N N I N G B A L A N C E 4,380.00

593-8050 RR PEDAL TO PADRE
B E G I N N I N G B A L A N C E 0.00

FUND : 02 -HOTEL/MOTEL TAX FUND PERIOD TO USE: Mar-2011 THRU Mar-2011
 DEPT : 593 EVENTS MARKETING ACCOUNTS: 590-0010 THRU 593-9999
 OST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== =====BALANCE=====

593-8055	RGV CHILLI COOKOFF	BEGINNING	BALANCE	0.00
593-8060	ENTRANCE SIGNS	BEGINNING	BALANCE	450.50
593-8065	VOLLEYBALL	BEGINNING	BALANCE	0.00
593-8068	B&S KITEFEST	BEGINNING	BALANCE	2,500.00
593-8070	MAGIC VALLEY BIKEFEAT	BEGINNING	BALANCE	0.00
593-8071	PIRATE DAYS	BEGINNING	BALANCE	0.00
593-8072	TRIATHLON	BEGINNING	BALANCE	0.00
593-8073	SPRING BREAK DIVERSIFICATION	BEGINNING	BALANCE	0.00
593-8074	SPRING BREAK	BEGINNING	BALANCE	0.00
593-8075	SAND CASTLE DAYS	BEGINNING	BALANCE	34,978.00
593-8076	HOLIDAY LIGHTS	BEGINNING	BALANCE	0.00
593-8078	NASCAR TRUCK SERIES	BEGINNING	BALANCE	0.00

593-8080	NCAA MEN'S BASKETBALL							
	BEGINNING	BALANCE						155,523.94

593-8081	NBA D LEAGUE							
	BEGINNING	BALANCE						163,981.77

31/11	3/31	A57766	CHK: 120706	07490	D LEAGUE MEDIA COMMISSIO	001344	6050	735.44	164,717.21
31/11	4/04	B29632		03347	RECLASS AMEX CK #120402		JE# 014751	14.41	164,731.62
			=====	MARCH ACTIVITY	DB:	749.85	CR:	0.00	749.85

593-8082	U.S. CLASSIC 8-BALL							
	BEGINNING	BALANCE						0.00

593-8084	SPI Bikefest							
	BEGINNING	BALANCE						15,000.00

593-8085	BAY WATCH CLEANUP							
	BEGINNING	BALANCE						0.00

593-8086	TIFT							
	BEGINNING	BALANCE						0.00

593-8087	JUNIOR FISHING TOURNAMENT							
	BEGINNING	BALANCE						0.00

593-8088	LKT							
	BEGINNING	BALANCE						1,500.00

593-8090	HOLIDAY PARADE							
	BEGINNING	BALANCE						0.00

593-8092	EASTER EGG HUNT							
	BEGINNING	BALANCE						0.00

593-8095	RACE TO THE BORDER							
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FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2011 THRU Mar-2011

DEPT : 593 EVENTS MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

OST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== =====BALANCE=====

B E G I N N I N G B A L A N C E 0.00

593-8097 WINTER TEXAS POOL TOURN.
B E G I N N I N G B A L A N C E 0.00

593-8098 WINTER TEXAN APPRECIATION
B E G I N N I N G B A L A N C E 0.00

593-8099 MISC. SPONSORSHIPS
B E G I N N I N G B A L A N C E 1,500.00

09/11 3/09 A56473 CHK: 120597 07420 ANNUAL FISH FRY SPONSORS 016651 022811 250.00 1,750.00
24/11 3/24 A57520 07471 FULL PAGE COLOR AD -2011 018076 102010 3,000.00 4,750.00
===== MARCH ACTIVITY DB: 3,250.00 CR: 0.00 3,250.00

593-8100 AMERICAN JUNIOR GOLF TRN
B E G I N N I N G B A L A N C E 0.00

593-8105 USA. BICYCLE BASH
B E G I N N I N G B A L A N C E 0.00

593-8110 JUST DU-IT DUATHALON
B E G I N N I N G B A L A N C E 0.00

593-8111 BASKETBALL TOURNAMENTS
B E G I N N I N G B A L A N C E 0.00

593-8112 PORSCHE EVENT
B E G I N N I N G B A L A N C E 0.00

593-8113 RUFF RIDER REGATTA
B E G I N N I N G B A L A N C E 0.00

593-8114 POOL TOURNAMENT
B E G I N N I N G B A L A N C E 0.00

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2011 THRU Mar-2011

DEPT : 593 EVENTS MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

OST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== =====BALANCE=====

593-8115 HIGH SCHOOL BASKETBALL
B E G I N N I N G B A L A N C E 5,000.00

593-8116 USA BEACH MARATHON
B E G I N N I N G B A L A N C E 0.00

593-8117 HOOPLA 3 ON 3 BASKETBALL
B E G I N N I N G B A L A N C E 0.00

593-8119 WOMEN'S TIP OF TX GOLF TOURN
B E G I N N I N G B A L A N C E 0.00

593-8120 FISH ACROSS TX SURF T
B E G I N N I N G B A L A N C E 0.00

593-8125 OBERTO FISHING TOURNAMENT
B E G I N N I N G B A L A N C E 0.00

593-8130 FULL MOON FESTIVAL
B E G I N N I N G B A L A N C E 0.00

593-8131 WINTER TX GOLF CLASSIC
B E G I N N I N G B A L A N C E 0.00

593-8132 USA KIDS PEDAL
B E G I N N I N G B A L A N C E 0.00

593-8133 TGSA SURF CHAMPIONSHIPS
B E G I N N I N G B A L A N C E 0.00

593-8134 BEACHCOMBERS ART SHOW
B E G I N N I N G B A L A N C E 0.00

593-8135 USA ADVENTURE RACE
B E G I N N I N G B A L A N C E 0.00

FUND : 02 -HOTEL/MOTEL TAX FUND

PERIOD TO USE: Mar-2011 THRU Mar-2011

DEPT : 593 EVENTS MARKETING

ACCOUNTS: 590-0010 THRU 593-9999

OST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== BALANCE=====

593-8136 REDFISH RODEO
B E G I N N I N G B A L A N C E 0.00

593-8137 MASTERS OF THE FUTURE
B E G I N N I N G B A L A N C E 0.00

593-8138 MUSIC FESTIVAL
B E G I N N I N G B A L A N C E 0.00

593-8139 KIDS CUP FISHING
B E G I N N I N G B A L A N C E 0.00

593-8140 CYCLING TIME TRIAL AND RACE
B E G I N N I N G B A L A N C E 0.00

593-8141 COMMUNITY EVENTS
B E G I N N I N G B A L A N C E 0.00

593-9477 TRANSPORTATION GRANT
B E G I N N I N G B A L A N C E 0.00

593-9999 BUDGET DEPT ADJ
B E G I N N I N G B A L A N C E 0.00

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000 ERRORS IN THIS REPORT! *---*---*---*---*---*---*---

** REPORT TOTALS **	---	DEBITS ---	---	CREDITS ---
BEGINNING BALANCES:	1,438,230.70			275.00CR
REPORTED ACTIVITY:	361,058.12			5,278.13CR
ENDING BALANCES:	1,799,288.82			5,553.13CR

OST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== =====BALANCE=====

D: 06 -CONVENTION CENTER FUND

T: 565 CONVENTION CENTER OPER

565-0010 SUPERVISION

B E G I N N I N G B A L A N C E 26,947.73

02/11	2/28	P06241	PYEXP	00566	PAYROLL 3-2-11			2,762.63	29,710.36
16/11	3/14	P06243	PYEXP	00567	PAYROLL 3-16-11			2,758.11	32,468.47
30/11	3/28	P06249	PYEXP	00569	PAYROLL 3-30-11			2,780.77	35,249.24
=====				MARCH ACTIVITY	DB:	8,301.51	CR:	0.00	8,301.51

565-0020 CLERICAL

B E G I N N I N G B A L A N C E 9,543.32

02/11	2/28	P06241	PYEXP	00566	PAYROLL 3-2-11			995.44	10,538.76
16/11	3/14	P06243	PYEXP	00567	PAYROLL 3-16-11			1,007.88	11,546.64
30/11	3/28	P06249	PYEXP	00569	PAYROLL 3-30-11			995.43	12,542.07
=====				MARCH ACTIVITY	DB:	2,998.75	CR:	0.00	2,998.75

565-0030 LABOR

B E G I N N I N G B A L A N C E 79,315.11

02/11	2/28	P06241	PYEXP	00566	PAYROLL 3-2-11			8,396.99	87,712.10
16/11	3/14	P06243	PYEXP	00567	PAYROLL 3-16-11			8,892.65	96,604.75
30/11	3/28	P06249	PYEXP	00569	PAYROLL 3-30-11			8,170.20	104,774.95
=====				MARCH ACTIVITY	DB:	25,459.84	CR:	0.00	25,459.84

565-0040 TEMPORARY EMPLOYEES

B E G I N N I N G B A L A N C E 7,431.79

02/11	2/28	P06241	PYEXP	00566	PAYROLL 3-2-11			355.25	7,787.04
03/11	3/03	A55762	CHK: 120468	07393	TEMP. LABOR CONVENTION C	012036	94898047	430.10	8,217.14
03/11	3/03	A55763	CHK: 120468	07393	TEMP.LABOR CONVENTION CT	012036	95048047	537.64	8,754.78
16/11	3/14	P06243	PYEXP	00567	PAYROLL 3-16-11			627.13	9,381.91
16/11	3/16	A57018	CHK: 120657	07442	TEMP. LABOR CVB	012036	95388047	202.40	9,584.31
23/11	3/23	A57481	CHK: 120792	07469	TEMP LABOR CVB	012036	95558047	1,929.14	11,513.45
30/11	3/28	P06249	PYEXP	00569	PAYROLL 3-30-11			203.00	11,716.45
31/11	3/31	A57768	CHK: 120792	07490	TEMP.LABOR SERVICES	012036	95738047	101.20	11,817.65
=====				MARCH ACTIVITY	DB:	4,385.86	CR:	0.00	4,385.86

 565-0060 OVERTIME
 B E G I N N I N G B A L A N C E 9,135.65

02/11	2/28	P06241	PYEXP	00566	PAYROLL	3-2-11			156.98	9,292.63
16/11	3/14	P06243	PYEXP	00567	PAYROLL	3-16-11			1,136.18	10,428.81
30/11	3/28	P06249	PYEXP	00569	PAYROLL	3-30-11			419.28	10,848.09
			=====		MARCH ACTIVITY	DB:	1,712.44	CR:	0.00	1,712.44

 565-0070 MEDICARE
 B E G I N N I N G B A L A N C E 2,146.79

03/11	3/04	B29440	MISC	03275	PAYROLL		JE# 014612		200.10	2,346.89
18/11	3/21	B29540	MISC	03306	PAYROLL		JE# 014685		254.94	2,601.83
			=====		MARCH ACTIVITY	DB:	455.04	CR:	0.00	455.04

 565-0080 TMRS
 B E G I N N I N G B A L A N C E 12,757.69

14/11	3/14	A56602	CHK: 120616	07431	FEBRUARY 2011 CONTRIBUTI	020100 030811			2,757.21	15,514.90
			=====		MARCH ACTIVITY	DB:	2,757.21	CR:	0.00	2,757.21

 565-0081 GROUP INSURANCE
 B E G I N N I N G B A L A N C E 19,177.62

04/11	3/04	A55837	CHK: 120414	07399	MARCH 2011 DENTAL PREM	002200 022311			265.50	19,443.12
04/11	3/04	A55838	CHK: 120443	07399	MARCH LTS, LIFE, AD&D PRE	006133 21511			331.91	19,775.03
04/11	3/04	A55862	CHK: 120508	07401	MARCH 2011 MEDICAL PREMI	020057 022211			3,409.40	23,184.43
31/11	3/31	A57811	CHK: 120852	07497	APRIL 2011 MEDICAL PREM	020057 032211			3,409.40	26,593.83
			=====		MARCH ACTIVITY	DB:	7,416.21	CR:	0.00	7,416.21

 565-0083 WORKERS COMPENSATION
 B E G I N N I N G B A L A N C E 9,207.18

09/11	3/09	A56443	CHK: 120613	07418	W/C	020047 030111			1,007.11	10,214.29
			=====		MARCH ACTIVITY	DB:	1,007.11	CR:	0.00	1,007.11

FUND : 06 -CONVENTION CENTER FUND

PERIOD TO USE: Mar-2011 THRU Mar-2011

DEPT : 565 CONVENTION CENTER OPER

ACCOUNTS: 565-0010 THRU 565-9999

OST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== =====BALANCE=====

565-0084 UNEMPLOYMENT TAX
B E G I N N I N G B A L A N C E 118.75

565-0085 LONGEVITY
B E G I N N I N G B A L A N C E 5,088.50

565-0090 MERIT ADJUSTMENTS
B E G I N N I N G B A L A N C E 2,865.24

565-0095 SALES INCENTIVE
B E G I N N I N G B A L A N C E 0.00

565-0101 OFFICE SUPPLIES
B E G I N N I N G B A L A N C E 1,181.98

09/11 3/09 A56335 CHK: 999999 07414 1-HIGHBK EXEC. CHAIR 001129 450703-0 119.99 1,301.97
09/11 3/09 A56336 CHK: 999999 07414 1-PRIV.FILTER 001129 450704-0 82.31 1,384.28
09/11 3/09 A56402 CHK: 120619 07416 BUSINESS CARDS : CVB STA 020602 11328 64.00 1,448.28
31/11 4/04 B29632 03347 RECLASS AMEX CK #120402 JE# 014751 137.90 1,586.18
===== MARCH ACTIVITY DB: 404.20 CR: 0.00 404.20

565-0102 LOCAL MEETINGS
B E G I N N I N G B A L A N C E 0.00

565-0104 FUELS & LUBRICANTS
B E G I N N I N G B A L A N C E 276.20

09/11 3/09 A56357 CHK: 120567 07415 FUEL PURCHASED IN FEB.20 006241 NP29011043 134.51 410.71
===== MARCH ACTIVITY DB: 134.51 CR: 0.00 134.51

565-0105 CHEMICALS
B E G I N N I N G B A L A N C E 0.00

565-0107 BOOKS & PERIODICALS
B E G I N N I N G B A L A N C E 0.00

OST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== =====BALANCE=====

565-0108 POSTAGE
 B E G I N N I N G B A L A N C E 0.00

565-0109 PHOTOGRAPHIC SUPPLIES
 B E G I N N I N G B A L A N C E 0.00

565-0110 FLAGS
 B E G I N N I N G B A L A N C E 0.00

565-0111 TIRES & TUBES
 B E G I N N I N G B A L A N C E 0.00

565-0112 SIGNS
 B E G I N N I N G B A L A N C E 0.00

565-0113 BATTERIES
 B E G I N N I N G B A L A N C E 0.00

565-0114 MEDICAL
 B E G I N N I N G B A L A N C E 142.61

565-0115 LAMPS & GLOBES
 B E G I N N I N G B A L A N C E 478.74

01/11	3/01	A55623	CHK: 120467	07383 30-F28T8/835/ES/ENV. BUL	012020 P45346	100.53	579.27
09/11	3/09	A56366	CHK: 120576	07415 15-HALOGEN PAR 20 BULBS	012020 P45361	99.00	678.27
09/11	3/09	A56367	CHK: 120576	07415 15-65WPAR38 IN/OUTDOOR B	012020 P45449	85.35	763.62
=====				MARCH ACTIVITY	DB: 284.88 CR: 0.00	284.88	

565-0117 SAFETY SUPPLIES
 B E G I N N I N G B A L A N C E 0.00

565-0130 WEARING APPAREL
 B E G I N N I N G B A L A N C E 2,828.81

09/11	3/09	A56404	CHK: 999999	07416 UNIFORMS, FLOOR MATS, ET	021102 813 1907010	91.38	2,920.19
09/11	3/09	A56406	CHK: 999999	07416 UNIFORMS, FLOOR MATS ETC	021102 813 1909198	100.38	3,020.57
09/11	3/09	A56464	CHK: 999999	07419 UNIFORMS, FLOOR MATS	021102 813 1911408	100.38	3,120.95
23/11	3/23	A57433	CHK: 999999	07467 UNIFORMS, FLOOR MATS	021102 1913629	91.38	3,212.33

24/11 3/24 A57529 CHK: 999999 07471 UNIFORMS, FLOOR MATS, ET 021102 1915992 91.38 3,303.71
 ===== MARCH ACTIVITY DB: 474.90 CR: 0.00 474.90

 565-0150 MINOR TOOLS & EQUIPMENT
 B E G I N N I N G B A L A N C E 2,083.10

01/11 3/01 A55653 CHK: 120484 07384 SANDPAPR, SANDSPONGE, BR 016110 072633 17.38 2,100.48
 04/11 3/04 A55870 CHK: 120454 07402 MISC. PURCHASE REIMBURSE 008000 20611 16.72 2,117.20
 09/11 3/09 A56330 CHK: 999999 07414 MISC. MOPS, AIRFRESHNERS 001014 FE86328 49.00 2,166.20
 09/11 3/09 A56332 CHK: 999999 07414 MISC. MOPS, AIR FRESHNE 001014 FE90402 49.00 2,215.20
 09/11 3/09 A56420 CHK: 120591 07417 4- 2 x 4 8 ft STUDS 016110 072685 27.96 2,243.16
 09/11 3/09 A56453 CHK: 120591 07419 TOGGLE SWIT, TERM, WIRE 016110 073245 34.23 2,277.39
 09/11 3/09 A56454 CHK: 120591 07419 CABLETIES, MSKG TAPE, ET 016110 073287 72.07 2,349.46
 17/11 3/17 A57068 CHK: 120668 07447 PURCHASE REIMBURSEMENT 018259 022511 66.00 2,415.46
 23/11 3/23 A57389 07465 DUCT TAPE, 9 V BATTERIES 016110 073762 49.94 2,465.40
 23/11 3/23 A57390 07465 MISC.POP - UP SPRINKLERS 016110 073773 64.72 2,530.12
 23/11 3/23 A57394 07465 MISC. SPLS FOR SATELITE 016110 073866 82.12 2,612.24
 23/11 3/23 A57468 CHK: 999999 07469 MISC. MOPS, AIR FRESHNE 001014 MR03286 49.00 2,661.24
 23/11 3/23 A57484 07469 MISC.PVC SUPPLIES, 016110 073981 74.94 2,736.18
 ===== MARCH ACTIVITY DB: 653.08 CR: 0.00 653.08

 565-0160 LAUNDRY & JANITORIAL
 B E G I N N I N G B A L A N C E 7,798.65

03/11 3/03 A55822 CHK: 120453 07397 JANITORIAL SUPPLIES 007600 148309 451.62 8,250.27
 09/11 3/09 A56404 CHK: 999999 07416 UNIFORMS, FLOOR MATS, ET 021102 813 1907010 8.15 8,258.42
 09/11 3/09 A56406 CHK: 999999 07416 UNIFORMS, FLOOR MATS ETC 021102 813 1909198 8.15 8,266.57
 09/11 3/09 A56464 CHK: 999999 07419 UNIFORMS, FLOOR MATS 021102 813 1911408 8.15 8,274.72
 10/11 3/10 A56489 CHK: 120571 07422 CLEANING OF TABLECOVERS, 008269 100330 54.00 8,328.72
 11/11 3/11 A56589 CHK: 999999 07427 JANITORIAL SUPPLIES 007600 159533 403.49 8,732.21
 22/11 3/22 A57316 CHK: 999999 07462 MISC.MOPS, AIR FRESHNER 001014 MR94485 49.00 8,781.21
 22/11 3/22 A57318 CHK: 999999 07462 MISC. MOPS, AIR FRESHNE 001014 MR98586 49.00 8,830.21
 22/11 3/22 A57295 CHK: 999999 07460 JANITORIAL SUPPLIES 007600 160960 462.92 9,293.13
 22/11 3/22 A57296 CHK: 999999 07460 JANITORIAL SUPPLIES 007600 167705 399.51 9,692.64
 22/11 3/22 A57297 CHK: 999999 07460 JANITORIAL SUPPLIES 007600 168311 8.73 9,701.37
 23/11 3/23 A57433 CHK: 999999 07467 UNIFORMS, FLOOR MATS 021102 1913629 8.15 9,709.52
 24/11 3/24 A57529 CHK: 999999 07471 UNIFORMS, FLOOR MATS, ET 021102 1915992 8.15 9,717.67
 31/11 3/31 A57764 CHK: 999999 07490 MOPS, AIR FRESHNERS, ET 001014 MR07393 49.00 9,766.67
 31/11 3/31 A57772 CHK: 999999 07491 JANITORIAL SUPPLIES 007600 173132 404.68 10,171.35
 ===== MARCH ACTIVITY DB: 2,372.70 CR: 0.00 2,372.70

FUND : 06 -CONVENTION CENTER FUND

PERIOD TO USE: Mar-2011 THRU Mar-2011

DEPT : 565 CONVENTION CENTER OPER

ACCOUNTS: 565-0010 THRU 565-9999

OST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== =====BALANCE=====

565-0174 GROSS RECEIPTS TAX
B E G I N N I N G B A L A N C E 0.00

565-0175 CATER RESALE FOOD/BEVERAGES
B E G I N N I N G B A L A N C E 0.00

565-0176 CONCESSION SUPPLIES
B E G I N N I N G B A L A N C E 18,828.92

09/11	3/09	A56446	CHK: 120551	07419	CONCESSION/CATERING SUPP	002052	02020230						
								464.14		19,293.06			
09/11	3/09	A56447	CHK: 120551	07419	CONCESSION SUPPLIES	002052	02025384		1,666.91	20,959.97			
09/11	3/09	A56448	CHK: 120551	07419	CONCESSION SUPPLIES, HEA	002052	02029242		509.29	21,469.26			
09/11	3/09	A56466	CHK: 120551	07420	CONCESSION/CATERING SUPP	002052	02016781		646.83	22,116.09			
24/11	3/24	A57504	CHK: 120715	07471	CONCESSION SUPPLIES:SHOW	002052	02035906		2,709.16	24,825.25			
24/11	3/24	A57505	CHK: 120715	07471	CONCESSION SUPPLIES:	002052	02038307		23.89	24,849.14			
31/11	3/31	A57767	CHK: 120715	07490	MISC. CONCESSION SUPPLIE	002052	02052942		200.59	25,049.73			
===== MARCH ACTIVITY DB: 6,220.81 CR: 0.00										6,220.81			

565-0177 CATERING & KITCHEN SUPPLIES
B E G I N N I N G B A L A N C E 0.00

565-0178 UNCOLLECTABLE ACCOUNTS
B E G I N N I N G B A L A N C E 0.00

565-0180 INFORMATION TECHNOLOGY
B E G I N N I N G B A L A N C E 0.00

565-0190 SOFTWARE
B E G I N N I N G B A L A N C E 0.00

565-0201 BULK MATERIALS
B E G I N N I N G B A L A N C E 0.00

565-0210 COLLATERAL PIECES
B E G I N N I N G B A L A N C E 0.00

565-0230 PROMOTIONAL ITEMS

B E G I N N I N G B A L A N C E 0.00

565-0401 FURNITURE & FIXTURES

B E G I N N I N G B A L A N C E 0.00

11/11 3/11 A56570 CHK: 120583 07426 REPLACE 20 EMERGENCY LIG 013246 35102 1,730.00 1,730.00
 ===== MARCH ACTIVITY DB: 1,730.00 CR: 0.00 1,730.00

565-0410 MACHINERY & EQUIPMENT

B E G I N N I N G B A L A N C E 4,390.45

09/11 3/09 A56369 CHK: 120578 07415 CHECKED DRAIN PAN ONFREE 013111 15255 75.00 4,465.45
 31/11 4/04 B29632 03347 RECLASS AMEX CK #120402 JE# 014751 150.74 4,616.19
 ===== MARCH ACTIVITY DB: 225.74 CR: 0.00 225.74

565-0411 BUILDING & STRUCTURES

B E G I N N I N G B A L A N C E 60,246.36

31/11 3/31 A57771 CHK: 120697 07491 SLIDING DOOR REPAIR 001086 1108 650.00 60,896.36
 ===== MARCH ACTIVITY DB: 650.00 CR: 0.00 650.00

565-0412 LANDSCAPE MAINT.

