

**NOTICE OF SPECIAL EVENTS COMMITTEE REGULAR MEETING
CITY OF SOUTH PADRE ISLAND**

TUESDAY, JUNE 16, 2020

2:00 PM AT THE MUNICIPAL BUILDING
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BLVD, 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 Committee relating to agenda or non-agenda items. Speakers are required to address the Committee at the podium and give their name before addressing their concerns. [Note: State law will not permit the Committee 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 meeting]

4. Approve Consent Agenda

4.1. Approve the meeting minutes for February 13, 2020 regular meeting.

4.2. Approve the meeting minutes for May 11, 2020 regular meeting.

5. Regular Agenda

5.1. Discussion and recommendation to CVA Board to approve the funding request for SPI Kite Fest 2021.

5.2. Discussion and recommendation to CVA Board to approve the funding request for Ride for Rotary 2020.

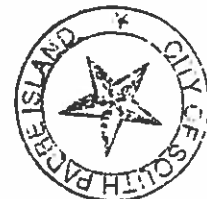
5.3. Discussion and recommendation to CVA Board to approve the funding request for Sandcastle Days 2020.

6. Adjourn

NOTE:

One or more members of the City of South Padre Island City Council and Convention and Visitors Advisory Board members may attend this meeting; if so, this statement satisfies the requirements of the OPEN MEETINGS ACT.

Agenda: JUNE 16, 2020



DATED THIS DAY THE 12TH OF JUNE 2020.



Linette Hernandez, CVB Administrative Assistant

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE ABOVE NOTICE OF MEETING OF THE SPECIAL EVENTS COMMITTEE OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT CITY HALL/MUNICIPAL BUILDING ON FRIDAY, JUNE 12, 2020 , AT/OR BEFORE 5:00 PM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.



Linette Hernandez, CVB Administrative 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, BELINDA TARVER; ADA DESIGNATED RESPONSIBLE PARTY AT (956) 761-8103.

**CITY OF SOUTH PADRE ISLAND
SPECIAL EVENTS COMMITTEE
AGENDA REQUEST FORM**

MEETING DATE: June 16, 2020

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve the meeting minutes for February 13, 2020 regular meeting

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

**REGULAR MEETING MINUTES
CITY OF SOUTH PADRE ISLAND
SPECIAL EVENTS COMMITTEE**

THURSDAY, FEBRUARY 13, 2020

I. CALL TO ORDER.

The Special Events Committee of the City of South Padre Island, Texas held a Regular Meeting on Thursday, February 13, 2020 at the South Padre Island City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Sean Till called the meeting to order at 10:00 a.m. A quorum was present: Committee Members Lisa Graves, Cody Pace, Christian Hasbun, Sean Slovisky, and Vice-Chairman Doyle Wells. Absent was Committee Member Tomas Saenz.

City Council Members: Mayor Patrick McNulty, Ken Medders, Kerry Schwartz

Staff: CVB Director Ed Caum, Executive Services Specialist Rosa Zapata, Events Development & Packaging Manager Marisa Amaya, Director of Marketing Research and Analytics Michael Flores, Sales and Special Events Administrative Assistant April Romero.

II. PLEDGE OF ALLEGIANCE.

Chairman Till led the Pledge of Allegiance.

III. PUBLIC ANNOUNCEMENTS AND COMMENTS:

Public comments were given at this time.

IV. REGULAR AGENDA:

4.1 Discussion and action to approve the funding request for the 2020 JJ Zapata Fishing Tournament.

Committee Member Hasbun made the motion, seconded by Vice-Chairman Wells to approve \$5,000 in funding for marketing. Motion carried unanimously by those present.

4.2 Discussion and action to approve the funding request for the 2nd Annual SPI Half Marathon and 5K.

Committee Member Hasbun made the motion, seconded by Vice-Chairman Wells to approve \$5,000 in funding to be allocated for marketing. Motion carried unanimously by those present.

4.3 Discussion and action to approve the funding request for the 81st Annual Texas International Fishing Tournament.

Committee Member Hasbun made the motion, seconded by Vice-Chairman Wells to approve funding in the amount of \$25,000. After a brief discussion, Committee Member Hasbun and Vice-Chairman Wells amended their motion to include \$15,000 for in-kind services. Motion carried unanimously by those present.

4.4 Discussion and action to approve the funding request for the 2020 Commemorative Air Force Airshow.

Chairman Till made the motion, seconded by Vice-Chairman Wells to approve funding in the amount of \$10,000 for marketing and \$25,000 for the Twilight Airshow. Motion carried unanimously by those present.

4.5 Discussion and action to approve the funding request for the 2020 SPI Music Fest.

Committee Member Pace made the motion, seconded by Committee Member Graves to approve the funding request in the amount of \$80,000. After some discussion, Committee Member Pace rescinded his motion, seconded by Committee Member Graves.

Vice-Chairman Wells made the motion, seconded by Committee Member Hasbun to deny the funding request based on this event does not fall within the budget discretion. Motion carried unanimously by those present.

4.6 Update, discussion and possible action regarding Spartan Races.

Committee Member Hasbun made the motion, seconded by Committee Member Pace to approve the date of October 10th for North American Kids Championship. Motion carried unanimously by those present.

4.7 Discussion and possible action concerning setting a new meeting date for March 2020.

No meeting date was set for March 2020.

V. ADJOURNMENT.

There being no further business, Chairman Till adjourned the meeting at 12:51 p.m.

Approved this 13th day of February, 2020.

Sean Till, Special Events Committee Chairman

Attest:



Linette Hernandez for Rosa Zapata, CVB Executive Services Specialist

**CITY OF SOUTH PADRE ISLAND
SPECIAL EVENTS COMMITTEE
AGENDA REQUEST FORM**

MEETING DATE: June 16, 2020

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve the meeting minutes for May 11, 2020 regular meeting.

