

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

WEDNESDAY, JULY 26, 2023
9:00 AM AT THE MUNICIPAL BUILDING,
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

1. Call to Order

2. Pledge of Allegiance

3. Public Comments and Announcements

This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns. [Note: State law will not permit the Convention and Visitors Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to City Staff or may be placed on the agenda of a future Convention and Visitors Advisory Board meeting]

4. Approve Consent Agenda

- 4.1 Approve the meeting minutes for the June 28, 2023 regular meeting. (Till)
- 4.2 Approve the excused absence for Bob Friedman and Bryan Pinkerton for the June 28, 2023 meeting. (Till)
- 4.3 Approve the post-event reports for the following events: (Brown)
*Jailbreak South Padre 2023

5. Regular Agenda

- 5.1 Presentation, discussion, and possible action regarding the media plan by The Zimmerman Group for FY 23/24. (Trevino)
- 5.2 Presentation and discussion regarding the CVB Monthly Report. (Henry)
 - 1.) Sales
 - 2.) Marketing & Communications
 - 3.) Social Media
 - 4.) Cision
 - 5.) In-House Creative
- 5.3 Discussion and possible action to approve the funding request for United States Lifesaving Association Licensing Fee for August 2024. (Brown)



- 5.4 Discussion and possible action to approve the funding request for United States Lifesaving Association National Lifeguard Championship in August 2024. (Brown)
- 5.5 Discussion and possible action to approve the funding request for the South Padre Island Chrome in the Sand Festival in October 2023. (Moore)
- 5.6 Discussion and possible action to approve the funding request for the South Padre Island Craft Beer and Wings Festival in November 2023. (Moore)
- 5.7 Discussion and possible action regarding Spring Break 2024 marketing. (Till)
- 5.8 Discussion and possible action regarding Spring Break 2024 events. (Henry)
- 5.9 Discussion and possible action to move Convention and Visitors Advisory Board meetings to a different date. (Till)
- 5.10 Discussion and action concerning the new meeting date for August 2023. (Till)

6. Adjourn

NOTE:

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

DATED THIS WEDNESDAY, JULY 19, 2023


 Ema Jaramillo, Management Assistant

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE ABOVE NOTICE OF MEETING OF THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT CITY HALL/MUNICIPAL BUILDING ON WEDNESDAY, JULY 19, 2023 AT/OR BEFORE 5:00PM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.


 Ema Jaramillo, Management Assistant

THIS FACILITY IS WHEELCHAIR ACCESSIBLE, AND ACCESSIBLE PARKING SPACES ARE AVAILABLE. REQUESTS FOR ACCOMMODATIONS OR INTERPRETIVE SERVICES MUST BE MADE 48 HOURS PRIOR TO THIS MEETING. PLEASE CONTACT BUILDING OFFICIAL, GEORGE MARTINEZ AT (956)761-8103.



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

MEETING DATE: July 26, 2023

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve the meeting minutes for the June 28, 2023 regular meeting. (Till)

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:

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

WEDNESDAY, JUNE 28, 2023

1. Call to Order

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a regular meeting on Wednesday, June 28, 2023, at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Sean Till called the meeting to order at 9:01 AM. A quorum was present: Chairman Sean Till, Vice-Chairman Daniel Salazar, Tom Goodman, Arnie Creinin, and Rene Valdez.

City Staff members present were CVB Director Blake Henry, Special Events Manager April Brown, Operations and Services Manager Lori Moore, CVB Sales and Services Manager Mayra Nunez, Marketing and Communications Specialist Dennise Villalobos, Management Assistant Ema Jaramillo, Director of Sales Harmony Heard, Director of Marketing and Corporate Sponsorships Cindy Trevino, Marketing and Communications Specialist Mauricio Cervantes, Municipal Court Judge Ed Cyganiewicz, and Councilman Joe Ricco.

2. Pledge of Allegiance

Chairman Sean Till led the pledge of allegiance.

3. Public Comments and Announcements

Public comments given at this time.

4. Approve Consent Agenda

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

4.1 Approve the meeting minutes for the April 26, 2023 regular meeting. (Till)

4.2 Approve the excused absence for Vice Chairman Daniel Salazar for the April 26, 2023 meeting. (Till)

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

*SPI Sprint Triathlon 2023

*Texas State Surfing Championship 2023

*Texas Ultimate Beach Festival 2023

*Splash Unified 2023

*Sea Turtle Inc. Kemp Krawl 5K 2023

*Shallow Sport Owners Fishing Tournament 2023

Agenda: JUNE 28, 2023 - CONVENTION AND VISITORS ADVISORY BOARD MEETING

5. Regular Agenda

- 5.1 Presentation and discussion by Predictive Data Lab on campaign performances, KPIs, and analytics. (Trevino)
Atique Alam of Predictive Data Lab gave an update regarding hotel and vacation rental data, paid media performance, web analytics, in house media buys, Zartico data, Mexico visits, and economic impact for the month of April and May.
- 5.2 Update, presentation, and possible action regarding the new marketing campaign by The Zimmerman Group. (Trevino)
Jason Piroth and John Towler of The Zimmerman Group presented two potential new marketing campaigns: “Escape” and a general marketing campaign.
Board member Tom Goodman made a motion, seconded by Arnie Creinin, to approve the “Escape” marketing campaign. Motion carried unanimously.
- 5.3 Update, presentation, and discussion regarding the Spring Break 2024 marketing plan by The Zimmerman Group. (Trevino)
Kristen Nash of The Zimmerman Group presented the marketing plan for Spring Break 2024. Marketing plan covers both collegiate and family spring break.
No action taken.
- 5.4 Update, discussion, and possible action to approve in-house Fall 2023 events. (Moore)
Board member Tom Goodman made a motion, seconded by Arnie Creinin, to approve fall events up to \$25,000 per event. After discussion, Goodman amended his motion, seconded by Arnie Creinin, to approve concept for fall events.
After further discussion, Goodman amended his motion, seconded by Arnie Creinin, to approve the concept of working on events and event sponsor during the off season and approve up to \$25,000 expenditure for Tacos and Tequila pending the other two event reports. Motion passed 4 to 1 with Chairman Till voting nay.
- 5.5 Presentation and discussion regarding the CVB Monthly Report. (Henry)
- 1.) Special Events- Special Events Manager April Brown updated board regarding special events during the month of April and May.
 - 2.) Sales - CVB Sales and Services Manager Mayra Nunez introduced the new Director of Sales, Harmony Heard. Heard provided an update on room nights and group visits as well as goals for the department.
 - 3.) Marketing & Communications - Marketing and Communications Specialist Dennise Villalobos provided an update on marketing efforts.
 - 4.) Social Media - Marketing and Communications Specialist Dennise Villalobos provided an update on recent social media posts and engagement. A viral TikTok had over 1.7 million views and increased followers on channels.

- 5.) Cision - Marketing and Communications Specialist Mauricio Cervantes informed board of total mentions and verified views for the month of April and May. The total publicity value for April equaled \$43.34 million and \$11.66 million for the month of May.
 - 6.) In-House Creative - Marketing and Communications Specialist Mauricio Cervantes provided examples of print/digital media created in-house both in English and Spanish as well as Sales Creative. He also updated board on activations held in San Antonio and familiarization tours.
- 5.6 Discussion and possible action to approve Event Marketing (593) and Marketing (594) budgets for FY 23/24. (Moore)
CVB Services and Operations Manager Lori Moore presented the budget for fiscal year 2023 - 2024 to the CVA Board. The budget consisted of \$760,000 for Event Marketing (593) and \$4,100,000 million for Marketing (594). Event marketing budget includes choreographed fireworks, ecotourism sponsorships, CVB in-house events as well as special events sponsorships. Marketing budget includes media placement done by the Zimmerman Group and in-house plus professional services and content development.
- 5.7 Discussion and possible action to approve the funding request for the SPI Triathlon in September 2023. (Brown)
Board member Rene Valdez made a motion, seconded by Tom Goodman, to approve \$4,000 in marketing funds for the SPI Triathlon. Motion passed unanimously.
- 5.8 Discussion and possible action to approve the funding request for Sandcastle Days in October 2023. (Brown)
Board member Rene Valdez made a motion, seconded by Tom Goodman, to approve \$40,000 for Sandcastle Days. Motion carried unanimously.
- 5.9 Discussion and possible action to approve the funding request for the SPI Muzicians Run in November 2023. (Brown)
Board member Tom Goodman made a motion, seconded by Rene Valdez, to approve \$13,500 in marketing funds for the SPI Muzician's Run. Motion carried unanimously.
- 5.10 Discussion and possible action to approve the funding request for the South Padre Island Double Causeway Cross in February 2024. (Brown)
Board member Tom Goodman made a motion, seconded by Daniel Salazar, to approve \$2,500 in marketing funds for the South Padre Island Double Causeway Cross. Motion carried unanimously.
- 5.11 Discussion and possible action to approve a reimbursement to Isla Grand Beach Resort for fireworks expenses for the South Side Gulf area and request a budget amendment to City Council from excess reserve up to \$15,000. (Salazar)

Board member Rene Valdez made a motion, seconded by Tom Goodman, to approve \$15,000 in reimbursement for South Side Gulf area firework expense. Motion passed 4-0 with Vice-Chairman Salazar abstaining.

5.12 Discussion and possible action to move Convention and Visitors Advisory Board meetings to a different date. (Till)

Chairman Till discussed that he is considering moving the Convention and Visitors Advisory Board meetings due to lack of attendance from board members. Chairman Till made a motion, seconded by Vice-Chairman Daniel Salazar, to approve Management Assistant, Ema Jaramillo, to take a poll from board members on which dates would work best for the board. Motion carried unanimously.

5.13 Discussion and action concerning the new meeting date for July 2023. (Till)
Management Assistant, Ema Jaramillo, announced the next meeting date will be Wednesday, July 26, 2023 at 9:00 AM.

6. Adjourn

There being no further business, Chairman Till adjourned the meeting at 12:08 PM.

Prepared By:

Ema Jaramillo, Management Assistant

Approved By:

Sean Till, CVAB Chairman

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

MEETING DATE: July 26, 2023

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve the excused absence for Bob Friedman and Bryan Pinkerton for the June 28, 2023 meeting. (Till)

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:

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

MEETING DATE: July 26, 2023

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

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

*Jailbreak South Padre 2023

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:

SOUTH PADRE ISLAND EVENT FUNDING POST EVENT REPORT



Please complete all sections.

Date Report Submitted: 7/2/2023

To be reimbursed, please submit the following within 10 days post event:

1. Number of participants calculated with backup documentation (i.e., zip codes, team rosters, surveys)
2. Number of room nights tracked with backup documentation (i.e., third-party housing documentation or certified hotel pickup reports)

Please submit the following within 30 days post event:

1. Valid invoice(s) supporting reimbursable allowable expenses. Please submit only enough receipts to reach awarded grant amount.
2. Evidence of payment to support invoices paid from grantee to a third party (front and back copies of cleared check(s) or detailed credit card/debit card receipts. For all media buys please provide tear sheets, copies of advertisements, schedules, and signed station affidavits.
3. Copies of marketing or advertising materials, and websites showing the South Padre Island CVB logo.

ORGANIZATION INFORMATION

Name of Organization: Jailbreak Race Events

Address: 15080 FM 156

City, State, Zip: Justin, Texas 76247

Full Name:
Tim Scrivner

E-Mail:
tim@runspi.com

Office Number:
940.453.6231

Cell Phone Number:
940.453.6231

EVENT INFORMATIONName of Event: Run the Jailbreak - SPIDate(s) of Event:
5/20/2023 & 5/21/2023Primary Location of the Event:
Andie Bowie Parl to Beach Access 5How many years have you held this event on South Padre Island? 11**EVENT FUNDING INFORMATION****Please attach an actual event budget showing all revenues including sponsorships and expenses.**Amount Requested: \$25,000Total Amount to be Received: \$18,750

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

Yes, Each participant paid a fee to register for the event. - The net profit for the eventwas - \$ 21,542.66 This will be used for obstacle repair, maintenance, and land operations.**EVENT ATTENDANCE INFORMATION**How many people did you **predict** would attend this event? (Number submitted in the application)?5,000+What was the actual attendance at the event? 6,000+ over 2 daysHow many of the participants were from another city or county? 2,940How many room nights did you **predict** in your application would be generated by attendees of this event?1,000+How many room nights were **actually generated** by attendees of this event? 1,287

If this event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this event?

This Year:	<u>1,287</u>	Two Years Ago:	<u>1000+</u>
Last Year:	<u>1,249</u>	Three Years Ago:	<u>700+</u>

What method did you use to determine the number of people who booked rooms at South Padre Island hotels (e.g., room block usage information, a survey of hoteliers, total attendance formula, zip code information, etc.)?

Historical Statistics: Total attendance formula provided 2018 UTRGV Survey: (47.8% reported lodging =1 night; 27.4%=2 nights;

3.3%=3 nights; 1.3%=4 nights) Half of our participants leave their phone in their car as to not lose them on their run.

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

Worked with CVB sales team to establish courtesy rates for hotels.

EVENT MARKETING INFORMATION

Please attach samples of documents showing how South Padre Island was recognized in your advertising/promotional campaign.

Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g., a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.

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

Print \$:	<u>\$403.45</u>	Website \$:	<u>2,000.00</u>
Radio \$:	<u>\$420.00 - EMV (TRADE)</u>	Social Media \$:	<u>14,582.16</u>
TV \$:	<u></u>	Other Digital Advertising \$:	<u>8,400.00</u>

Did you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? Yes

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

Constant Contact (email marketing), Print Media delivered to gyms in RGV,

Social Media, Website, Radio, Magazine interviews

ADDITIONAL EVENT INFORMATION

Please note any other success indicators of your event:

This year was the 1st year we hosted a 2-day event. One notable observation was the distinct participant characteristics between Saturday and Sunday. Saturday's participants

were primarily driven by the desire for a high-energy, competitive experience. Sunday's participants exhibited a deliberate choice to enjoy the obstacles without the larger crowds

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

SPI Rentals, Toucan Graphics, SOS, Ace Hardware, Tropical Smoothie, Russos,

Clayton's Beach Bar, Kelly's Pub, Blue Marlin, Yummies

What was the weather like during the event?

Sunny

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

The Active registration platform was still having issues calculating people who were registering under

our 4-team category. After several attempts to fix this on the backend, we still had to calculate the #s manually, totaling over 252+ participants.

Timothy Scriver

Authorized Signature

Tim Scriver

Print Name

7/2/2023

Date

Run the Jailbreak – SPI 2023

15080 FM 156
Justin, Texas 76247

Profit & Loss Statement

Income

Sales: \$119,860

Sponsorship: \$27,500

Total: \$147,360

Expenses

Advertising & Promotion: \$25,385.61

Property/Permitting: \$6,900

Charitable Contributions: \$2,000

Equipment Rental: \$10,182.56

Event Expense: \$62,332.40

Obstacle Repair/Maintenance: \$5,371.27

Travel Expense: \$5,145.50

Year-Round Event Staff: \$8,500

Total: \$125,817.34

Net Profit: \$21,542.66

Total Reg Runners: 3,004 (Saturday & Sunday)

Runner Attendance: 2,711 (Saturday and Sunday)

Total Attendance: 6,126 over two days (runner attendance x 2.26 per UTRGV 2018 JB SPI Survey)

Estimated Room Nights:

1287 (per UTRGV 2018 JB SPI Survey: 47.8% reported Hotel/Motel lodging, 29.4% 1 night, 27.4% 2 nights, 3.3% 3 nights, 1.3% 4 nights)



MARKETING SUMMARY

Total Marketing Spend

2023: \$21,385.61

including Marketing Staff:

\$25,385.61



PRINT/EMAIL MARKETING

2% & 21%

Posters & Flyers were sent to Border Patrol, Lonestar National Bank, and gyms in the RGV. Emails were sent through Constant Contact

WEBSITE

9%

Website maintenance and updates.



SOCIAL MEDIA

68%



TOTAL REACH:

1,541,995



TOTAL POST ENGAGEMENTS:

39,492

TOTAL LINK CLICKS:

17,475



11TH ANNUAL JAILBREAK BEACH ESCAPE

BE A PART OF 11TH ANNUAL
SOUTH PADRE ISLAND
JAILBREAK BEACH ESCAPE!

**BORDER
PATROL
DISCOUNT**



5K + Obstacles

MAY 20TH & 21ST 2023

TO REGISTER, PLEASE EMAIL
NORMA.RODRIGUEZ@CBP.DHS.GOV

THEN GO TO RUNTHEJAILBREAK.COM AND
ENTER: 2023BP!