B E G I N N I N G B A L A N C E 4,915.00

31/11 3/31 A57774 CHK: 120862 07491 MONTHLY LAWN SERVICES 020816 6548 1,475.00 6,390.00
 31/11 3/31 A57775 CHK: 120862 07491 MONTHLY LAWN SERVICES 020816 6578 1,995.00 8,385.00
 ===== MARCH ACTIVITY DB: 3,470.00 CR: 0.00 3,470.00

565-0415 SERVICE CONTRACTS

B E G I N N I N G B A L A N C E 19,886.45

11/11 3/11 A56558 CHK: 120565 07426 AC FILTER SERVICE 006113 124512 499.20 20,385.65
 17/11 3/17 A57055 CHK: 120637 07446 MAINTENANCE ATT 001142 SB646728 195.66 20,581.31
 17/11 3/17 A57059 CHK: 120676 07446 MONTHLY SERVICE BROADBAN 020185 030411 919.90 21,501.21
 17/11 3/17 A57060 CHK: 120676 07446 MONTHLY SERVICE BROADBAN 020185 30411 479.90 21,981.11
 22/11 3/22 A57292 07460 MAINTENANCE FISH TANK 004405 030811 225.00 22,206.11
 ===== MARCH ACTIVITY DB: 2,319.66 CR: 0.00 2,319.66

FUND : 06 -CONVENTION CENTER FUND

PERIOD TO USE: Mar-2011 THRU Mar-2011

DEPT : 565 CONVENTION CENTER OPER

ACCOUNTS: 565-0010 THRU 565-9999

OST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== =====BALANCE=====

565-0418 PARKING LOTS
B E G I N N I N G B A L A N C E 0.00

565-0420 MOTOR VEHICLES
B E G I N N I N G B A L A N C E 426.11

01/11 3/01 A55653 CHK: 120484 07384 SANDPAPR, SANDSPONGE, BR 016110 072633 5.99 432.10
===== MARCH ACTIVITY DB: 5.99 CR: 0.00 5.99

565-0421 RADIOS & COMMUNICATIONS
B E G I N N I N G B A L A N C E 5,057.40

565-0427 PLUMBING
B E G I N N I N G B A L A N C E 0.00

565-0501 COMMUNICATIONS
B E G I N N I N G B A L A N C E 9,785.68

01/11 3/01 A55613 CHK: 120505 07382 SPRINT BILL 12/17/10 -01 019404 463528814-038 104.60 9,890.28
01/11 3/01 A55614 CHK: 120505 07382 SPRINT BILL 01/17/11 -02 019404 463528814-039 56.66 9,946.94
16/11 3/16 A57012 CHK: 120673 07440 TELEPHONE BILL DATED 3/0 019520 030311-1 1,801.38 11,748.32
22/11 3/22 A57324 CHK: 120746 07462 TEX-AN 2000 CHGS, FOR FE 004089 11020575T 59.22 11,807.54
30/11 3/30 A57698 CHK: 120843 07485 CELL PHONE BILL 2/17-3/1 019404 463528814 56.66 11,864.20
===== MARCH ACTIVITY DB: 2,078.52 CR: 0.00 2,078.52

565-0510 RENTAL OF EQUIPMENT
B E G I N N I N G B A L A N C E 6,004.14

03/11 3/03 A55761 CHK: 120461 07393 COPIER LEASE2/08/11 -3/0 009007 84248521 110.00 6,114.14
09/11 3/09 A56329 CHK: 999999 07414 MISC. TABLECOVERS 001014 45195 138.25 6,252.39
09/11 3/09 A56331 CHK: 999999 07414 MISC TABLECOVERS 001014 FE86329 42.10 6,294.49
09/11 3/09 A56333 CHK: 999999 07414 MISC. TABLECOVERS 001014 FE90403 42.10 6,336.59
09/11 3/09 A56450 CHK: 120561 07419 DISHMACHINE RENTAL: 004283 4821640 137.63 6,474.22
09/11 3/09 A56472 CHK: 120584 07420 RENTAL OF 44 X 12 MOBILE 013297 122104978 243.00 6,717.22
11/11 3/11 A56562 CHK: 120569 07426 EQUIPMENT RENTAL 007029 55334027 75.00 6,792.22
22/11 3/22 A57317 CHK: 999999 07462 MISC. TABLECOVERS 001014 MR94486 42.10 6,834.32
22/11 3/22 A57319 CHK: 999999 07462 MISC. TABLECOVERS 001014 MR98587 42.10 6,876.42
23/11 3/23 A57469 CHK: 999999 07469 MISC. TABLECOVERS 001014 MR03287 42.10 6,918.52
31/11 3/31 A57765 CHK: 999999 07490 MISC. TABLECOVERS 001014 MR07394 42.10 6,960.62
31/11 3/31 A57769 CHK: 120804 07490 PORTABLE OFFICE RENTAL 013297 122106463 243.00 7,203.62
===== MARCH ACTIVITY DB: 1,199.48 CR: 0.00 1,199.48

 565-0513 TRAINING EXPENSE
 B E G I N N I N G B A L A N C E 0.00

 565-0520 INSURANCE
 B E G I N N I N G B A L A N C E 65,768.24

23/11 3/23 A57471 CHK: 120752 07469 FFLOOD INSURANCE POLICY 006064 030711 1,404.00 67,172.24
 ===== MARCH ACTIVITY DB: 1,404.00 CR: 0.00 1,404.00

 565-0529 CREDIT CARD FEES
 B E G I N N I N G B A L A N C E 1,529.03

02/11 3/09 B29462 455397 03280 NPC MERCH PYMT PROC CC FEE JE# 014622 59.90 1,588.93
 02/11 3/09 B29463 82471 03280 MERCHE-SOLUTIONS BILL CC FEE JE# 014623 24.95 1,613.88
 02/11 3/09 B29464 173000 03280 AUTHNET GATEWAY BILLING JE# 014624 25.00 1,638.88
 02/11 3/09 B29467 Misc 030211 03280 NPC MERCH PYMT CC FEE JE# 014627 60.09 1,698.97
 11/11 3/22 B29554 Misc 031111 03299 LEASE FINANCE GRP LSE PYMT JE# 014670 92.69 1,791.66
 ===== MARCH ACTIVITY DB: 262.63 CR: 0.00 262.63

 565-0530 PROFESSIONAL SERVICES
 B E G I N N I N G B A L A N C E 523.50

09/11 3/09 A56449 CHK: 120554 07419 ACCT#3072297, 10/01-12/3 002774 20809318 48.40 571.90
 18/11 3/18 B29534 9-30-10 AUDIT 03304 ACCTG SERVICES ALLOCATION JE# 014683 1,500.00 2,071.90
 23/11 3/23 A57410 CHK: 120816 07466 9- 5 PANEL DRUG SCREENIN 016098 5 25.00 2,096.90
 ===== MARCH ACTIVITY DB: 1,573.40 CR: 0.00 1,573.40

 565-0531 MEDIA PLACEMENT
 B E G I N N I N G B A L A N C E 0.00

 565-0532 PRODUCTION COSTS
 B E G I N N I N G B A L A N C E 0.00

 565-0533 MARKETING
 B E G I N N I N G B A L A N C E 0.00

FUND : 06 -CONVENTION CENTER FUND

PERIOD TO USE: Mar-2011 THRU Mar-2011

DEPT : 565 CONVENTION CENTER OPER

ACCOUNTS: 565-0010 THRU 565-9999

OST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
565-0535			BOND ISSUANCE EXPENSE							
			BEGINNING		BALANCE					0.00

565-0536			TICKET COMMISSIONS							
			BEGINNING		BALANCE					0.00

565-0540			ADVERTISING							
			BEGINNING		BALANCE					0.00

565-0541			ELECTION EXPENSES							
			BEGINNING		BALANCE					0.00

565-0550			TRAVEL EXPENSES							
			BEGINNING		BALANCE					0.00

565-0550-001			CC CHGS CG							
			BEGINNING		BALANCE					0.00

565-0550-002			CC CHGS DR							
			BEGINNING		BALANCE					0.00

565-0551			DUES & MEMBERSHIPS							
			BEGINNING		BALANCE					0.00

565-0552			EVENT ENTERTAINMENT							
			BEGINNING		BALANCE					0.00

565-0553			TRAVEL SHOWS/FEES							
			BEGINNING		BALANCE					0.00

565-0556			EVENT SECURITY							
			BEGINNING		BALANCE					0.00

565-0557			STORAGE RENTAL							
			BEGINNING		BALANCE					0.00

FUND : 06 -CONVENTION CENTER FUND

PERIOD TO USE: Mar-2011 THRU Mar-2011

DEPT : 565 CONVENTION CENTER OPER

ACCOUNTS: 565-0010 THRU 565-9999

OST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== =====BALANCE=====

565-0558 DECORATIONS
B E G I N N I N G B A L A N C E 1,099.33

565-0560 CAMERON COUNTY LEASE
B E G I N N I N G B A L A N C E 0.00

565-0572 TRANSFERS OUT
B E G I N N I N G B A L A N C E 0.00

565-0580 ELECTRICITY
B E G I N N I N G B A L A N C E 93,918.43

01/11 3/01 A55612 CHK: 120436 07382 ELECTRIC BILL 2/25/11 004231 1138735 19,893.27 113,811.70
===== MARCH ACTIVITY DB: 19,893.27 CR: 0.00 19,893.27

565-0581 WATER, SEWER & GARBAGE
B E G I N N I N G B A L A N C E 15,029.94

09/11 3/09 A56350 CHK: 120555 07414 SERVICE @ 7355 PADRE BLV 002805 0863000457900 579.10 15,609.04
09/11 3/09 A56409 CHK: 999999 07416 BOTTLED WATER DEL CVB 022000 941160 12.75 15,621.79
10/11 3/10 A56531 CHK: 999999 07424 SERV @ 7355 PADRE BLVD 012071 201103103098 2,101.53 17,723.32
22/11 3/22 A57306 CHK: 120727 07461 SERV @ 7355 PADRE BLVD 002805 0863000460708 670.80 18,394.12
23/11 3/23 A57349 CHK: 999999 07464 17 GALS LPG DELIVERED 008227 422333 57.80 18,451.92
23/11 3/23 A57434 CHK: 999999 07467 BOTTLED WATER DEL CVB 022000 949260 35.50 18,487.42
31/11 3/31 A57786 CHK: 120727 07494 serv @ 7355 PADRE BLVD 002805 0863000466513 848.56 19,335.98
===== MARCH ACTIVITY DB: 4,306.04 CR: 0.00 4,306.04

565-0599 PROMOTIONS
B E G I N N I N G B A L A N C E 0.00

565-1001 BUILDINGS & STRUCTURES
B E G I N N I N G B A L A N C E 0.00

565-1004 MACHINERY & EQUIPMENT
B E G I N N I N G B A L A N C E 0.00

OST	DATE	TRAN #	REFERENCE	PACKET=====	DESCRIPTION=====	VEND	INV/JE #	NOTE	=====AMOUNT=====	=====BALANCE=====
		565-1005			RADIO EQUIPMENT					
					BEGINNING BALANCE					0.00

		565-1007			MOTOR VEHICLES					
					BEGINNING BALANCE					0.00

		565-1010			SOFTWARE					
					BEGINNING BALANCE					0.00

		565-1011			INFORMATION TECHNOLOGY					
					BEGINNING BALANCE					0.00

		565-1012			LANDSCAPE					
					BEGINNING BALANCE					0.00

		565-8040			MISS USA					
					BEGINNING BALANCE					0.00

		565-8050			MISS TEXAS					
					BEGINNING BALANCE					0.00

		565-8051			EXPANSION					
					BEGINNING BALANCE					0.00

		565-9047			EMPLOYEE TURNOVER					
					BEGINNING BALANCE					0.00

		565-9470			DEBT SERVICE TRANSFER					
					BEGINNING BALANCE					421,993.50

		565-9471			TRANSFER TO CONST. FUND					
					BEGINNING BALANCE					0.00

		565-9472			TRANSFERS OUT					
					BEGINNING BALANCE					0.00

FUND : 06 -CONVENTION CENTER FUND

PERIOD TO USE: Mar-2011 THRU Mar-2011

DEPT : 565 CONVENTION CENTER OPER

ACCOUNTS: 565-0010 THRU 565-9999

OST DATE TRAN # REFERENCE PACKET=====DESCRIPTION===== VEND INV/JE # NOTE =====AMOUNT===== =====BALANCE=====

 565-9473 TRANSFER TO HOTEL MOTEL FUND
 B E G I N N I N G B A L A N C E 0.00

 565-9474 TSF TO MISS TEEN USA
 B E G I N N I N G B A L A N C E 0.00

 565-9999 BUDGET DEPT ADJ
 B E G I N N I N G B A L A N C E 0.00

 000 ERRORS IN THIS REPORT! *-----*

** REPORT TOTALS **	--- DEBITS ---	--- CREDITS ---
BEGINNING BALANCES:	927,927.94	0.00
REPORTED ACTIVITY:	104,157.78	0.00
ENDING BALANCES:	1,032,085.72	0.00

ITEM 10



City of South Padre
Island
FIVE YEAR PLAN

Last updated February 2011

Who Are We / What We Do:

The Convention and Visitors Bureau is responsible for the marketing of South Padre Island as a destination for tourists, meeting planners, sporting events, special events and other tourism activities. As defined by the state hotel occupancy tax law, the main emphasis is on the development of activities generating overnighting guests on South Padre Island. In accomplishing this task, the CVB works with the Convention and Visitors Authority Board, which is appointed by the City Council. The CVA recommends a marketing plan and operating budget to the City Council for final approval. The Convention and Visitors Bureau has oversight over the following divisions:

- Visitors Center
- Sales and Marketing
- Events Marketing
- Convention Centre

During emergencies, the CVB Executive Director also serves as the emergency public information officer.

The CVB is the main City agency involved with the economic growth of this community through tourism.

Major Goals:

1. Developing marketing/advertising efforts that achieve economic success for South Padre Island
2. Develop hospitality education for area businesses.
3. Maintain positive relationships with regular news media along with travel writers.
4. Continue to enhance relationships with local hospitality industry.
5. Create an enjoyable work experience where all people feel appreciated and valued.
6. Continue to maintain strong, positive relationships with all City departments.
7. Expansion of the convention centre
8. Relocation and/or major remodeling of the visitors center

Our Planning Indicators and Focus:

According to the 2010 census, the City of South Padre Island's population is _____ and the City's average number of visitors is over 5,000,000 per year, including over 1 million overnighting visitors. which serves as an indicator for the increase demands for services. We will monitor local HOT collections, changes in lodging inventory, occupancy rates and other trends with area businesses, the Rio Grande Valley and the State of Texas. Currently (fiscal year 2011/12), the total full-time equivalents (FTEs) authorized is 28 positions.

Our Strategies and Programs for the Next Five Years:

Strategy/Program	Fiscal Year	Budget Impact
Maintain an innovative, effective and measurable advertising campaign	2011/2012	No less than \$1,300,000
Increase our presence in the meetings sales area	2012/2013	\$120,000
Continue developing innovative opportunities for marketing, considering all niche aspects and opportunities, including history and culture,	2012/2013	\$50,000
Establish strong financial condition and reserves	2011/2012	\$2,600,000
Create sustainable research projects to measure all aspects of operation	2011/2012	80,000
Expand the convention centre	2012/2014	\$60,000,000
Modernize and move the visitors center	2012/2013	\$150,000
Improve local awareness of tourism, including CVB-led training	2011/2012	\$10,000
Assist and encourage product development on the Island		

Staffing Plan:

	2011/12	2012/13	2013/14	2014/15	2015/16
Executive Director	1	1	1	1	1
Deputy CVB Director/Sales Director	1	1	1	1	1
Sales Manager-Rio Grande Valley	1	1	1	1	1
Sales Manager - National Sales	1	1	1	1	1
Tourism Sales	1	1	1	1	1
Community Relations Manager	1	0	0	0	0
Tourism Director	0	1	1	1	1
Executive Assistant	1	1	1	1	1
Administrative Assistant	2	2	2	2	2
Convention Services Director	1	1	1	1	1
Convention Services Specialist	1	1	1	1	1
Convention Centre Director	0	0	1	1	1
Physical Plant Manager	1	1	1	1	1

Asst. Convention Center Manager	1	1	1	1	1
Maintenance personnel	8	8	8	8	8
Receptionist	1	1	1	1	1
Purchasing agent	1	1	1	1	1
Concession Manager (part-time)	1	1	1	1	1
Communications Director	0	1	1	1	1
Special Events Director	1	1	1	1	1
Visitors Center Manager	1	1	1	1	1
Information Specialist	1	3	3	3	3
	27	30	31	31	31

ITEM 12



Project: SPI CVB - CVA Meeting
Date: April 13th, 2011

Report

Media Overview and Update April - June

Online -

Specific Media Ad Network - Annual
TravelGuidesFree.com - Feb. - Sept.
Spotxchange Video Pre-Roll - April - May
TourTX.com - Annual
TexTraveler.com - Annual
MNI Travel Ad Network - April - May
TripAdvisor.com - Annual
Undertone FP Video In-Banner - April - May
Videoglobetrotter.com - Annual
Yahoo/Google/Ask/MSN Search - Annual

Television -

Spring TV San Antonio - 4/11-24, 5/9-29, 6/20-7/3, 8/22-9/4, 9/12-25
Journey TV in SA, DFW, Austin, RGV.
Remainder of the US is added value.

Outdoor -

Corpus- 2, San Antonio- 2, Ongoing
Valley Mall- Ongoing

Print -

SAEN TX Traveler - May
SAEN Gulf Coast Travel Section - April, May, June
TTIA See TX First - Spring
AARP - May/June
Media Max - April
Meredith: FC, Parents, BH&G - April
Midwest Living: Best of the Midwest - April - June
SA Magazine - April
Southern Living - May
SWA Airlines - April
TX Monthly - April, May
TX Town and City - April
TX State Travel Guide - Annual
Locations - Annual
PYM - Annual
TSAE Membership Directory - Annual
TSAE Show Edition - Annual
TX Sports Facility Guide - Annual

THE ATKINS GROUP
SOUTH PADRE ISLAND PUBLIC RELATIONS TEAM
WORK DESCRIPTION/ EFFORT AND RESULTS

February 2011

RESEARCH & PLANNING

- Compiled comprehensive list of July-December 2010 media hits, along with the majority of actual clips, into the Media Coverage Summary book.

PITCHES, NEWS RELEASES AND OTHER WRITTEN MATERIALS

- Drafted “event highlight” pitch spotlighting unique upcoming SPI events: the Tip O’ Texas Birding Weekend, April 8-10; Texas State Surfing Championships, April 30- May 1; SPI Kite Round-Up, May 18-22.
- Drafted and distributed Spring Break press release to major Texas dailies, alternative weekly publications and Texas college newspapers.
- Drafted summer calendar of events for statewide event calendars.