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

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**MEETING MINUTES
SPECIAL EVENTS COMMITTEE REGULAR MEETING
CITY OF SOUTH PADRE ISLAND**

MONDAY, MAY 11, 2020

I. CALL TO ORDER

The Special Events Committee of the City of South Padre Island, Texas held a Regular Meeting on Monday, May 11, 2020 at the South Padre Island Convention Centre, 7355 Padre Boulevard, South Padre Island, Texas. Chairman Sean Till called the meeting to order at 1:00pm. A quorum was present: Committee Members Tomas Saenz, Lisa Graves, Sean Slovisky, and Vice Chairman Doyle Wells. Committee Member Christian Hasbun arrived at 1:01pm. Absent were Committee Member Cody Pace.

II. PLEDGE OF ALLEGIANCE

III. PUBLIC COMMENTS AND ANNOUNCEMENTS:

IV. CONSENT AGENDA: None.

V. REGULAR AGENDA

- 5.1. Presentation, discussion and possible action concerning upcoming special events for the remainder of this fiscal year and recommended direction on funding levels and future events to the CVA Board. CVB Director Ed Caum spoke at podium and provided a brief synopsis on the budget cuts that were made by City Council due to COVID-19. Discussion and opportunity provided for the committee to make suggestions and provide input regarding Special Events that have already been approved for funding.

Committee Member Christian Hasbun made the motion, seconded by Vice-Chairman Doyle Wells, to individually review each of the remaining special events for the 2019-2020 fiscal year and either approve or deny/void the remaining balance due in funding (25% of previously approved funding amount). Motion carried unanimously.

- **Sand Castle Maintenance-** Chairman Sean Till made a motion to void the remaining balance of \$9,735, seconded by Committee Member Christian Hasbun. Motion carried unanimously.
- **Sandcastle Days-No Action**
- **Holiday Sandcastle Village-No Action**
- **Lighted Boat Parade-No Action**
- **WOWE-No Action**
- **SPI Kite Fest-No Action**

- **American Jr. Golf Association-SPI Golf Tournament-Rescheduled to 2021.** Chairman Sean Till made the motion to void the remaining balance of \$2,500 for 2019-2020 fiscal year, seconded by Vice-Chairman Doyle Wells. Motion carried unanimously.
- **Sand Crab Run- Rescheduled Event.** Vice Chairman Doyle Wells made a motion to accept staff recommendations on the event, seconded by Chairman Sean Till. Motion Carried Unanimously.
- **Knights of Columbus-12th Annual Bay Fishing Challenge- Rescheduled Event.** Committee Member Christian Hasbun made the Motion to void the remaining balance of \$1,250 considering this event will not be a flagship tournament, seconded by Committee Member Lisa Graves. Motion carried unanimously.
- **Splash 2020-Rescheduled Event.** Vice Chairman Doyle Wells made a motion to void the remaining balance of \$3,750, seconded by Chairman Sean Till. Motion carried unanimously.
- **Jailbreak SPI-Rescheduled Event.** Vice Chairman Doyle Wells made a motion to void remaining balance of \$6,250, seconded by Committee Member Lisa Graves. Motion carried unanimously.
- **Shallow Sport Owners Fishing Tournament-Rescheduled Event.** Vice Chairman Doyle Wells made a motion to void remaining balance of \$2,500, seconded by Committee Member Tomas Saenz. Motion carried on a 5 to 1 vote with Committee Member Sean Silvosky casting a nay vote.
- **Pro Watercross 2020-Rescheduled to 2021.** Chairman Sean Till made the motion to void the remaining balance of \$8,750 for 2019-2020 fiscal year, seconded by Vice-Chairman Doyle Wells. Motion carried unanimously.
- **81st Annual TIFT-No date change to event.** After a brief discussion between committee members and Tournament Director Kristi Collier and TIFT President Daniel Bryant, Vice Chairman Doyle Wells made a motion to maintain the original contract in place and recommend the full funding of \$25,000, seconded by Committee member Sean Silvosky. Motion carried on a 5 to 1 vote with Chairman Sean Till casting a nay vote.
- **SPI Chamber-LKT-SPI Chamber President Roxanne Ray to podium for brief update on event.** Committee Member Christian Hasbun made the motion to void the remaining balance of \$ 1,250, seconded by Committee Member Tomas Saenz. Motion carried unanimously.

- **SPI Half Marathon-Committee Member Christian Hasbun made the motion to void the remaining balance of \$ 1,250, seconded by Committee Member Tomas Saenz. Motion carried unanimously.**
- **JJ Zapata Fishing Tournament-Committee Member Christian Hasbun made the motion to void the remaining balance of \$ 1,250 and possibly change the date, seconded by Committee Member Tomas Saenz. Motion carried on a 5 to 1 vote, with Vice Chairman Doyle Wells casting a nay vote.**
- **CAF Airshow-Vice Chairman Doyle Wells made a motion to void all funding, in the amount of \$35,000, seconded by Committee Member Sean Till. Motion carried on a 4 to 2 vote with Committee Members Christian Hasun and Sean Silvosky casting a nay vote.**
- **SPI Mariachi Run- Committee Member Christian Hasbun made the motion to void the remaining balance of \$3,750, seconded by Committee Member Lisa Graves. Motion carried unanimously.**
- **SPI Food Truck Festival- Chairman Sean Till made the motion to void the remaining balance of \$3,750 and request that the CVB Director Ed Caum reach out to the event promoter to discuss options of possibly rescheduling the event, seconded by Vice Chairman seconded the motion. Motion carried unanimously.**

There was no further action on voiding any other balances on any other events listed in item 5.1.

- 5.2. Discussion and possible action regarding upcoming fireworks display shows for current fiscal year 2020 and recommend funding level to CVA Board. Committee Member Christian Hasbun made the motion to approve scheduled fireworks, seconded by Committee Member Lisa Graves. After a brief discussion the motion carried unanimously.
- 5.3. New meeting date scheduled for June 16, 2020.

VI. ADJOURNMENT.

There being no further business, Chairman Till adjourned the meeting at 2:49pm.



Linette Hernandez, CVB Administrative Assistant

APPROVED:

Sean Till, Special Events Committee Chairman

**CITY OF SOUTH PADRE ISLAND
SPECIAL EVENTS COMMITTEE
AGENDA REQUEST FORM**

MEETING DATE: June 16, 2020

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and recommendation to CVA Board to approve the funding request for SPI Kite Fest 2021.