DEADLINE TO REGISTER IS: SUNDAY, MAY, 14, 2023



11TH ANNUAL JAILBREAK BEACH ESCAPE

BE A PART OF 11TH ANNUAL
SOUTH PADRE ISLAND
JAILBREAK BEACH ESCAPE!

LONESTAR
NATIONAL BANK
EMPLOYEE
DISCOUNT



5K + Obstacles

MAY 20TH & 21ST, 2023

TO REGISTER, PLEASE EMAIL
YBARRAE@LONESTARNATIONALBANK.COM
THEN GO TO RUNTHEJAILBREAK.COM AND
ENTER **2023LSNB!**

DEADLINE TO REGISTER IS: SUNDAY, MAY, 14, 2023



DO YOU HAVE THE FITTEST BOX IN THE RGV?



JAILBREAK *11th Annual* BEACH ESCAPE

MAY 21, 2023

9:00am EXCLUSIVE BOX WAVE



*Follow
-US-*



RUNTHEJAILBREAK.COM


*South
Padre*
ISLAND



[Print](#)

Billing Activity - Invoices

Jailbreak Racing Events

*Attn: Tim Scrivner
7417 faith ln
argyle TX 76226
US
P: 9404536231*

Today's Date: 06/17/2023

User Name:

Invoices from 06/01/2022 to 06/17/2023

Date	Description	Charge Amount	Credit Amount
05/22/2023	Invoice #1673232119		\$387.45
	Constant Contact - Email Plus		
	35001-50000 Contacts	\$369.00	
	Max Period Contacts: 41920		
	Tax	\$18.45	
04/22/2023	Invoice #1670621739		\$387.45
	Constant Contact - Email Plus		
	35001-50000 Contacts	\$369.00	
	Max Period Contacts: 46322		
	Tax	\$18.45	
03/22/2023	Invoice #1667963323		\$387.45
	Constant Contact - Email Plus		
	35001-50000 Contacts	\$369.00	
	Max Period Contacts: 46017		
	Tax	\$18.45	
02/22/2023	Invoice #1665540547		\$351.75
	Constant Contact - Email Plus		
	35001-50000 Contacts	\$335.00	
	Max Period Contacts: 45843		
	Tax	\$16.75	
01/22/2023	Invoice #531765482		\$351.75
	Constant Contact Toolkit - Email Plus	\$0.00	
	Contacts		
	35001 - 50000 contacts:		
	Max Period Contacts:44546	\$335.00	
	State Taxes		\$16.75

Date	Description	Charge Amount	Credit Amount
12/22/2022	Invoice #516627295	\$351.75	
	Constant Contact Toolkit - Email Plus	\$0.00	
	Contacts		
	35001 - 50000 contacts		
	Max Period Contacts:45571	\$335.00	
	State Taxes	\$16.75	
11/22/2022	Invoice #515815826	\$357.11	
	Constant Contact Toolkit - Email Plus	\$0.00	
	Contacts		
	35001 - 50000 contacts		
	Max Period Contacts:45319	\$335.00	
	State Taxes	\$16.75	
	City Taxes	\$4.02	
	District Taxes	\$1.34	
10/22/2022	Invoice #507039232	\$357.11	
	Constant Contact Toolkit - Email Plus	\$0.00	
	Contacts		
	35001 - 50000 contacts		
	Max Period Contacts: 45245	\$335.00	
	State Taxes	\$16.75	
	City Taxes	\$4.02	
	District Taxes	\$1.34	
09/22/2022	Invoice #502137994	\$357.11	
	Constant Contact Toolkit - Email Plus	\$0.00	
	Contacts		
	35001 - 50000 contacts		
	Max Period Contacts: 45245	\$335.00	
	State Taxes	\$16.75	
	City Taxes	\$4.02	
	District Taxes	\$1.34	

Date	Description	Charge Amount	Credit Amount
08/22/2022	Invoice #595569294		\$357.11
	Constant Contact Toolkit - Email Plus	\$0.00	
	Contacts		
	35001 - 50000 contacts		
	Max Period Contacts: 45249	\$335.00	
	State Taxes		
	City Taxes	\$16.75	
	District Taxes	\$4.02	
		\$1.34	
07/22/2022	Invoice #586175947		\$357.11
	Constant Contact Toolkit - Email Plus	\$0.00	
	Contacts		
	35001 - 50000 contacts		
	Max Period Contacts:45251	\$335.00	
	State Taxes		
	City Taxes	\$16.75	
	District Taxes	\$4.02	
		\$1.34	
06/22/2022	Invoice #577122465		\$357.11
	Constant Contact Toolkit - Email Plus	\$0.00	
	Contacts		
	35001 - 50000 contacts		
	Max Period Contacts:45259	\$335.00	
	State Taxes		
	City Taxes	\$16.75	
	District Taxes	\$4.02	
		\$1.34	

Billing questions? [Contact Support](#)

Constant Contact - 1601 Trapelo Road - Waltham, MA 02451 US

972-955-2196
jillcoreymiller@gmail.com



SPEAKER • WRITER • DESIGNER
JILLCOREYMILLER.COM

INVOICE

INVOICE FOR

Scrivner
Jailbreak Race Events

Justin, TX

PAYABLE TO

Jill Miller

PROJECT

Marketing

INVOICE

22023

DUE DATE

DESCRIPTION	QTY	UNIT PRICE	TOTAL PRICE
Website Maintenance		\$2,000.00	\$2,000.00
Event Marketing & Social Media		\$4,000.00	\$4,000.00







Notes:







Subtotal **\$6,000.00**
Adjustments \$0.00







\$6,000.00







Search	Completed	Clear				Jan 1, 2023 - May 31, 2023
Ads			Reach ↑↓	Objective ↑↓	Amount spent ↑↓	
<p>Boosted Facebook post May 18 • Created by Timothy Scrivner Post engagements Clayton's is ready like you? #B...</p>	Completed		6,178 Reach	644 Post engagements	\$40.00 Spent of \$40.00	View results
<p>Boosted Facebook post May 15 • Created by Timothy Scrivner Post engagements The countdown is on! Only 5 d...</p>	Completed		6,980 Reach	264 Post engagements	\$70.00 Spent of \$70.00	View results
<p>Boosted Facebook post May 15 • Created by Timothy Scrivner Post engagements ONLY 6 DAYS LEFT TO REGISTER...</p>	Completed		11,732 Reach	998 Post engagements	\$70.00 Spent of \$70.00	View results
<p>Boosted Facebook post May 10 • Created by Timothy Scrivner Post engagements THIS YEAR'S MEDAL IS ONE FOR</p>	Completed		23,592 Reach	764 Post engagements	\$200.00 Spent of \$200.00	View results
<p>Boosted Facebook post May 6 • Created by Timothy Scrivner Post engagements 2 WEEKS!! We are just 2 WEEKS</p>	Completed		27,732 Reach	639 Post engagements	\$200.00 Spent of \$200.00	View results
<p>Boosted Facebook post May 2 • Created by Timothy Scrivner Video views</p>	Completed		4,498 Reach	4,071 ThruPlays	\$100.00 Spent of \$100.00	View results
<p>Boosted Facebook post May 19 • Created by Marisa Amaya Post engagements ❤️ Making a Difference</p>	Completed		3,755 Reach	191 Post engagements	\$50.00 Spent of \$50.00	View results







Search	Completed	Clear				Jan 1, 2023 - May 31, 2023
Ads			Reach ↑↓	Objective ↑↓	Amount spent ↑↓	
<p>Boosted Facebook post Apr 29 • Created by Timothy Scrivner Post engagements WE ARE 3 WEEKS AWAY FROM R...</p>	Completed		5,526 Reach	157 Post engagements	\$60.00 Spent of \$60.00	View results
<p>Boosted Facebook post Apr 28 • Created by Timothy Scrivner Post engagements There is still time to register for t...</p>	Completed		18,761 Reach	492 Post engagements	\$200.00 Spent of \$200.00	View results
<p>Boosted Facebook post Apr 26 • Created by Timothy Scrivner Link clicks</p>	Completed		30,520 Reach	593 Link clicks	\$200.00 Spent of \$200.00	View results
<p>Boosted Facebook post Apr 20 • Created by Marisa Amaya Link clicks GET THE COUNTDOWN BEHIND...</p>	Completed		27,088 Reach	514 Link clicks	\$200.00 Spent of \$200.00	View results
<p>Boosted Facebook post Apr 6 • Created by Timothy Scrivner Post engagements The Jailbreak Beach Escape s...</p>	Completed		8,827 Reach	337 Post engagements	\$100.00 Spent of \$100.00	View results
<p>Boosted Instagram media Apr 6 • Created by Marisa Amaya Boosted Instagram media</p>	Completed		18,124 Reach	315 Link clicks	\$149.90 Spent at \$30.00 per day	View results







Search	Completed	Clear			Jan 1, 2023 – May 31, 2023
Ads			Reach ↑	Objective ↑	Amount spent ↑
Boosted Facebook post  Apr 8 • Created by Marisa Amaya Link clicks Registration is now open for the	Completed		15,536 Reach	276 Link clicks	\$100.00 Spent of \$100.00 View results
Boosted Facebook post  Apr 2 • Created by Timothy Scriver Post engagements The Jailbreak is SO MUCH FUN!	Completed		45,416 Reach	1,422 Post engagements	\$500.00 Spent of \$500.00 View results
Boosted Instagram media  Mar 31 • Created by Marisa Amaya Boosted Instagram media	Completed		19,040 Reach	322 Link clicks	\$100.00 Spent at \$100.00 per day View results
Boosted Facebook post  Mar 30 • Created by Timothy Scriver Link clicks GET REGISTERED BEFORE OUR	Completed		93,504 Reach	655 Link clicks	\$500.00 Spent of \$500.00 View results
Boosted Facebook post  Mar 30 • Created by Timothy Scriver Post engagements JUST 2 MORE DAYS TO GET REG	Completed		17,116 Reach	348 Post engagements	\$200.00 Spent of \$200.00 View results
Boosted Facebook post  Mar 30 • Created by Marisa Amaya Link clicks JUST 2 MORE DAYS TO GET REG	Completed		18,320 Reach	374 Link clicks	\$100.00 Spent of \$100.00 View results







Search	Completed	Clear			Jan 1, 2023 – May 31, 2023
Ads			Reach ↑	Objective ↑	Amount spent ↑
Boosted Facebook post  Mar 24 • Created by Timothy Scriver Post engagements Jailbreak is FOR EVERYONE! Plus	Completed		7,976 Reach	447 Post engagements	\$50.00 Spent of \$50.00 View results
Boosted Facebook post  Mar 19 • Created by Timothy Scriver Post engagements IT'S SUNDAY!! You know what else	Completed		3,791 Reach	94 Post engagements	\$50.00 Spent of \$50.00 View results
Boosted Facebook post  Mar 19 • Created by Timothy Scriver Post engagements IT'S SUNDAY!! You know what else	Completed		4,148 Reach	101 Post engagements	\$50.00 Spent of \$50.00 View results
Boosted Facebook post  Mar 19 • Created by Timothy Scriver Post engagements IT'S SUNDAY!! You know what else	Completed		4,372 Reach	97 Post engagements	\$50.00 Spent of \$50.00 View results
Boosted Facebook post  Mar 17 • Created by Timothy Scriver Post engagements WE ARE SO EXCITED TO OPEN U	Completed		32,904 Reach	713 Post engagements	\$300.00 Spent of \$300.00 View results
Boosted Facebook post  Mar 17 • Created by Timothy Scriver Post engagements Are you ready to Break Free?!!	Completed		26,077 Reach	678 Post engagements	\$300.00 Spent of \$300.00 View results







Search	Completed	Clear			Jan 1, 2023 - May 31, 2023	
Ads			Reach ↑	Objective ↑	Amount spent ↑	
Boosted Facebook post  Mar 17 • Created by Timothy Scrivner Link clicks Celebrate St. Patrick's Day in s...	Completed		42,555 <small>Reach</small>	721 <small>Link clicks</small>	\$300.00 <small>Spent of \$300.00</small>	View results
Boosted Facebook post  Mar 9 • Created by Timothy Scrivner Post engagements Are you ready to Break Free??	Completed		29,832 <small>Reach</small>	571 <small>Post engagements</small>	\$300.00 <small>Spent of \$300.00</small>	View results
Boosted Facebook post  Mar 9 • Created by Timothy Scrivner Post engagements Are you ready to Break Free??	Completed		31,960 <small>Reach</small>	578 <small>Post engagements</small>	\$300.00 <small>Spent of \$300.00</small>	View results
Boosted Facebook post  Mar 2 • Created by Timothy Scrivner Post engagements WE ARE SO EXCITED TO OPEN U...	Completed		31,840 <small>Reach</small>	867 <small>Post engagements</small>	\$300.00 <small>Spent of \$300.00</small>	View results
Boosted Facebook post  Feb 27 • Created by Timothy Scrivner Post engagements The Jailbreak is SO MUCH FUN!	Completed		7,134 <small>Reach</small>	346 <small>Post engagements</small>	\$100.00 <small>Spent of \$100.00</small>	View results
Boosted Facebook post  Feb 26 • Created by Timothy Scrivner Post engagements GUESS WHAT? It's the FIRST...	Completed		30,200 <small>Reach</small>	808 <small>Post engagements</small>	\$300.00 <small>Spent of \$300.00</small>	View results

Search	Completed	Clear			Jan 1, 2023 - May 31, 2023	
Ads			Reach ↑	Objective ↑	Amount spent ↑	
Boosted Facebook post  Feb 21 • Created by Timothy Scrivner Link clicks Due to the overwhelming deman...	Completed		57,280 <small>Reach</small>	1,405 <small>Link clicks</small>	\$500.00 <small>Spent of \$500.00</small>	View results
Boosted Facebook post  Feb 15 • Created by Timothy Scrivner Post engagements THE PERFECT VALENTINE'S DAY	Completed		4,948 <small>Reach</small>	226 <small>Post engagements</small>	\$100.00 <small>Spent of \$100.00</small>	View results
Boosted Facebook post  Feb 11 • Created by Timothy Scrivner Post engagements There has never been a better ti...	Completed		18,952 <small>Reach</small>	456 <small>Post engagements</small>	\$300.00 <small>Spent of \$300.00</small>	View results
Boosted Facebook post  Feb 10 • Created by Timothy Scrivner Post engagements There is nothing better than cro...	Completed		20,684 <small>Reach</small>	541 <small>Post engagements</small>	\$300.00 <small>Spent of \$300.00</small>	View results
Boosted Facebook post  Feb 5 • Created by Timothy Scrivner Post engagements The beach is the perfect place.	Completed		17,003 <small>Reach</small>	914 <small>Post engagements</small>	\$300.00 <small>Spent of \$300.00</small>	View results
Boosted Facebook post  Feb 3 • Created by Timothy Scrivner Post engagements The beach is calling. What bett...	Completed		22,962 <small>Reach</small>	755 <small>Post engagements</small>	\$300.00 <small>Spent of \$300.00</small>	View results

Search	Completed	Clear			Jan 1, 2023 – May 31, 2023	
Ads			Reach ^{T1}	Objective ^{T1}	Amount spent ^{T1}	
Boosted Facebook post  Feb 2 • Created by Timothy Scrivner Post engagements You knew you want to- just get re	Completed		43,161 <small>Reach</small>	2,118 <small>Post engagements</small>	\$500.00 <small>Spent of \$500.00</small>	View results
Boosted Instagram media  Feb 1 • Created by run_the_jailbreak	Completed		9,806 <small>Reach</small>	134 <small>Link clicks</small>	\$120.00 <small>Spent of \$120.00</small>	View results
Boosted Facebook post  Jan 31 • Created by Timothy Scrivner Post engagements 4 WAVES FULL! PRICE GOE	Completed		53,280 <small>Reach</small>	588 <small>Post engagements</small>	\$500.00 <small>Spent of \$500.00</small>	View results
Boosted Facebook post  Jan 31 • Created by Timothy Scrivner Post engagements 4 WAVES FULL! PRICE GOE	Completed		64,240 <small>Reach</small>	523 <small>Post engagements</small>	\$500.00 <small>Spent of \$500.00</small>	View results
Boosted Facebook post  Jan 31 • Created by Timothy Scrivner Post engagements 4 WAVES FULL! PRICE GOE	Completed		65,200 <small>Reach</small>	501 <small>Post engagements</small>	\$500.00 <small>Spent of \$500.00</small>	View results
Boosted Instagram media  Jan 31 • Created by run_the_jailbreak Boosted Instagram media	Completed		25,480 <small>Reach</small>	266 <small>Link clicks</small>	\$300.00 <small>Spent of \$300.00</small>	View results