MEDIA CONTACTS

- Coordinated an interview with Dan Quandt on the **KTSA 550 AM** morning show in San Antonio on Feb. 28. As the show host talked about spring break and border violence, TAG called the show’s producer to suggest they interview Dan Quandt for comment. We coordinated the interview and allowed Dan to weigh in on spring break safety on South Padre Island. Also followed up to offer an interview with Dan with reporter Kristine Galvan of **Fox News Houston** who is covering spring break and border safety.
- Assisted **AP Travel Editor Beth Harpaz** with finalizing story on SPI’s water sports offerings (“*South Padre’s Wind, Waves Perfect for Water Sports.*”) TAG gathered additional information for Harpaz, provided fact-checking assistance, reviewed the story for accuracy and provided several photos (including one of the pelican warning sign on the Queen Isabella Causeway; Dan Quandt went out and took this photo when he learned Harpaz requested one). These efforts resulted in an AP travel feature that so far has been picked up by **approximately 165 media outlets throughout the US and internationally.**
- **Kendra Strey, Features Editor of AAA Publications and AAA Texas Journeys magazine.** We pitched Strey on SPI’s Mobi-Chair program previously; this month we assisted her with photos of the chair to run in an upcoming issue of AAA Texas Journeys.
- We provided new SPI photos and information to Ellyn Adoue, advertising rep for **Southwest Spirit Magazine**, for a special advertising section in the April issue.
- Sent “event highlight” info on key April and May events to media including:
 - **Dallas Morning News**
 - **San Antonio Express-News**

- **Houston Chronicle**
- **Fort Worth Star Telegram**
- **Austin American-Statesman**
- Pitched SPI's birding opportunities to bird-specific niche media including:
 - **Birding** magazine editor Ted Floyd
 - **Birder's World** editor Charles Hagner
 - **Living Bird** editor Tim Gallagher
 - **Bird Watcher's Digest** editor Bill Thompson III
 - **WildBird** editor Amy Hooper
 - www.BirdChick.com blogger Sharon Stiteler
- Pitched Kite Round-Up to **Brent Strong, producer of KABB's Fox News First** morning news show in San Antonio.
- Made follow-up phone calls and left messages for **Will Palmer, editor of Outside Magazine** and **Hal Brown, editor of Ft. Worth Texas Magazine**. Followed up on fam invitations issued to them.

FUTURE MEDIA FAM OPPORTUNITIES:

- Finalized dates and began initial planning for **Mary Ellen Botter, travel editor of the Dallas Morning News**. Botter will be on the Island March 25-29 to do research for a story on "birding 101" and also for her personal vacation. SPI CVB will provide assistance to Botter during her stay.
- **Andrew Collins** covers GLBT-friendly travel for the **New York Times-owned About.com**. He will be on SPI on March 1 as part of travels to research GLBT-friendly travel in Texas. DeeOnda Ahadi is securing one night of lodging for him as well as making herself available to give him a tour of the Island.
- Continuing to finalize a fam opportunity with Chet Garner, now a Texas Highways columnist and host of the PBS travel show "The Day Tripper." After discussing story angles and ideas with Garner, he would like to do a scouting trip in May, returning to the Island in June/July to shoot footage for his show.
- We have firmed up fam dates of **H Texas Magazine** writer **Sarah VanHoose** to visit the Island, April 11-14. VanHoose wants to take part in a wide range of activities, including surfing, paddle boarding dolphins, sea turtles and a sand castle lesson. We are working with DeeOnda to firm up the itinerary.
- Invited Oklahoma freelance travel writer **Elaine Warner** to visit South Padre Island for a fam. She is interested in doing so later this year and is working to line up several article assignments. Warner is a frequent contributor to **Slice Magazine** (Oklahoma's premier lifestyle magazine) and several AAA publications, including **AAA Home and Away (Oklahoma)**, **AAA Southern Traveler** and **AAA Midwestern Traveler**.

CLIPS & HITS

KTSA 550 AM (San Antonio), Feb. 28. TAG coordinated a last-minute interview for Dan Quandt on this news/talk radio station's Morning Show as the host led a discussion on spring break and safety issues.

TexasHighways.com, Feb. 20. "Wild Texans: A look at intriguing creatures across the state." This is the latest story by Melissa Gaskill to include South Padre Island. Gaskill has visited SPI twice on fam trips that we coordinated. The dolphins that live near SPI are included in a round-up of unique Texas wildlife. An abbreviated story appears online with the full story running in the March 2011 print edition of the magazine.

<http://www.texashighways.com/index.php/component/content/article/38-outdoors/6215-wild-texans-a-look-at-intriguing-creatures-across-the-state>

Austin American-Statesman, Feb. 13. "Destination weddings: from the far out to the close to home." This is another hit from Becca Hensley, travel editor of San Antonio Magazine and a prolific freelance travel writer. We assisted her with wedding info and photos for this story.

http://www.statesman.com/life/travel/destination-weddings-from-the-far-out-to-the-1249548.html?sms_ss=email&at_xt=4d585ec1aa6209fa%2C0

San Antonio Magazine, March 2011. "Break Time: The Texas Coast entertains spring breakers at any age." This is a story that resulted from our pitches to travel editor Becca Hensley. TAG also assisted with providing extensive information, fact-checking and photos for the article. See attached clip.

AP TRAVEL STORIES: *South Padre's Wind, Waves Perfect for Water Sports.*

The Atkins Group initiated contact with Associated Press Travel Editor Beth Harpaz soon after starting PR efforts on behalf of the CVB. Those pitches have paid off with this story on the island's water sport offerings. TAG assisted with the story, including gathering additional information, fact-checking and providing a wide range of photos that were all included in this package. Because it is an AP story, it is available to print and broadcast media internationally to use. Since being posted on Tues. Feb. 15, the story has run in markets throughout Texas and around the world, including:

South Padre's Wind, Waves Perfect for Water Sports.

MSNBC.com, Feb. 16. "South Padre's Wind, Waves Perfect for Water Sports."

http://www.msnbc.msn.com/id/41601189/ns/travel-active_travel/

TEXAS

1. **KSAT-TV**, San Antonio, Feb. 15. <http://www.ksat.com/travelgetaways/26872330/detail.html>
2. **KPRC-TV Houston**, Feb. 15
<http://www.click2houston.com/travelgetaways/26872330/detail.html>
3. **Austin American-Statesman**, Feb. 15
http://www.statesman.com/life/travel/south-padres-wind-waves-perfect-for-water-sports-1254889.html?cxtype=rss_texas
4. **San Antonio Express-News**, Feb. 15
<http://www.mysanantonio.com/news/article/South-Padre-s-wind-waves-perfect-for-water-sports-1014176.php>
5. **KLTV 7 News**, Tyler/Longview/East Texas, Feb. 15.
6. **ABC 40 KRHD**, Bryan/College Station, Feb. 15.
7. **KXXV-TV News Channel 25**, Waco/Temple/Killeen/Central Texas, Feb. 15.

8. **KTRE TV**, Lufkin/Nacogdoches, Feb. 15.
9. **NewsChannel 10**, Amarillo, Feb. 15.
10. **KWES NewsWest 9**, Midland/Odessa, Feb. 15.
11. **KTEN.com**, Texoma (SE Okla./N. Texas) , Feb. 15.
12. **Midland Reporter-Telegram**, Feb. 16, http://www.mywesttexas.com/article_ee9b277c-3961-11e0-bd69-001cc4c002e0.html
13. **Lubbock Avalanche-Journal**, Feb. 16, <http://lubbockonline.com/texas/2011-02-16/south-padres-wind-waves-perfect-water-sports>
14. **Amarillo Globe-News**, Feb. 19
<http://ap.amarillonet.com/pstories/state/tx/20110219/788067345.shtml>
15. **El Paso Times**, Feb. 19 http://www.elpasotimes.com/travel/ci_17431923
16. **Abilene Reporter-News**, Feb. 26
<http://www.reporternews.com/news/2011/feb/26/south-padres-wind-waves-are-ideal-for-water/?preventMobileRedirect=1>

NATIONAL MARKETS

17. **ABC News**, Feb. 15. "South Padre's Wind, Waves Perfect for Water Sports."
<http://abcnews.go.com/Travel/wireStory?id=12925458>
18. **CBS News**, Feb. 15 <http://www.cbsnews.com/stories/2011/02/15/travel/main7352018.shtml>
19. **Huffington Post**, Feb. 15
<http://www.huffingtonpost.com/huff-wires/20110215/us-travel-trip-south-padre-island/>
20. **New York Times**, Feb. 15
<http://www.nytimes.com/aponline/2011/02/15/us/AP-US-Travel-Trip-South-Padre-Island.html? r=1&ref=us>
21. **CBS 5 News (Phoenix)**, Feb. 15
<http://www.kpho.com/travelgetaways/26872330/detail.html>
22. **WFTV (Orlando, Fla.)**, Feb. 15
<http://www.wftv.com/travelgetaways/26872330/detail.html>
23. **KIRO-TV (Seattle, Wash.)**, Feb. 15
<http://www.kirotv.com/travelgetaways/26872330/detail.html>
24. **News 4 Jax (Jacksonville, Fla.)** Feb. 15
<http://www.news4jax.com/travelgetaways/26872330/detail.html>

25. **WPLG-TV** (Miami/Ft. Lauderdale, Fla.), Feb. 15
<http://www.justnews.com/travelgetaways/26872330/detail.html>
26. **WSB-TV** (Atlanta), Feb. 15
<http://www.wsbtv.com/travel/26872330/detail.html>
27. **WNEM-TV** (Saginaw, Mich.), Feb. 15
<http://www.wnem.com/travelgetaways/26872330/detail.html>
28. **KIFI-TV** (Idaho Falls, Idaho), Feb. 15
<http://www.localnews8.com/travelgetaways/26872330/detail.html>
29. **WTOV9** (Ohio Valley/West Virginia), Feb. 15
<http://www.wtov9.com/travelgetaways/26872330/detail.html>
30. **WSOC-TV** (Charlotte, NC), Feb. 15
<http://www.wsocv.com/travelgetaways/26872330/detail.html>
31. **KJCT8-TV** (Grand Junction, Colo.), Feb. 15
<http://www.kjct8.com/travelgetaways/26872330/detail.html>
32. **WSMV-TV** (Nashville, Tenn.), Feb. 15
<http://www.wsmv.com/travelgetaways/26872330/detail.html>
33. **KCTV 5** (Kansas City, Mo.), Feb. 15
<http://www.kctv5.com/travelgetaways/26872330/detail.html>
34. **KPHO-TV** (Phoenix), Feb. 15
<http://www.kpho.com/travelgetaways/26872330/detail.html>
35. **Dayton Daily News** (Ohio), Feb. 15
<http://www.daytondailynews.com/lifestyle/travel/south-padres-wind-waves-perfect-for-water-sports-1082060.html>
36. **Atlanta Journal Constitution**, Feb. 15
<http://www.ajc.com/travel/south-padres-wind-waves-838914.html>
37. **Journal News** (Ohio), Feb. 15
<http://www.journal-news.com/lifestyle/travel/south-padres-wind-waves-perfect-for-water-sports-1082060.html>
38. **Springfield News-Sun** (Ohio), Feb. 15
<http://www.springfieldnewssun.com/lifestyle/travel/south-padres-wind-waves-perfect-for-water-sports-1082060.html>
39. **Middletown Journal** (Ohio), Feb. 15
<http://www.middletownjournal.com/lifestyle/travel/south-padres-wind-waves-perfect-for-water-sports-1082060.html>
40. **Deseret News** (Salt Lake City, Utah), Feb. 15
<http://www.deseretnews.com/article/700110214/South-Padres-wind-waves-perfect-for-water->

[sports.html](#)

41. **Newsday** (Long Island/New York City), Feb. 15
<http://www.newsday.com/travel/south-padre-s-wind-waves-perfect-for-water-sports-1.2687932>
42. **Greenwich Time** (Conn.), Feb. 15
<http://www.greenwichtime.com/news/article/South-Padre-s-wind-waves-perfect-for-water-sports-1014176.php>
43. **News Times** (Conn.), Feb. 15
www.newstimes.com/news/article/South-Padre-s-wind-waves-perfect-for-water-sports--1014176.php
44. **Kinston Free Press** (N. Carolina), Feb. 15
http://hosted.ap.org/dynamic/stories/U/US_TRAVEL_TRIP_SOUTH_PADRE_ISLAND_TRVOL?SITE=NCKIN&SECTION=TRAVEL&TEMPLATE=DEFAULT
45. **The Times News** (Burlington, N. Carolina), Feb. 15
http://hosted.ap.org/dynamic/stories/U/US_TRAVEL_TRIP_SOUTH_PADRE_ISLAND_TRVOL?SITE=NCBUR&SECTION=TRAVEL&TEMPLATE=DEFAULT
46. **The Telegraph** (Ill.), Feb. 15 (No longer available online.)
47. **Stamford Advocate** (Conn.), Feb. 15
<http://www.stamfordadvocate.com/news/article/South-Padre-s-wind-waves-perfect-for-water-sports-1014176.php>
48. **Daytona Beach News Journal Online** (Fla.), Feb. 15
http://ap.news-journalonline.com/dynamic/stories/U/US_TRAVEL_TRIP_SOUTH_PADRE_ISLAND_TRVOL?SITE=FLDAY&SECTION=HOME&TEMPLATE=DEFAULT
49. **Go Dan River** (North Carolina), Feb. 15
http://hosted.ap.org/dynamic/stories/U/US_TRAVEL_TRIP_SOUTH_PADRE_ISLAND_TRVOL?SITE=VADAR&SECTION=HOME&TEMPLATE=DEFAULT
50. **R&D Magazine**, Feb. 15
<http://www.rdmag.com/News/FeedsAP/2011/02/manufacturing-ap-fea-lifestyles-digest/>
51. **Hartford Courant** (Conn.), Feb. 15 (No longer available online)
52. **NBC-2** (Cape Coral/Fort Myers, Fla.), Feb. 15
<http://www.nbc-2.com/Global/story.asp?S=14034589>
53. **Independent Tribune** (N. Carolina), Feb. 15
http://hosted.ap.org/dynamic/stories/U/US_TRAVEL_TRIP_SOUTH_PADRE_ISLAND_TRVOL?SITE=NCCON&SECTION=HOME&TEMPLATE=DEFAULT

54. **The Republic** (Columbus, Ind.), Feb. 15
http://www.therepublic.com/view/story/9618f43c3c0449e8aec7d927a74fbafc/US--Travel-Trip-South_Padre_Island/
55. **The Northern Virginia Daily**, Feb. 15 <http://www.nvdaily.com/>

ALSO ON FEB. 15:

56. WISTV.com, Columbia, South Carolina
57. KLKN-TV, Lincoln, Neb.
58. WRIC TV8, Richmond, Va.
59. Live5News.com, Charleston, South Carolina
60. WALB, Georgia
61. KION, Monterey/Salinas/Santa Cruz, Calif.
62. WANDTV.com, Central Illinois
63. KIVITV.com, Boise, Idaho
64. WBOC-TV 16, Maryland/Delaware
65. WLOX-TV, South Mississippi
66. Hawaii News Now, Honolulu
67. WMBFNews.com, Myrtle Beach, South Carolina
68. WQOW TV, Eau Claire, Wis.
69. WLBT 3, Jackson, Miss.
70. KCBD, Lubbock, Texas
71. KOTA Territory News, South Dakota
72. KTVN Channel 2, Reno/Tahoe
73. WKBT News 8, LaCrosse, Wis.
74. WTHR NBC-13, Indianapolis
75. WCAX.com, Vermont
76. KOAM TV 7, Pittsburg, Ks./Joplin, Mo.
77. WBAY, Green Bay, Wis.
78. WDAM - Channel 7 -- 02/15/11 Hattiesburg, Miss.
79. WTVM, Columbus, Ga.
80. News 25, Evansville, Ind.
81. KSLA News 12, Shreveport, La.
82. KCAUTV.com, Sioux City, Iowa
83. Wave 3, Louisville, Ky.
84. WGEM, Western Ill./SE Iowa/NE Missouri
85. KOLD News 13, Southern Arizona
86. WECT TV6, Wilmington, NC
87. KTTC, SE Minnesota/NE Iowa
88. Fox4now.com -- 02/15/11 SW Florida
89. Fox 12 Idaho -- 02/15/11 Idaho
90. CBS 8 -- 02/15/11 San Diego, Calif.
91. NBC26 -- 02/15/11 Green Bay, Wis.
92. KFVS12 News -- 02/15/11 Cape Girardeau, Mo.
93. KWWL.com -- 02/15/11 Iowa
94. KNOE 8 News -- 02/15/11 Ark./La./Miss.
95. WSFA 12 News -- 02/15/11 Montgomery, Ala.
96. Myabc5.com -- 02/15/11 Des Moines, Iowa
97. WTOG 11 -- 02/15/11 Savannah, Ga.
98. KNDO/KNDO Right Now -- 02/15/11 Tri-Cities, Wash.
99. MyFoxAL.com -- 02/15/11 Birmingham, Ala.

100. KAIT 8 -- 02/15/11 NE Ark./SE Mo.
101. KTIV News, Sioux City, Iowa
102. WRCBTV.com, Chattanooga, Tenn.
103. WFMJ, Youngstown, Ohio
104. KMIR 6, Palm Springs, Calif.
105. KSWO, Okla./Texas
106. WVVA-TV, W. Virginia
107. NBC12.com, Richmond, Va.
108. KPLC 7 News, Lake Charles, La.
109. Valley News Live, Fargo/Grand Forks, ND
110. WBTV 3, Charlotte, NC
111. WAFF.com, North Alabama
112. NBC-2.com, SW Florida
113. KLFY TV 10, Lafayette, La.
114. CBS4 RTV4 WHBF, Quad Cities, Ill.-Iowa
115. WTOL.com, Toledo, Ohio
116. WXVT-TV, MW Miss.
117. WGGB ABC 40/FOX 6, Springfield, Mass.
118. KWQC-TV6 News, Quad Cities, Ill.-Iowa
119. KALB-TV News Channel 5, Central La.
120. KXLY920 AM, Spokane, Wash.

121. **Seattle Post Intelligencer**, Feb. 16
http://www.seattlepi.com/travel/435601_Southpadre16.html

122. **Marin Independent Journal** (Calif.), Feb. 18
http://www.marinij.com/travel/ci_17431923

123. **San Bernardino County Sun** (Calif.), Feb 18
http://www.sbsun.com/travel/ci_17392769

124. **Times-Standard**, (Northern Coast, Calif.), Feb. 18
http://www.times-standard.com/travel/ci_17392769

125. **Monterey County Herald** (Calif.), Feb. 19
http://www.montereyherald.com/travel/ci_17431923?nclick_check=1

126. **InYork.com** (York, Penn.), Feb. 19 "South Padre's wind, waves perfect for water sports."
http://www.inyork.com/weather/ci_17431923

127. **St. Paul Pioneer Press** (St. Paul, Minn.), Feb. 19
http://www.twincities.com/travel/ci_17431923?nclick_check=1

128. **Yahoo! News**, Feb. 19
http://news.yahoo.com/s/ap_travel/20110219/ap_travel_trip_south_padre_island

129. **MSG** (Madison Square Garden, New York City), Feb. 19
<http://nfl.msg.com/article/0190g5Y9Nvahu?q=Texas>

130. **Burlington Free Press** (Vermont), Feb. 19
<http://www.burlingtonfreepress.com/article/20110219/LIVING03/102190304/South-Padre-s-wind->

[waves-perfect-for-water-sports](#)

130. **Concord Monitor** (New Hampshire), Feb. 19
<http://www.concordmonitor.com/article/241284/water-sports-wonderland>
131. **Herald Times** (Bloomington Indiana), Feb. 19
<http://www.heraldtimesonline.com/stories/2011/02/20/relationships.qp-1714144.sto>
132. **Inland Valley Daily Bulletin** (Ontario, Calif.), Feb. 19
http://www.dailybulletin.com/travel/ci_17431923
133. **Globe Gazette** (Mason City, Iowa), Feb. 19 (This paper ran a teaser for the full story in the Sunday print edition) http://www.globegazette.com/news/local/article_bdee925c-3bfb-11e0-a1e5-001cc4c002e0.html
134. **Herald Times** (Bloomington, Ind.), Feb. 20
<http://www.heraldtimesonline.com/stories/2011/02/20/relationships.qp-1714144.sto>
135. **Lowell Sun** (Mass.), Feb. 20. http://www.lowellsun.com/travel/ci_17437200
136. **Daily Advertiser** (Lafayette, La.) Feb. 20
<http://www.theadvertiser.com/article/20110220/LIFESTYLE/102200313/1024/Enjoy-water-sports-in-South-Padre>
137. **Wilkes-Barre Times Leader** (Penn.), Feb. 20
http://www.timesleader.com/features/Living_large_on_Texas_spring_break_02-20-2011.html
138. **Cape Cod Online** (Mass.), Feb. 20
<http://www.capecodonline.com/apps/pbcs.dll/article?AID=/20110220/LIFE/102200306>
139. **Florida Today**, Feb. 20
<http://www.floridatoday.com/article/20110220/LIFE/102200323/Excursions-South-Padre-s-wind-waves-perfect-water-sports>
140. **Globe Gazette** (Mason City, Iowa), Feb. 20
http://www.globegazette.com/features/article_a2ad6836-3abd-11e0-830e-001cc4c03286.html
141. **Boston Herald**, Feb. 21
http://www.bostonherald.com/entertainment/travel/view/20110221south_padres_wind_waves_perfect_for_water_sports
142. **Santa Fe New Mexican**, Feb. 23
<http://www.santafenewmexican.com/Local%20News/c0211-BC-US-Travel-Trip-South-02-15-1473>
143. **Daytona Beach News Journal**, Feb. 26.
<http://www.news-journalonline.com/lifestyle/travel/2011/02/27/south-padres-wind-surf-perfect-for-watersports-fans.html>
144. **Berkshire Eagle** (Mass.), Feb. 26
http://www.berkshireeagle.com/ci_17492694?IADID=Search-www.berkshireeagle.com-www.berkshireeagle.com

145. **Wisconsin Rapids Daily Tribune, Feb. 27.**
<http://www.wisconsinrapidstribune.com/article/20110227/MAN04/102270494/0/specials&theme=>
146. **Herald Times Reporter, (Manitowoc, Wis.), Feb. 27.**
<http://www.htrnews.com/article/20110227/MAN04/102270494/1398>
147. **The Tennessean (Nashville), Feb. 27.**
<http://www.tennessean.com/article/20110227/TRAVEL/102270302/Beyond-South-Padre-party-scene>
148. **Columbus Dispatch (Ohio), Feb. 27.**
<http://www.dispatch.com/live/content/travel/stories/2011/02/27/texas-spring-breakers-can-get-thrills-with-watersports.html>
149. **Las Cruces Sun News (New Mexico), Feb. 27.**
http://www.lcsun-news.com/las_cruces-lifestyle/ci_17490620
150. **Los Angeles Daily News, Feb. 27** http://www.dailynews.com/lalife/ci_17490070
151. **Inforum (Fargo/Moorhead, North Dakota), Feb. 27.**
<http://www.inforum.com/event/article/id/310116/group/Life/>
152. **Athens Banner-Herald (Ga.), Feb. 27**
http://onlineathens.com/stories/022711/liv_791525016.shtml

INTERNATIONAL MARKETS

153. Kelowna Daily Courier (British Columbia, Canada), Feb. 15
154. Penticton Herald (British Columbia, Canada), Feb. 15
155. Metro Calgary (Alberta, Canada) Feb. 15
<http://www.metronews.ca/calgary/life/article/773760--south-padre-s-wind-waves-ideal-for-water-sports>
156. Also in sister Metro papers throughout Canada on Feb. 15 including:
157. **Metro Edmonton**, Alberta, Canada
158. **Metro Halifax**, Nova Scotia, Canada
159. **Metro Montreal**, Quebec, Canada
160. **Metro Ottawa**, Ontario, Canada
161. **Metro Toronto**, Ontario, Canada
162. **Metro Vancouver**, British Columbia, Canada
163. **Taiwan News Online**, Feb. 16
http://www.taiwannews.com.tw/etn/news_content.php?id=1517513
164. **Sify.com (India)** Feb. 15 <http://www.sify.com/news/south-padre-s-wind-waves-perfect-for-water-sports-news-others-lcpwaxidcca.html?source=AP>
165. **Chronicle Herald (Nova Scotia, Canada)**, Feb. 19

<http://www.thechronicleherald.ca/Travel/1228977.html>

OTHER FEBRUARY CLIPS:

Valley Morning Star (Harlingen), Feb. 21. "Riding 'The Wave.'" This story profiles shuttle transportation from Harlingen to South Padre.