ITEM BACKGROUND

Staff recommendation of \$22,150 in funding and an In-Kind donation of three days of the SPI Convention Centre for a total of \$7,500.

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: Yes

RECOMMENDATIONS/COMMENTS:

Application

Date: 6-4-20

Organization Information

Name of Organization: B&S Kites

Address: 2812 Padre Blvd. Ste. B

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

Contact Name: Bill Doan Contact Office Phone Number: 761-1248

Contact Cell Phone Number: 433-1699

Web Site Address for Event or Sponsoring Entity www.spikitefest.com

Non-Profit or For-Profit status: For Profit Tax ID #: 43-4372341

Entity's Creation Date: 5-2-98

Purpose of your organization: We are a retail kite shop serving the Rio Grande Valley and South Padre Island from 1998 to present. We started, organized & sponsored SPI Kite Fest from 2000 to 2013. We successfully revived SPI Kite Fest in 2016-2020.

Event Information

Name of Event or Project: SPI Kite Fest 2021

Date of Event or Project: Feb. 4th, 5th, & 6th, 2021

Primary Location of Event or Project: Indoor Kite Performances ~ SPI Convention Centre
Outdoor Kite Festival ~ On the flats beside Convention Centre
Cameron Co. Park System

Amount Requested: \$ 27,500 (less \$2,500 surplus from 2020)

Primary Purpose of Funded Activity/Facility:

To promote 'wind sports' by bringing thousands of visitors to the island for 3 days to experience colorful skys, amazing show kites, and performances by world renowned kite performers.

the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms : \$ _____

e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: \$ _____

f) 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: \$ _____

How many attendees are expected to come to the sporting related event? _____

How many of the attendees at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding. Amount requested under this category: \$ _____

What sites or attractions will tourists be taken to by this transportation? _____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category: \$ _____

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: Total 18 years 13 years prior
5 (2016-2020) 2000-2013
2. Expected Attendance: 7,000 + (3 days)
3. How many people attending the Event or Project will use South Padre Island lodging establishments? 500 + (In 2020 - Minimum rooms accounted for by Indoor Performance Registration was 621)

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

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: No - but several hotels participate by giving a 'kite fest' rate for the event

5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u>Feb. 2018</u>	<u>\$22,150</u>	<u>559 + (room nights)</u>
<u>Feb. 2019</u>	<u>\$22,150</u>	<u>547 + (room nights)</u>
<u>Feb. 2020</u>	<u>\$22,150</u>	<u>621 + (room nights)</u>

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

7. Please list other organization, government entities, and grants that have offered financial support to your project: None ~ In-kind donations of hotel rooms from several SPI hotels

8. Will the event charge admission? Outdoor Event ~ NO ~ Cameron Co. will not allow us to Indoor Event ~ YES ~ Minimum 500 @ \$10 ea.

9. Do you anticipate a net profit from the event? No

10. If there is a net profit, what is the anticipated amount and how will it be used?

11. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper: & Printed Advertising \$ 1,713
Radio: \$ _____
TV: \$ _____
Website, Social Media: \$ 1,301
Other Paid Advertising: \$ 2,681

Past Years ~ Free TV coverage
Daytime at 9 ~ Fox 38 Corpus Christi & CBS 4 RGV
San Antonio Chief Meterologist Alex Garcia
KRGV Weather - Tim Smith
Con Mi Gente - Rick Diaz
KGBT Weather - Bryan Hale

Anticipated Number of Press Releases to Media 46 Newspapers & Kite Clubs

Anticipated Number Direct Mailings to out-of-town recipients 206 Valley RV Parks

Other Promotions Festival Flyer ~ American Kitefliers Assn. Calendar of Events
Central US Kite Calendar ~ Multiple On-line Calendar of Events

12. Will 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? No - but we do provide direct links to all sponsoring hotels on the event website

13. Will you negotiate a special rate or hotel/event package to attract overnight stays? Yes ~ and the hotels reservation websites will be linked to the kitefest website

14. What other marketing initiatives will you utilize to promote hotel and convention activity for this event?

Contact Kite Clubs in Texas & surrounding states

Contact RV Parks in the Rio Grande Valley

Note: Having the Indoor Performances on Thurs. evening has statistically increased overnight stays

15. What geographic areas does your marketing, advertising and promotion reach:

Texas ~ RGV, San Antonio, Austin, Houston, Dallas/Fort Worth, Lubbock as well as Oklahoma, Oregon, Washington, North Carolina, New Jersey, Rhode Island, Florida, Michigan & Victoria and Vancouver, BC, Canada

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? 10,000 + (each media source ought to be able to quantify this number for applicants)

17. If the funding requested is related to a permanent facility (e.g. museum, visitor center):

Expected Visitation by Tourists Monthly/Annually: _____

Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: _____% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)

18. What amount of event insurance do you have for your event and who is the carrier:

\$1,000,000 K&K Insurance Group (American Kitefliers Assn)

a. (Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured)

19. 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 submitted with at least _____ weeks advance notice for approval by the South Padre Island CVB.

20. Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

Submit to: Convention and Visitors Advisory Board
C/O City of South Padre Island Convention and Visitor's Bureau
7355 Padre Blvd., South Padre Island, Texas 78597
(956) 761-3000 Phone (956) 761-3024 Fax

POST EVENT REPORT

Today's Date: **March 11, 2020**

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 your post event report:

- 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 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, websites showing South Padre Island CVB logo.