Search	Completed	Clear			Jan 1, 2023 – May 31, 2023	
Ads			Reach ^{T1}	Objective ^{T1}	Amount spent ^{T1}	
Boosted Facebook post  Jan 31 • Created by Timothy Scrivner Post engagements BEAT THE PRICE INCREASE TONI	Completed		35,416 <small>Reach</small>	664 <small>Post engagements</small>	\$300.00 <small>Spent of \$300.00</small>	View results
Boosted Facebook post  Jan 30 • Created by Timothy Scrivner Post engagements 3 WAVES FULL! PRICE CHA	Completed		26,008 <small>Reach</small>	551 <small>Post engagements</small>	\$228.91 <small>Spent of \$300.00</small>	View results
Boosted Facebook post  Jan 30 • Created by Timothy Scrivner Post engagements LAST DAY TO REGISTER before t	Completed		26,328 <small>Reach</small>	651 <small>Post engagements</small>	\$300.00 <small>Spent of \$300.00</small>	View results
Boosted Facebook post  Jan 29 • Created by Timothy Scrivner Post engagements 2 MORE DAYS before our Price in	Completed		36,200 <small>Reach</small>	720 <small>Post engagements</small>	\$300.00 <small>Spent of \$300.00</small>	View results
Boosted Facebook post  Jan 29 • Created by Timothy Scrivner Post engagements 2 MORE DAYS before our Price in	Completed		7,322 <small>Reach</small>	1,477 <small>Post engagements</small>	\$105.52 <small>Spent of \$300.00</small>	View results
Boosted Facebook post  Jan 28 • Created by Timothy Scrivner Post engagements That's a lot of HAPPY HEALTHY !	Completed		4,376 <small>Reach</small>	160 <small>Post engagements</small>	\$300.00 <small>Spent of \$300.00</small>	View results

Search	Completed	Clear	Jan 1, 2023 - May 31, 2023		
Ads		Reach ↑↓	Objective ↑↓	Amount spent ↑↓	
 Boosted Facebook post Jan 27 • Created by Timothy Scrivner Post engagements 2 WAVES ARE CLOSED ALREA	Completed	3,771 Reach	115 Post engagements	\$100.00 Spent of \$100.00	View results
 Website promotion Jan 24 • Created by Marisa Amaya Website visitors 9a wave is Filling First! If you di	Completed	12,957 Reach	506 Link clicks	\$73.92 Spent at \$15.00 per day	View results
 Boosted Facebook post Jan 22 • Created by Marisa Amaya Link clicks Early bird rates end in 8 days!	Completed	3,741 Reach	104 Link clicks	\$14.00 Spent at \$14.00	View results
 Boosted Facebook post Jan 21 • Created by Timothy Scrivner Post engagements Early Bid rates end 1/31 Register	Completed	12,332 Reach	522 Post engagements	\$100.00 Spent at \$100.00	View results
 Boosted Facebook post Jan 19 • Created by Timothy Scrivner Link clicks Welcome to 2023. now GET MO	Completed	53,648 Reach	954 Link clicks	\$300.00 Spent at \$300.00	View results
 Boosted Facebook post Jan 19 • Created by Timothy Scrivner Post engagements Take action today! Secure your J	Completed	18,100 Reach	386 Post engagements	\$200.00 Spent of \$200.00	View results

Search	Completed	Clear	Jan 1, 2023 - May 31, 2023		
Ads		Reach ↑↓	Objective ↑↓	Amount spent ↑↓	
 Boosted Facebook post Jan 19 • Created by Timothy Scrivner Post engagements Break Free with friends and save	Completed	17,120 Reach	375 Post engagements	\$200.00 Spent of \$200.00	View results
 Boosted Facebook post Jan 14 • Created by Timothy Scrivner Post engagements Break Free! Early wave times ARE	Completed	-- Reach	-- Post engagements	\$0.00 Spent of \$150.00	View results
 Boosted Facebook post Jan 11 • Created by Timothy Scrivner Post engagements Break free with friends and save	Completed	37,544 Reach	2,045 Post engagements	\$500.00 Spent of \$500.00	View results
 Boosted Facebook post Jan 9 • Created by Timothy Scrivner Post engagements Take action today! Secure your J	Completed	26,880 Reach	5,301 Post engagements	\$499.92 Spent of \$500.00	View results
 Boosted Facebook post Jan 9 • Created by Timothy Scrivner Post engagements Welcome to 2023. now GET MO	Completed	29,536 Reach	4,477 Post engagements	\$299.99 Spent of \$300.00	View results
 Boosted Facebook post Jan 1 • Created by Timothy Scrivner Link clicks Welcome to 2023. now GET MO	Completed	150.8K Reach	10,175 Link clicks	\$1,000.00 Spent of \$1,000.00	View results

TOUCAN GRAPHICS

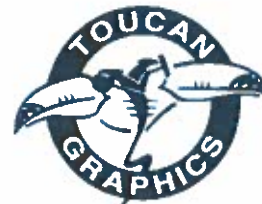
Accounting Dept.

14725 S Padre Island Dr., Unit 4

Corpus Christi, TX 78418 US

(361)949-1400

accounting@toucangraphics.net



INVOICE

BILL TO

Jennifer Steele

Jailbreak Racing Events

PO Box 74

Argyle, TX 76226

INVOICE # 35723**DATE** 01/24/2023**DUE DATE** 01/24/2023**TERMS** Due on receipt

ACTIVITY	QTY	RATE	AMOUNT
Design Art Services: Social Media Ad for Clayton	1	10.00	10.00T
Xcolor Printing: 11x17 Posters	50	1.85	92.50T

SUBTOTAL 102.50

TAX (8.25%) 8.46

TOTAL 110.96

BALANCE DUE \$110.96

TOUCAN GRAPHICS

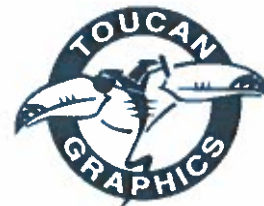
Accounting Dept.

14725 S Padre Island Dr., Unit 4

Corpus Christi, TX 78418 US

(361)949-1400

accounting@toucangraphics.net



INVOICE

BILL TO

Jennifer Steele

Jailbreak Racing Events

PO Box 74

Argyle, TX 76226

INVOICE # 36645**DATE** 05/19/2023**DUE DATE** 05/19/2023**TERMS** Due on receipt**P.O. NUMBER**

Marissa

ACTIVITY	QTY	RATE	AMOUNT
Xcolor Printing: Saturday Registration: 3 sets of 95 pages 1/0	285	0.10	28.50T
Xcolor Printing: Sunday Registration: 7 sets of 8 pages 1/0	56	0.10	5.60T
Xcolor Printing: Jailbreak Patrol: 3 sets of 3 pages	9	0.10	0.90T
Xcolor Printing: 2023 LSBN: 2 sets of 4 pages	8	0.10	0.80T
Xcolor Printing: Course Maps: 4/4 laminated	80	2.23	178.40T
Xcolor Printing: Contact sheets: (80) 1/4 page 4/0 laminated	1	56.00	56.00T

SUBTOTAL	270.20
TAX (8.25%)	22.29
TOTAL	292.49
BALANCE DUE	\$292.49



**South Padre Island Police Department
4601 Padre Blvd. South Padre Island, TX. 78597**

Quote

Contact Person: Tim Scrivner
15080 S. HWY 156
Justin, Tx. 76247
Cell - 940-453-6231

Reference: Police Security / Traffic Control - 11th Annual Jailbreak Beach Escape 2023

Date: 5/20/2023 - 5/21/2023

On May 20 and May 21, 2023 two SPIPD Officers and three traffic officers are requested for traffic control purposes in the following function - Jailbreak 2023 competition. Traffic Control will be in front of Claytons Beach Bar located at 6900 Padre Blvd.

The following Officers worked the function

Officer(s)	Date	Times	Hours
One Officer	05/20/23	8a - 12p	4
One Officer	05/20/23	8a - 12p	4
Traffic Officer	05/20/23	8a - 12p	4
Traffic Officer	05/20/23	8a - 12p	4
Traffic Officer	05/20/23	8a - 12p	4
One Officer	05/21/23	8a - 11a	3
One Officer	05/21/23	8a - 11a	3
Traffic Officer	05/21/23	8a - 11a	3
Traffic Officer	05/21/23	8a - 11a	3
Traffic Officer	05/21/23	8a - 11a	3
Total Hours - Police	14	@ \$40.00	\$560.00
Total Hours - Traffic	21	@ \$20.00	\$420.00
Total			\$980.00

G. Silva - Lieutenant
(W) 956-761-8145
(C) 956-433-7242
gsilva@myspi.org

South Padre Island Fire Department

677 E. Anita Street
 South Padre Island, TX 78597
 361.748.2222



Invoice No. 0026

Submitted on 05/09/2023

Invoice for

Jailbreak Beach Escap
 Tim Scrivner
 C/O Marisa Amaya
 PO Box 74
 Argyle, TX 78666

Payable to

City of South Padre Island

Invoice

0026

Event Name

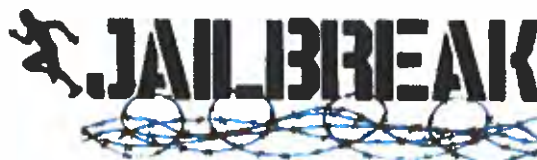
Jailbreak Beach Escape
 Clayton's Beach Bar & Grill/County Bez

Due date

May 10, 2023

Description

Description	Qty	Time	Unit price	Total price
EMT's standby Saturday, May 20, 2023	2	4.00	\$60.00	\$480.00
EMT's standby Sunday, May 21, 2023	2	3.00	\$60.00	\$360.00
				\$0.00
			Total Due	\$840.00



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

MEETING DATE: July 26, 2023

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Presentation, discussion, and possible action regarding the media plan by The Zimmerman Group for FY 23/24.
(Trevino)

ITEM BACKGROUND

The Zimmerman Group will present the media plan for fiscal year 2023-2024 for board approval.

BUDGET/FINANCIAL SUMMARY

Amount has been budgeted.

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:



VISIT SOUTH PADRE ISLAND

FY 2023/2024 PAID MEDIA/SOCIAL PLAN
THE **ZIMMERMAN** AGENCY

Media Focus.

1

Continue momentum into and through FY months of 2023/2024

2

Optimize geo-target markets based on data learnings

3

Target audiences predisposed for Fall/Winter, and Spring/Summer Getaway travel

4

Activate a full-funnel digital approach

5

Drive increased overnight stays during the Spring/Summer seasons while laying the foundation for Fall/Winter visitation

6

Generate the greatest return on the media investment





FALL 2023
MEDIA PLAN

Target Audiences.

Fall 2023 Shoulder.

Age

A 34-41

Primary: The Entertainment Driven Millennial (Couples no-kids)

Priority

High

Millennial: 29%

Hispanic: 58%

Female/Male: 51%/49%

HHI

\$80K- \$100k

Primary

Millennials, Gen X , Couples

Niche

Beach Goers, Nature Lovers, Fishing, Dining

Motivation/Interests:

Events, Fitness, Relaxation, Exploration, Experience, Different, Cultures, Enhance, Existing, Dining, Fun Attractions, Sightseeing, Learning New Things, Shopping, Engaging with Nature, Cultural Attractions, and Nightlife.





Geographic Targets.



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



MEDIA PLANNING AND BUYING

Target Audiences.

Fall 2023 Shoulder.

Age

A 54-75

The Comfort Driven Baby Boomer

Priority

Medium

Baby Boomer: 44%

Female/Male: 51%/49%

HHI

\$80K- \$100k

Primary

Millennials, Gen X , Couples

Niche

Beach Goers, Nature Lovers, Fishing, Dining

Motivation/Interests:

Familiarity, Outdoor Activities, Multigenerational Travel, Budget, Planning, Relaxation, and Entertainment Value.





Geographic Targets.

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



MEDIA PLANNING AND BUYING

Target Audiences.

Winter 2023/24.

Age

A 62+

The Winter Texan

Priority

High

Baby Boomer: 54%

White: 87%

Female/Male: 53%/47%

HHI

\$80K- \$100k

Niche

Beach Goers, Nature Lovers, Fishing, Dining

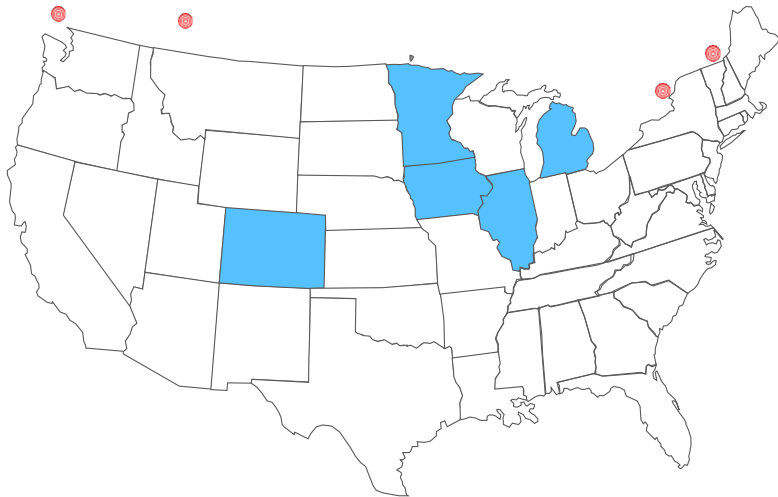
Motivation/Interests:

Warm Weather, Budget Friendly, Multigenerational Travel, Familiarity, Outdoor Activities, Isla Blanca Park, Entertainment District, Clayton's Bar & Grill, Bay Fishing, Port Isabel Lighthouse Square, and The Jetties.





Geographic Targets.



■ Midwest (Primary)

- WI
- IL
- IA
- CO
- MI

■ Canada (Secondary)

- Toronto
- Montreal
- Calgary
- Vancouver



Media Approach: Fall 2023

Publisher Direct Digital

- Expedia
- VRBO
- Travelocity
- Hotels.com

13%

360° Programmatic

- OTT/CTV
- Stream. Radio
- Pre-Roll Video
- Digital Display
- Native
- Digital Billboards
- Travel Texas Digital

40%

Lifestyle/ Niche Print

- Fishing
- Outdoors
- Birding
- Metro Titles
- Canada

14%

Paid Social/ SEM

- Facebook
- Instagram
- TikTok*
- Snapchat*
- Google
- Bing

33%

* Entertainment Driven Millennial

Media Approach: Fall 2023

Publisher Direct Digital

**Conversion/
Awareness**

Accurate targeting of in-market individuals seeking beach vacation options.
Geo-fence efforts to areas/suburbs that match persona data

360° Programmatic

**Conversion/
Awareness**

Cost efficient 360 digital approach that allows reach into larger regional footprint.
Geo-fence efforts to areas/suburbs that match persona data

Lifestyle/ Niche Print

**Awareness/
Consideration**

Promote to our outdoor lifestyle, enthusiast, fishing, birding/eco travel segments

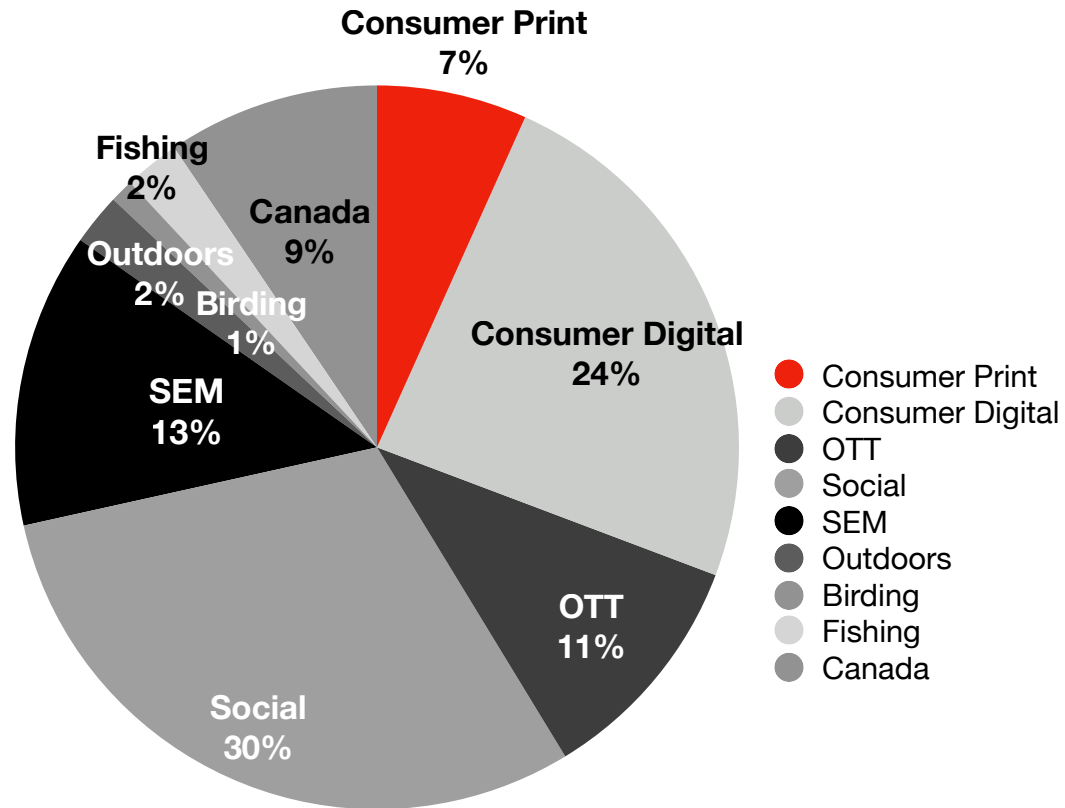
Paid Social/ SEM

**Awareness/
Conversion**

Strategically placed social messaging in key feeder markets to drive interest and site traffic. Promote special events, seasonal promotions, lodging specials. Appear top 3 in search queries.