<http://www.valleymorningstar.com/articles/harlingen-88477-riding-wave.html>

Bay Ledger News Zone, Feb. 18. "Travel Picks: Top 10 spring break destinations."

http://www.blz.com/news/2011/02/18/Travel_Picks_spring_break_destinations_3239.html

USAToday.com, Feb. 17. "Activities on South Padre Island."

<http://traveltips.usatoday.com/activities-padre-island-20209.html>

Meetings Focus, Feb. 2011. "Gulf Coast Meetings." Dan Quandt was interviewed for this article.

<http://www.meetingsfocus.com/Topics/ArticleDetails/tabid/162/ArticleID/15139/Default.aspx>

Action Sport Business Surf, Feb. 7. "Surfrider Foundation awards 2010 'Wavemakers.'"

This story also appeared in the Global Surf News and WahineSurfing.

http://www.asbe-surf.com/internews.asp?ld_news=50535

McClatchy-Tribune News Service. "Whooping cranes, tourists spend languid days on Texas Gulf Coast."

<http://www.windsorstar.com/travel/Whooping+cranes+tourists+spend+languid+days+Texas+Gulf+coast/4196551/story.html>

This is a story by Detroit Free Press travel writer Ellen Creager; TAG has pitched SPI to Creager on multiple occasions. The article focuses on the upper Texas Gulf Coast, but South Padre Island is mentioned in the article, which appeared in multiple markets in the U.S. and Canada in February, including:

- Sun Herald (Biloxi-Gulfport and South Mississippi)
- Wichita Eagle
- Hartford Courant (Conn.)
- Kelowna Capital News, British Columbia
- Windsor Star
- Montreal Gazette
- Ottawa Citizen
- Orange County Register
- Leader Post (Regina, Saskatchewan)
- NorthJersey.com

Texas Traveler, San Antonio Express-News (Texas travel supplement to the Express-News), Feb. 24.

"Spring is Ideal for a trip to the Texas Coast." We provided information to writer Jeanette McNamee for a roundup story on Texas Gulf Coast destinations. Highlights included Kite Round-Up, the Birding and Nature Center and the Tip O'Texas event, sport fishing and Spring Break. (link not available)

Texas Traveler, San Antonio Express-News, Feb. 24. "Spring in South Padre equals fun in the sun." We

provided information for this article, which covers Spring Break and year-round activities, including water sports, dolphins, horseback riding and nightlife. (link not available)

SEA TURTLES/FREEZING WEATHER

The cold snap and turtle rescue effort that followed received extensive coverage throughout the RGV and beyond, including:

KRGV-TV 5, Feb. 2. "Freezing weather puts sea turtles at risk."

http://www.krgv.com/news/local/story/Freezing-Weather-Puts-Sea-Turtles-at-Risk/T8ScK4qsl0K566_YJQlrgw.csp

Brownsville Herald, Feb. 3. "Record number of sea turtles rescued from cold."

<http://www.brownsvilleherald.com/news/island-122413-south-number.html>

KRGV-TV 5, Feb. 3. "Shelter working overtime to keep 300 animals warm."

<http://www.krgv.com/news/local/story/Shelter-Working-Overtime-to-Keep-300-Animals-Warm/qgTJXWxdZUG1xliRGL5Ew.csp>

Valley Morning Star, Feb. 3. "Fishing closures announced; turtle patrols begin."

<http://www.valleymorningstar.com/news/fishing-87714-valley-spots.html>

Brownsville Herald, Feb. 4. "Freeze leaves sea turtles stunned."

<http://www.brownsvilleherald.com/news/stunned-122458-friday-turtles.html>

Brownsville Herald (AP), Feb. 4. "Freeze leaves sea turtles stunned."

<http://www.brownsvilleherald.com/news/stunned-122458-friday-turtles.html>

My San Antonio (AP), Feb. 4. "Emerging from ice, Valley faces more cold."

http://www.mysanantonio.com/news/local_news/article/Emerging-from-ice-Valley-faces-more-cold-996882.php

Valley Central, Feb. 4. "500 sea turtles rescued on Valley beaches."

<http://www.valleycentral.com/news/story.aspx?id=576936>

ABC Owned Television Stations, Feb. 8. "Weather warms, rescued sea turtles back to Gulf."

<http://abclocal.go.com/ktrk/story?section=news/state&id=7945751>

Brownsville Herald (AP), Feb. 7. "Rescued turtles head back out to sea."

<http://www.brownsvilleherald.com/news/island-122555-padre-rescued.html>

Brownsville Herald (AP), Feb. 12. "Volunteers were the heroes during the sea turtle rescue effort."

<http://www.brownsvilleherald.com/articles/heroes-122760-turtle-island.html>

SPRING BREAK

Orlando Sentinel Blogs, Feb. 4. "Top 10 spring break destinations from Cheapflights.com."

<http://blogs.orlandosentinel.com/travel-postcardsfromflorida/2011/02/04/top-10-spring-break-destinations-from-cheapflights-com/>

This story also ran in other publications including:

- **Travel Agent Central**, Feb. 3. <http://www.travelagentcentral.com/holiday-travel/top-10-spring-break-destinations-2011-26743>
- **Tours.com**, Feb. 3. <http://www.tours.com/news.htm?id=16848>
- **Reuters India**, Feb. 18, <http://in.reuters.com/article/2011/02/18/idINIndia-54997120110218>
- **MSNBC.com**, Feb. 19. <http://www.msnbc.msn.com/id/41663425/ns/travel-seasonal-travel/>

- **Ottawa Citizen**, Feb. 19.
<http://www.ottawacitizen.com/travel/Spring+Break/4313741/story.html>
- **Edmonton Sun**, Feb. 23, <http://www.edmontonsun.com/travel/2011/02/22/17363966.html>
- **Toronto Sun**, Feb. 23,
<http://www.torontosun.com/travel/international/2011/02/22/17363941.html>
- **London Free Press**, Feb. 23, <http://www.lfpress.com/travel/2011/02/22/17363971.html>

Sacramento Business Journal, Feb. 10. "This spring break, it's all about the music."
http://www2.bizjournals.com/sacramento/prnewswire/press_releases/California/2011/02/10/LA45916

My Fox Houston, Feb. 11. "Travel to Mexico still high despite warnings."
<http://www.myfoxboston.com/dpp/news/international/110211-travel-to-mexico-still-high-despite-warnings>

Des Moines Register, Feb. 16. "Your 2 Cents Worth."
<http://www.desmoinesregister.com/article/20110216/OPINION01/102160352/1001/NEWS/?odyssey=nav%7Chead>

Atlanta Journal and Constitution Blogs, Feb. 16. "Spring break three different ways."
<http://blogs.ajc.com/still-traveling-blog/2011/02/16/spring-break-three-different-ways/>

Pittsburgh Tribune Review, Feb. 26. "After spring break at South Padre Island."
http://www.pittsburghlive.com/x/pittsburghtrib/lifestyles/travel/s_724282.html

ACCOUNT SERVICE

- Account service and maintenance: planning meetings, clip searches, reports for CVA marketing committee and board meetings, meetings and discussions with CVB and TAG SPI team, etc.

THE ATKINS GROUP
SOUTH PADRE ISLAND PUBLIC RELATIONS TEAM
WORK DESCRIPTION/ EFFORT AND RESULTS

March 2011

RESEARCH & PLANNING

- Interviewed Nancy Brown of the Laguna Atascosa National Wildlife Refuge to develop magazine story pitch on ocelots.
- Assisted with forging partnership with Goodwill Industries of San Antonio for spring donation drive giveaway and media campaign; drafted speaking points for media opportunities.
- Finalized list of travel bloggers to target. List includes bloggers focused on general travel, family travel, outdoor adventure travel, girlfriend getaways and wedding/honeymoon travel.

PITCHES, NEWS RELEASES AND OTHER WRITTEN MATERIALS

- Drafted news releases for weddings, birding and kiteboarding.
- Drafted revised Spring Break news release to include verbiage to allay concerns over border safety.
- Drafted Spring Break forecast news release.
- Drafted South Padre Island Gears Up for Summer Fun press release and distributed to new media list of more than 165 travel bloggers around the U.S. who cover domestic travel topics.
- Submitted Summer events listings to Traveltex.com, Tourtex.com, AAA Journeys, Southern Living, Texas Monthly, major Texas dailies and other outlets.

MEDIA CONTACTS

- Lara Bell, Houston-based journalist who visited the Island on a fam in 2010, is working on a story for **Absolutely Memorial** magazine in Houston. The story, "One Tank Trips," includes South Padre Island as a major focus. We are working with Bell to provide her with news and updates on summer travel to SPI.
- Provided assistance to writer Melanie Young with **Southwest Spirit Airlines** magazine advertorial for May issue.
- Assisted **Southwest Airlines Spirit** magazine with fact-checking on Kite Round-Up info for inclusion in the May 2011 issue. Provided fact-checking assistance to writer Christina Miralla and photos to associate editor Katherine Lagomarsino.
- Contacted Michelle Jacoby of Houston-based **Prime Living** magazine in follow-up to a photo request. The magazine is working on a story for its May/June issue.

- Followed up with **TexasMonthly.com** events editor Michael Hoinski regarding April & May events; he indicated a special interest in the Texas State Surfing Championships.
- Compiled information on 2011 holiday events and provided to Mary Ramos of the **Dallas Morning News** Travel Department. This was a follow up to Mary Ellen Botter's fam visit to the Island, as she wants to plan a story on the Island's holiday happenings.
- Provided general SPI information about "under the radar" activities/fun facts such as surfing, having your own catch cooked to order, no-tie policy, sea turtles, Friday Night fireworks and kite roundup to Reid Schwartz, of Edelman/Vollmer, to provide to freelancer interested in covering Texas Gulf Coast stories. Schwartz did not disclose who the freelancer is affiliated with, but we will follow up.

FAMS

- Worked with CVB to finalize planning for a fam for **Mary Ellen Botter, travel editor of the Dallas Morning News**. Botter visited the Island March 25-29 to do research for a story on "birding 101" and also for her personal vacation.
- Worked with CVB to finalize planning for a fam for **Sarah Van Hoose, travel writer for H Texas Magazine**, April 11-14. Van Hoose plans to cover scuba diving, stand-up paddle boarding, sand castle lessons, the Southern Wave catamaran dinner/music excursion, Sea Turtle Inc., dolphin watching, birding and try a variety of the Island's restaurants.

FUTURE MEDIA FAM OPPORTUNITIES:

- Tim Gallagher, editor-in-chief of **Living Bird** magazine, is interested in visiting South Padre Island in October to cover SPI's birding opportunities. We are beginning initial planning of his visit.
- Continuing to plan a fam opportunity with Chet Garner, **Texas Highways** columnist and host of the PBS travel show "**The Day Tripper**." We're planning a scouting trip for Garner in May, then a return to the Island in June/July to shoot footage for his show.
- Contacted other reporters regarding possible fam visits, including Houston-based freelance magazine writer Dan Oko and editors/writers from several birding publications.
- Followed up with Elaine Warner, Oklahoma freelance travel writer, about a possible 2011 fam visit. We will continue to follow up with her, as she is a frequent contributor to several of the **AAA regional magazines** and to **Slice**, Oklahoma's premiere lifestyle magazine. Warner has been to South Padre Island in the past and thinks it's a wonderful destination.
- Contacted Julie Catalano, freelance travel writer based in San Antonio, about lining up some solid writing assignments for a fam in 2011. Julie is extremely interested. Among the publications she contributes to frequently are **Scene in SA** magazine and **De Soto** magazine, a sophisticated lifestyle publication distributed throughout the state of Mississippi.
- Contacted freelance travel writer Janis Turk, who divides her time between Texas and New Orleans, about a possible fam to the Island. Turk authored the recently released guidebook, "**Frommer's San Antonio and Austin Day by Day**," and is a contributing writer to numerous publications such as **Southwest Airlines Spirit**, **AAA Texas Journeys**, **Luxx Living**, **Country Lifestyle** and **San Antonio Woman**.

CLIPS & HITS

GENERAL SPI STORIES:

- **The Star Phoenix** (Saskatoon, Sask., Canada) Mar. 28. "Whooping cranes, tourists spend languid days on Texas Gulf Coast."
http://www.thestarphoenix.com/travel/Whooping+cranes+tourists+spend+languid+days+Texas+Gulf+coast/4196551/story.html?cid=megadrop_story
- **AZCentral.com** (website of the Arizona Republic), Mar. 28. "Where in the World," a weekly photo quiz featuring beautiful and unexpected photos from all over the world, featured 5 photos of SPI watersports and scenery, including windsurfing, kiteboarding, and standup paddleboarding.
<http://www.azcentral.com/travel/articles/2011/03/28/20110328where-in-the-world.html?page=1>
- **Texas Tribune**, Mar. 30. "Texas Debates Plastic Bag Recycling."
<http://www.texastribune.org/texas-environmental-news/environmental-problems-and-policies/texas-debates-plastic-bag-recycling/>
- **Valley Morning Star**, Mar. 22. "Developer breaks ground on new SPI subdivision."
<http://www.valleymorningstar.com/news/new-89758-padre-breaks.html>
- **Brownsville Herald**, Mar. 21. "SPI Subdivision touts proximity to proposed causeway."
<http://www.brownsvilleherald.com/articles/island-124219-development-spi.html>
- **Vancouver Sun**, Mar. 19. "Adventures, excursions, updates and plenty of goings-on."
<http://www.vancouver.sun.com/travel/Adventures+excursions+updates+plenty+goings/4471011/story.html>
- **KRGV-TV 5**, Mar. 18. "Second Causeway still years away."
<http://www.krgv.com/news/local/story/Second-Causeway-Still-Years-Away/1b-7ekNI9UKeuY9ZPviKcA.csp>
- **Montreal Gazette**, Mar. 15. "5 beach towns in Texas, 5 vibes."
<http://www.montrealgazette.com/travel/beach+towns+Texas+vibes/4196507/story.html?id=4196507>
- **About.com**, Mar. 14. "South Padre Island Gay Scene: Splash South Padre Island Party 2011." Note: this is a story that resulted from the recent fam visit TAG & the CVB coordinated for GLBT travel writer Andrew Collins.
http://gaytravel.about.com/od/quicklodgingtips/qt/Upper_Deck_SP.htm
- **Brownsville Herald**, Mar. 12. "For many, Valley birding is tops in U.S."
<http://www.brownsvilleherald.com/news/many-123839-nashville-tops.html>
- **Austin American-Statesman Blogs**, Mar. 8. "Pictures from Joe Cotton's and South Padre."
http://www.statesman.com/blogs/content/shared-gen/blogs/austin/andersmeanders/entries/2011/03/08/pictures_from_joe_cottens_sout.html?cxntfid=blogs_anders_meanders

- **Valley Morning Star**, Mar. 6. "Valley of the Birds."
<http://www.valleymorningstar.com/articles/nashville-89079-valley-birds.html>
- **Farmington Daily Times** (New Mexico), Mar. 5. "Weddings on beach enchanting, but have Plan B (and C)" by Austin American Statesman travel editor Helen Anders. http://www.daily-times.com/farmington-travel/ci_17474110

AP STORIES:

(Note: these are additional media that picked up the AP story that we worked on with AP travel editor Beth Harpaz; this story has run in dozens of venues in the U.S. and internationally since being distributed by AP on Feb. 15).

- **The Journal Gazette** (Fort Wayne, Indiana) (AP), Mar. 20. "More than just a party."
<http://www.journalgazette.net/article/20110320/FEAT/303209977/1011/FEAT>
- **Wisconsin State Journal/Madison.com**, Mar. 13. "AP: There's more to South Padre Island than spring break."
http://host.madison.com/wsj/travel/national/article_52a4731e-cc3f-598a-aa3c-786ade94bbbe.html
- **Reno Gazette-Journal**, Mar. 13. "AP: South Padre Island's waves perfect for water sports."
<http://www.rgi.com/article/20110313/LIV07/103130301>
- **STLtoday.com**, Mar. 13. "AP: South Padre Island's wind, waves perfect for water sports."
http://www.stltoday.com/travel/article_eaa11615-1bb3-5296-bc08-ae9915f59f09.html
- **STLtoday.com**, Mar. 13. "AP: If you go: South Padre Island."
http://www.stltoday.com/travel/article_30e2e2fc-3c8b-50b8-a621-596199d60c1e.html
- **Post and Courier (Charleston, SC)**, Mar. 12. "AP: South Padre Island boasts wind, waves."
<http://www.postandcourier.com/news/2011/mar/13/south-padre-boasts-wind-waves/>

GOODWILL DONATION DRIVE:

(Note: This is media coverage of the partnership we helped coordinate between Goodwill Industries of San Antonio and the CVB, which is providing vacation packages in exchange for the promotion, which includes radio, TV, print and online media).

- **San Antonio Express-News/MySanAntonio.com**, Mar. 23. "Goodwill Donation Drive begins April 1." <http://www.mysanantonio.com/community/southside/news/article/Goodwill-donation-drive-begins-April-1-1255534.php>
- **San Antonio Express-News/MySanAntonio.com**, Mar. 24. "North Central Community Calendar: Goodwill Donation Drive."
http://www.mysanantonio.com/community/north_central/news/article/North-Central-Community-Calendar-March-24-1258582.php
- **San Antonio Express-News/MySanAntonio.com**, Mar. 15. "North Central Community Calendar: Goodwill Donation Drive."
http://www.mysanantonio.com/community/north_central/news/article/North-Central-Community-Calendar-March-17-1143705.php

SPRING BREAK:

Houston Baptist Collegian, Mar. 31. "Serving Texans for Spring Break."

<http://www.hbucollegian.com/religion/serving-texas-for-spring-break-1.2528218>

Travel Weekly, Mar. 30. "Mexico holds strong among spring breakers."

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ACCOUNT SERVICE

- Account service and maintenance: planning meetings, clip searches, reports for CVA marketing committee and board meetings, meetings and discussions with CVB and TAG SPI team, etc.
- On stand by throughout Spring Break in the event of any emergency.