Organization Information

Name of Organization: **ESB Key**

Address: **7355 Padre Blvd. Suite B**

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

Contact Name: **Bill Ogan** Contact email: **ESBkey@hotmail.com**

Contact Cell Phone Number: **956-453-1696 Work: 761-1246**

Event Information

Name of Event or Project: **SR/Kids Key**

Date(s) of Event or Project: **Jan 30, Feb 1st & 2nd, 2020**

Primary Location of Event or Project: **Indoor - SPA Convention Center Outdoor - "The Flats"**

Amount Requested: \$ **22,150**

Amount Received: \$ **22,150**

How many years have you held this Event or Program: **18 2018-2020 2000-2019**



Event Funding Information

- Actual percentage of funded event costs covered by hotel occupancy tax: **55%**
- Actual percentage of facility costs covered by hotel occupancy tax (if applicable): **In-Kind**
- Actual percentage of staff costs covered by hotel occupancy tax (if applicable): **In-Kind**
- If staff costs were covered, estimate of actual hours staff spent on funded event: **In-Kind**
- Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used? **Indoor - Yes Outdoor - No**
Net Profit \$2,500 - Amount will be applied to 2021 Proposed Kite Fest Budget

6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

Event Attendance Information

- How many people did you predict would attend this event? (Number submitted in the application for hotel occupancy tax funds): **8,000**
- What was the actual attendance at the event? **Approx 7,400**
- How many room nights did you estimate in your application would be generated by attendees of this event or program? **500+**
- How many room nights did you actually generated by attendees of this event? **621**
- 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: **621**
 - Last Year: **547**
 - Two Years Ago: **669**
 - Three Years Ago: **482**
- 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, survey of hoteliers, total attendance formula, zip code information, etc.)? **Prior to being when tickets were picked up prior to event**
Prior to being when tickets were picked up prior to event
- Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? **No** If the room block did not fill, how many rooms were picked up?



Event Promotion Information

1. Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:

- Newspaper: \$ 630
- Radio: \$
- TV: \$ -0- Con M Garage Rock Bz KRGV Channel 5
- Other Paid Advertising: \$ 2,857.17 Festival Shirts, Buttons, Magnets
- Number of Press Releases to Media: 48
- Number emails to out-of-town recipients: 206
- Other Promotions \$2,207.60 Festival Flyers, Facebook Website

2. 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? Direct links on website to all sponsoring hotels

3. Did you negotiate a special rate or hotel/event package to attract overnight stays? Yes

4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event? The indoors held in the evening (6:30 to 9:30 p.m.) to encourage spectators to stay overnight in local hotels

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.

5. Please note any other success indicators of your event: The Indoor Kite Performances grew from 828 spectators last year (2019) to 1222 spectators this year (2020), An INCREASE of 47%. The increase is due to the inclusion of well-known ocean kite flyers that were able to bring to SPI Kite Fest each year



Sporting Related Events

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? **Kite Event - 107 Kite flyers**
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? **All - from TX, OR, WA, MI, MD, DC, British Columbia, United Kingdom, etc**
3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel within the city or its vicinity? **The economic activity is from the thousands of spectators that come to watch the kite performances & show kites**

Additional Event Information

1. What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc.? **It's Good (catering), SPIDesign (printing shirts), Friends of Animal Rescue (parking), Clinton Audio (sound), Per 18 (food), Cap'n Boy's (food), Streets, Ace Hardware Dollar General and S.C.S**
2. What was the weather like during the event? **Fields were water so there were showers. Friday was 54 with NW winds @ 24. Saturday warm & sunny, winds NW @ 12, then E @ 5**
3. Were there any other facts that may have affected on the event? **Extra set of risers provided this year - more seating for indoor Kite Performances - attendance up 47% over 2019.**

William A. Dean
 Signature

8-14-20
 Date

Submit to complete applications to:

Marisa Amaya
 Event Development Manager
 Convention and Visitors Advisory Board
 C/O City of South Padre Island Convention & Visitors Bureau
 7355 Padre Blvd., South Padre Island, TX 78597
 Phone: (956) 761-3834
 Email: marisa@sopadre.com



SPI Kite Fest
Feb. 4th, 5th & 6th, 2021
w/ Thursday Night Indoor Kite Performances

Proposed Budget

Demonstration Expense (<u>Airfare & Travel</u>)	\$15,031.00
Team Kitelife ~ Portland, OR - <u>\$5034</u>	
John Barresi, Eli & Sara Russell, Brett Marchel, Sari Becker	
1 - Portland, OR 2 - Medford, OR 1 - Detroit, MI 1 - Bellingham, WA	
Airfares \$3934 ~ Car/Gas/Food \$1100	
Team Rev Riders ~ Baltimore, MD - <u>\$3304</u>	
Scott Weider, Jim Cosca, James Fletcher, Paul Lamasters	
1 - Portland, OR 1 - Ft. Washington, DC 2 - Baltimore, MD	
Airfares \$2694 ~ Car/Gas/Food \$610	
Spence Watson ~ Seattle, WA ~ <u>\$1117</u>	
Airfare \$715 ~ Car/Gas/Food \$402	
Paul deBakker ~ Seattle, WA ~ <u>\$1117</u>	
Airfare \$715 ~ Car/Gas/Food \$402	
Steve deRooy ~ Victoria, BC ~ <u>\$950</u>	
Airfare \$875 ~ Car/Gas/Food - \$75	
Mario DiLucca ~ Victoria, BC ~ <u>\$1277</u>	
Airfares \$875 ~ Car/Gas/Food \$402	
Amy & Connor Doran ~ Seattle, WA ~ <u>\$1832</u>	
Airfares \$1430 ~ Car/Gas/Food \$402	
Phil & Barb Burks ~ Portland, OR - <u>\$400</u>	
Travel Reimbursement \$400	
Demonstration Expense (<u>In-state Travel</u>)	\$ 250.00
Team EOL ~ Austin, TX - <u>\$250</u>	
Jim Cox, Michael Boswell, Ben Gray, Lori Ramos	
Demonstration Expense (<u>Hotels</u>)	\$16,588.00
Isla Grand ~ 2 Condos, 9 Nights - \$5314	
The Inn @ SPI ~ 3 Rooms, 4 Nights - \$1109	
The Pearl ~ 2 Rooms, 4 Nights - \$1702	
La Quinta ~ 2 Rooms, 4 Nights - \$1490	
Ramada ~ 2 Room, 3 Nights - \$1755	
Hilton ~ 1 Rooms, 4 Nights - \$959	
Holiday Inn Express ~ 1 Room, 3 Nights - \$547	
La Copa Inn ~ 2 Rooms, 3 Nights - \$1288	
Beach Resort @ SPI ~ 2 Rooms, 4 Nights ~ \$2424	
Demonstration Expense (<u>Hotels ~ NOT COMPED</u>)	\$ 1,501.00
The Pearl ~ 1 Room, 4 Nights - \$851	
The Pearl ~ 1 Room, 3 Nights - \$650	
Demonstration Expense - (<u>Freight on Show Kites</u>)	\$ 1,100.00
Demonstration Expense - (<u>Indoor Venue</u>)	\$ 2,500.00
Demonstration Expense - (<u>Indoor Special Effects/Programs</u>)	\$ 1,250.00
Demonstration Expense - (<u>Banquet</u>)	\$ 1,980.00
Advertising and Promotion	\$ 5,751.00
Website Design & Monitoring - \$850	
Facebook Setup, Monitoring & Live Feed - \$450	
Draft & Submit Press Releases (33) - \$400	
Flyers & Posters - Design, printing, delivery - \$500	