Media Allocation: Fall 2023

- \$235,812 investment
 - Nov: 40%
 - Dec: 32%
 - Jan: 28%



Media Allocation: Fall 2023

	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
Consumer Print		✕ ✕ ✕ ✕ ✕	✕ ✕ ✕ ✕ ✕									
Niche Print	✕ ✕ ✕ ✕ ✕	✕ ✕ ✕ ✕ ✕	✕ ✕ ✕ ✕ ✕									
360 Digital (Display/Video/Native/OTT)	✕ ✕ ✕ ✕ ✕	✕ ✕ ✕ ✕ ✕	✕ ✕ ✕ ✕ ✕									
Outdoor Billboards	✕ ✕ ✕ ✕ ✕	✕ ✕ ✕ ✕ ✕	✕ ✕ ✕ ✕ ✕									
Expedia	✕ ✕ ✕ ✕ ✕	✕ ✕ ✕ ✕ ✕	✕ ✕ ✕ ✕ ✕									
Outdoors			✕ ✕ ✕ ✕ ✕									
Canada	✕ ✕ ✕ ✕ ✕	✕ ✕ ✕ ✕ ✕	✕ ✕ ✕ ✕ ✕									
SEM	✕ ✕ ✕ ✕ ✕	✕ ✕ ✕ ✕ ✕	✕ ✕ ✕ ✕ ✕									
Paid Social	✕ ✕ ✕ ✕ ✕	✕ ✕ ✕ ✕ ✕	✕ ✕ ✕ ✕ ✕									



**FAMILY
SPRING GETAWAY**



THE ZIMMERMAN AGENCY



Target Audiences

Family Spring 2023
Getaway

Age

A 36-44 w/children

Primary: Urban Traveling Family

Priority

High

Avg Age: 26 - 41

Millennial: 29%

White: 43%

Hispanic: 33%

Female/Male: 50%/50%

Secondary: Road Tripping Family

Avg Age: 26 - 41

Millennial: 29%

White: 43%

Hispanic: 90%

Female/Male: 51%/49%

HHI

\$75K+

Reasons To Come:

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

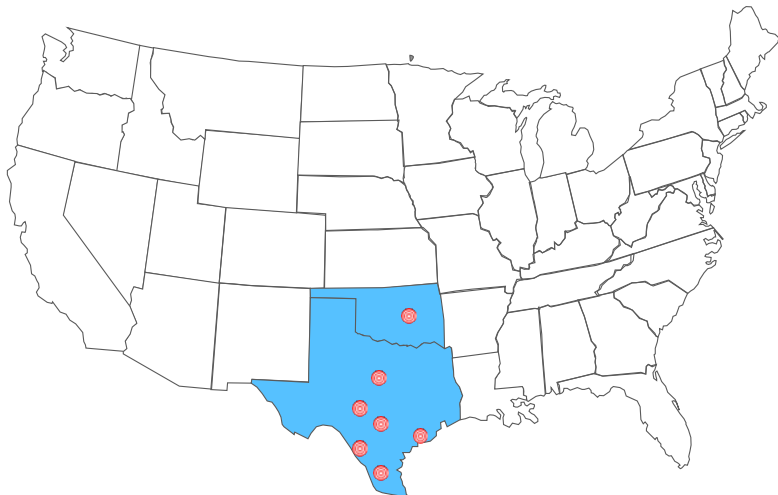
Motivation/Interests:

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





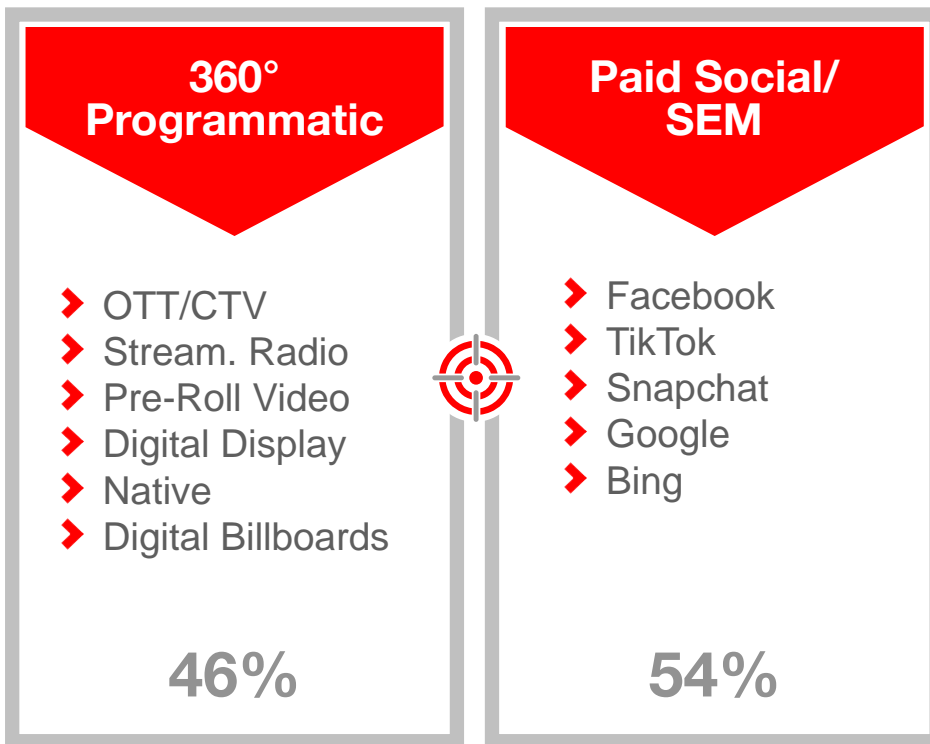
Geographic Targets.



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



Media Approach: FSG 2024



Media Approach: FSG 2024

360° Programmatic

**Conversion/
Awareness**

Cost efficient 360 digital approach that allows reach into larger regional footprint. Geo-fence efforts to areas/suburbs that match persona data.

Paid Social/ SEM

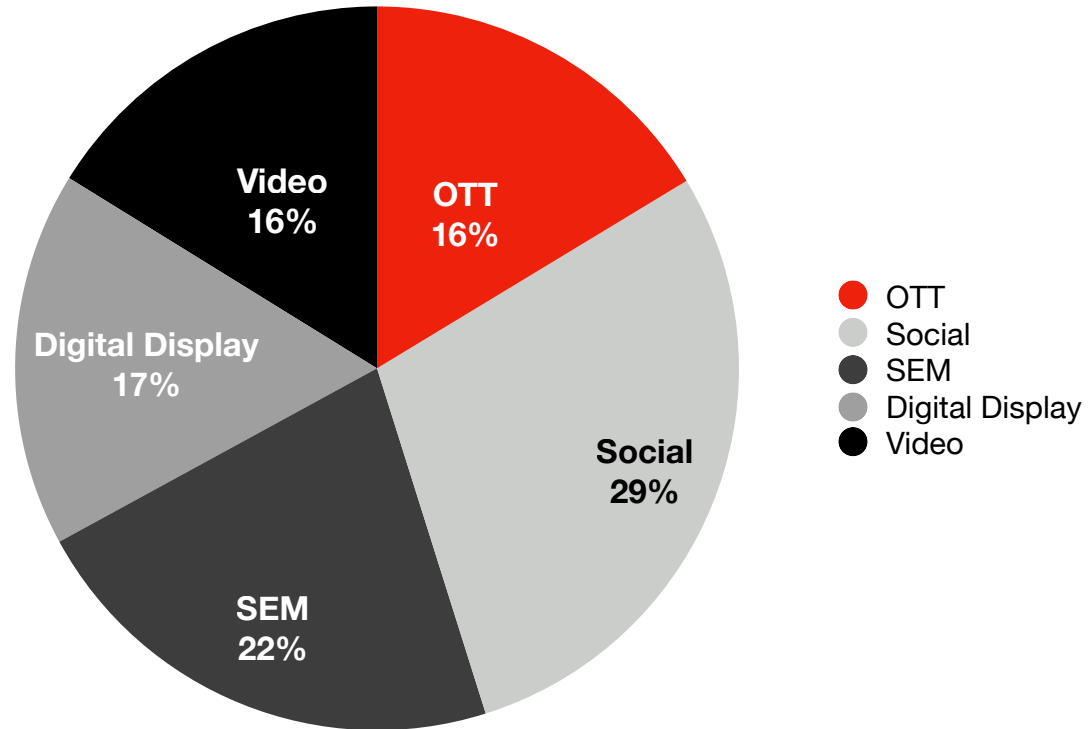
**Awareness/
Conversion**

Strategically placed social messaging in key feeder markets to drive interest and site traffic. Promote special events, seasonal promotions, lodging specials. Appear top 3 in search queries.



Media Allocation: FSG 2024

- \$200,000 investment
 - Oct: 6.5%
 - Nov: 19.5%
 - Dec: 27.3%
 - Jan: 27.3%
 - Feb: 16.6%
 - Mar: 2.9%



Media Allocation: FSG 2024

	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
Family OTT	XXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXX						
Family Paid Social		XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXX						
Family SEM	XXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXX						
Family Digital Display	XXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXX						
Family Pre-Roll Video		XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXX						



**COLLEGE
SPRING BREAK**

MEDIA PLANNING AND BUYING

Target Audiences.

Spring Break 2024

Priority

High

Age

A 18-25

The College Spring Breakers

Gen Z: 52%

White: 56%

Female/Male: 46%/54%

HHI

< \$25k

Niche

Beach Goers, Entertainment, Action Water Sports

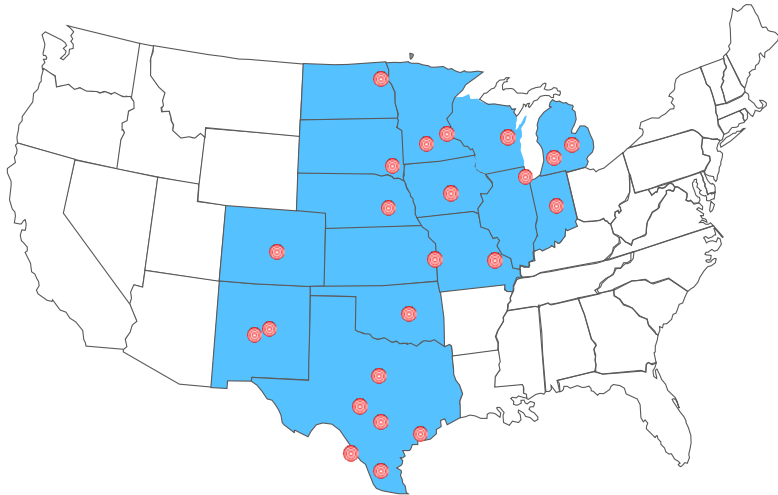
Motivation/Interests:

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





Geographic Targets.



■ Texas

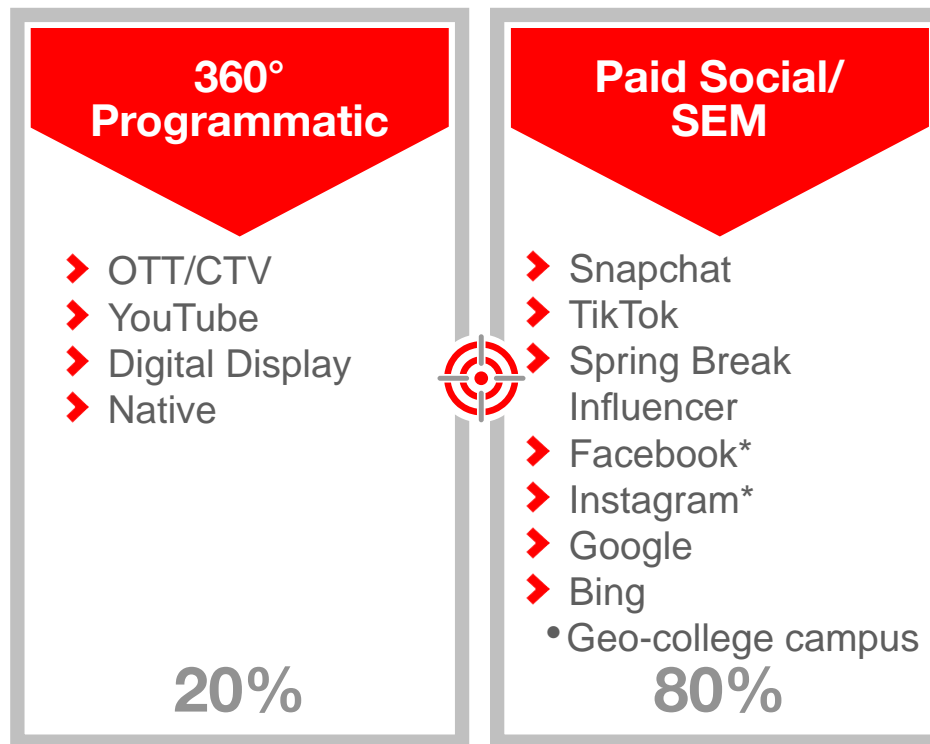
- RGV
- Houston
- Dallas/Ft. Worth
- San Antonio
- Austin
- Laredo
- Corpus Christi
- Arlington
- Lubbock
- Abilene

■ Midwest

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



Media Approach: CSB 2024



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

Media Approach: CSB 2024

360° Programmatic

Conversion/ Awareness

Strategically placed messaging to drive interest and site traffic. Promote special events, seasonal promotions, lodging specials.

Paid Social/ SEM

Awareness/ Conversion

Drive interest and site traffic. Promote special events, promotions, lodging specials. Reach while they are searching for options. Competitive key word bidding on top 3 placements.



Media Allocation: FY 2024

	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
College Paid Social	✗✗✗✗	✗✗✗✗	✗✗✗✗	✗✗✗✗	✗✗✗✗	✗✗						
College SEM	✗✗✗✗	✗✗✗✗	✗✗✗✗	✗✗✗✗	✗✗✗✗	✗✗						
College Digital Display	✗✗✗✗	✗✗✗✗	✗✗✗✗									
College OTT/Video	✗✗✗✗	✗✗✗✗	✗✗✗✗	✗✗✗✗	✗✗✗✗	✗✗						
Spring Break Influencer	✗✗✗✗	✗✗✗✗	✗✗✗✗	✗✗✗✗	✗✗✗✗	✗✗						

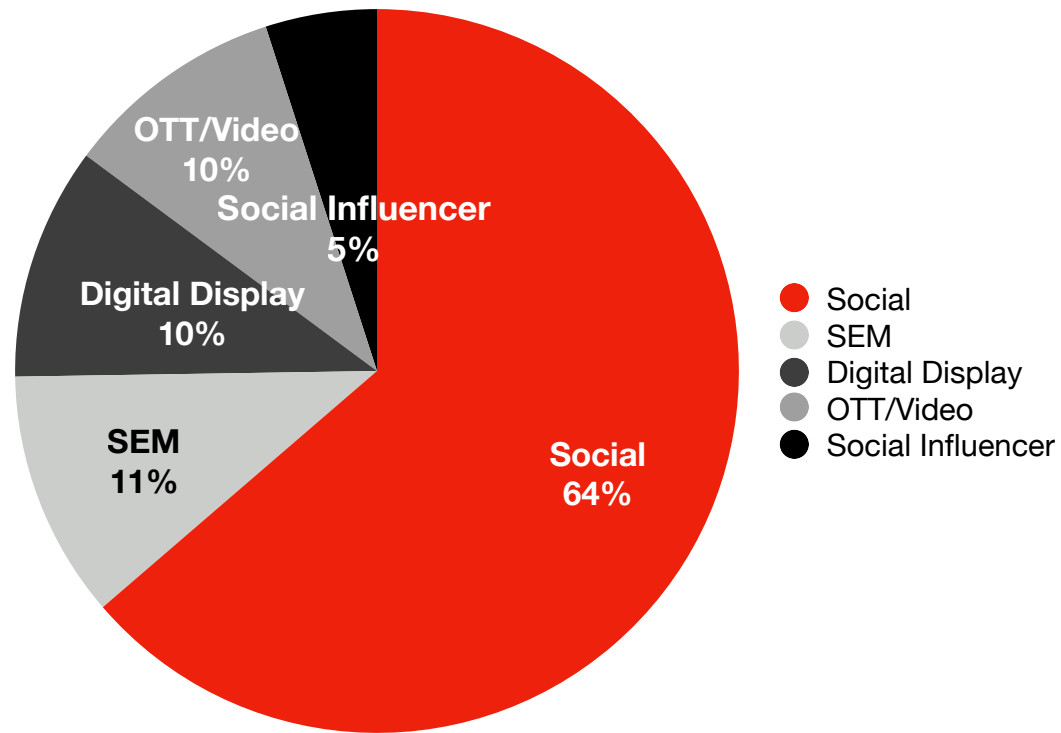
- All target states/markets except TX/OK

- All target states/markets
- TX/OK (Jan/Feb only)



Media Allocation: CSB 2024

- \$200,000 investment
 - Oct: 28%
 - Nov: 28%
 - Dec: 24%
 - Jan: 7%
 - Feb: 7%
 - Mar: 6%



**EVERGREEN
Q2/3/4**



Target Audiences.