Web

sopadre.com

3/1 - 3/31

Total Visits: 76,540

Avg. Time: 3:20

Source: Direct 8.57%, Referring 11.72%, Search 79.71%

Countries: US, Mexico, Canada

States: TX, Illinois, Minnesota, Oklahoma, Cali, NY, Missouri, Kansas, Colorado, Michigan

Cities: Houston, McAllen, SA, Dallas, Austin, Brownsville, Ft. Worth, SPI, HRL, Arlington

2/1 - 2/28

Total Visits: 56,983

Avg. Time: 3:36

Source: Direct 9.29%, Referring 12.12%, Search 77.96%

Countries: US, Canada, Mexico

States: TX, Illinois, Minnesota, Missouri, Oklahoma, NY, Cali, Michigan, Kansas, Colorado

Cities: McAllen, Houston, SA, Dallas, Austin, SPI, Irving, Brownsville, Lubbock, Weslaco

1/1 - 1/31

Total Visits: 59,375

Avg. Time: 4:10

Source: Direct 9.29%, Referring 11.96%, Search 78.74%

Countries: US, Canada, Mexico

States: TX, Minnesota, Illinois, Oklahoma, Missouri, Cali, NY, Michigan, Wisconsin, Ohio

Cities: McAllen, Houston, Dallas, SA, Austin, SPI, Irving, Brownsville, El Paso, Plano

12/1 - 12/31

Total Visits: 33,225

Avg. Time: 3:59

Source: Direct 10.77%, Referring 11.84%, Search 77.39%

Countries: US, Canada, Mexico

States: TX, Illinois, Minnesota, Cali, Missouri, NY, Oklahoma, Michigan, Wisconsin, Colorado

Cities: McAllen, Houston, SA, Dallas, Austin, SPI, Brownsville, Harlingen, Plano, Corpus Christi



11/1 - 11/30

Total Visits: 28,938

Avg. Time: 3:39

Source: Referring 10.13%, Direct 12.51%, Search 77.36%

Countries: US, Canada, Mexico

States: TX, Illinois, Cali, Minnesota, NY, Missouri, Colorado, Michigan, Wisconsin, Oklahoma

Cities: McAllen, Houston, SA, Austin, Dallas, SPI, Brownsville, Harlingen, Irving, Plano

10/1 - 10/27

Total Visits: 25,684

Avg. Time: 3:51

Source: Referring 9.87%, Direct 12.49%, Search 77.64%

Countries: US, Canada, Mexico

States: TX, Illinois, NY, Minnesota, California, Missouri, Michigan, Colorado, Oklahoma, Wisconsin

Cities: McAllen, Houston, SA, Dallas, Austin, SPI, Brownsville, Harlingen, Weslaco, Corpus

whosyourpadre.com

Combined: 1/1 - 3/31

Total Visits: 155,585 / LY: 50,646

Avg. Time: 3:57

Source: Direct: 9.03%, Referring 29.19%, Search 61.77%

Countries: US, Canada, Mexico

States: TX (67,727), Illinois (8,901), Minnesota, Indiana, Michigan, Oklahoma, Kansas, Iowa, Wisconsin, NY

Cities: Houston, McAllen, SA, Austin, Dallas, Brownsville, SPI, College Station, Lubbock, HRL

3/1 - 3/31

Total Visits: 74,433 / LY: 24,330

Avg. Time: 3:45

Source: Direct 7.58%, Referring 23.83%, Search 68.59%

Countries: US, Mexico, Canada

States: TX (40,779), Illinois (3,009), Minnesota, Oklahoma, NY, Cali, Kansas, Indiana, Iowa, Michigan

Cities: McAllen, Houston, SA, Austin, Dallas, Brownsville, SPI, Alief, HRL, Corpus



2/1 - 2/28

Total Visits: 47,726 / LY: 17,730

Avg. Time: 4:04

Source: Direct: 8.03%, Referring 36.41%, Search 55.55%

Countries: US, Canada, Mexico

States: Texas (17,187), Illinois (3,369), Indiana, Oklahoma, Minnesota, Michigan, Kansas, Iowa, Wisconsin, Ohio

Cities: Houston, SA, Austin, Dallas, McAllen, College Station, Lubbock, Irving, El Paso, San Marcos

1/1 - 1/31

Total Visits: 33,426 / LY: 12,586

Avg. Time: 4:16

Source: Direct 13.67%, Referring 30.82%, Search 55.48%

Countries: US, Canada, Mexico

States: TX (9,761), Illinois (2,523), Michigan, Minnesota, Indiana, Ohio, Oklahoma, Wisconsin, Iowa, NY

Cities: Houston, SA, Dallas, McAllen, Austin, College Station, San Marcos, Irving, El Paso, Lubbock

12/1 - 12/31

Total Visits: 9,326 / LY: 3,332

Avg. Time: 4:05

Source: Search 8.43%, Referring 15.97%, Direct 75.55%

Countries: US, Canada, UK (Mexico #5)

States: Texas (2,147), Illinois (730), Michigan, Minnesota, Indiana, Ohio, NY, Cali, Wisconsin, Iowa

Cities: SA, Houston, Dallas, McAllen, Austin, SPI, El Paso, Lubbock, Corpus, Arlington

11/1 - 11/30

Total Visits: 7,343 / LY: 1,975

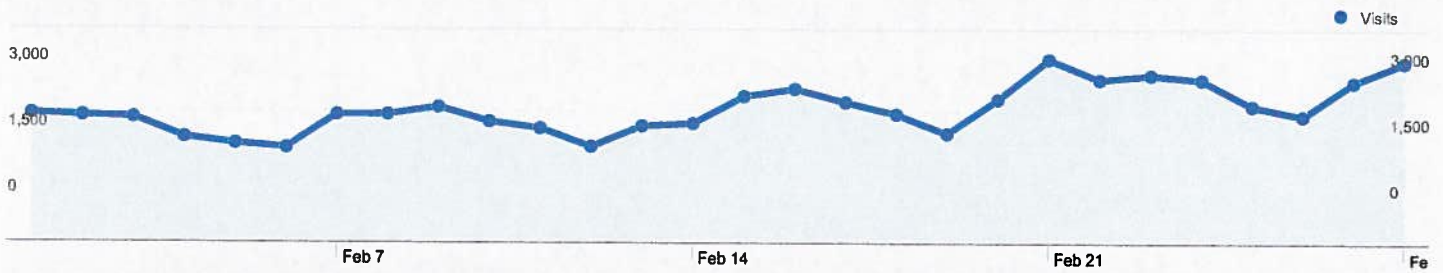
Avg. Time: 2:13

Source: Search 4.36%, Referring 27.24%, Direct 68.38%

Countries: US, Canada, UK (Mexico #6)

States: TX (1,000), Michigan (583), Indiana, Illinois, Ohio, NY, Minnesota, Cali, Wisconsin, Missouri

Cities: Houston, SA, Austin, Dallas, McAllen, SPI, Lubbock, College Station, Waco, San Marcos



Site Usage

56,983 Visits

45.49% Bounce Rate

197,727 Pageviews

00:03:36 Avg. Time on Site

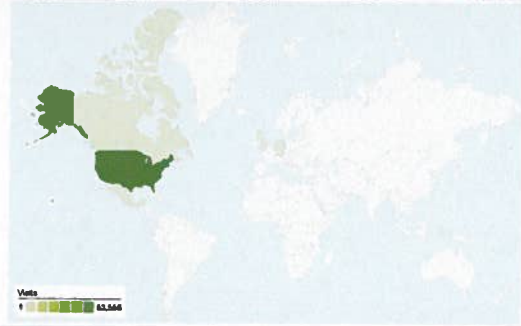
3.47 Pages/Visit

79.73% % New Visits

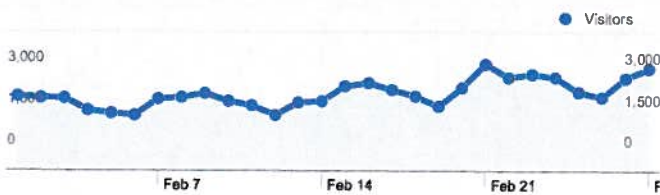
Content Overview

Pages	Pageviews	% Pageviews
/island/	62,428	31.57%
/lodging/listing.php?cat=1	8,899	4.50%
/attractions/listing.php?cat=7	6,767	3.42%
/attractions/	5,921	2.99%
/lodging/listing.php?cat=2	5,060	2.56%

Map Overlay

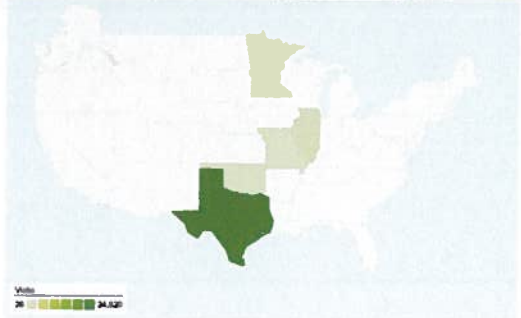


Visitors Overview

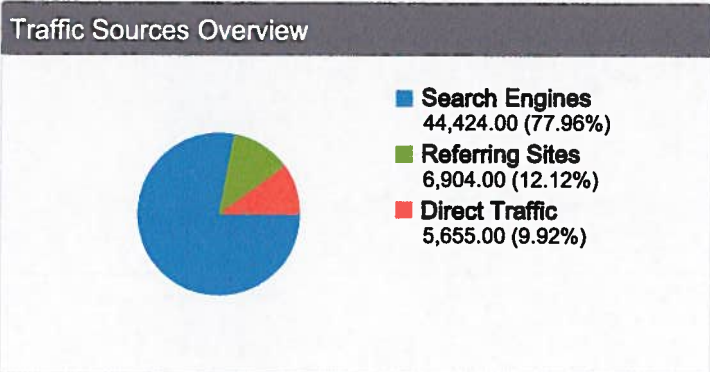
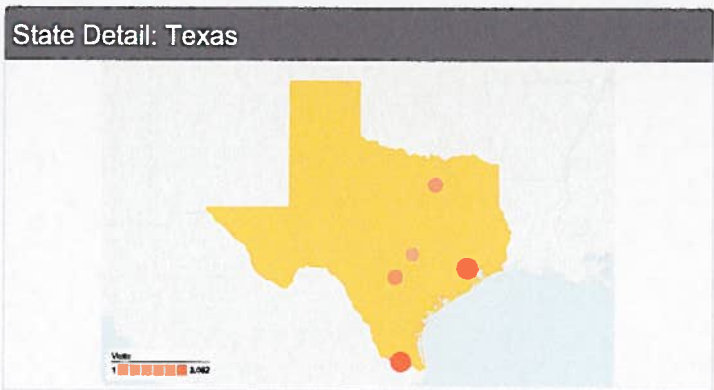


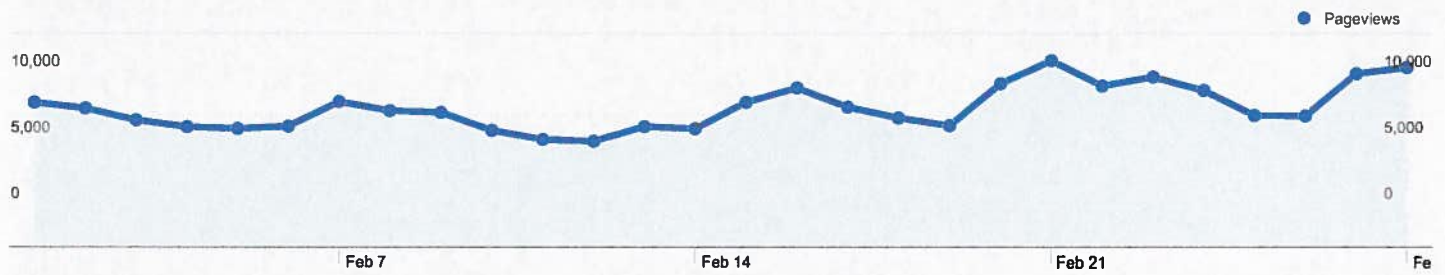
Visitors
48,121

Country/Territory Detail: United States



Referring Sites		
Source	Visits	% visits
springbreak.sopadre.com	1,538	22.28%
pub.weatherbug.com	482	6.98%
google.com	426	6.17%
facebook.com	333	4.82%
aslads.ask.com	332	4.81%





Pages on this site were viewed a total of 197,727 times

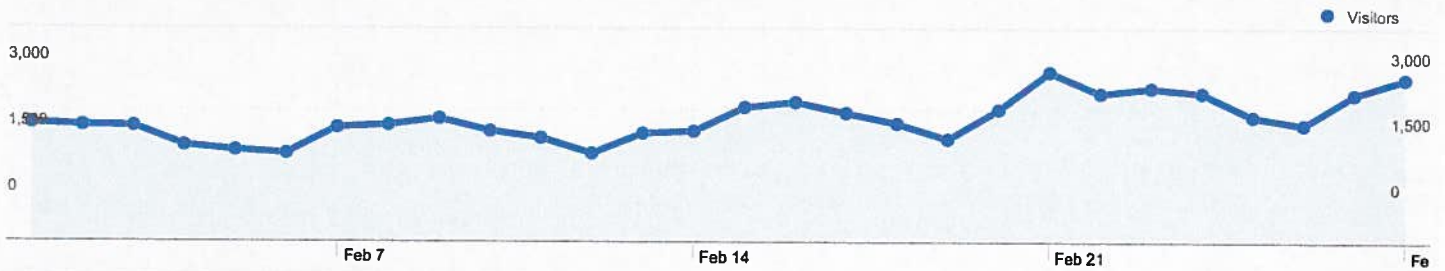
 197,727 Pageviews

 152,832 Unique Views

 45.49% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/island/	62,428	31.57%
/lodging/listing.php?cat=1	8,899	4.50%
/attractions/listing.php?cat=7	6,767	3.42%
/attractions/	5,921	2.99%
/lodging/listing.php?cat=2	5,060	2.56%



48,121 people visited this site

56,983 Visits

48,121 Absolute Unique Visitors

197,727 Pageviews

3.47 Average Pageviews

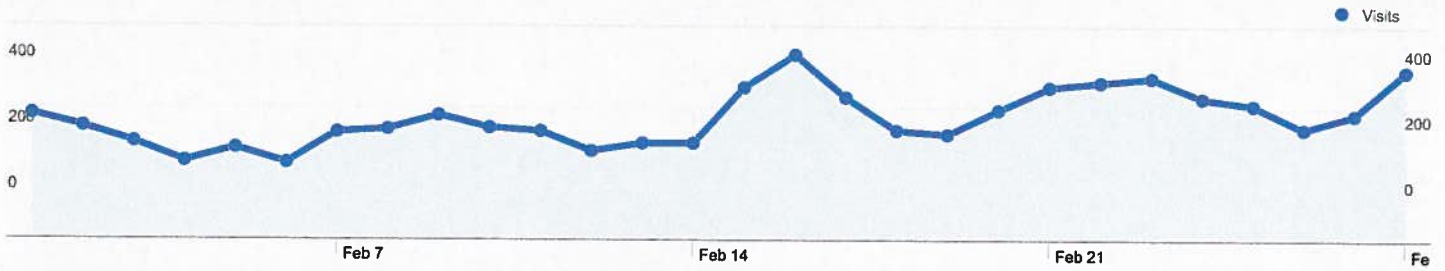
00:03:36 Time on Site

45.49% Bounce Rate

79.73% New Visits

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	32,927	57.78%	Unknown	20,336	35.69%
Safari	10,341	18.15%	Cable	19,625	34.44%
Firefox	8,514	14.94%	DSL	9,034	15.85%
Chrome	4,516	7.93%	T1	7,268	12.75%
Mozilla Compatible Agent	184	0.32%	Dialup	631	1.11%



Referring sites sent 6,904 visits via 663 sources

Site Usage

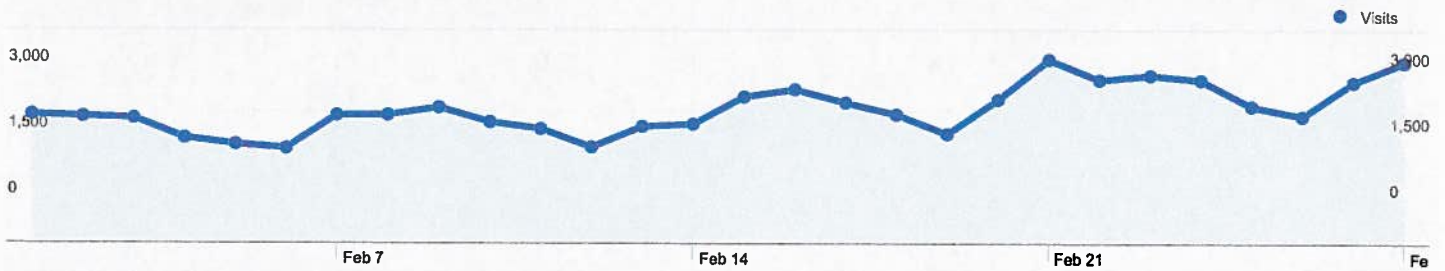
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
6,904 % of Site Total: 12.12%	2.93 Site Avg: 3.47 (-15.44%)	00:02:53 Site Avg: 00:03:36 (-19.87%)	78.10% Site Avg: 79.73% (-2.05%)	52.67% Site Avg: 45.49% (15.77%)	
Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
springbreak.sopadre.com	1,538	2.20	00:02:17	76.66%	57.74%
pub.weatherbug.com	482	1.68	00:01:02	91.49%	76.97%
google.com	426	2.74	00:03:21	79.81%	50.47%
facebook.com	333	2.56	00:01:51	73.87%	62.16%
aslads.ask.com	332	3.89	00:02:00	97.59%	40.36%
msnbc.msn.com	173	4.54	00:04:35	93.64%	27.17%
search.mywebsearch.com	165	3.62	00:03:29	63.64%	43.03%
myspi.org	149	4.77	00:05:10	56.38%	31.54%
townspi.com	98	4.81	00:05:56	68.37%	19.39%
padre.localplacement.net	95	2.88	00:03:10	83.16%	48.42%

1 - 10 of 663




Traffic Sources Overview

Feb 1, 2011 - Feb 28, 2011

Comparing to: Site



All traffic sources sent a total of 56,983 visits

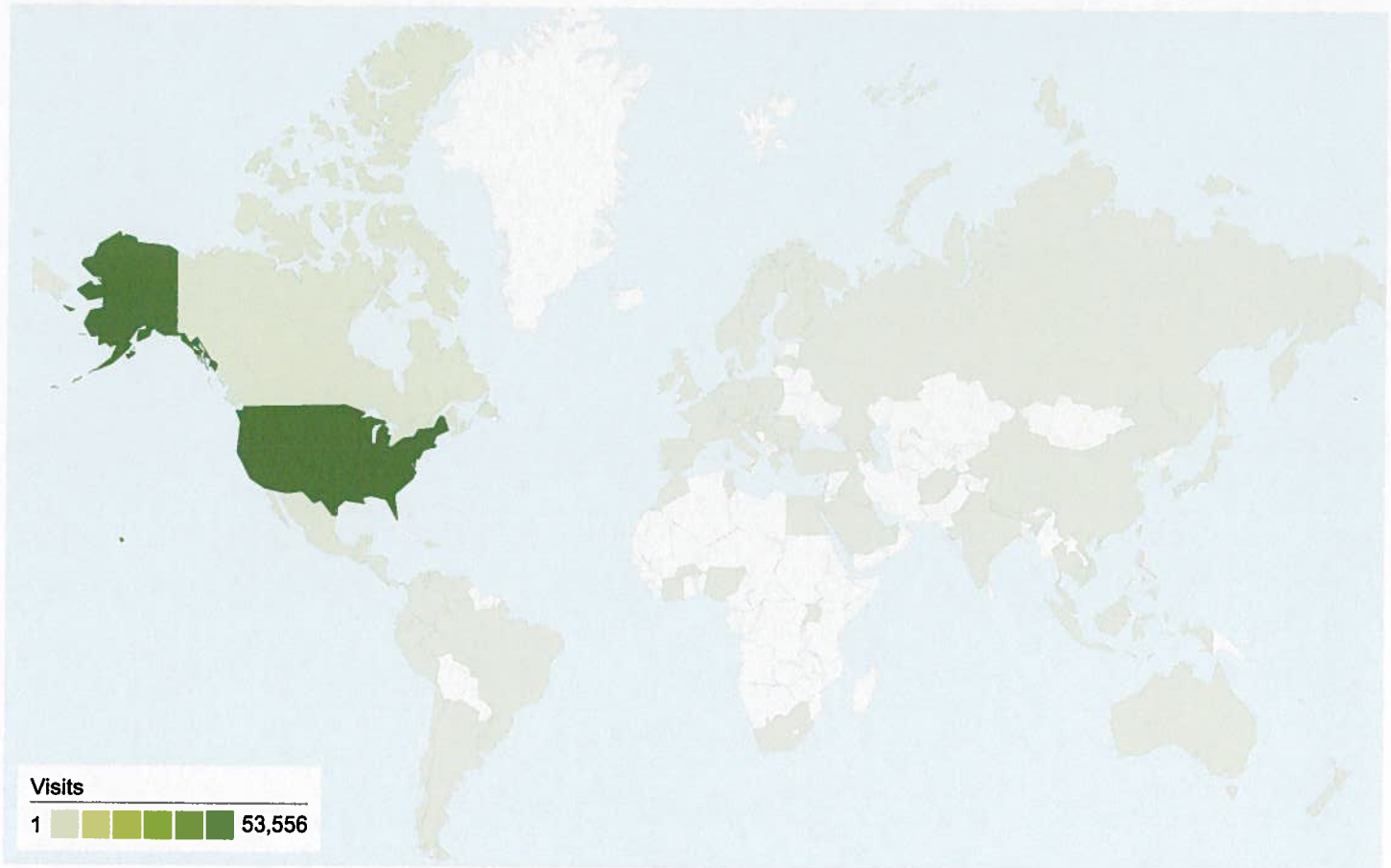
-  9.92% Direct Traffic
-  12.12% Referring Sites
-  77.96% Search Engines



- Search Engines
44,424.00 (77.96%)
- Referring Sites
6,904.00 (12.12%)
- Direct Traffic
5,655.00 (9.92%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	33,632	59.02%	south padre island	18,524	41.70%
(direct) ((none))	5,655	9.92%	south padre	3,554	8.00%
bing (organic)	4,888	8.58%	padre island	3,311	7.45%
yahoo (organic)	4,713	8.27%	south padre island texas	1,452	3.27%
springbreak.sopadre.com	1,538	2.70%	san padre island	984	2.22%