Newspaper Ads - \$630	
Festival Shirts (372) – Design & printing - \$2319	
Festival Buttons - \$129	
Banners - Float Christmas Parade \$223	
Median Banner - \$250	
Sound & Announcing – Photography/Videography	\$ 1,300.00
Parking	\$ 1,000.00
Porta Potties / Insurance / Fee for Flats	\$ 3,656.00
Miscellaneous	\$ 1,201.00
Toilet Paper, Gas, Field Crew, Kite Parts, Indoor Tickets, etc.	
Festival Management/Production/Over-runs	\$ 4,043.00
TOTAL Projected Expense	\$57,151.00

Projected Income & Pledges

In-Kind Services (Hotel)	\$16,588.00
Isla Grand – 2 Condos, 9 Nights - \$5314	
The Inn @ SPI – 3 Rooms, 4 Nights - \$1109	
The Pearl – 2 Rooms, 4 Nights - \$1702	
La Quinta – 2 Rooms, 4 Nights - \$1490	
Ramada – 2 Room, 3 Nights - \$1755	
Hilton – 1 Rooms, 4 Nights - \$959	
Holiday Inn Express – 1 Room, 3 Nights - \$547	
La Copa Inn – 2 Rooms, 3 Nights - \$1288	
Beach Resort @ SPI – 2 Rooms, 4 Nights – \$2424	

In-Kind Service – Convention Center \$ 2,500.00

<u>Festival Income</u> – Projected	\$13,413.00
Festival Shirts – 256 @ \$13.86/\$16.63 = \$3,753	
Banquet Tickets – 58 @ \$20 = \$1,160	
Indoor Tickets – 850 @ \$10.00 = \$8,500	

TOTAL Projected Income \$32,501.00

Outstanding Balance ~	\$24,650.00
<u>Less Overage from Kite Fest 2020</u>	<u>- 2,500.00</u>
Requested Amount w/Thursday Night Indoor	<u>\$22,150.00</u>

Additional In-Kind Services Request

- Convention Centre – Thurs. Night Indoor – Feb. 4th, 2021 (Access ALL Day)
- 3 Rooms for 3 Nights @ La Quinta (or other SPI Hotel)
- Public Works – Parking Cones, Trash Cans, Trash Pick-up
- Police – Traffic Control – Sat. & Sun. @ 2 p.m. To 4 p.m.

**CITY OF SOUTH PADRE ISLAND
SPECIAL EVENTS COMMITTEE
AGENDA REQUEST FORM**

MEETING DATE: June 16, 2020

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and recommendation to CVA Board to approve the funding request for Ride for Rotary 2020.

ITEM BACKGROUND

Staff recommendation of \$1,500 in funding.

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

South Padre Island Convention & Visitors Bureau

South Padre Island Tax

Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law

APPLICATION FOR INITIAL FUNDING

Today's Date: 02/03/20

ORGANIZATION INFORMATION

Name of Organization: Rotary Club of Historic Brownsville

Address: 4745 Lakeway Drive

City, State, Zip: Brownsville, Texas

Contact Name: Robert Hibyan Contact Email: hibyr@aol.com

Contact Office Phone Number: n/a

Contact Cell Phone Number: (956) 490-5378

Website Address for Event or Sponsoring Entity: Facebook (Ride for Rotary Causeway Cross) and Rotary Club Runner Website

Non-Profit or For-Profit status: 501(c)(3) Tax ID #: 81-3474234

Entity's Creation Date: February 1996

Purpose of your organization:

We are a Rotary Club that sponsors service projects both in the greater Brownsville area and internationally.

EVENT INFORMATION

Name of Event: Ride For Rotary - Queen Isabella Cross 2020

Date(s) of Event: October 04, 2020

Primary Location of Event: Brownsville Events Center to Louie's Backyard

Amount Requested: \$3,000

Primary Purpose of Funded Activity/Facility:

Our planned bicycling event is meant to be a fund-raiser to help us fund our annual service projects.

However, our event serves as a great recreational activity for cyclists both young and old alike.

How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures?)

We will use grant funds to advertise this event. We will be contracting with the consulting firm 26 Point 2 Consulting, LLC to

market our event to cyclists living in the greater South Texas region.

Percentage of Hotel Tax Support of Related Costs

20% Percentage of Total Event Costs Covered by Hotel Occupancy Tax

0% Percentage of Total Annual Facility Costs Covered by Hotel Occupancy Tax for the Funded Event

0% Percentage of Annual Staff Costs Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities _____ %

Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain:

If possible we would like to have the city's event registration fee waived.

Which Category or Categories Apply to Funding Request & Amount Requested Under Each Category:

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ _____
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ _____
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants** to the municipality or its vicinity. Amount requested under this category: \$ _____
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ _____
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ _____
- f) **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: \$ 3,000

How many attendees are expected to come to the sporting related event? 700

How many of the attendees are expected to be from more than 75 miles away? 200

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

We expect to include hotel advertising links on our website.

- g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding. Amount requested under this category: \$ _____

What sites or attractions will tourists be taken to by this transportation?

Will members of the general public (non-tourists) be riding on this transportation?

What percentage of the ridership will be local citizens? _____

- h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category: \$ _____

What tourist attractions will be the subject of the signs?