Spring 2024.

Age

A 36-44

Primary: Urban Power Couple

Priority

Medium

Millennial/Gen X: 51%

Hispanic: 47%

Female/Male: 50%/50%

HHI

\$80K- \$100k

Primary

Millennials, Gen X, Couples

Niche

Beach Goers, Nature Lovers, Dining

Motivation/Interests:

Luxury, Nature, Environmental Conservation, Personalized Experiences, Arts & Culture, Unique Culinary Experiences, Entertainment District, Bars, and Local Attractions (Historic, Nature, etc.)



Target Audiences

Summer 2024.

Primary: Urban Traveling Family

Priority

High

Avg Age: 26 - 41

Millennial: 29%

White: 43%

Hispanic: 33%

Female/Male: 50%/50%

HHI

\$75K-\$100k

Motivation/Interests:

Family Friendly, Nature, Sight Seeing, Cultural Attractions, Entertainment District, Bars, and Local Attractions (Historic, Nature, etc.)

Secondary: Road Tripping Family

Priority

Medium

Avg Age: 26 - 41

Millennial: 29%

White: 43%

Hispanic: 90%

Female/Male: 51%/49%

HHI

\$50K - \$75K

Reasons To Come:

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

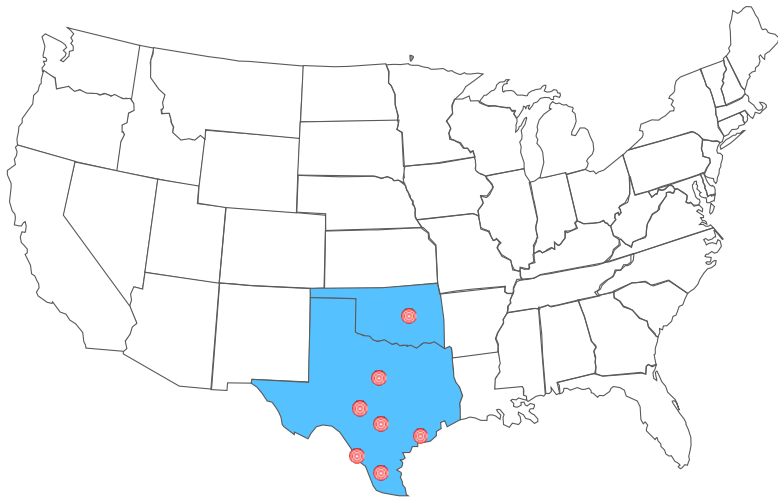
Motivation/Interests:

Budget Friendly, Family Friendly, Nature, Boat Tours, Water Sports, Isla Blanca Park, Entertainment District, Local Attractions (Historic, Nature, Waterparks etc.)





Geographic Targets.



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



Media Approach: Q2/3/4 2024

Publisher Direct Digital

- Expedia
- VRBO
- Travelocity
- Hotels.com

360° Programmatic

- OTT/CTV
- Stream. Radio
- Pre-Roll Video
- Native
- Digital Billboards
- Travel Texas Digital

Lifestyle/ Niche Print

- Fishing
- Outdoors
- Birding
- Metro Titles
- Canada

Paid Social/ SEM

- Facebook
- Instagram
- TikTok
- Snapchat
- Google
- Bing



Media Approach: Q2/3/4 2024

Publisher Direct Digital

**Conversion/
Awareness**

Accurate targeting of in-market individuals seeking beach vacation options.
Geo-fence efforts to areas/suburbs that match persona data

360° Programmatic

**Conversion/
Awareness**

Cost efficient Native and Pre-roll Video approach that allows reach into larger regional footprint.
Geo-fence efforts to areas/suburbs that match persona data

Lifestyle/ Niche Print

**Awareness/
Consideration**

Promote to our outdoor lifestyle, enthusiast, fishing, birding/eco travel segments

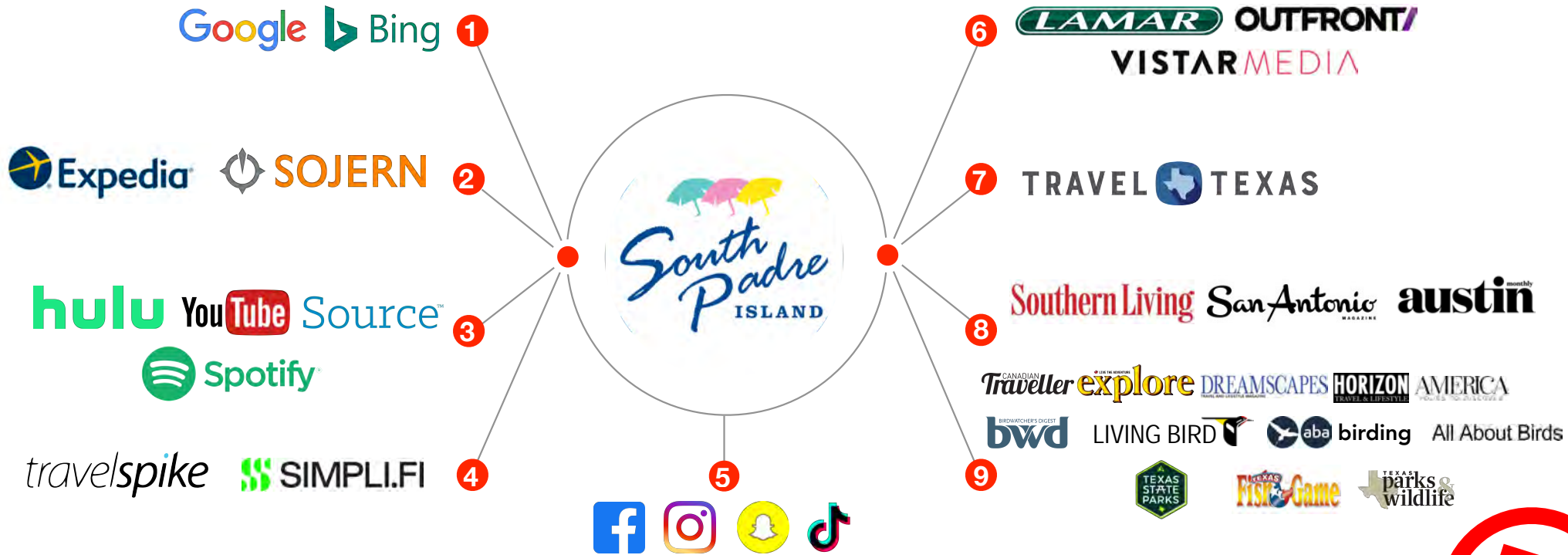
Paid Social/ SEM

**Awareness/
Conversion**

Strategically placed social messaging in key feeder markets to drive interest and site traffic. Promote special events, seasonal promotions, lodging specials. Appear top 3 in search queries.

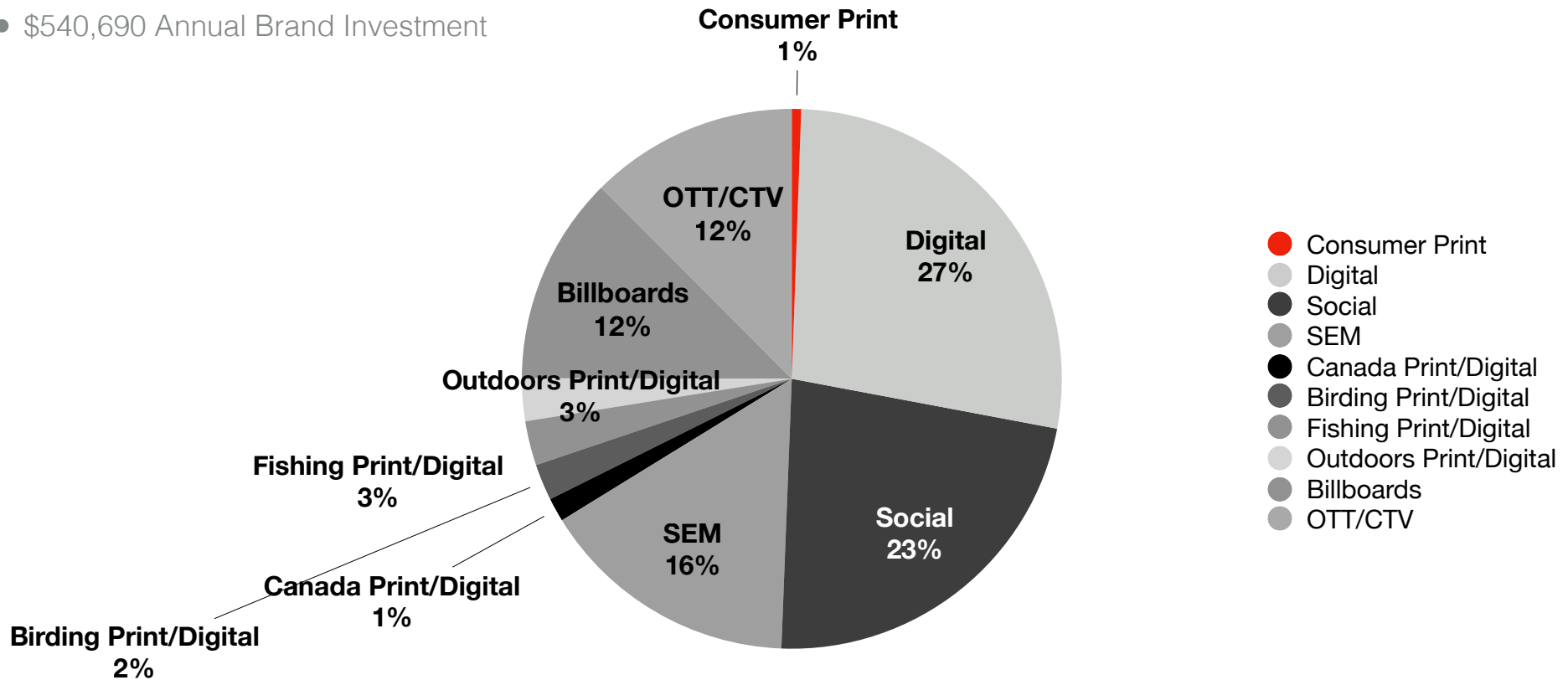


Media Allocation: Q2/3/4 2024



Media Allocation: Q2/3/4 2024

- \$540,690 Annual Brand Investment



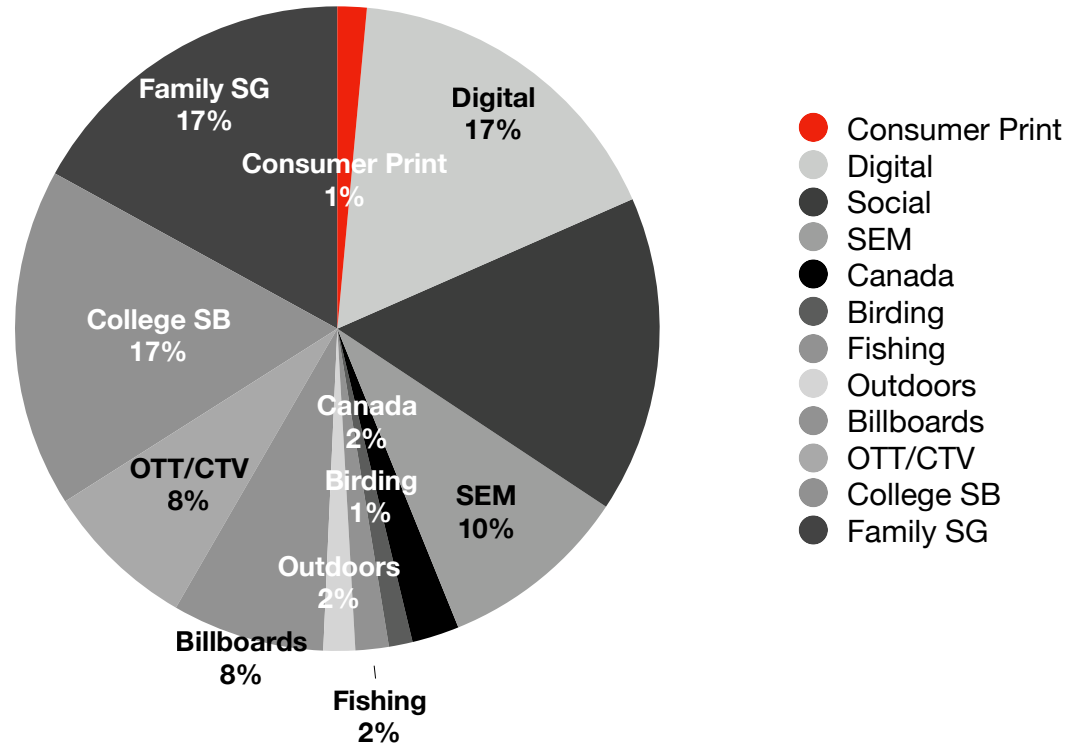
Media Allocation: Q2/3/4 2024

	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
Consumer Print					XXXX			XXXX				
Niche Print				XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX
360 Digital (Display/Video/Native/OTT)				XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX
Canada				XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXX				
SEM				XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX
Paid Social				XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX
Outdoor Billboards				XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX	XXXXXXXXXXXXXXXXXXXX



Media Allocation: FY 2024 Overall

- \$1,250,000 Overall Investment



Thank You.

Let's Discuss.