56,983 visits came from 96 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	53,556	3.50	00:03:39	79.48%	45.11%
Canada	1,650	3.24	00:03:10	85.15%	46.18%
Mexico	748	3.11	00:03:33	83.56%	55.35%
United Kingdom	212	2.84	00:02:21	80.66%	51.42%
Germany	119	3.71	00:02:59	89.08%	50.42%
Italy	63	2.33	00:03:04	96.83%	60.32%
(not set)	37	2.46	00:02:23	86.49%	56.76%
France	34	1.88	00:01:03	97.06%	61.76%
Australia	32	2.50	00:02:30	100.00%	50.00%

India

31

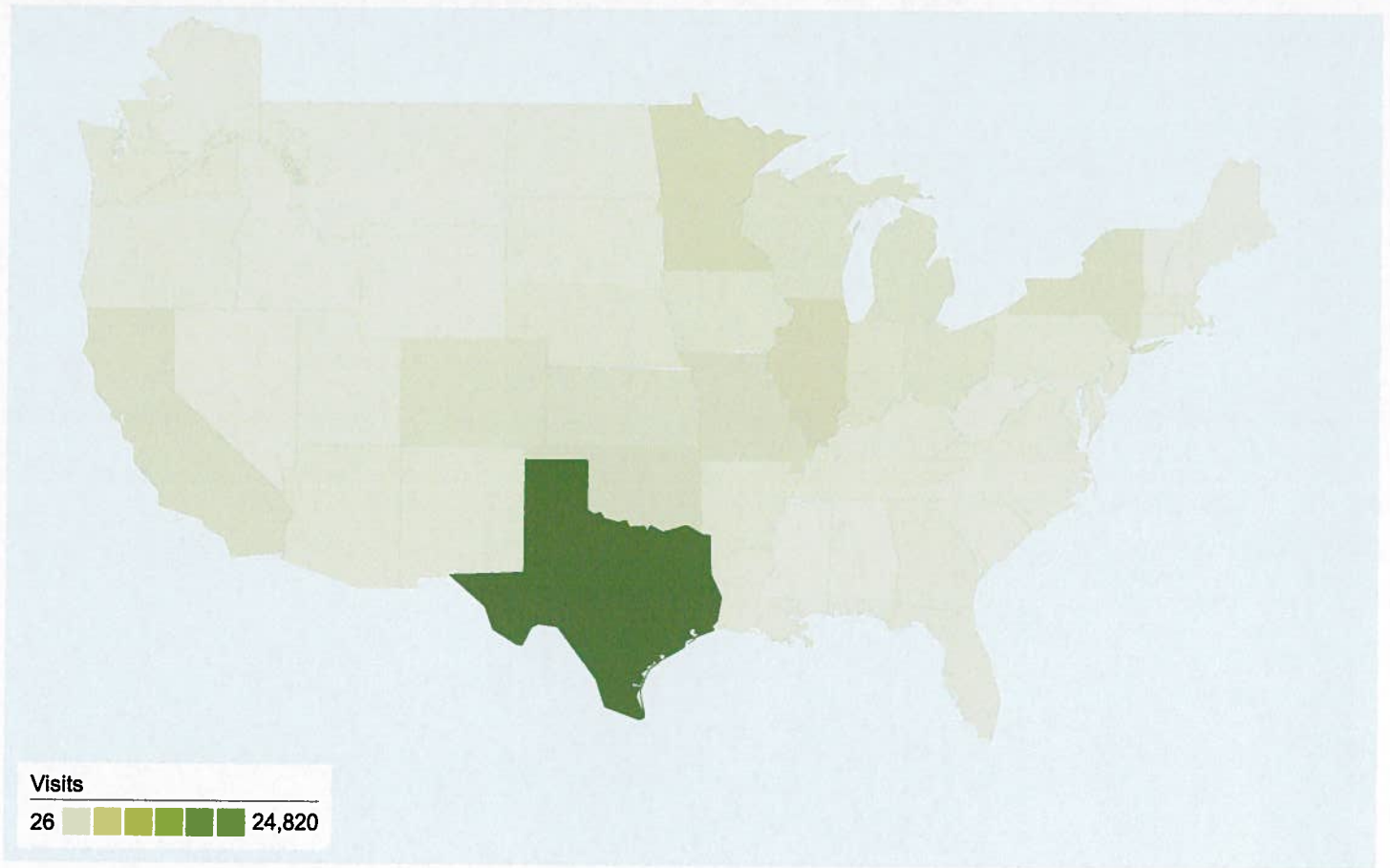
1.68

00:00:57

96.77%

61.29%

1 - 10 of 96



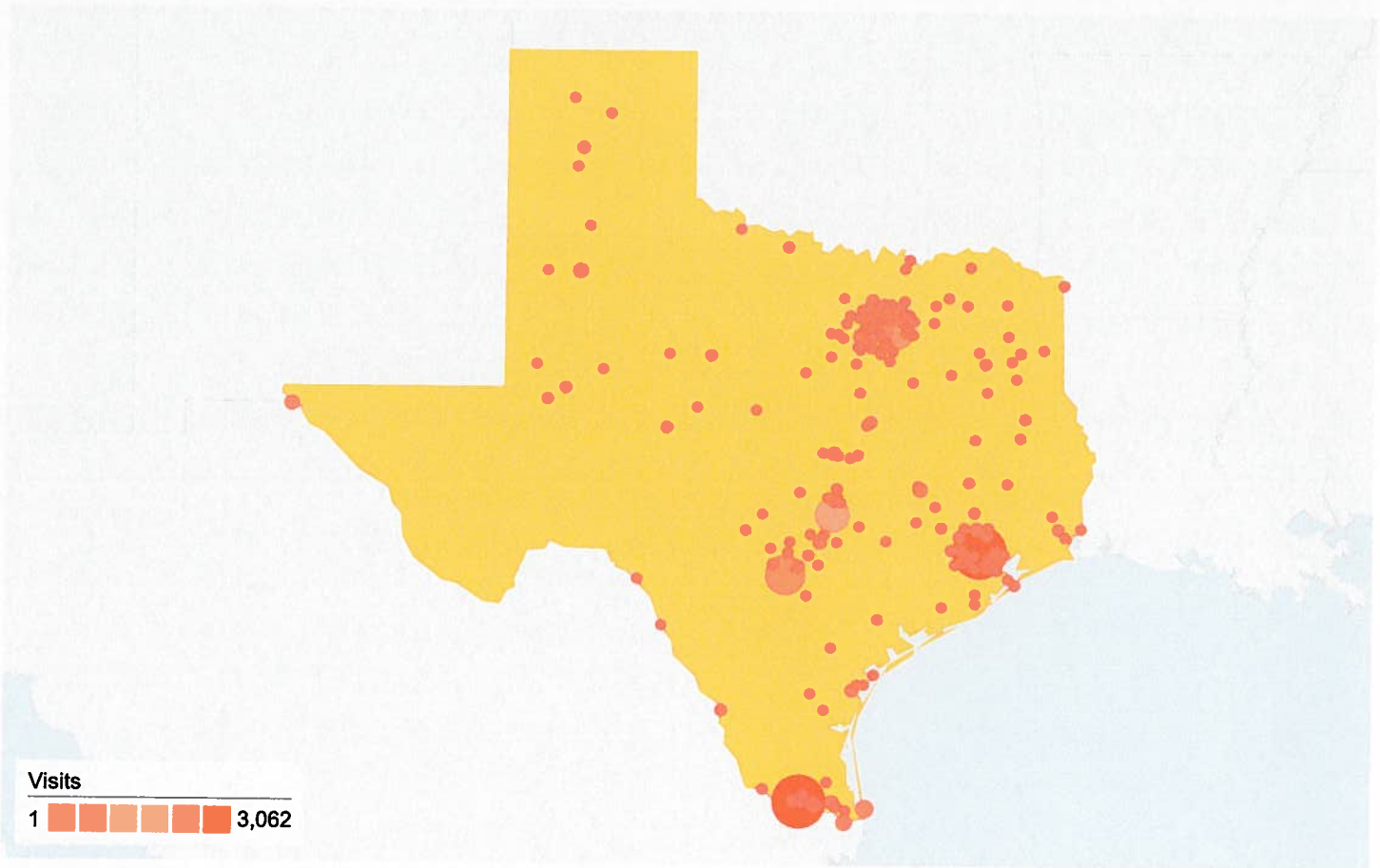
This country/territory sent 53,556 visits via 52 regions

Site Usage

Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Visits 53,556 % of Site Total: 93.99%	Pages/Visit 3.50 Site Avg: 3.47 (0.83%)	Avg. Time on Site 00:03:39 Site Avg: 00:03:36 (1.05%)	% New Visits 79.48% Site Avg: 79.73% (-0.32%)	Bounce Rate 45.11% Site Avg: 45.49% (-0.83%)	
Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Texas	24,820	3.75	00:04:03	76.38%	44.12%
Illinois	2,490	3.40	00:03:46	82.61%	43.57%
Minnesota	2,296	3.63	00:03:35	78.96%	42.60%
Missouri	1,600	3.35	00:03:25	70.38%	49.69%
Oklahoma	1,586	3.92	00:04:08	79.26%	41.93%
New York	1,536	3.07	00:03:30	85.35%	45.96%
California	1,396	2.86	00:02:45	87.03%	49.00%
Michigan	1,219	2.95	00:02:40	85.32%	50.78%
Kansas	1,209	3.86	00:04:09	78.25%	43.42%

Colorado	1,198	3.71	00:03:41	83.72%	41.57%
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1 - 10 of 52

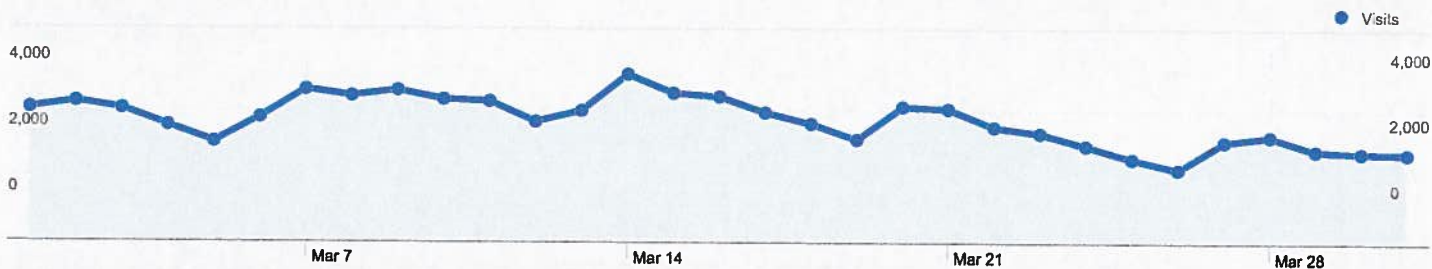


This state sent 24,820 visits via 398 cities

Site Usage

City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Mcallen	3,062	2.96	00:03:16	55.75%	53.76%
Houston	3,054	3.79	00:04:19	81.47%	42.47%
San Antonio	2,092	4.02	00:04:10	74.14%	44.31%
Dallas	1,988	3.75	00:04:33	79.18%	41.10%
Austin	1,704	3.50	00:03:34	80.22%	46.13%
South Padre Island	522	3.72	00:03:07	49.23%	42.53%
Irving	485	3.78	00:03:53	78.14%	44.33%
Brownsville	379	3.21	00:03:13	77.57%	48.55%
Lubbock	345	4.19	00:05:00	77.10%	45.80%

Weslaco	344	3.77	00:03:50	77.03%	42.73%
					1 - 10 of 398



Site Usage

76,540 Visits

48.45% Bounce Rate

252,874 Pageviews

00:03:20 Avg. Time on Site

3.30 Pages/Visit

79.81% % New Visits

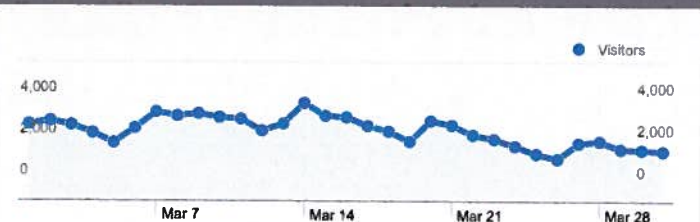
Content Overview

Pages	Pageviews	% Pageviews
/island/	82,279	32.54%
/lodging/listing.php?cat=1	9,835	3.89%
/attractions/listing.php?cat=7	9,830	3.89%
/attractions/	8,066	3.19%
/about/	6,081	2.40%

Map Overlay

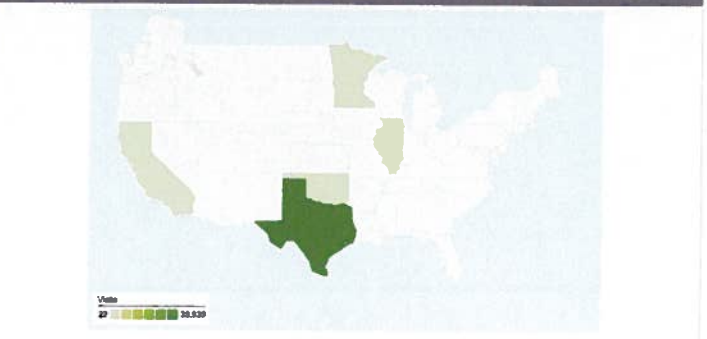


Visitors Overview



Visitors
64,615

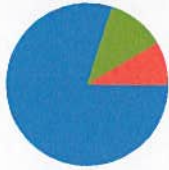
Country/Territory Detail: United States



Referring Sites

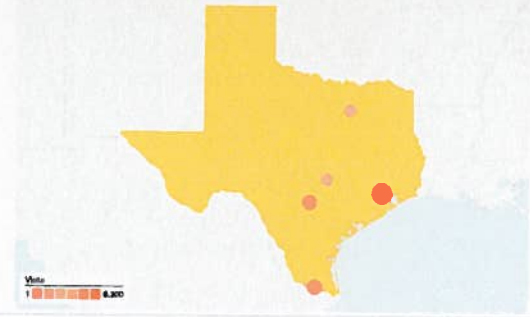
Source	Visits	% visits
springbreak.sopadre.com	2,602	29.01%
google.com	642	7.16%
facebook.com	546	6.09%
pub.weatherbug.com	518	5.77%
aslads.ask.com	314	3.50%

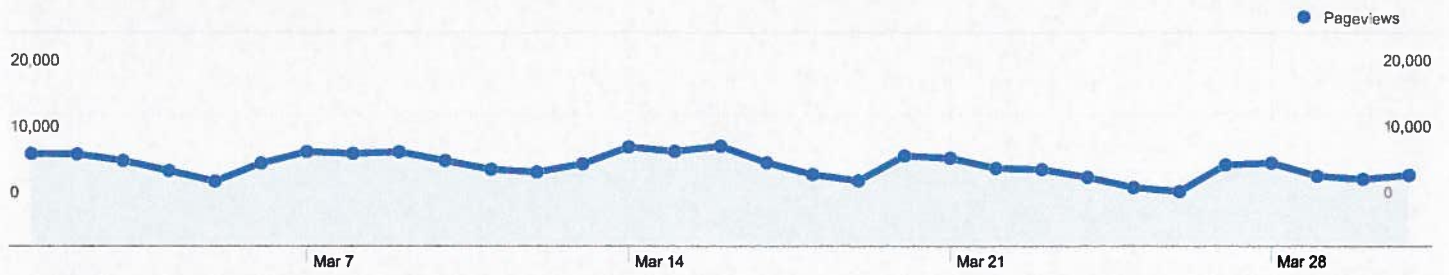
Traffic Sources Overview



- Search Engines**
61,008.00 (79.71%)
- Referring Sites**
8,970.00 (11.72%)
- Direct Traffic**
6,562.00 (8.57%)

State Detail: Texas





Pages on this site were viewed a total of 252,874 times

 252,874 Pageviews

 196,608 Unique Views

 48.45% Bounce Rate

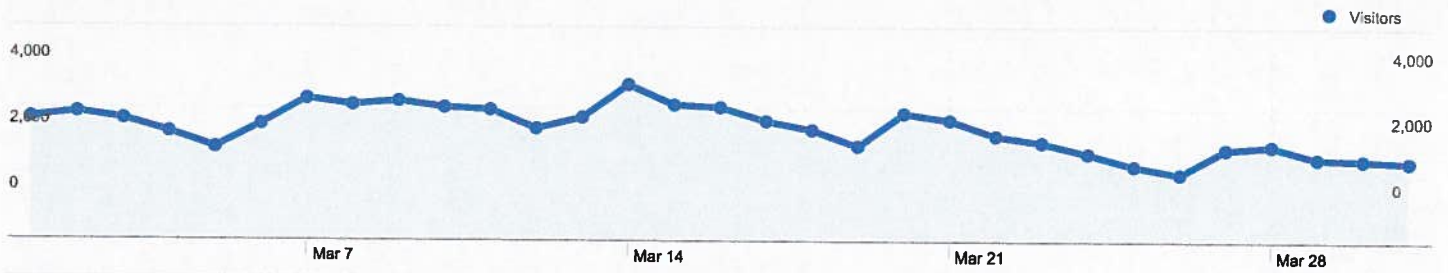
Top Content

Pages	Pageviews	% Pageviews
/island/	82,279	32.54%
/lodging/listing.php?cat=1	9,835	3.89%
/attractions/listing.php?cat=7	9,830	3.89%
/attractions/	8,066	3.19%
/about/	6,081	2.40%

Visitors Overview

Mar 1, 2011 - Mar 31, 2011

Comparing to: Site



64,615 people visited this site

76,540 Visits

64,615 Absolute Unique Visitors

252,874 Pageviews

3.30 Average Pageviews

00:03:20 Time on Site

48.45% Bounce Rate

79.81% New Visits

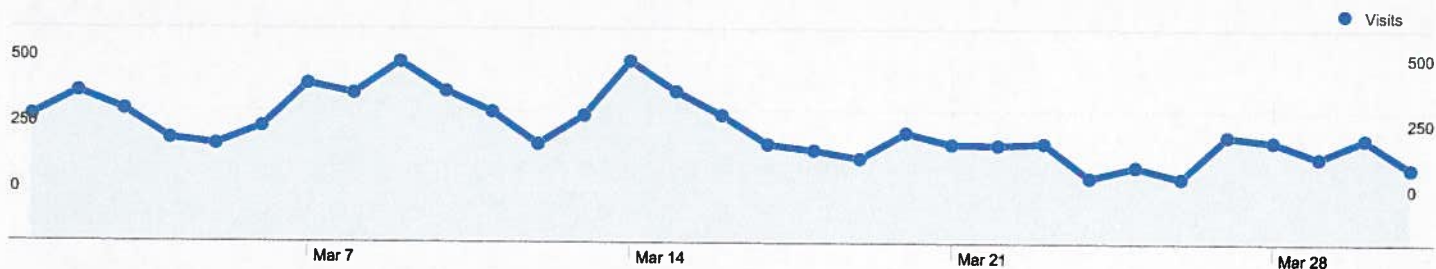
Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	42,698	55.79%	Unknown	76,540	100.00%
Safari	15,048	19.66%			
Firefox	11,104	14.51%			
Chrome	6,610	8.64%			
Mozilla Compatible Agent	300	0.39%			

Referring Sites

Mar 1, 2011 - Mar 31, 2011

Comparing to: Site



Referring sites sent 8,970 visits via 730 sources

Site Usage

Visits 8,970 % of Site Total: 11.72%	Pages/Visit 2.80 Site Avg: 3.30 (-15.33%)	Avg. Time on Site 00:02:49 Site Avg: 00:03:20 (-15.39%)	% New Visits 78.33% Site Avg: 79.81% (-1.85%)	Bounce Rate 54.69% Site Avg: 48.45% (12.89%)
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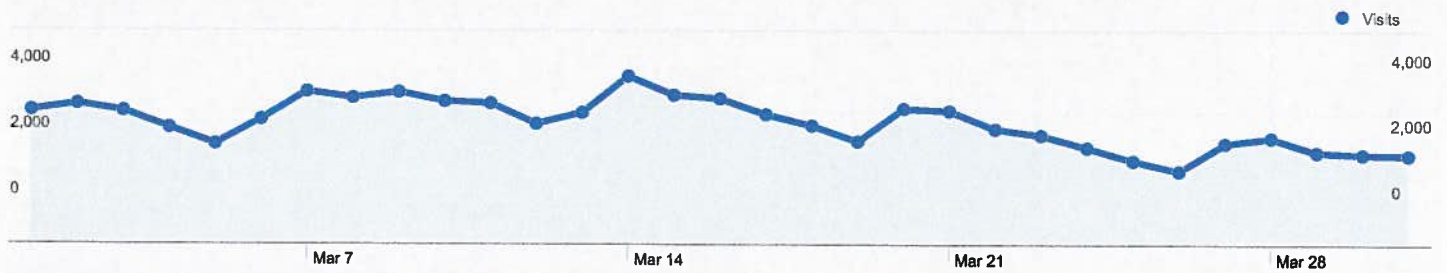
Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
springbreak.sopadre.com	2,602	2.24	00:02:21	77.40%	57.49%
google.com	642	2.74	00:03:14	82.71%	54.21%
facebook.com	546	2.62	00:02:30	79.85%	58.61%
pub.weatherbug.com	518	1.48	00:00:44	93.24%	79.54%
aslads.ask.com	314	3.04	00:01:32	97.45%	50.96%
search.mywebsearch.com	268	2.95	00:02:59	59.70%	54.85%
myspi.org	243	4.21	00:05:09	51.03%	35.80%
chiff.com	131	2.74	00:02:44	89.31%	46.56%
slickdeals.net	111	2.02	00:01:04	80.18%	47.75%
thenewparentsguide.com	87	4.48	00:05:16	97.70%	31.03%