We expect to have the CVB banner advertising our event placed on the island median directed at incoming traffic onto the island.

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event? 16 yrs.

Expected Attendance: 700

How many people attending the Event will use South Padre Island lodging establishments? 75 (estimated)

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

Will you reserve a room block for this Event at an area hotel(s)? Possibly

Where and how many rooms will be blocked?

Participants wishing to stay on the island will book their own accommodations directly. However, if we can assist individual hotels by promoting event specials we will.

List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
October 2019	\$1,500	27
_____	_____	_____
_____	_____	_____

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

We will ask participants to indicate whether they intend to stay on the island before or after our event and for how

We tend to receive paid sponsorships from Brownsville business owners.

Please list other organization, government entities, and grants that have offered financial support to your project: We tend to receive paid sponsorships from Brownsville business owners.

Will the event charge admission? Yes _____ If so, what is the cost per person? \$40 _____

Do you anticipate a net profit from the event? Yes _____

If there is a net profit, what is the anticipated amount and how will it be used? We are hoping to raise \$10,000 which will be used to fund our service projects such as free eye clinic for low-income public school students, scholarships, and feeding homeless people among other projects.

All marketing and promotions will be coordinated through the CVA's agency, unless exempted from this requirement by the Executive Director, in which case all creative must be pre-approved by the Executive Director (or designee) and payments will be on a reimbursement basis. Please list all promotion efforts your organization is planning and the amount estimated for each media outlet:

- Newspaper: \$ _____
- Radio: \$ _____
- TV: \$ _____
- Website, Social Media: \$ 7,000 _____
- Other Paid Advertising: \$ 850 _____

Anticipated Number of Press Releases to Media: 3 releases _____

Anticipated Number Direct Emails to out-of-town recipients: 300m+ _____

Other Promotions: We will place posters around the RGV and distribute handbills to riders at other cycling events.

A link to the CVB must be included on your promotional handouts and in your website for booking hotel nights during this event. Are you able to comply? Yes No

Will you negotiate a special rate or hotel/event package to attract overnight stays? Yes _____

[If we have a tour operator, we will require them to use that service.]

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

We will promote an activity like Sand Castle Days if it is to be held over the weekend of our event this year.

Who is your target audience? Cyclists

What geographic region(s) are you marketing to?

The greater RGV and south Texas.

If the funding requested is related to a permanent facility (e.g. museum, visitor center):

- Expected Visitation by Tourists Monthly/Annually: _____
- Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: _____ % (use a visitor log that asks them to check a box if they are staying at an area lodging facility)

What amount of event insurance do you have for your event and who is the carrier:

Approx \$4,000,000

[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an additionally insured]

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 coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply?

Yes No

Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

Submit to complete applications to:

Marisa Amaya
 Event Development Manager
 C/O City of South Padre Island Convention and Visitors Bureau
 7355 Padre Blvd.
 South Padre Island, TX 78597
 Phone: (956) 761-3834
 Email: marisa@sopadre.com

South Padre Island Convention & Visitors Bureau Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

Ride For Rotary Causeway Cross 2020

Name of Event

Date Submitted

- Received and understood the separate Special Events Policy
- Received and understood the separate HOT Funding Guidelines
- Completed the South Padre Island Hotel Tax Funding Application form
- Enclosed a description of all planned activities or schedule of events (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 a complete detailed budget (REQUIRED)
- Enclosed an advertising/marketing and promotion plan (REQUIRED)
- 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
- In Room night projections, with back-up, for the Funded Event (REQUIRED)
- Indicated the amount of financial support (if requested)



Authorized Signature

02/03/2020

Date

Robert Hibyan, on behalf of Rotary Club of Historic Bvllle

Print Name

Ride For Rotary-Queen Isabella Causeway Cross 2020

October 04, 2020

The Brownsville Event Center • 1 Event Ct Brownsville, TX 78526

Organized by ROTARY CLUB OF HISTORIC BROWNSVILLE

Register Now

Categories

Event Reminder

Cycling-Half Century - Individual Age group/open	in 50 days \$40.00	\$35.00	Register
Cycling-33 miles - Individual Age group/open	in 50 days \$40.00	\$35.00	Register

Save on this event with ACTIVE Advantage

Members save up to \$10 on registration fees and more!

[Get up to \\$10 off](#)

[Learn More](#)

Media 11 Photos and Videos



About this event

October 04, 2020
Sunday

The Brownsville Event Center
1 Event Ct Brownsville, TX 78526

The Rotary Club of Historic Brownsville will host it's Annual Ride for Rotary-Queen Isabella Causeway Cross Benefit Ride on October 4, 2020. The ride will end at Louies's Backyard. The ride draws participation from cyclists of all levels and ages. Last year, we had participants from Brownsville, Weslaco, Harlingen, San Benito, South Padre Island, McAllen, Corpus Christi, San Antonio, Matamoros, and Reynosa.

All proceeds raised by the event will be used to support Rotary's local projects, which include providing free eye exams and eyeglasses to children, hosting Rotary's Annual Heart Gallery (an adoption awareness event), funding scholarships for local students, providing Christmas gifts to nursing home residents, and funding for other Rotary International humanitarian projects.

Event details and schedule

Event Date: October 6, 2019 (Sunday) at Brownsville Event Center

Registration Price: \$45 (Kids 12 & under free)Free t-shirts to first 200 riders

Tour Start Time	Tour Distance in Miles	Minimum Average Speed Required	Maximum Clock Finish
7:00 a.m.	33	8-17 mph	10:00 a.m.
7:00 a.m.	50	17-25 MPH	10:00 a.m.

Packet pickup: McCARTHYS's Irish PUB-1425 Ruben M Torres BlvdBrownsville TX from 10:00 a.m. to 2:00 p.m. on October 3, 2020. Or on the day of the event.