**2023/2024
PLAN DETAILS
APPENDIX**

Strategic Approach

1. Activate the right mix of targeted media that will generate awareness and excitement of South Padre Island that will ultimately drive higher web traffic and accommodation revenue
 - Consumer Print
 - Niche Print (Outdoor/Birding/Fishing)
 - Publisher Direct Digital
 - Native Digital
 - SEM
 - Paid Social
- Negotiate value-added packages to extend reach/frequency of messaging
- Take advantage of partnership affiliations to extend our reach and efficiencies
 - Travel Texas
 - Texas Parks & Wildlife
 - Texas Campgrounds
- Leverage investment to expand our exposure via value-added efforts
 - Advertorial
 - Promotions
 - Public Relations



Digital Activation

- Incorporate a mix of direct-to-publisher and premium video and native placements to provide annual coverage and reach the most in-market for travel individuals.
 - Display prospecting on Expedia's Network to drive awareness amongst users in key markets that are in the dreaming, planning and converting stages of travel intent to South Texas.
 - Guaranteed exposure on affiliate sites including Expedia, Hotels.com, Travelocity, & VRBO
 - Targeting based on previous travel search behavior on affiliate sites
 - Geographic targeting focus: Texas/Oklahoma
 - Oct - April exposure (Late Spring Push/Early Summer Push)
 - Target focus: Urban Power Couple (late Spring push) and Urban Traveling Families (early Summer push)
 - Native ad prospecting with Travel Spike, a specialized native network in the vertical of travel
 - Delivering to network of only contextually relevant, travel related sites
 - Bought on a cost per click basis
 - Targeting individuals in-market for travel to Texas, families, outdoor interests, and vacation rentals
 - Target focus: Urban Power Couple (for Spring) and Urban Traveling/Road Tripping Families (for Summer)
 - Nationally targeted
 - Oct-Dec exposure



Digital Activation

- Incorporate a mix of direct-to-publisher and premium video and native placements to provide annual coverage and reach the most in-market for travel individuals.
 - Programmatic Native ads that are less intrusive and blend in with surrounding content leading to higher user engagement
 - Target focus: Urban Power Couple (for Spring) and Urban Traveling/Road Tripping Families (for Summer)
 - Always-on exposure (Oct - Sept)
 - Interactive Display / Rich Media ads
 - Offers unique experience for users to interact with custom display ads, leading to higher user engagement to the site
 - Target focus: Urban Power Couple (late Spring push) and Urban Traveling Families (early Summer push)
 - Always-on activation (Oct-Sept)
 - OTT/CTV on Hulu
 - Targeting across the Hulu network, travel channels, Peacock, Paramount+, and more
 - OTT/CTV combines the power of traditional TV with the precision and targeting capabilities of digital advertising.
 - Layer on behavioral targeting to reach the right people at the right time, enhancing campaign effectiveness
 - Target focus: Urban Power Couple (late Spring push) and Urban Traveling Families (early Summer push)
 - Always-on activation (Oct-Sept)



Digital Activation

- Incorporate a mix of direct-to-publisher and premium video and native placements to provide annual coverage and reach the most in-market for travel individuals.
 - Programmatic Video targeting those intending to travel, vacationers, travel/tourism, Family Friendly activities to drive awareness
 - Target focus: Urban Power Couple (for Spring) and Urban Traveling/Road Tripping Families (for Summer)
 - Always-on exposure (Oct - Sept)
 - YouTube Video
 - 2nd largest search engine and the most popular video-sharing social media platform.
 - Large scale to allow us to reach our audience frequently and at different points of their journey
 - Target focus: Urban Power Couple (for Spring) and Urban Traveling/Road Tripping Families (for Summer)
 - Always-on exposure (Oct - Sept)
 - Spotify Streaming Radio
 - Ads are seamlessly integrated into the listening experience, making them less intrusive compared to other ad formats
 - Target focus: Urban Power Couple (late Spring push) and Urban Traveling Families (early Summer push)
 - Always-on activation (Oct-Sept)



Digital Activation

- Incorporate a mix of direct-to-publisher and premium video and native placements to provide annual coverage and reach the most in-market for travel individuals.
 - Incorporate Google Display & Retargeting to drive awareness amongst users in key markets that are in the dreaming, planning and converting stages of travel intent to South Texas
 - Target users based off visitation patterns and create custom audiences
 - Utilize these custom audiences to retarget, allowing us to reengage with our audience and send them new ads to tell the story of South Padre Island
 - Targeting individuals in-market for travel to Texas, families, outdoor interests, and vacation rentals
 - Target focus: Urban Power Couple (for Spring) and Urban Traveling/Road Tripping Families (for Summer)
 - Always-on exposure (Oct - Sept)
 - Source Digital Interactive Video Units
 - Continue with new video technology partner, Source Digital to add CTA ability to video viewers
 - An amplified user experience through well-timed opportunities to engage, learn and explore video, and ultimately obtain information in a whole new way
 - Target focus: Urban Power Couple (late Spring push) and Urban Traveling Families (early Summer push)
 - April - June activation

Google Source™



Digital Activation

- Incorporate Digital Out-of-Home to reach potential visitors via a strategically placed digital billboards
 - Activate programmatic digital out-of-home to drive awareness
 - ◎ Programmatic DOOH technology allows us to leverage geospatial analysis to better understand how our audience moves throughout the day and reach them at multiple touchpoints
 - Billboards, gas stations, grocery stores etc.
 - ◎ Allows us to easily change creative or messaging
 - ◎ Target focus: Urban Power Couple (late Spring push) and Urban Traveling Families (early Summer push)
 - ◎ Always-on activation (Oct-Sept)



Digital Activation

- Partner with Travel Texas directly to participate in co-op packages that gain digital exposure with travelers interested in traveling to Texas
- Geo: Harlingen/Weslaco/Brownsville/McAllen, San Antonio, Houston, Dallas/Fort Worth, Austin, Laredo, Minneapolis/Saint Paul, Waco/Temple/Bryan, Oklahoma City
- Target: Millennials, Gen X, Boomers (per Travel Texas targeting options)
 - Travel Texas Digital Data Warehouse Re-targeting Co-op
 - Themes: Family (Jan/Feb), Beach (March/April)
 - Travel Texas Mobile CPC Co-op
 - Mobile CPC ads leveraging efficient CPC rates to drive high volume of clicks to partner website - Feb/March
 - Travel Texas Pre-roll Video
 - :15s online pre-roll video to run on desktop and mobile
 - Feb/March/April



SEM Activation

- Paid search will be activated across Google Ads and Microsoft Bing platforms.
 - Set-up account structure to allow for dedicated campaigns and ad groups to easily shift budget that need additional support and promotion
 - Target key in-market and out-of-state markets
 - Maintain an always on, consistent presence during the fiscal year
 - Campaigns:
 - South Padre Island (Brand)
 - Things To Do
 - Accommodations
 - Conquest / Competitor
 - KPI's
 - CTR
 - Conversions
 - Average Cost per Click
 - Flighting:
 - Always-on (Oct-Sept)



Paid Social Activation

- Paid social will be activated across Facebook, Instagram, Snapchat and TikTok social platforms.
- Implement reach, traffic and brand awareness campaigns throughout platforms.
 - Audience targeting
 - Families with kids, Traveling Couples, Solo Travelers: prospecting based on age, geographic location, and interests - all aligning with PDL personas 2023-2024
 - Retarget audiences based off of website visitors
 - Creative to be refreshed with Seasonal Brand Campaigns
 - Video to be implemented in the majority of ads
 - Messaging to center around:
 - General Evergreen Awareness
 - KPI's
 - CTR: Click Through Rate
 - CPC: Cost Per Click
 - Reach
 - Impressions



Print

- Utilize high profile print partnerships that create brand awareness against our key target audiences in top source markets.
- Incorporate larger ad sizes for greater impact (FP, 1/2 page units)
- Negotiate digital programs for multi-touchpoint approach
 - Regional/State/City
 - Austin Magazine
 - ▶ 1x 1/2 page + 2x e-newsletters
 - San Antonio Magazine
 - ▶ 2x 1/2 page + 2x e-newsletters



Print/Digital Activation - Niche

● Birding

- Living Bird
 - 2x Spring Issue/Summer Issue 1/2 page
- Bird Watchers Digest
 - 2x 1/2 page
 - 3x targeted e-blasts
 - 2x social media posts
- AllAboutBirds.com
 - Annual banner campaign targeted to TX and key source market states
- Birding
 - 3x - 12 page (Travel Guide/Travel Directory/Migration Guide)



● Outdoors

- Texas Parks & Wildlife
 - 3x FP + 2x e-newsletter banners
- Texas State Park Guide
 - 1x FP (Annual)



● Fishing

- Texas Fish & Game
 - 2x FP + 2x e-blast + 3x Facebook post + dedicated podcast on SPI (RGV Reef content)
- Texas Saltwater Fishing
 - 4x 1/2 page + 3x e-blast + 5x home page takeovers



Print/Digital Activation - Canada

- Continue outreach to Canadian travelers to entice visitation to South Padre Island

- Leading travel media partnership with:

- Canadian Traveler's America Yours To Discover Annual Guide

- ▶ 3 month digital banner campaign
- ▶ 3x e-newsletter banner

- Dreamscapes Travel & Lifestyle

- ▶ 2x Full Page 4C (Nov - April - USA Section)

- Explore Magazine

- ▶ 2x Full Page 4C (Dec-May USA Section)
- ▶ eNewsletter banners, Social Posts, Digital Banners

- Horizon Travel & Lifestyle Magazine

- ▶ 2x Full Page 4C (Oct - Feb USA Section)
- ▶ SPI to run an image on the Front Cover in the Oct/Nov issue. SPI will also have 2nd Cover position + 600 word article with images in the issue.
- ▶ February issue will run Page 4/c + another 600 Word Advertorial (No Front Cover)
- ▶ 88 :30 second spots running on the Media Tower Screens (5 in total) in Dundas Square - Can run anytime thru January



Media Benchmarks

Visit South Padre Island Media Measurement							
Digital Media Channel	Partner(s)	Tactic	Primary Objective	Secondary Objective	Primary Digital KPI(s)	Benchmark(s)	NOTES
Programmatic	Viant	Display	Awareness	CTR	CTR	0.07%	Based on Industry Standard/ Agency Historical
Programmatic	Nexxen	Video	Awareness	Awareness	VCR (Video Completion Rate)	60%-70%	Based on Industry Standard/ Agency Historical
Programmatic	Spotify	Audio	Awareness	Site Traffic	CTR	0.07%	Based on Industry Standard/ Agency Historical
Programmatic	Hulu	CTV / OTT	Awareness	Site Traffic	VCR (Video Completion Rate)	98%	Based on Industry Standard/ Agency Historical
Direct	Expedia	Display	Awareness/Conversions	Site Traffic	CTR, ROAS	0.10%	Based on Industry Standard/ Agency Historical
Direct	Travel Spike/Simplifi	Native	Awareness	Site Traffic	CTR, CPC	0.10%, \$0.84	Based on Industry Standard/ Agency Historical
Paid Search	Google/Bing	SEM	Awareness	Site Traffic	CTR, CPC	4.68% CTR, \$1.53 CPC	Based on Industry Standard/ Agency Historical
Paid Social	Meta, TikTok, Snapchat, IG	Video, Images	Awareness	Site Traffic	CPC, CTR, Link Clicks	\$0.65-\$0.98 CPC, 2-3% CTR	Based on Industry Standard/ Agency Historical



Media Allocation: FY 2024

	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept
Consumer Print		XXXX	XXXXXX		XXXX			XXXX				
Niche Print	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX
360 Digital (Display/Video/Native/OTT)	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX
Canada	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX				
SEM	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX
Paid Social	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX
Outdoor Billboards	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX



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

MEETING DATE: July 26, 2023

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

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

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

ITEM BACKGROUND

The Convention & Visitors Bureau will provide an update for June.

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:




South Padre
ISLAND

CVB Monthly Report

June 2023



Sales

Employee Spotlight



Mayra Nunez, Convention Services Manager achieves designation of Certified Texas Destination Marketer with the Texas Association of Convention and Visitors Bureau, earning the post-nominals of TDM.



June Sales Team Results

Total Sales Leads: 54

Room Nights Booked: 2,598

Actualized Rooms: 2,664

Convention Center Rental:
\$257,869 exceeding budget of
\$200,000

Catering Commissions:
\$23,848 exceeding budget of
\$15,000

Proactive Sales Activities

Deployment

Prospecting

Sales Calls - Brownsville, Linked In

Meeting Planner Events/Networking

MPI Hill Country Chapter

TSAE

RGV Hispanic Chamber

Community Events/Awareness

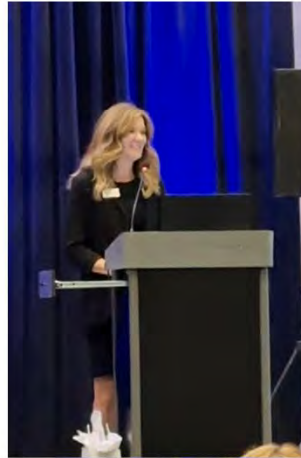
Margaritaville Ribbon Cutting

Hydration Day

CTA Certification

Relationships

Holiday Inn, Courtyard, La Copa, HGI,
Margaritaville, Hilton, El Delfin, Lighthouse





Marketing & Communications



ORGANIC SOCIAL MEDIA OVERVIEW




Facebook Top Posts June



Visit South Padre Island
Tue 6/27/2023 3:53 pm PDT


Fourth of July weekend is right around the corner, and what better way to spend the long weekend than on Texas' best beach 🌴 Get ready for concerts, fireworks, and fun in the sun. #SoPadre...



Total Engagements	17,041
Reactions	2,799
Comments	283
Shares	336
Post Link Clicks	—
Other Post Clicks	13,623

Visit South Padre Island
Fri 6/9/2023 2:30 pm PDT


The bluest waters in the state 💙 If you want to take a trip to refresh and cool off, then South Padre Island is the perfect place to vacation. 🏖️ : samahi_cheems #SoPadre #TexasBestBeach



Total Engagements	10,888
Reactions	2,326
Comments	380
Shares	336
Post Link Clicks	13
Other Post Clicks	7,833

Visit South Padre Island
Thu 6/15/2023 7:27 am PDT

Help us welcome Margaritaville Beach Resort to South Padre island 🌴 This full-service hotel is now open and ready to welcome visitors. Check out what they have to offer! #SoPadre...



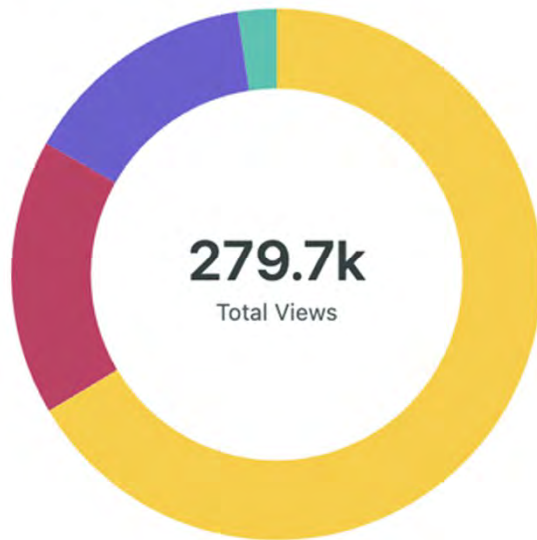
Total Engagements	7,610
Reactions	982
Comments	213
Shares	129
Post Link Clicks	4
Other Post Clicks	6,282



Facebook Video Performance June



View Metrics



Organic Full
6,628

Organic Partial
40,248

Paid Full
47,067

Paid Partial
185.7k

Viewing Breakdown



Organic Views
17%

Paid Views
83%



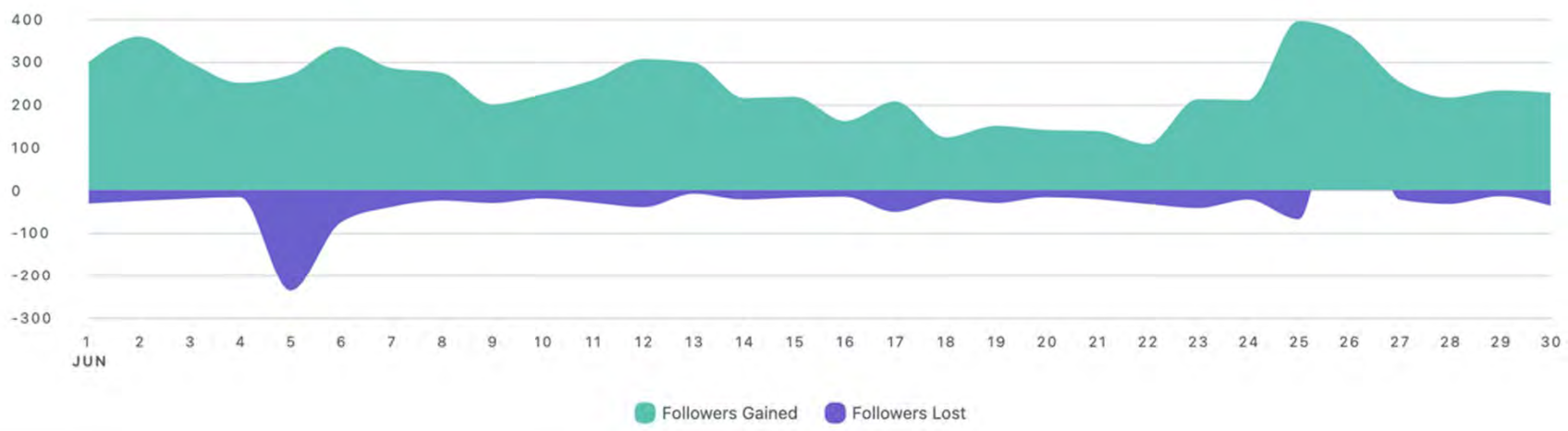
Click Plays
37%

Auto Plays
63%



sproutsocial

Instagram Audience Growth June



Audience Metrics

Totals % Change



Followers

73,268 **↑9.1%**




Instagram Top Posts June



  **visitsouthpadreisland**
 Fri 6/23/2023 8:08 am PDT

Sorry not sorry 🙄 #SoPadre #TexasBestBeach #YourIslandEscape #tropical #getaway #summer #texas #beach #southpadreislandtx #spi #fyp



Total Engagements	27,038
Likes	20,062
Comments	229
Shares	5,457
Saves	1,290

  **visitsouthpadreisland**
 Fri 6/16/2023 2:53 pm PDT

Help us welcome Margaritaville Beach Resort to South Padre island 🍹 This full-service hotel is now open and ready to welcome visitors. Check out what they have to offer! #SoPadre...