1 - 10 of 730




Traffic Sources Overview

Mar 1, 2011 - Mar 31, 2011

Comparing to: Site



All traffic sources sent a total of 76,540 visits

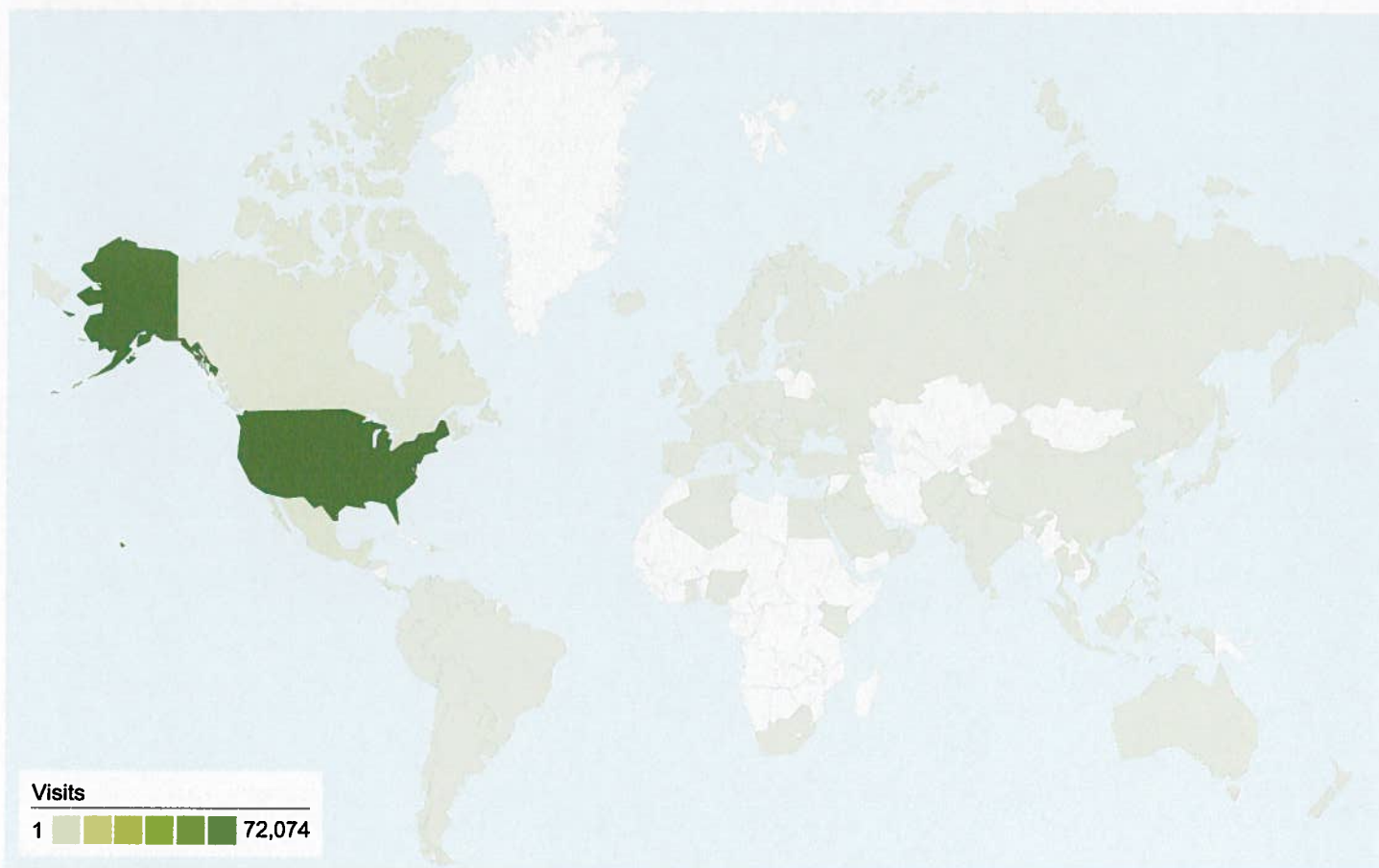
-  8.57% Direct Traffic
-  11.72% Referring Sites
-  79.71% Search Engines



- Search Engines
61,008.00 (79.71%)
- Referring Sites
8,970.00 (11.72%)
- Direct Traffic
6,562.00 (8.57%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	45,978	60.07%	south padre island	24,867	40.76%
yahoo (organic)	6,874	8.98%	south padre	6,421	10.52%
bing (organic)	6,815	8.90%	padre island	4,618	7.57%
(direct) ((none))	6,562	8.57%	south padre island texas	1,666	2.73%
springbreak.sopadre.com	2,602	3.40%	san padre island	1,183	1.94%

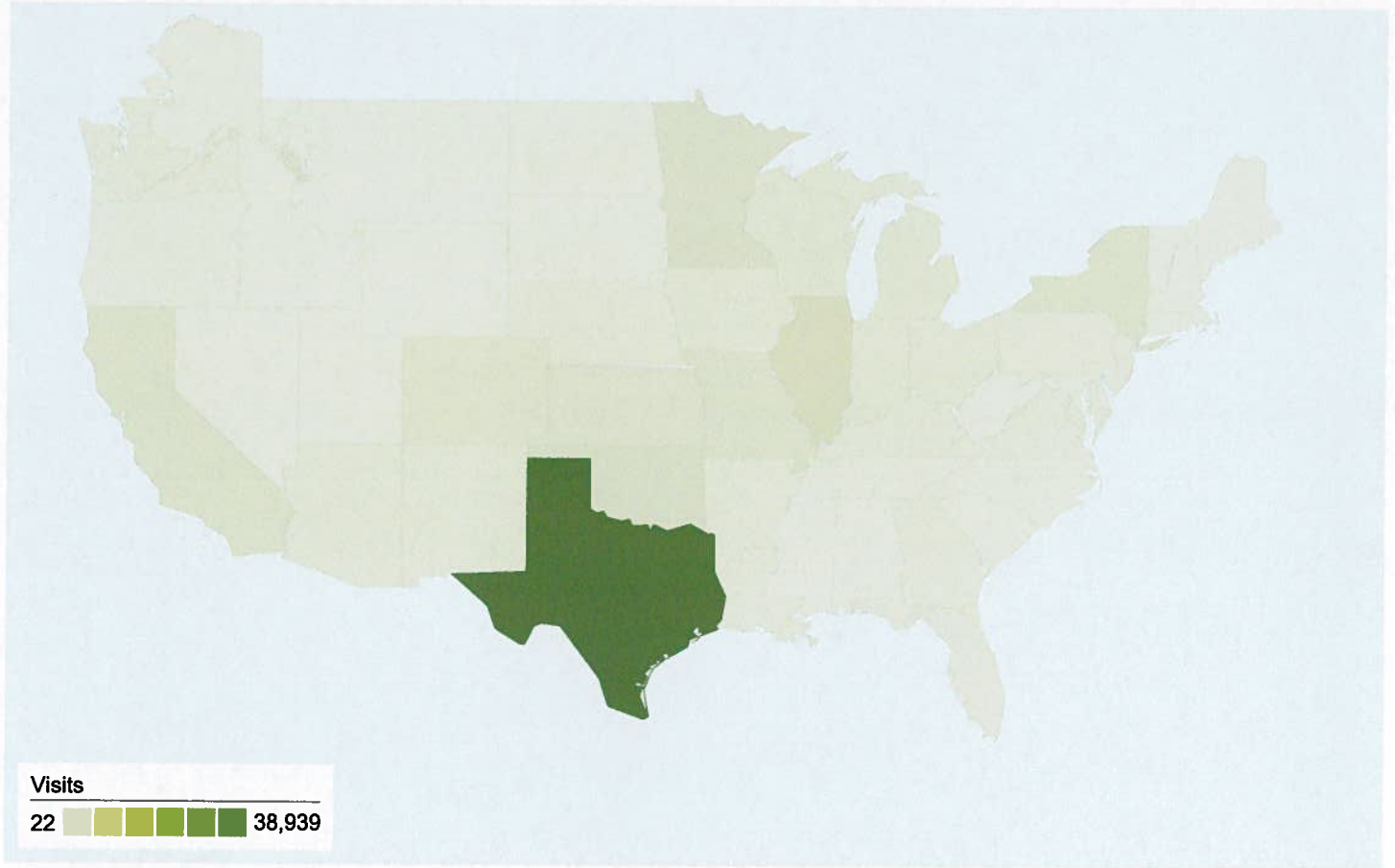


76,540 visits came from 106 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Visits 76,540 % of Site Total: 100.00%	Pages/Visit 3.30 Site Avg: 3.30 (0.00%)	Avg. Time on Site 00:03:20 Site Avg: 00:03:20 (0.00%)	% New Visits 79.93% Site Avg: 79.81% (0.16%)	Bounce Rate 48.45% Site Avg: 48.45% (0.00%)	
United States	72,074	3.34	00:03:23	79.59%	47.99%
Mexico	1,763	3.02	00:03:14	83.66%	55.30%
Canada	1,190	2.95	00:02:35	83.19%	48.15%
United Kingdom	286	2.29	00:01:52	77.62%	59.09%
Germany	173	2.34	00:02:08	90.75%	56.65%
(not set)	103	2.04	00:01:49	90.29%	62.14%
India	92	1.70	00:01:24	97.83%	67.39%
Australia	53	1.42	00:00:47	94.34%	77.36%
Italy	44	2.27	00:03:10	88.64%	63.64%

France	43	2.05	00:01:46	100.00%	69.77%
					1 - 10 of 106



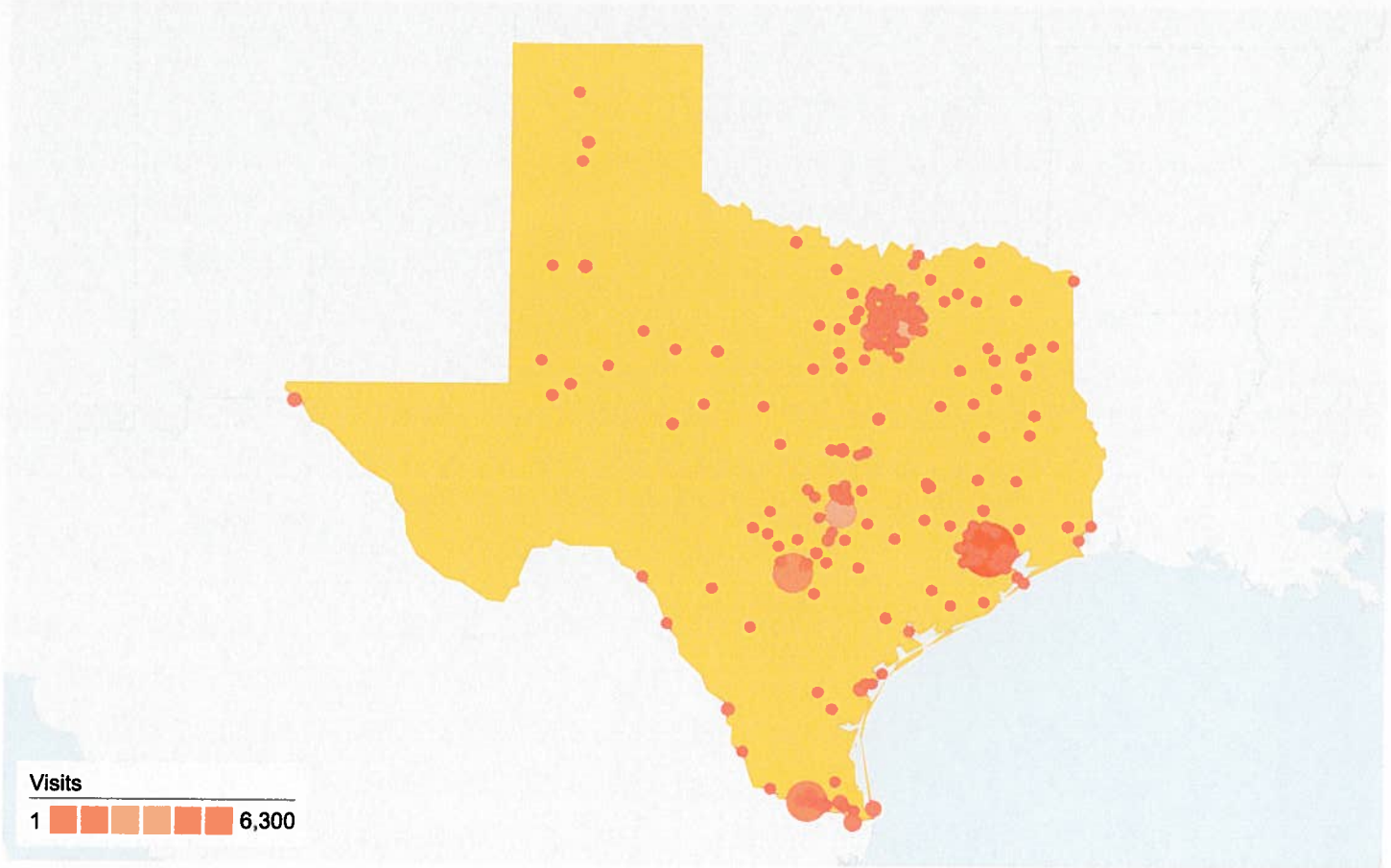
This country/territory sent 72,074 visits via 52 regions

Site Usage

Visits 72,074 % of Site Total: 94.17%	Pages/Visit 3.34 Site Avg: 3.30 (1.12%)	Avg. Time on Site 00:03:23 Site Avg: 00:03:20 (1.45%)	% New Visits 79.59% Site Avg: 79.81% (-0.28%)	Bounce Rate 47.99% Site Avg: 48.45% (-0.95%)
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Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Texas	38,939	3.52	00:03:42	76.67%	47.08%
Illinois	3,033	3.00	00:02:44	83.18%	49.49%
Minnesota	2,173	3.32	00:03:20	79.94%	48.92%
Oklahoma	2,070	3.92	00:04:02	78.60%	41.64%
California	1,967	2.86	00:02:43	87.04%	53.18%
New York	1,888	2.61	00:02:30	85.65%	52.17%
Missouri	1,661	3.24	00:03:10	73.63%	50.09%
Kansas	1,501	3.64	00:03:29	79.55%	47.24%
Colorado	1,474	3.25	00:03:17	80.46%	46.95%

Michigan	1,236	3.09	00:02:52	83.09%	49.68%
					1 - 10 of 52

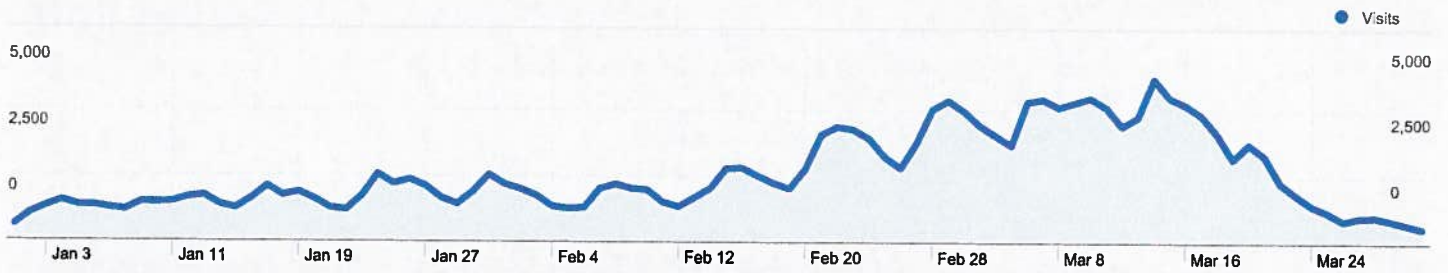


This state sent 38,939 visits via 421 cities

Site Usage

City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Visits 38,939 % of Site Total: 50.87%	Pages/Visit 3.52 Site Avg: 3.30 (6.39%)	Avg. Time on Site 00:03:42 Site Avg: 00:03:20 (11.24%)	% New Visits 76.67% Site Avg: 79.81% (-3.94%)	Bounce Rate 47.08% Site Avg: 48.45% (-2.83%)	
Houston	6,300	3.70	00:04:09	80.05%	44.35%
Mcallen	4,291	2.60	00:02:31	60.78%	58.24%
San Antonio	4,181	3.69	00:03:47	75.68%	47.67%
Dallas	3,162	3.49	00:03:43	80.52%	45.64%
Austin	2,974	3.43	00:03:28	78.01%	47.38%
Brownsville	981	2.91	00:02:48	70.03%	56.07%
Ft Worth	897	3.50	00:03:50	72.46%	46.71%
South Padre Island	723	3.10	00:02:29	53.67%	51.73%
Harlingen	569	2.77	00:02:43	78.21%	52.90%

Arlington	523	4.13	00:04:51	76.29%	43.40%
					1 - 10 of 421



Site Usage

155,585 Visits

28.48% Bounce Rate

1,080,129 Pageviews

00:03:57 Avg. Time on Site

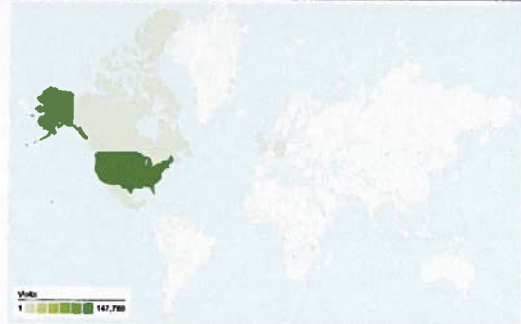
6.94 Pages/Visit

75.76% % New Visits

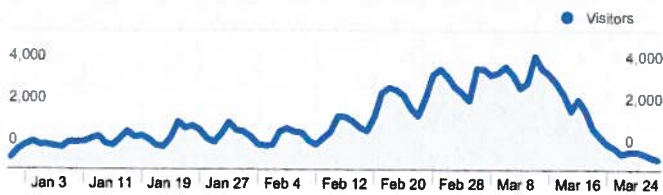
Content Overview

Pages	Pageviews	% Pageviews
/2011/home/	158,390	14.66%
/2011/events/	97,057	8.99%
/2011/where2stay/	49,415	4.57%
/2011/photos/	48,097	4.45%
/2011/where2party/	48,045	4.45%

Map Overlay

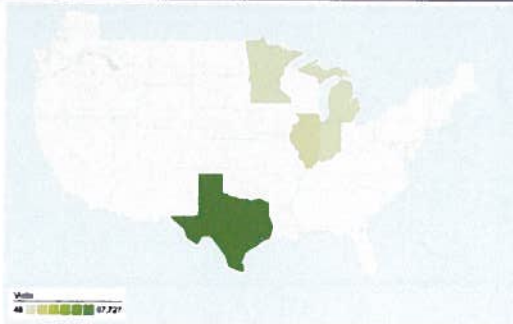


Visitors Overview



Visitors
119,006

Country/Territory Detail: United States



Referring Sites

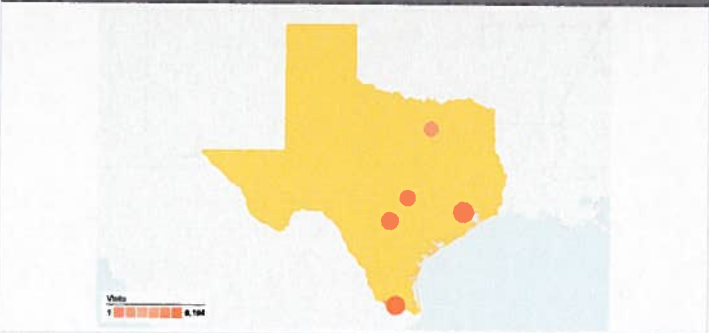
Source	Visits	% visits
sopadre.com	21,026	46.30%
facebook.com	17,653	38.87%
google.com	1,305	2.87%
spispringbreaklive.com	650	1.43%
whosyourpadre.com	460	1.01%

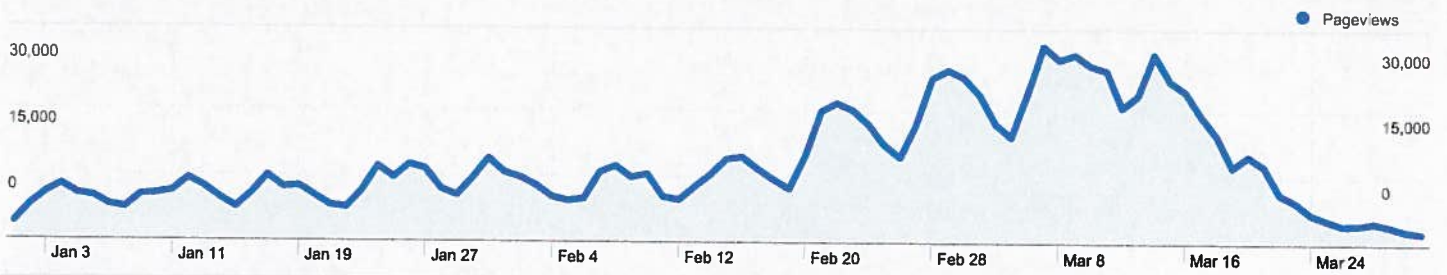
Traffic Sources Overview



- Search Engines**
96,108.00 (61.77%)
- Referring Sites**
45,414.00 (29.19%)
- Direct Traffic**
14,042.00 (9.03%)
- Other**
21 (0.01%)