If you have any questions, please contact Erick Lucio 956-648-5857 or Diego Garza at 956-455-4243

All Riders must wear helmets. All riders must meet at Pelican Station by 10:30 a.m. The causeway cross will take place by 10:45 a.m. NO rider is allowed on the causeway, until we all cross at the same time. All riders must have BIBS on there shirts at the start of

the ride. NO RIDERS WILL BE ALLOWED TO CROSS WITHOUT A BIB ON THERE SHIRT
(NO EXCEPTIONS)



South Padre Island Convention & Visitors Bureau
Post Event Report



POST EVENT REPORT

Today's Date: 10/29/2019

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 your post event report:

- 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 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, websites showing South Padre Island CVB logo.

Organization Information

Name of Organization: Rotary Club of Historic Brownsville
 Address: 4745 Lakeway Drive
 City, State, Zip: Brownsville, TX 78520
 Contact Name: Robert Ebyan Contact email: rby7@psl.com
 Contact Cell Phone Number: (956) 468-6978

Event Information

Name of Event or Project: Ride for Rotary Causeway Cross
 Date(s) of Event or Project: October 6, 2019
 Primary Location of Event or Project: Roadway from Brownsville Events Center to Louie's Backyard
 Amount Requested: \$ 5,000.00
 Amount Received: \$ 1,500.00
 How many years have you held this Event or Program: 3 years



Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: 11.5%
 2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): None
 3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): None
 4. If staff costs were covered, estimate of actual hours staff spent on funded event: None
 5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used? Av. Charge \$40, \$8,845 Incl. HOT tax; money to be used to fund club's social service projects (free eye glasses, food for homeless, heart gallery)
-
6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

Event Attendance Information

1. How many people did you predict would attend this event? (Number submitted in the application for hotel occupancy tax funds): 700
2. What was the actual attendance at the event? 286
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 100
4. How many room nights did you actually generated by attendees of this event? 27+
5. 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: 27+
 - Last Year: n/a
 - Two Years Ago: n/a
 - Three Years Ago: n/a
6. 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, survey of hoteliers, total attendance formula, zip code information, etc.)? Surveys
Surveys
7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? Yes
If the room block did not fill, how many rooms were picked up? 27



Event Promotion Information

1. Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:

- Newspaper: \$ [REDACTED]
- Radio: \$ [REDACTED]
- TV: \$ [REDACTED]
- Other Paid Advertising: \$ 8,548 (Posters and Social Media)
- Number of Press Releases to Media: 1 Coastal Current
- Number emails to out-of-town recipients: 158,395
- Other Promotions Posters and advertising inserts at cycling events

2. 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 [REDACTED]

3. Did you negotiate a special rate or hotel/event package to attract overnight stays? Yes [REDACTED]

4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?
We used Facebook and other social media sources
[REDACTED]

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.

5. Please note any other success indicators of your event: [REDACTED]
We increased our ridership this year over last year by 64%
[REDACTED]



Sporting Related Events

- 1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? [Redacted]
- 2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? [Redacted]
- 3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel within the city or its vicinity? [Redacted]

Additional Event Information

- 1. What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc.? [Redacted]
- 2. What was the weather like during the event? [Redacted]
- 3. Were there any other facts that may have affected on the event? [Redacted]

[Redacted Signature Line]

Signature

[Redacted Date Line]

Date

Submit to complete applications to:

Marisa Amaya
Event Development Manager
Convention and Visitors Advisory Board
C/O City of South Padre Island Convention & Visitors Bureau
7355 Padre Blvd., South Padre Island, TX 78597
Phone: (956) 761-3834
Email: marisa@sopadre.com



**CITY OF SOUTH PADRE ISLAND
SPECIAL EVENTS COMMITTEE
AGENDA REQUEST FORM**

MEETING DATE: June 16, 2020

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and recommendation to CVA Board to approve the funding request for Sandcastle Days 2020.

ITEM BACKGROUND

Staff recommendation to approve the full funding amount of \$35,000.

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

South Padre Island Convention & Visitors Bureau

South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



APPLICATION FOR INITIAL FUNDING

Today's Date: 6/11/2020

ORGANIZATON INFORMATION

Name of Organization: Clayton Brashear, Clayton's

Address: 6900 Padre Blvd.

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

Contact Name: Clayton Brashear Contact Office Phone Number: 956.761.5900

Contact Cell Phone Number: 956.455.8436

Web Site Address for Event or Sponsoring Entity sandcastledays.com

Non-Profit or For-Profit status: Non-profit Tax ID #: 467-31-8779

Entity's Creation Date: _____

Purpose of your organization:

Promote tourism

EVENT INFORMATION

Name of Events or Project: Sandcastle Days 2020

Date of Event or Project: October 15-18 2020

Primary Location of Event or Project: Clayton's

Amount Requested: \$ 35,000.00



Primary Purpose of Funded Activity/Facility:

Promote tourism and preserve a long established event held on South Padre Island for over 30 years

How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures)

Please see attached proposed budget for Sandcastle Days 2020

Percentage of Hotel Tax Support of Related Costs

51% Percentage of Total Event Costs Covered by Hotel Occupancy Tax

0 Percentage of Total Annual Facility Costs Covered by Hotel Occupancy Tax for the Funded Event

31% Percentage of Annual Staff Costs Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities NA %

Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain:

No, however: request City provide in-kind service of sand hauling as in previous years.



Which Category or Categories Apply to Funding Request & Amount Requested Under Each Category:

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ _____
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ _____
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ _____
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ 35,000.00
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ _____
- f) **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: \$ _____

How many attendees are expected to come to the sporting related event? See 2019 UTRGV Report

How many of the attendees at the sporting related event are expected to be from another city or county? 80%

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

See 2019 UTRGV Report



g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.

Amount requested under this category: \$ _____

What sites or attractions will tourists be taken to by this transportation?

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.

Amount requested under this category: \$ _____

What tourist attractions will be the subject of the signs?



QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: 8

Expected Attendance: 20,000

How many people attending the Event or Project will use South Padre Island lodging establishments? 80%

How many nights do you anticipate the majority of the tourists will stay: 2-5

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

No

List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u>October 2019</u>	<u>35,000.00</u>	<u>N/A</u>
<u>October 2018</u>	<u>35,000.00</u>	<u>N/A</u>
<u>October 2017</u>	<u>35,000.00</u>	<u>N/A</u>

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

Survey of hoteliers

Please list other organization, government entities, and grants that have offered financial support to your project: N/A

Will the event charge admission? No

Do you anticipate a net profit from the event? No

If there is a net profit, what is the anticipated amount and how will it be used?
N/A



All marketing and promotions will be coordinated through the CVA's agency, unless exempted from this requirement by the Executive Director, in which case all creative must be pre-approved by the Executive Director (or designee) and payments will be on a reimbursement basis. Please list all promotion efforts your organization is planning and the amount estimated for each media outlet:

- Newspaper: \$ 1,000.00
- Radio: \$ _____
- TV: \$ 10,000.00
- Website, Social Media: \$ 3,500.00
- Other Paid Advertising: \$ _____

Anticipated Number of Press Releases to Media: 10

Anticipated Number Direct Mailings to out-of-town recipients: N/A

Other Promotions: _____

A link to the CVB must be included on your promotional handouts and in your website for booking hotel nights during this event. Are you able to comply? Yes No

Will you negotiate a special rate or hotel/event package to attract overnight stays?
Yes

[If we have a tour operator, we will require them to use that service.]

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

What geographic areas does your event reach?

Texas

If the funding requested is related to a permanent facility (e.g. museum, visitor center):

- Expected Visitation by Tourists Monthly/Annually: _____
- Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: _____ % (use a visitor log that asks them to check a box if they are staying at an area lodging facility)



What amount of event insurance do you have for your event and who is the carrier:

1,000,000 per occurrence 2,000,000 aggregate Carrier - Arch Specialty Insurance Company

[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured]

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 coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply?

Yes No

Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

- Proposed Marketing Plan for Funded Event
- Schedule of Activities or Events Relating to the Funded Project
- Complete budget for the Funded Project
- Room night projections, with back-up, for the Funded Event

Submit to complete applications to:

Marisa Amaya
Event Development & Packaging Manager
Convention and Visitors Advisory Board
C/O City of South Padre Island Convention and Visitors Bureau
7355 Padre Blvd.
South Padre Island, TX 78597

Phone: (956) 761-3834
Email: marisa@sopadre.com





(<http://sandcastledays.com/>)



Sandcastle Days Schedule of Events

[\(HTTP://SANDCASTLEDAYS.COM/\)](http://sandcastledays.com/) >
[SANDCASTLE DAYS SCHEDULE OF EVENTS \(HTTP://SANDCASTLEDAYS.COM/SCHEDULE/\)](http://sandcastledays.com/schedule/)

Sandcastle Days brings you 5 full days of family-friendly activities and art on the beach.

Sandcastle Days Mercado Open
Thursday – Sunday 10:00 am – Close

Wednesday, October ~~2nd~~ 14th

Doors Open: 9:00 am

- Masters of Sand carve as a group build Sponsors Sculptures. See them work their magic on the group sandcastle.

Thursday, October ~~3rd~~ 15th

Doors Open: 9:00 am

- Official start Masters of Sand Competition
- Join the Masters, listen to music and watch them create Unforgettable Sand Art

Friday, October ~~4th~~ 16th

Doors Open: 9:00 am

- Masters of Sand continue sculpting
- Registration Open – Amateur competition Includes: Kids, Family, Groups, and Singles 1 pm – 5 pm
- T-Shirt Sales Open
- Sandcastle Days Mercado
- Live Bands on Stage At Clayton's

Saturday, October ~~5th~~ 17th

Doors Open 9:00 am

- Sandcamp – Free Sandcastle Lessons begging at 8:00 am
- Master Sand Sculpting competition final day!
- Sandcastle Days Mercado Open 10:00 am to Close
- Children Water Slides, Bouncer & Bull Riding Open
- Amateur Registration open 8:00 am
- Amateur competition begins at 9:00 am, ends at 3:00 pm / Kids, Family, Group or Singles Castle welcome
- Unlitter Campaign 10th Annual Trashion Show "Straw Wars Theme" at 4:00 pm
- Judging for Amateur and Masters Divisions
- Awards Ceremony for Amateur and Masters Divisions at 4:30 pm
- Live Bands on Stage at Clayton's

Sunday, October ~~6th~~ 18th

Doors Open: 9:00 am

- Sandcamp – Free Sandcastle Lessons begin at 10:00 am
- Sandcastle Days Mercado
- Children Water Slides, Bouncer & Bull Riding Open
- Enjoy the Sand Monuments, Listen to music and play the day away
- Spread The Word Family Fun For All Ages
- People's Choice Awards at 3:00 pm

> Proudly hosted by:



<http://claytonsbeachbar.com>

> Book your trip today!



<http://sopadre.com/>



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

POWERED BY THE X THEME (<http://theme.co/x/>)

INCOME:

CVB Sponsorship	\$	35,000.00	
Sponsorships Other	\$	6,000.00	
Vendors	\$	3,900.00	
Amateur Sand Sculptors	\$	<u>90.00</u>	
Total Budgeted Income:	\$		44,990.00

EVENT EXPENSES:

Advertising Digital Marketing	\$	3,500.00	
Advertising Print	\$	1,000.00	
Advertising TV	\$	<u>10,000.00</u>	
Total Budgeted Advertising:	\$		14,500.00
Kiddie Rides and Tents	\$		2,720.00
Materials and Supplies	\$		4,000.00
Event MC	\$		1,000.00
Security	\$		1,000.00
Event Staff Management	\$	1,000.00	
Event Staff Sand Sculptors	\$	12,000.00	
Sand Sculptors Travel Expense	\$	3,000.00	
Sculptors Awards	\$	1,750.00	
Sand Slaves	\$	<u>2,600.00</u>	
Total Budgeted Event Staff:	\$		20,350.00
In-Kind Hotel Rooms	\$	7,000.00	
In-Kind Venue Cost	\$	15,000.00	
In-Kind Outside Food	\$	<u>4,000.00</u>	
Total Budgeted In-Kind Expense:	\$		<u>26,000.00</u>
Total Budgeted Event Expense:	\$		<u>69,570.00</u>

Net Profit/Loss	\$		(24,580.00)
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