Total Engagements	3,528
Likes	2,457
Comments	50
Shares	815
Saves	206

  **visitsouthpadreisland**
 Mon 6/5/2023 1:51 pm PDT

Be loud. Be proud. 🏳️‍🌈 Happy Pride Month! #pridemonth #TexasBestBeach #SoPadre



Total Engagements	2,441
Likes	1,477
Comments	473
Shares	458
Saves	33



TikTok Top Posts June



▶ 48.3K

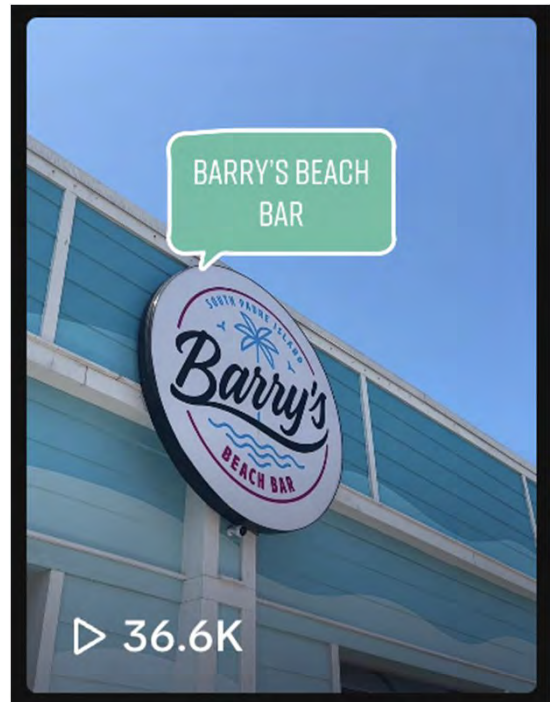
Help us welcome Marg...



When it's time to
checkout but you don't
want to leave SPI

▶ 55K

The good news is... it's...



BARRY'S BEACH
BAR

▶ 36.6K

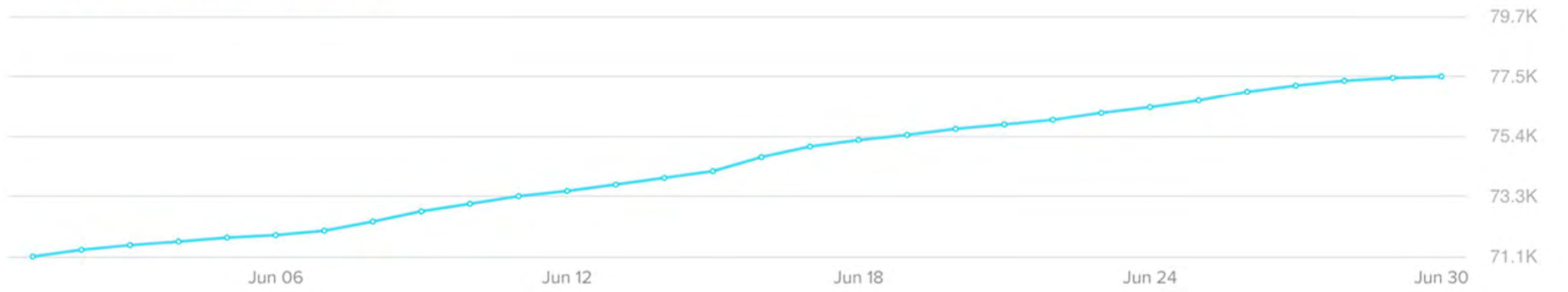
Grab a bite and hit the...

TikTok Audience Growth



77,523 in total ⓘ
Net +6,629 (Jun 01 - Jun 30)
Growth rate +9.35% (vs. May 02 - May 31) ↑

Jun 01 - Jun 30





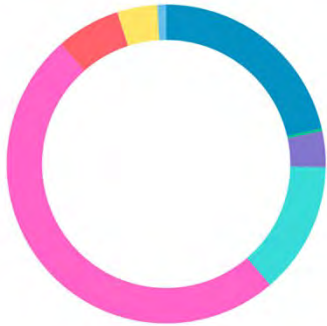
CISION®

Cision Report June 2023



Share of Voice

Share of Voice

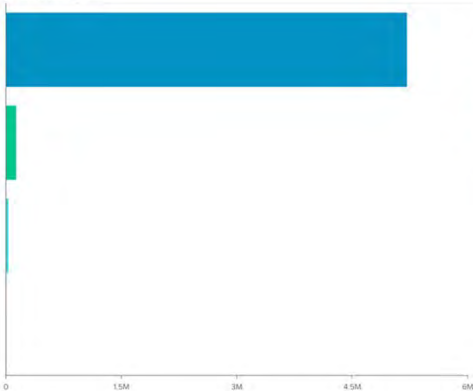


SEARCH NAME	TOTAL MENTIONS
Galveston	3.9K (50%)
South Padre Island	17K (21%)
Corpus Christi	1.1K (13%)
Panama City Beach	510 (6%)
Destin Florida	322 (4%)
Padre Island	288 (4%)
Fort Walton Beach	70 (1%)
North Padre	22 (0%)

Total Mentions Over Time
Search: South Padre Island



Ad Value
Search: South Padre Island



MEDIA TYPE	AD EQUIVALENCY
Total	\$5.4M
Online News and Licensed C...	\$5.2M
Television	\$13K
Blogs	\$31.4K
Print	\$0

1.6K
Total Mentions

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

643,703
Verified Views

A globally consistent baseline metric for measuring the verified views that publications had

\$5.4M
Total Publicity Value

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













Cision Report June 2023



Top Stories

Search: South Padre Island

1	 Analysis: The 2023 Texas Senate, from right to left Jun 21 • MSN	169M	6	 25 destinos cálidos para los meses de frío Jun 9 • MSN	157M
2	 10 Best Beach Towns to Visit in the United States Jun 21 • MSN	169M	7	 10 Best Beach Towns On The Gulf Coast Jun 4 • MSN	157M
3	 Stunning Clothing-Optional Beaches in the U.S. Jun 12 • MSN	157M	8	 Rising Music Star Eric Dash On The Five Things You Need To Shine In The M... Jun 20 • Medium	68.95M
4	 39 EPIC Texas Bucket List Experiences Jun 11 • MSN	157M	9	 Luxurious Beachfront Getaway: Saida Towers in South Padre Island, TX by S... Jun 7 • Medium	68.95M
5	 Stunning Beach Sculptures You Won't Believe Are Made Of Sand Jun 13 • MSN	157M	10	 Rising Music Star Eric Dash On The Five Things You Need To Shine In The M... Jun 20 • Medium	68.95M

COUNTRY	TOTAL MENTIONS
United States	1.5K (93%)
United Kingdom	29 (2%)
India	26 (2%)
France	16 (1%)
Canada	10 (1%)
Germany	10 (1%)
Korea, Republic of	9 (1%)
China	7 (0%)
Jordan	5 (0%)
Mexico	5 (0%)

June PR Efforts



- Interviews: 4
- Press Releases: 4
- Total Number of Top Publications: 85



Media Contact: South Padre Island Convention and Visitors Bureau
Telephone: (956) 761-3000
E-mail: info@sopadre.com

FOR IMMEDIATE RELEASE

South Padre Island CVB Announces Harmony Heard as Director of Sales



South Padre Island, Texas – June 5, 2023 – The South Padre Island Convention and Visitors Bureau (CVB) is excited to welcome Harmony Heard as Director of Sales. Heard is an industry veteran, bringing many years of experience in both tourism and sales to South Padre Island.

"Harmony's vast array of sales experience in the association business supports our mission to continue to enhance our group bookings, provide exceptional guest service and showcase South Padre Island as a premiere destination for sports tourism, regional and local meetings, trade shows, and conventions. Harmony will be a great addition to our CVB team," says Blake Henry, South Padre Island CVB Executive Director.

Heard recently served as the Complex Assistant Director of Sales and Marketing for the Westin Huntsville/Element Huntsville, where she was a driving force in the hospitality industry. She is heavily involved in the tourism industry, previously serving as president of the Huntsville/Madison County Hospitality Association, an emissary for the Huntsville/Madison County Chamber of Commerce, chair-elect of the Board of Directors for the Better Business Bureau, and chairwoman of the Board for the Cornerstone Initiative.

Heard's diverse background in the accounting and legal fields has established a strong foundation for success. Significant accomplishments include being a two-time Huntsville/Madison County Association Red Ribbon Winner and multiple sales, marketing, hospitality, and community service awards.

As Director of Sales, Heard will play a key role in creating strategic sales strategies in targeting key markets for attracting new conferences, events, and meetings. Her role will continue to grow South Padre Island as a first-class choice for businesses worldwide.

Heard will begin her new role with the CVB on June 5, 2023.



Media Contact: Emily Thrall
Telephone: (956) 761-6789
E-mail: info@sopadre.com

FOR IMMEDIATE RELEASE

South Padre Island Welcomes 2nd Annual Beach Bash Skate Jam

SOUTH PADRE ISLAND, Texas, June 01, 2023 – South Padre Island is excited to announce the SPI Beach Bash Skate Jam returns on June 21-22, 2023.

"We are thrilled to host the SPI Beach Bash Skate Jam for another unforgettable year," said Blake Henry, South Padre Island CVB Executive Director. "This event is not only a celebration of skateboarding talent but also a way to showcase South Padre Island's unique beauty and energy. We invite everyone to join us for an incredible two days of skateboarding, entertainment, and fun."

Presented by TCA Media Studio, the mission of the Beach Bash Skate Jam is to promote the growth of skateboarding culture and community while providing a platform and financial support for small businesses and local skateboarders who dream of turning their passion into a profession. The SPI Beach Bash Skate Jam kicks off on National Go Skate Day, Wednesday, June 21, and continues through Thursday, June 22, running from 11 a.m.-5 p.m. at the SPI Skate Park at Tompkins Park.

During this free event, skateboarding enthusiasts, fans, and curious onlookers can witness awe-inspiring displays of skill and style and various activities and attractions perfect for all ages. From skate demos and cash prizes to live music performances, vendors, food, and much more, there will be something for everyone to enjoy, and participants of all skill levels are encouraged to participate.

To learn more, please visit the event's website at www.beachbashskatejam.com.



###

About South Padre Island

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

###



Media Contact: Emily Thrall
Telephone: (956) 761-6789
E-mail: info@sopadre.com

FOR IMMEDIATE RELEASE

South Padre Island Unveils Spectacular Fourth of July Celebration With Festive Fireworks and Beach Parade

SOUTH PADRE ISLAND, Texas, June 20, 2023 – South Padre Island is thrilled to announce its highly anticipated Fourth of July celebration will kick off beachside with a parade in the sand and end with a dazzling display of fireworks over the bay.

"South Padre Island provides the ultimate destination to commemorate America's birthday," said Blake Henry, South Padre Island CVB Executive Director. "With a day full of festivities, including breathtaking displays, plenty of beachside fun, and an incredible sense of community spirit, our sparkling shores provide the perfect setting to grab your friends and family for a spectacular celebration on the coast!"

The Independence Day fun will start on July 4, 2023, with:

- The Walking Beach Parade starts at 9:30 a.m. at Beach Access #8 and ends at Beach Access #4.
 - Where visitors can enjoy complimentary watermelon and water, along with some other giveaways available to the public.
- South Padre Island will treat spectators to an awe-inspiring fireworks display at 9:15 p.m. Visitors can find the best viewing spots in the Entertainment District, home to several bay-side restaurants and bars.

In addition to a fantastic Fourth of July celebration and mesmerizing fireworks, visitors can immerse themselves in the stunning natural beauty of the island, from miles of sandy beaches to vibrant marine life. South Padre Island boasts an array of thrilling water sports, fishing opportunities, kid-friendly fun, and delectable dining options, providing an idyllic escape for families, friends, and individuals alike.

For more information on the Fourth of July festivities and family-friendly fun that awaits on South Padre Island, visit www.sopadre.com.



###

About South Padre Island

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

###





In-House Creative

Print/Digital Eng. and Sp.



YOUR ISLAND ESCAPE
AWAITS

TEXAS
Travel
AWARDS
2023
Winner

South Padre
ISLAND
sopadre.com

EL MEJOR DESTINO
FAMILIAR EN TEXAS

TEXAS
Travel
AWARDS
2023
Winner

South Padre
ISLAND
sopadre.com

La Plaza Mall Activation



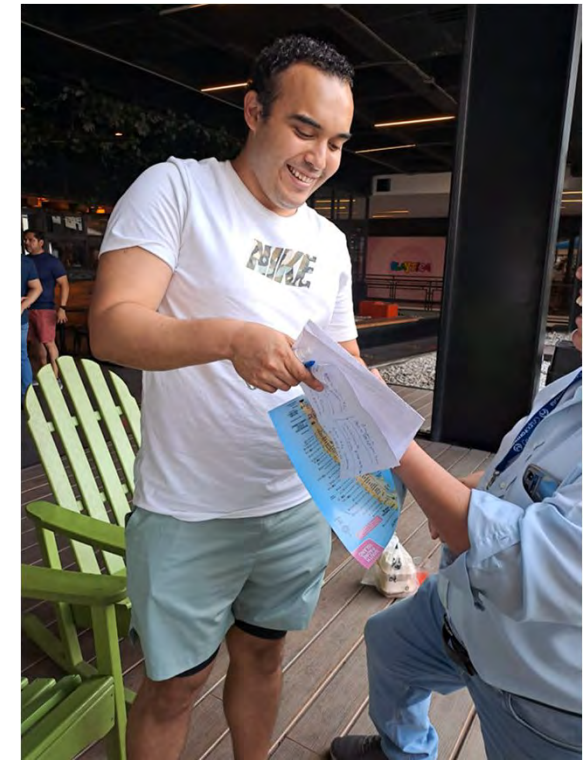
- Featured local island artists
- Engaged with over 2,000 people
- Over 500 leads were generated



Monterrey Activation



- Collateral materials distributed
- Engaged with families from the Monterrey area
- Leads generated



CTA Class



- June 6 Class
 - 14 New Certified Tourism Advisors
- June 14 Class
 - Lifeguard Academy
 - 8 New Certified Tourism Advisors
- 182 Total SPI-Certified Tourism Advisors



SPI-CTA Upcoming class:

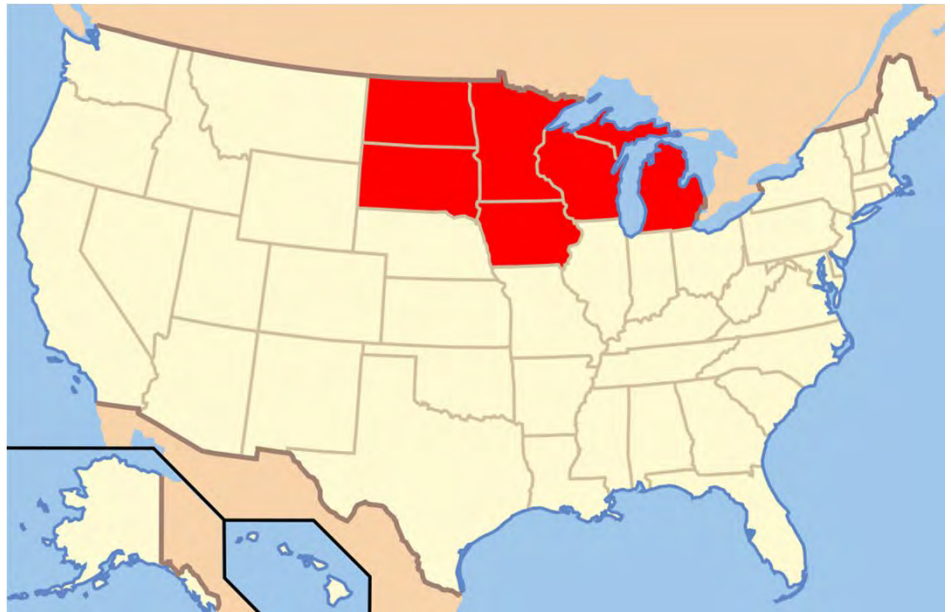
- Class for Tuesday, August 15



Midwestern/Airlift Campaign



- Will run from July 2023 - March 2024 for \$100,000
- July-September 2023: \$38,750 will be paid from in-house budget
- October 2023 - March 2024: \$61,250 will be paid from Zimmerman Budget
- Locations:
 - Minneapolis, Chicago, Grand Rapids, Milwaukee, Indianapolis, Detroit, Toronto, and Winnipeg
- Marketing:
 - Travel Sites
 - Social Media
 - Digital Billboards
- Target Personas
 - Winter Texans
 - The Entertainment Driven Millennials
 - The Comfort Driven Baby Boomers
 - The Winter Getaway Family
 - The Friend and Relative Visitor



QUESTIONS?