State Detail: Texas






Pages on this site were viewed a total of 1,080,129 times

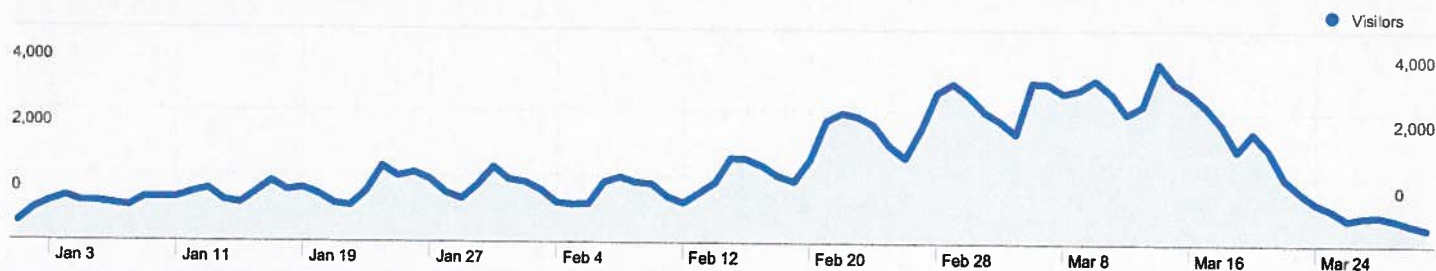
 **1,080,129** Pageviews

 **864,011** Unique Views

 **28.48%** Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/2011/home/	158,390	14.66%
/2011/events/	97,057	8.99%
/2011/where2stay/	49,415	4.57%
/2011/photos/	48,097	4.45%
/2011/where2party/	48,045	4.45%




119,006 people visited this site

 **155,585 Visits**

 **119,006 Absolute Unique Visitors**

 **1,080,129 Pageviews**

 **6.94 Average Pageviews**

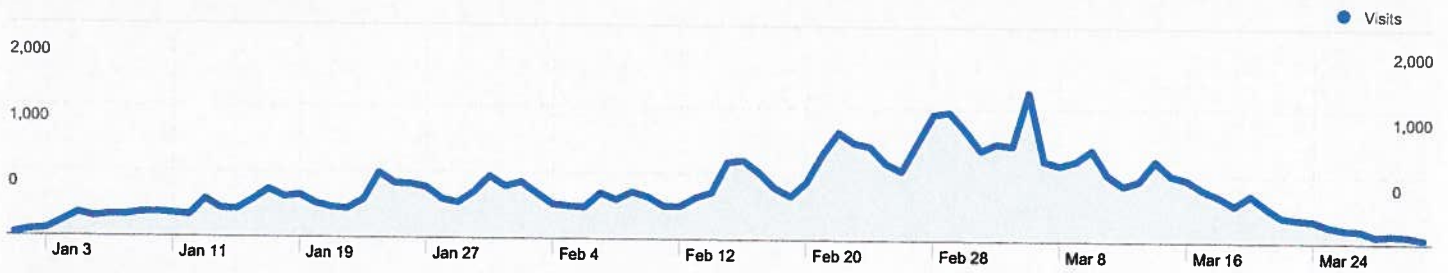
 **00:03:57 Time on Site**

 **28.48% Bounce Rate**

 **75.76% New Visits**

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	62,547	40.20%	Unknown	98,805	63.51%
Safari	45,442	29.21%	Cable	30,992	19.92%
Firefox	26,086	16.77%	T1	14,020	9.01%
Chrome	17,852	11.47%	DSL	11,043	7.10%
Mozilla Compatible Agent	1,566	1.01%	Dialup	632	0.41%



Referring sites sent 45,414 visits via 551 sources

Site Usage

Visits 45,414 % of Site Total: 29.19%	Pages/Visit 6.16 Site Avg: 6.94 (-11.28%)	Avg. Time on Site 00:03:23 Site Avg: 00:03:57 (-14.65%)	% New Visits 80.69% Site Avg: 75.76% (6.51%)	Bounce Rate 33.42% Site Avg: 28.48% (17.35%)
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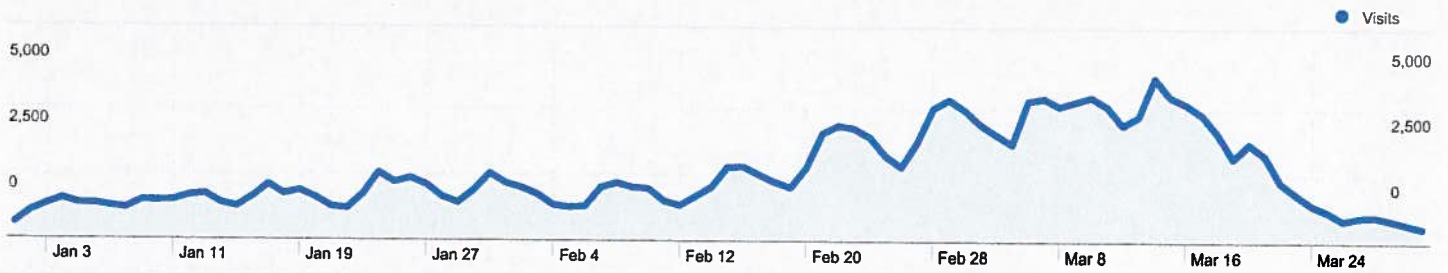
Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
sopadre.com	21,026	8.29	00:04:40	78.59%	17.00%
facebook.com	17,653	3.96	00:01:55	84.36%	51.55%
google.com	1,305	5.68	00:04:05	68.35%	29.43%
spispringbreaklive.com	650	6.86	00:03:46	78.46%	16.62%
whosyourpadre.com	460	4.43	00:03:00	37.83%	53.70%
aslads.ask.com	352	6.73	00:03:13	99.43%	23.58%
realtrafficsource.com	352	1.48	00:00:18	92.90%	73.58%
apps.facebook.com	324	2.35	00:00:41	95.06%	74.69%
m.facebook.com	281	2.24	00:01:41	88.97%	69.75%
southpadreshuttle.com	257	9.19	00:04:36	59.92%	27.24%

1 - 10 of 551

Traffic Sources Overview

Jan 1, 2011 - Mar 31, 2011

Comparing to: Site



All traffic sources sent a total of 155,585 visits

9.03% Direct Traffic

29.19% Referring Sites

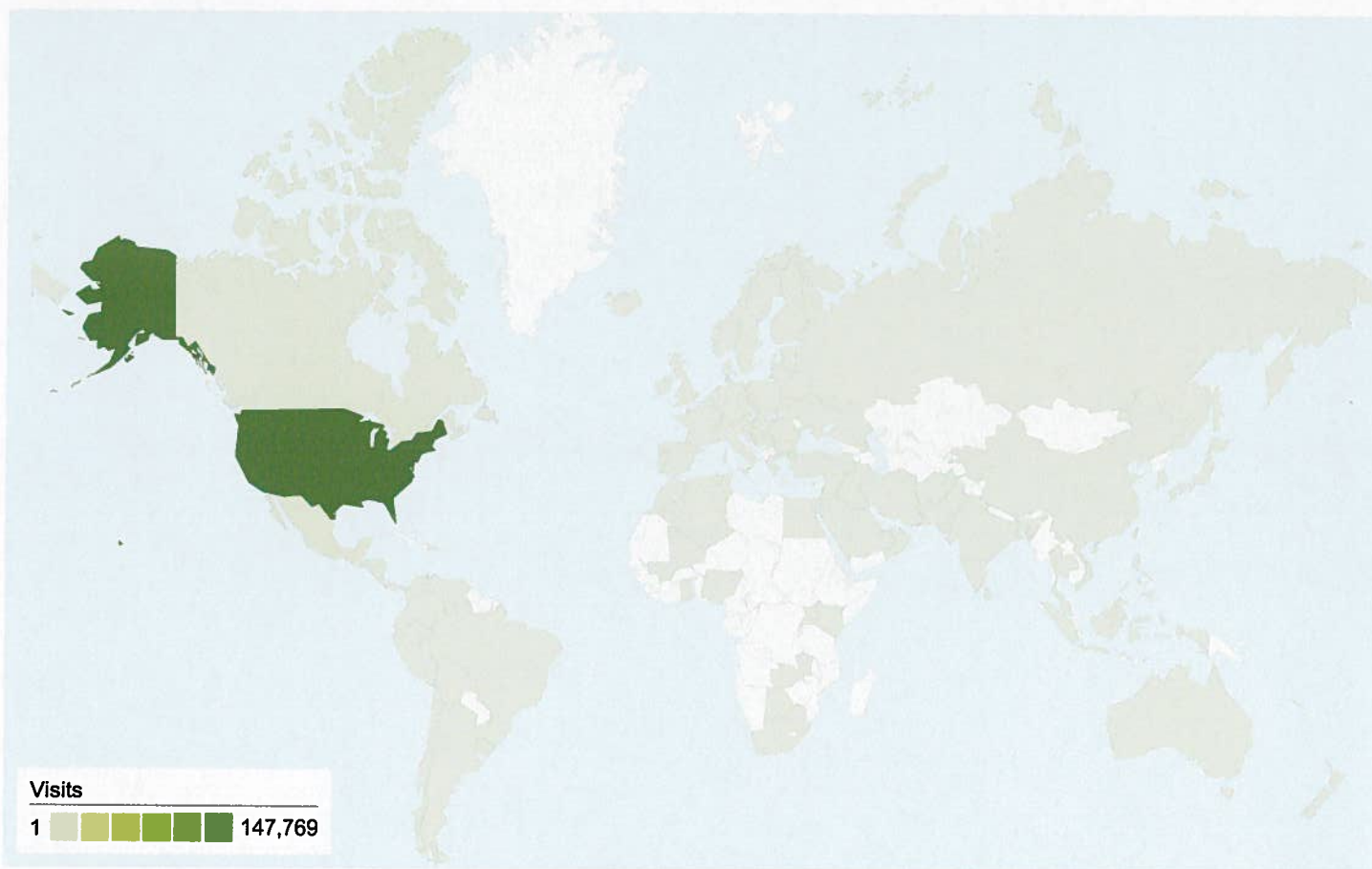
61.77% Search Engines



- Search Engines
96,108.00 (61.77%)
- Referring Sites
45,414.00 (29.19%)
- Direct Traffic
14,042.00 (9.03%)
- Other
21 (0.01%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	83,129	53.43%	south padre island	14,511	15.10%
sopadre.com (referral)	21,026	13.51%	south padre island spring break	12,181	12.67%
facebook.com (referral)	17,653	11.35%	south padre island spring break	5,711	5.94%
(direct) ((none))	14,042	9.03%	south padre	5,325	5.54%
yahoo (organic)	5,993	3.85%	south padre spring break	4,919	5.12%



155,585 visits came from 117 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Visits 155,585 % of Site Total: 100.00%	Pages/Visit 6.94 Site Avg: 6.94 (0.00%)	Avg. Time on Site 00:03:57 Site Avg: 00:03:57 (0.00%)	% New Visits 75.97% Site Avg: 75.76% (0.27%)	Bounce Rate 28.48% Site Avg: 28.48% (0.00%)	
United States	147,769	7.01	00:03:59	75.59%	28.50%
Mexico	2,864	6.66	00:04:37	78.49%	23.50%
Canada	1,935	5.03	00:02:25	86.82%	28.73%
United Kingdom	566	5.27	00:02:56	77.03%	28.98%
Germany	401	5.45	00:03:07	84.04%	27.93%
Italy	244	6.36	00:02:33	96.72%	24.59%
(not set)	205	6.13	00:04:08	82.44%	31.71%
France	155	3.39	00:02:14	86.45%	47.10%
India	148	3.52	00:02:47	89.86%	39.86%

Brazil	142	3.81	00:03:11	90.85%	28.17%
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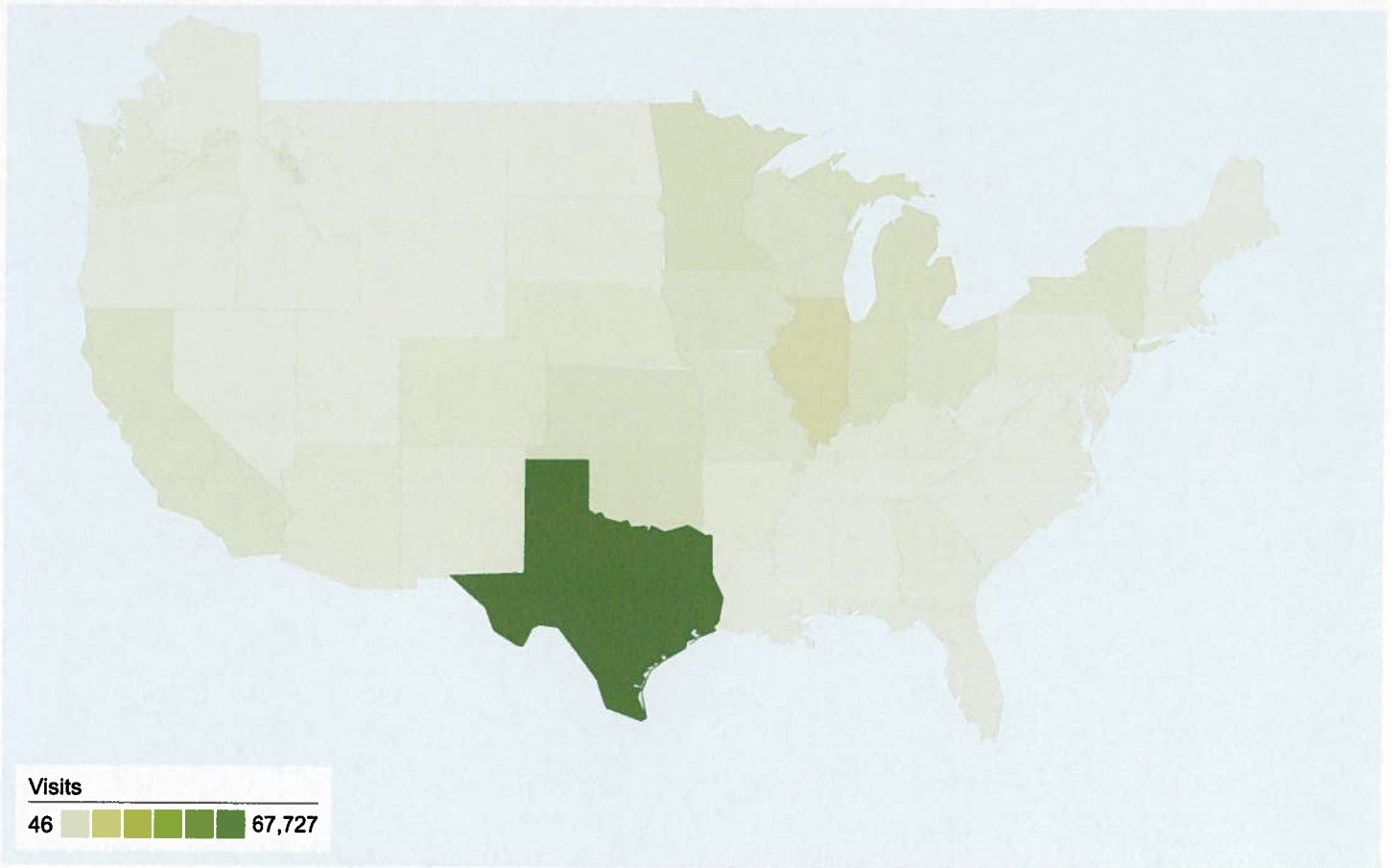
1 - 10 of 117

Country/Territory Detail:

United States

Jan 1, 2011 - Mar 31, 2011

Comparing to: Site



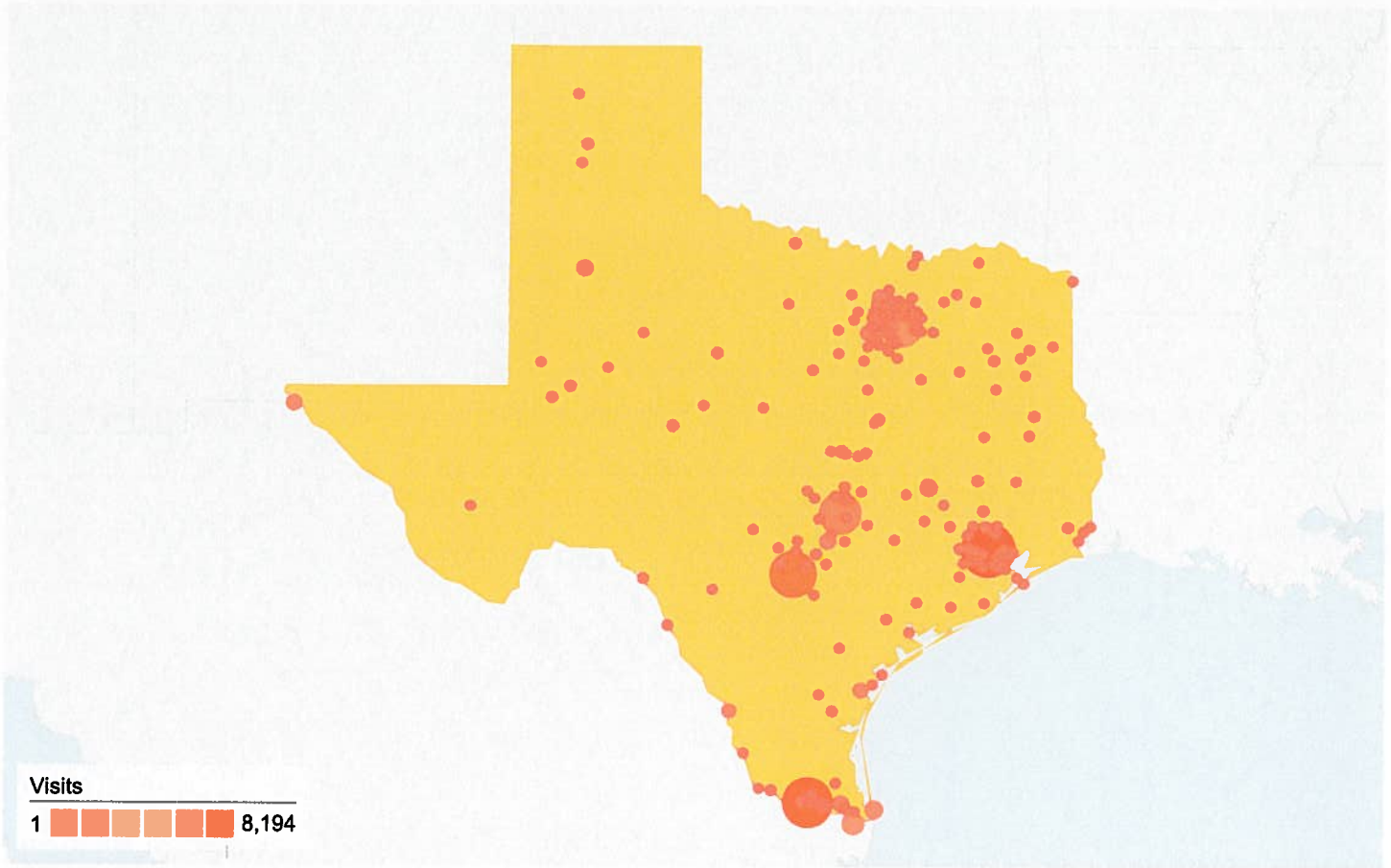
This country/territory sent 147,769 visits via 52 regions

Site Usage

Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Visits 147,769 % of Site Total: 94.98%	Pages/Visit 7.01 Site Avg: 6.94 (1.04%)	Avg. Time on Site 00:03:59 Site Avg: 00:03:57 (0.72%)	% New Visits 75.59% Site Avg: 75.76% (-0.23%)	Bounce Rate 28.50% Site Avg: 28.48% (0.08%)	
Texas	67,727	7.77	00:04:37	71.32%	24.23%
Illinois	8,901	5.57	00:02:50	82.69%	39.20%
Minnesota	5,833	6.45	00:03:20	79.55%	30.29%
Indiana	5,288	5.99	00:03:02	78.31%	39.90%
Michigan	5,085	5.66	00:02:46	83.07%	39.33%
Oklahoma	4,990	7.25	00:04:16	77.33%	31.70%
Kansas	4,050	7.85	00:04:31	72.59%	30.62%
Iowa	4,033	5.93	00:03:04	77.24%	35.28%
Wisconsin	3,645	6.79	00:03:36	78.63%	31.91%

New York	3,584	5.43	00:03:20	77.76%	29.97%
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1 - 10 of 52



This state sent 67,727 visits via 444 cities

Site Usage

Visits 67,727 % of Site Total: 43.53%	Pages/Visit 7.77 Site Avg: 6.94 (11.95%)	Avg. Time on Site 00:04:37 Site Avg: 00:03:57 (16.64%)	% New Visits 71.32% Site Avg: 75.76% (-5.86%)	Bounce Rate 24.23% Site Avg: 28.48% (-14.91%)
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City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Houston	8,194	7.29	00:04:36	73.30%	24.15%
Mcallen	7,469	7.44	00:04:21	71.88%	21.49%
San Antonio	6,824	8.41	00:05:05	69.72%	23.31%
Austin	5,921	6.66	00:03:55	66.02%	29.94%
Dallas	5,449	6.14	00:04:03	71.35%	27.77%
Brownsville	2,145	7.87	00:04:24	72.59%	21.26%
South Padre Island	1,434	7.43	00:04:14	55.09%	23.01%
College Station	1,348	9.20	00:04:59	72.63%	20.10%
Lubbock	1,153	9.10	00:05:01	69.73%	23.24%

Harlingen	1,117	7.74	00:04:16	73.59%	20.68%
					1 - 10 of 444