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

MEETING DATE: July 26, 2023

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for United States Lifesaving Association Licensing Fee for August 2024. (Brown)

ITEM BACKGROUND

The licensing fee for USLA is \$25,000. Special Events Committee approved 25,000

BUDGET/FINANCIAL SUMMARY

Amount has been budgeted. 02-593-8099

COMPREHENSIVE PLAN GOAL

Island Way 2022

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:

SOUTH PADRE ISLAND EVENT FUNDING APPLICATION



To apply for funding please complete all questions.

ORGANIZATION INFORMATION

Date Application Submitted: 06/26/23

Name of Organization: United States Lifesaving Association

Address: _____

City, State, Zip: _____

Full Name:
Jim Pigg

E-Mail:
jpigg@myspi.org

Office Number:
956-761-3831

Cell Phone Number: _____

Website for Event or Sponsoring Entity : Sopadre.com

Non-Profit or For-Profit Status:
Non-profit

Tax ID #: _____

Primary Purpose of Organization:
The United States Lifesaving Association is America's nonprofit, professional association of beach lifeguards and open water rescuers.

EVENT INFORMATION

Name of Event: 2024 USLA Licensing Fee (USLA Nationals 2024)

Date(s) of Event:
August 7 - 10, 2024

Primary Location of the Event:
TBD

Amount Requested: \$25,000

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

Primary Purpose of Event:

Generate overnight stays, mid-week

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

\$25,000 will be for licensing fee for USLA

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

Yes- with permitting

AMOUNT REQUESTED UNDER EACH CATEGORY

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

\$: _____

Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category:

\$: \$25,000

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this event? 1

Attendance for previous year (if applicable): 1,400

How many of the attendees are expected to be from more than 75 miles away?
95%

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

The multi day event is typically held on the east or west coast. This year, the event is held in the central US, prompting more attendance. Nearly all attendees must travel to compete, prompting over night stays.

How many nights do you anticipate the majority of the tourists will stay? 2-3

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

Where and how many rooms will be blocked?
The SPI CVB has created a room block at 3 hotels.

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

Month/Year Held	Assistance Amount	# of Hotels Used
_____	_____	_____
_____	_____	_____
_____	_____	_____

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

Survey and room block information

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

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

No

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

N/A

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

Print \$: _____

Website \$: _____

Radio \$: _____

Social Media \$: _____

TV \$: _____

Other Digital Advertising \$: _____

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

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

SoPadre Website, Facebook, Instagram, Twitter, and Zimmeran Agency assistance.

Who is your target audience?

Lifeguard associations and families

What geographic region(s) are you marketing to?

All lifeguards across the nation

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

We will through city's TML.

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

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

MEETING DATE: July 26, 2023

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for United States Lifesaving Association National Lifeguard Championship in August 2024. (Brown)

ITEM BACKGROUND

USLA is requesting up to \$65,000 for their event. Special Events Committee approved up to \$65,000.

BUDGET/FINANCIAL SUMMARY

Amount has been budgeted. 02-593-8099

COMPREHENSIVE PLAN GOAL

Island Way 2022

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:

SOUTH PADRE ISLAND EVENT FUNDING APPLICATION



To apply for funding please complete all questions.

ORGANIZATION INFORMATION

Date Application Submitted: 06/26/23

Name of Organization: United States Lifesaving Association

Address: _____

City, State, Zip: _____

Full Name:
Jim Pigg

E-Mail:
jpigg@myspi.org

Office Number:
956-761-3831

Cell Phone Number: _____

Website for Event or Sponsoring Entity : Sopadre.com

Non-Profit or For-Profit Status:
Non-profit

Tax ID #: _____

Primary Purpose of Organization:
The United States Lifesaving Association is America's nonprofit, professional association of beach lifeguards and open water rescuers.

EVENT INFORMATION

Name of Event: 2024 USLA National Lifeguard Championships

Date(s) of Event:
August 7 - 10, 2024

Primary Location of the Event:
TBD

Amount Requested: up to \$65,000

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

Primary Purpose of Event:

Generate overnight stays, mid-week

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

\$65,000 will be used for operations and marketing of the event.

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

Yes- with permitting

AMOUNT REQUESTED UNDER EACH CATEGORY

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

\$: _____

Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category:

\$: \$65,000

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this event? 1

Attendance for previous year (if applicable): 1,400

How many of the attendees are expected to be from more than 75 miles away?
95%

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

The multi day event is typically held on the east or west coast. This year, the event is held in the central US, prompting more attendance. Nearly all attendees must travel to compete, prompting over night stays.

How many nights do you anticipate the majority of the tourists will stay? 2-3

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

Where and how many rooms will be blocked?
The SPI CVB will work to create multiple room blocks.

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

Month/Year Held	Assistance Amount	# of Hotels Used
<u>August 2021</u>	<u>\$65,000</u>	<u>391</u>
<u> </u>	<u> </u>	<u> </u>
<u> </u>	<u> </u>	<u> </u>

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

Survey and room block information

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

USLA will get their normal USLA sponsors, in 2021 Island business also participated.

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

No

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

N/A

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

Print \$: _____

Website \$: _____

Radio \$: _____

Social Media \$: _____

TV \$: _____

Other Digital Advertising \$: _____

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

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

SoPadre Website, Facebook, Instagram, Twitter, and Zimmeran Agency assistance.

Who is your target audience?

Lifeguard associations and families

What geographic region(s) are you marketing to?

All lifeguards across the nation

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

We will through city's TML.

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

USLA 2021 Expenses

Description	Actual
Awards	
	\$ 330.82
Office Supples	
COVID PPE	
Neck Gaitors	\$ 2,999.00
Competitor Writbands	
	\$ 391.00
Course Flags	
- Express Flags	\$ 400.00
- Flags Importer	\$ 75.50
- Flags Center	\$ 427.52
- Wood Oars	\$ 335.70
- Flags Center	\$ 383.32
Buoys	
	\$ 2,569.64
	\$ 1,964.00
	\$ 1,622.88
Crowd Control Barriers	
	\$ 5,166.50
1,500 Event Programs	
	\$ 5,325.00
Course Rentals	
Light Towers	\$ 983.68
ATVs	\$ 693.64
Tent Rental	
	\$ 7,570.00
Bleachers	
	\$ 4,100.00
Miscellaneous Tools for Equipment	
Generator	\$ 629.00
Rope	\$ 2,257.06
Engineered Spec	\$ 800.00
PVC Pipes	\$ 1,746.62
Staff/Volunteer Shirts	
	\$ 931.00
Signs	
	\$ 3,549.65
	\$ 1,730.80
Cable/Wifi	\$ -
Audio Visual	\$ 5,687.00
Overnight Security	
	\$ 1,680.00
	\$ 1,014.00
Miscellaneous	
Food and Beverage	\$ 17,000.00

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

MEETING DATE: July 26, 2023

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for the South Padre Island Chrome in the Sand Festival in October 2023. (Moore)

ITEM BACKGROUND

The SPI CVB identified a need for events during the fall season to increase tourism in the offseason. Chrome in the Sand is requesting up to \$25,000 in marketing funds. Special Events Committee approved up to \$25,000.

BUDGET/FINANCIAL SUMMARY

Amount has been budgeted. 02-593-8099

COMPREHENSIVE PLAN GOAL

Island Way 2022

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:



SOUTH PADRE ISLAND EVENT FUNDING
APPLICATION

SUBMIT COMPLETED APPLICATION TO:

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

SOUTH PADRE ISLAND EVENT FUNDING APPLICATION



To apply for funding please complete all questions.

ORGANIZATION INFORMATION

Date Application Submitted: 6/29/23

Name of Organization: South Padre Island Convention Center

Address: 7355 Padre BLVD.

City, State, Zip: South Padre Island, TX. 78597

Full Name:

Lori Moore

E-Mail:

lori@sopadre.com

Office Number:

Cell Phone Number:

956-761-3000

Website for Event or Sponsoring Entity :

SoPadre.com

Non-Profit or For-Profit Status:

Tax ID #:

Primary Purpose of Organization:

Bring events to South Padre Island during the off-season

EVENT INFORMATION

Name of Event: South Padre Island Chrome in the Sand Festival

Date(s) of Event:

October 19-21, 2023

Primary Location of the Event:

SPI Convention Center

Amount Requested: \$25,000 in Marketing

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

Primary Purpose of Event:

Bring tourist to South Padre Island during the fall.

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

They will be used for marketing the event.

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

The SPI Convention Center at no cost.

AMOUNT REQUESTED UNDER EACH CATEGORY

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

\$: \$25,000

Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category:

\$: _____

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this event? 1st Year

Attendance for previous year (if applicable): _____

How many of the attendees are expected to be from more than 75 miles away?
30%

How many people attending the event will use South Padre Island lodging establishments?
30%

How many nights do you anticipate the majority of the tourists will stay? 2-3

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

Where and how many rooms will be blocked?
We will work with the assigned CVB Sales manager.

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

Month/Year Held	Assistance Amount	# of Hotels Used
_____	_____	_____
_____	_____	_____
_____	_____	_____

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

Room block information and intercept surveys.

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

CVB Director of Marketing and Sponsorships will assist with obtaining sponsorships.

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

Event is free admission

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

No

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

Print \$: _____

Website \$: _____

Radio \$: _____

Social Media \$: _____

TV \$: _____

Other Digital Advertising \$: _____

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

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

Digital billboards in the RGV, radio commercials, KRGV buy.

Who is your target audience?

Families

What geographic region(s) are you marketing to?

Rio Grande Valley and Central Texas

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

Not yet

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

SOUTH PADRE ISLAND EVENT FUNDING CHECKLIST



To apply for funding please provide all the required documents.

Name of Event: South Padre Island Chrome in the Sand Festival

- Received and understood the separate Special Events Policy (REQUIRED)
- Received and understood the separate HOT Funding Guidelines (REQUIRED)
- Completed the South Padre Island Event Funding Application form (REQUIRED)
- Enclosed a description of all planned activities or schedule of events (REQUIRED)
- Enclosed a complete detailed budget (REQUIRED)
- Enclosed an advertising/marketing and promotion plan (REQUIRED)
- In Room night projections, with back-up, for the Funded Event (REQUIRED)
- I agree: Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be in accordance. (REQUIRED)
- I agree: The SPICVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event. (REQUIRED)
- Enclosed a sponsor list (categorized by "confirmed" and "pending")
- Enclosed a vendor/exhibitor list (categorized by "confirmed" and "pending")
- Enclosed an event map
- Enclosed security/safety plans
- Enclosed copies of promotional materials (if available)
- Enclosed a summary of previous special event experience of organizer(s)
- Enclosed a history of event (if previously produced)
- Indicated the type(s) of assistance requested
- Indicated the amount of financial support (if requested)

Authorized Signature

Date

Print Name

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

MEETING DATE: July 26, 2023

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for the South Padre Island Craft Beer and Wings Festival in November 2023. (Moore)

ITEM BACKGROUND

SPI Craft Beer and Wings Festival is requesting up to \$25,000 in marketing funds for their event. SEC approved up to \$25,000.

BUDGET/FINANCIAL SUMMARY

Amount has been budgeted. 02-593-8099

COMPREHENSIVE PLAN GOAL

Island Way 2022

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:



SOUTH PADRE ISLAND EVENT FUNDING
APPLICATION

SUBMIT COMPLETED APPLICATION TO:

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

SOUTH PADRE ISLAND EVENT FUNDING APPLICATION



To apply for funding please complete all questions.

ORGANIZATION INFORMATION

Date Application Submitted: 6/29/23

Name of Organization: South Padre Island Convention Center

Address: 7355 Padre BLVD.

City, State, Zip: South Padre Island, TX. 78597

Full Name: Lori Moore E-Mail: lori@sopadre.com

Office Number: _____ Cell Phone Number: 956-761-3000

Website for Event or Sponsoring Entity : SoPadre.com

Non-Profit or For-Profit Status: _____ Tax ID #: _____

Primary Purpose of Organization:
Bring events to South Padre Island during the off-season

EVENT INFORMATION

Name of Event: South Padre Island Craft Beer and Wings Festival

Date(s) of Event: November 17-18, 2023 Primary Location of the Event: SPI Convention Center

Amount Requested: \$25,000 in Marketing

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

Primary Purpose of Event:

Bring tourist to South Padre Island during the fall.

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

They will be used for marketing the event.

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

The SPI Convention Center at no cost.

AMOUNT REQUESTED UNDER EACH CATEGORY

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

\$: \$25,000

Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category:

\$: _____

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this event? 1st Year

Attendance for previous year (if applicable): _____

How many of the attendees are expected to be from more than 75 miles away?
30%

How many people attending the event will use South Padre Island lodging establishments?
30%

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

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

Where and how many rooms will be blocked?
We will work with the assigned CVB Sales manager.

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

Month/Year Held	Assistance Amount	# of Hotels Used
_____	_____	_____
_____	_____	_____
_____	_____	_____

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

Room block information and intercept surveys.

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

CVB Director of Marketing and Sponsorships will assist with obtaining sponsorships.

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

Only for Beer Flight VIP - Event is free admission

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

No

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

Print \$: _____

Website \$: _____

Radio \$: _____

Social Media \$: _____

TV \$: _____

Other Digital Advertising \$: _____

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

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

Digital billboards in the RGV, radio commercials, KRGV buy.

Who is your target audience?

Families

What geographic region(s) are you marketing to?

Rio Grande Valley and Central Texas

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

Not yet

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

SOUTH PADRE ISLAND EVENT FUNDING CHECKLIST



To apply for funding please provide all the required documents.

Name of Event: South Padre Island Craft Beer and Wings Festival

- Received and understood the separate Special Events Policy (REQUIRED)
- Received and understood the separate HOT Funding Guidelines (REQUIRED)
- Completed the South Padre Island Event Funding Application form (REQUIRED)
- Enclosed a description of all planned activities or schedule of events (REQUIRED)
- Enclosed a complete detailed budget (REQUIRED)
- Enclosed an advertising/marketing and promotion plan (REQUIRED)
- In Room night projections, with back-up, for the Funded Event (REQUIRED)
- I agree: Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be in accordance. (REQUIRED)
- I agree: The SPICVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event. (REQUIRED)
- Enclosed a sponsor list (categorized by "confirmed" and "pending")
- Enclosed a vendor/exhibitor list (categorized by "confirmed" and "pending")
- Enclosed an event map
- Enclosed security/safety plans
- Enclosed copies of promotional materials (if available)
- Enclosed a summary of previous special event experience of organizer(s)
- Enclosed a history of event (if previously produced)
- Indicated the type(s) of assistance requested
- Indicated the amount of financial support (if requested)

Authorized Signature

Date

Print Name

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

MEETING DATE: July 26, 2023

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action regarding Spring Break 2024 marketing. (Till)

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:

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

MEETING DATE: July 26, 2023

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action regarding Spring Break 2024 events. (Henry)

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:

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

MEETING DATE: July 26, 2023

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action to move Convention and Visitors Advisory Board meetings to a different date. (Till)

ITEM BACKGROUND

The CVA board requested a poll to be conducted to see what other dates could work for the board to meet.

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

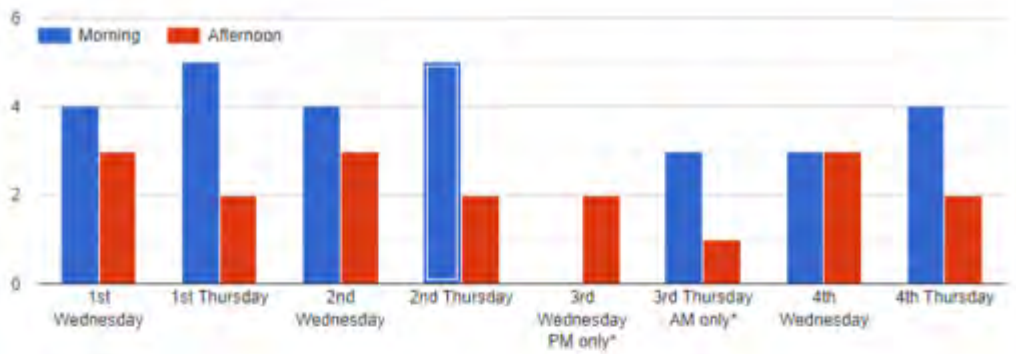
Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS:

What times are you available?

 Copy



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

MEETING DATE: July 26, 2023

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

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

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS: