

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

TUESDAY, JULY 21, 2020

2:00 PM 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 Special Events Committee relating to agenda or non-agenda items. Speakers are required to address the Special Events Committee at the podium and give their name before addressing their concerns. [Note: State law will not permit the Special Events 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 the Special Events Committee meeting]

4. Approve Consent Agenda

4.1. Approve the meeting minutes for the February 12, 2020 special meeting. (Till)

4.2. Approve the meeting minutes for the June 16, 2020 regular meeting. (Till)

5. Regular Agenda

5.1. Discussion and recommendation to the CVA Board to approve the funding request for Spartan-City Sprint Series in February 2021, contingent upon the hotel occupancy tax collection. (Amaya)

5.2. Discussion and recommendation to the CVA Board to approve the funding request for Spartan North American Kids Championship in November 2021, contingent upon the hotel occupancy tax collection. (Amaya)

5.3. Presentation and discussion regarding special events. (Amaya)

- * Postponed Events
- * 2020 Scheduled Events
- * 2021 Scheduled Events
- * Sea Turtle Arts Trail
- * New Event Leads




5.4. Discussion and possible action concerning new meeting date for August 2020. (Till)

6. Adjourn

NOTE:

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

DATED THIS DAY THE 17TH OF JULY



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 JULY 17, 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: July 21, 2020

NAME & TITLE: Linette Hernandez

DEPARTMENT: Special Events Committee

ITEM

Approve the meeting minutes for the February 12, 2020 special meeting. (Till)

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:

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

WEDNESDAY, FEBRUARY 12, 2020

I. CALL TO ORDER.

The Special Events Committee of the City of South Padre Island, Texas held a Regular Meeting on Wednesday, February 12, 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 full quorum was present: Committee Members Lisa Graves, Cody Pace, Tomas Seanz, Christian Hasbun, Sean Slovisky, and Vice-Chairman Doyle Wells.

City Council Members: Joe Ricco, 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. CONSENT AGENDA:

Made the motion Committee Member Hasbun, seconded by Vice-Chairman Doyle Wells to approve the consent agenda. Motion carried unanimously.

4.1 Consent to approve the meeting minutes for January 15, 2020 regular meeting.

4.2 Consent to approve the excused absence for Committee Member Cody Pace for January 15, 2020, regular meeting.

V. REGULAR AGENDA:

5.1 Discussion and action to approve the funding request for the 12th Annual Knights of Columbus Fishing Tournament.

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

5.2 Discussion and action to approve the funding request for the 2nd Annual SPI Food Truck Festival.

Chairman Till make the motion to approve \$15,000 in funding for marketing. The motion was seconded by Committee Member Seanz and carried as follow:

Ayes: Chairman Till, Committee Members Saenz, Graves, Slovisky and Vice-Chairman Wells

Nays: Committee Members Hasbun and Pace

5.3 Discussion and action to approve the funding request for the 2020 SPI Mariachi Run.

Vice-Chairman Wells made the motion, seconded by Committee Member Saenz to approve \$15,000 in funding for marketing. Motion carried unanimously.

5.4 Discussion and action to approve the funding request for the 2020 Holiday Sandcastle Village and Sand Castle Trail.

Committee Member Hasbun made the motion for the funding application be forwarded to the Convention and Visitors Advisory Board for review and approval. Motion failed due to the lack of a second.

Vice-Chairman Wells made the motion to deny the funding request based on the event not being a special event. The motion was seconded by Committee Member Pace and **failed** by the following vote:

Ayes: Committee Members Pace, Hasbun and Vice-Chairman Wells

Nays: Chairman Till, Committee Members Slovisky, Graves, and Saenz

Committee Member Graves made the motion to approve \$12,000 in funding for the maintenance of the Sand Castle Trail. The motion was seconded by Committee Member Saenz and carried as follow:

Ayes: Chairman Till, Committee Members, Seanz, Slovisky, and Graves

Nays: Vice-Chairman Wells, Committee Members Pace and Hasbun

5.5 Discussion and possible action regarding the HOT Funding Policy.

Committee Member Hasbun made the recommendation to review the HOT Funding Policy and add the following questions:

1. Are you staying overnight for this event? (Yes) (No)
2. Where are you planning to stay?
3. How many nights are you planning on staying?
4. How many people are in your group?
5. Zip Code?

Committee Member Slovisky made the motion, 2nd by Committee Member Pace to approve adding the questions presented by Committee Member Hasbun to the HOT fund policy.

After a brief discussion, Committee Member Slovisky amended his motion, seconded by Committee Member Pace to recommend to the Convention and Visitors Advisory Board to further review and modify the HOT fund policy and review the contract with UTRGV for possible cancellation. Motion carried unanimously.

5.6 Discussion and possible action to recommend to the CVA Board that funding for Local/Lifestyle events go to the Parks and Recreation department through general funds.

Discussion was held but no action taken. Staff recommended to create a committee to discuss break down of various events and quantify them. The recommendation will be given to the Convention and Visitors Advisory Board and City Council for funding be allocated from the Parks and Recreation department.

VI. ADJOURNMENT.

There being no further business, Chairman Till adjourned the meeting at 12:00 p.m.

Approved this 12th 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: July 21, 2020

NAME & TITLE: Linette Hernandez

DEPARTMENT: Special Events Committee

ITEM

Approve the meeting minutes for the June 16, 2020 regular meeting. (Till)

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:

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

TUESDAY, JUNE 16, 2020

I. CALL TO ORDER

The Special Events Committee of the City of South Padre Island, Texas held a Regular Meeting on Tuesday, June 16, 2020 at the South Padre Island City Council Chambers, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Sean Till called the meeting to order at 2:00 p.m. A quorum was present: Vice Chairman Doyle Wells, Committee Members Lisa Graves, Christian Hasbun and Cody Pace. Absent were Committee Members Sean Slovisky and Tomas Saenz

City Officials: City Manager Randy Smith and City Council Member Ken Medders

CVB Staff: CVB Director Ed Caum, Office Manager Lori Moore, Event Development and Packaging Manager Marisa Amaya, CVB Administrative Assistant Linette Hernandez

II. PLEDGE OF ALLEGIANCE

Chairman Sean Till led the Pledge of Allegiance.

III. PUBLIC COMMENTS AND ANNOUNCEMENTS: Chairman Sean Till welcomed back CVB Event Development and Packaging Manager Marisa Amaya from furlough status.

IV. APPROVE CONSENT AGENDA

- 4.1. Approve the meeting minutes for February 13, 2020 regular meeting. Vice Chairman Doyle Wells made the motion to approve the meeting minutes, seconded by Committee Member Christian Hasbun. Motion carried.
- 4.2. Approve the meeting minutes for May 11, 2020 regular meeting. Committee Member Doyle Wells made the motion to approve the meeting minutes, seconded by Committee Member Christian Hasbun. Motion carried.

V. REGULAR AGENDA

- 5.1. Discussion and recommendation to CVA Board to approve the funding request for SPI Kite Fest 2021. CVB Director Ed Caum went to the podium to inform the committee of the 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. Event Development and Packaging Manager Marisa Amaya went to the podium to introduce Bill Doan, event planner, to the podium for a presentation. After a presentation and brief discussion, Chairman Doyle Wells made the motion to approve the funding amount of \$22,150 and \$7,500 of In-Kind donation of three days at the Convention Centre, seconded by Chairman Sean Till. Motion carried unanimously.

- 5.2. Discussion and recommendation to CVA Board to approve the funding request for Ride for Rotary 2020. Ed Caum went to the podium to inform the committee of the staff recommendation of \$1,500 in funding. Event Development and Packaging Manager Marisa Amaya to the podium to introduce Robert Hibyan, event planner, to the podium for a presentation. After a brief discussion, Committee Member Christian Hasbun made the motion to approve the funding amount of \$1,500, seconded by Committee Member Sean Till. Motion carried unanimously.
- 5.3. Discussion and recommendation to CVA Board to approve the funding request for Sandcastle Days 2020. Ed Caum went to the podium to provide background history of the event and to inform the committee of the staff recommendation to approve the full funding amount of \$35,000. Chairman Sean Till abstained from the item. After a brief discussion, Committee member Lisa Graves made the motion to approve the full funding amount of \$35,000, seconded by Committee Member Cody Pace. Motion Carried.

Next meeting was scheduled for June 21, 2020.

VI.ADJOURN

There being no further business, Chairman Sean Till adjourned the meeting at 2:38pm.

Linette Hernandez, CVB Administrative Assistant

Approved:

Sean Till, Special Events Committee Member

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

MEETING DATE: July 21, 2020

NAME & TITLE: Marisa Amaya, Events Development & Packaging Manager

DEPARTMENT: Special Events Committee

ITEM

Discussion and recommendation to CVA Board to approve the funding request for Spartan-City Sprint Series in February 2021, contingent upon the hotel occupancy tax collection. (Amaya)

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:

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: _____

ORGANIZATON INFORMATION

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____ Contact Email: _____

Contact Office PhoneNumber: _____

Contact Cell Phone Number: _____

Website Address for Event or Sponsoring Entity: _____

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

Entity's CreationDate: _____

Purpose of your organization:

EVENT INFORMATION

Name of Event: _____

Date(s) of Event: _____

Primary Location of Event: _____

Amount Requested: _____

Primary Purpose of Funded Activity/Facility:

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

Percentage of Hotel Tax Support of Related Costs

- _____ Percentage of Total Event Costs Covered by Hotel Occupancy Tax
- _____ Percentage of Total Annual Facility Costs Covered by Hotel Occupancy Tax for the Funded Event
- _____ 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:

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: _____

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

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

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

How many years have you held this Event? _____

Expected Attendance: _____

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

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

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

Where and how many rooms will be blocked?

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
_____	_____	_____
_____	_____	_____
_____	_____	_____

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

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

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

Do you anticipate a net profit from the event? _____

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

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: \$ _____
- Other Paid Advertising: \$ _____

Anticipated Number of Press Releases to Media: _____

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

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?

[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?

Who is your target audience? _____

What geographic region(s) are you marketing to?

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:

[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

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)

Brittney VanderMoere

Authorized Signature

Date

Print Name



SPARTAN[®]

2021 CITY SPRINT SERIES



SPARTAN: CONNECT, TRANSFORM, COMPETE.



1M+

DIGITAL IMPRESSIONS
PER DAY



24/7

CONTENT



2024

THE SPORT OF OCR HAS A PUBLISHED
ROADMAP TO BECOMING AN OLYMPIC
SPORT



365

DAYS / YEAR
TRAINING+NUTRITION



300K+

SPECTATORS



SPARTAN

SPARTAN: A GLOBAL MOVEMENT

Inspiring millions around the world, Spartan has quickly become the leader in the Endurance Events space with races in more than 40 countries. Spartan is uniting the global community through sport.



AMERICAS

EUROPE

ASIA

MIDDLE EAST & AFRICA

AUSTRALIA

NEW ZEALAND



CORE DEMOGRAPHICS



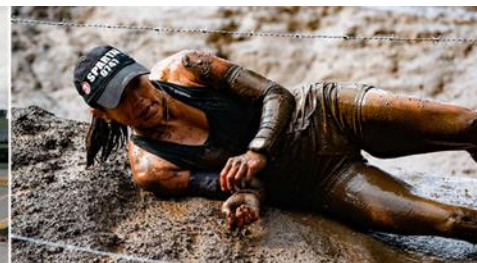
NASCENT / TRANSFORMED

- 25% Of Racer Demo
- Ready for, or recent lifestyle change
 - Renewed interest in fitness
- Camaraderie and support from community essential
- Follows Spartan's advice to stay motivated
 - Inspires community



WEEKEND WARRIOR

- 35% Of Racer Demo
- Incorporates fitness into social activities
- Athletic challenge is important; former competitive athlete
- Balanced, health-conscious lifestyle
 - Feels accomplished



ADVENTURE SEEKER

- 30% Of Racer Demo
- Being active is a priority
- Always looking for new challenges
- Likely to travel to race several times a year
- Highly committed to health and wellness
 - Becomes community leader



ENDURANCE / ELITE

- 10% Of Racer Demo
- Competition is reason for racing
- Constantly striving to be better; stronger & faster
- Elite level athletes with diverse athletic backgrounds
- Follows Spartan's advice for peak performance
- Highly influential community voice

33.5
AVERAGE AGE
OF A SPARTAN



GENDER




88%
COLLEGE
EDUCATED


64%
OF RACERS
ARE MARRIED

134K
AVERAGE
HOUSEHOLD
INCOME

 
**85% OF RACERS
TRAVEL 50+ MILES**



SPARTAN CITY SPRINT



WHAT IS SPARTAN CITY SPRINT?

3 miles that will change your life

In 2019, Spartan introduced the first city series, hosting two successful events in Kissimmee, Florida & Ocean City, Maryland.

The course will cover approximately 3-4 miles and contain 20-23 obstacles.

These events are an introductory product to Spartan and serve as a unique opportunity to run a race in a fun, convenient, destination setting.

Participant feedback has been overwhelmingly positive bringing together both new racers as well as seasoned Spartan Beast and Ultra racers around the country.

We anticipate participants making this an event weekend, bringing their family and friends to enjoy the destination as well as the race.

GENERAL OVERVIEW

- Course will traverse 3-4 miles of open fields, parking lots, access roads, boardwalks and other available parcels agreed upon
- The race will take place on a Saturday and runners will begin around 7:30, continuing in heats every 10 minutes throughout the day
- Spectators and participants can enjoy Friday night activities and a post-race celebration pending Covid restrictions
- Event set up will consist of load in on Monday, set up during the week, event on Saturday and load out Sunday.





SOUTH PADRE ISLAND CITY SPRINT

Venue

Location to be agreed upon, preferably near a boardwalk or iconic area with nearby access to hotels, restaurants etc. Course on the beach is not preferred for this event.

Date

February 20th, 2021 or later date TBD

Media

This event will be lived streamed & highlighted by a joint venture with a major network partner to be announced soon.

Our goal is to make this an annual event that will grow into a two day event weekend by 2022.

ECONOMIC UPLIFT

The City Sprint events will attract between 4,000-6,000 participants and 1000+ spectators per event

- **2,500.** Estimated Room Nights
1.8 Avg. Travel Size
1.1 Avg. overnight stay
- **\$447,500.** Room Night Revenue
- **80%** of participants travel 200+ miles
- **Key Markets.** Corpus Christi, San Antonio, Laredo, Houston



REQUESTED SUPPORT

At Spartan we pride ourselves on the being the industry leaders in production value, quality, and safety. With a budget of \$298,200 we are confident that we will bring a world-class event to South Padre Island.

\$50,000 Requested Support

A minimum support guarantee for the City race series is \$50,000. Additionally qualifying in-kind services help to support the event to achieve full potential.

The following are examples of in-kind services that qualify

Qualifying in-kind expenses:

- Police, security support
- Onsite EMS for event
- Complementary staff room nights, 115 double room nights
- Staff meals
- Venue fee, permitting fees
- Any operational expense that Spartan would otherwise incur
- Local sponsorship facilitation
- Shuttle service, if applicable





THANK YOU

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

MEETING DATE: July 21, 2020

NAME & TITLE: Marisa Amaya, Events Development & Packaging Manager

DEPARTMENT: Special Events Committee

ITEM

Discussion and recommendation to CVA Board to approve the funding request for Spartan North American Kids Championship in November 2021, contingent upon the hotel occupancy tax collection. (Amaya)

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:

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: _____

ORGANIZATON INFORMATION

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____ Contact Email: _____

Contact Office PhoneNumber: _____

Contact Cell Phone Number: _____

Website Address for Event or Sponsoring Entity: _____

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

Entity's CreationDate: _____

Purpose of your organization:

EVENT INFORMATION

Name of Event: _____

Date(s) of Event: _____

Primary Location of Event: _____

Amount Requested: _____

Primary Purpose of Funded Activity/Facility:

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

Percentage of Hotel Tax Support of Related Costs

- _____ Percentage of Total Event Costs Covered by Hotel Occupancy Tax
- _____ Percentage of Total Annual Facility Costs Covered by Hotel Occupancy Tax for the Funded Event
- _____ 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:

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

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- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ _____
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- 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: _____

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

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

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

How many years have you held this Event? _____

Expected Attendance: _____

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

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

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

Where and how many rooms will be blocked?

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
_____	_____	_____
_____	_____	_____
_____	_____	_____

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

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

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

Do you anticipate a net profit from the event? _____

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

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: \$ _____
- Other Paid Advertising: \$ _____

Anticipated Number of Press Releases to Media: _____

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

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?

[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?

Who is your target audience? _____

What geographic region(s) are you marketing to?

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:

[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

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)

Brittney VanderMoore

Authorized Signature

Date

Print Name



SPARTAN™ 20
KIDS NORTH AMERICAN CHAMPIONSHIP
SOUTH PADRE ISLAND / TEXAS / UNITED STATES **21**

CHAMPIONSHIP SERIES

SPARTAN KIDS 2021 CHAMPIONSHIP LOCATIONS

KIDS NORTH AMERICAN
CHAMPIONSHIPS
SOUTH PADRE ISLAND TX



KIDS WORLD CHAMPIONSHIPS
ABU DHABI DEC 6TH. 2021

EMEA KIDS CHAMPIONSHIPS
SLOVAKIA JUNE 20TH, 2021



SPARTAN KIDS STATISTICS

- ❑ 120,000 Global Kids Athletes
- ❑ 60,000 in the US alone
- ❑ 10-14 yr olds make up 27% of all athletes
- ❑ 10% will participate in a Competitive event
- ❑ 2021 addition of Kids Pro Team in the works
- ❑ 2019 Kids World Championships
 - 2.9 mile course with 26 obstacles
 - 15 Countries Represented
 - 25 International athletes
 - 225 Championship heat athletes total
 - \$15,000 in prizes awarded
 - 1600 Weekend registrations
 - 5000 Athletes and Spectators





2019 World Championship Zips
CHAMPIONSHIP HEAT ONLY
Some International Data Missing
15 represented countries





Kids need to jump, run, help each other and have a good time! Young athletes must prove they can conquer their peers in an epic Spartan Race. With the right combination of speed, strength and endurance, only the most consistent & well-rounded athlete will prevail to be named as the North American Champion of their age group.

\$50,000 Requested Support

Event Date Requested :Late August- September 2021

A minimum support guarantee for the Spartan Kids North American Championship race series is \$50,000. Any additional in-kind support available will help to ensure a successful event for all.

Qualifying in-kind expenses:

- Onsite EMS for event
- Complementary staff meals & lodging (20 People)
- Venue fee, permitting fees
- Local sponsorship facilitation



NORTH AMERICAN CHAMPIONSHIP KIDS ASSETS

HOSTING SPONSOR CALL OUTS



SPARTAN™ 2021
KIDS NORTH AMERICAN CHAMPIONSHIP
SOUTH PADRE ISLAND / TEXAS / UNITED STATES

- MAIN LOGO
- MARKETING CAMPAIGN
- FEATHER BLADES
- BARRIER JACKETS
- WELCOME BANNERS
- FINISHER SHIRTS
- MEDAL LANYARDS
- EVENT PHOTOS WITH VENUE WATERMARK
- PRE AND POST RACE EMAIL INCLUSION
- LANDING PAGE
- FB EVENT PAGE
- PERIODIC SOCIAL POSTINGS
- SOCIAL COVERAGE OF EVENT
- POST EVENT RECAP VIDEO

&





THANK YOU

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

MEETING DATE: July 21, 2020

NAME & TITLE: Linette Hernandez

DEPARTMENT: Special Events Committee

ITEM

Presentation and discussion regarding special events. (Amaya)

- * Postponed Events
- * 2020 Scheduled Events
- * 2021 Scheduled Events
- * Sea Turtle Arts Trail
- * New Event Leads

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:



Special Events Report

July 21, 2020



2020 Postponed Events to 2021



2020 Events Scheduled

April

- American Jr. Golf Assoc. Tournament
- Splash
- KOC Fishing Tournament

May

- Jailbreak

June

- Pro Watercross

August

- USLA National Championships
- Texas International Fishing Tournament

September

- JJ Zapata
- SPI Triathlon

October

- Walk for Women

August

- Ladies Kingfish Tournament (Aug. 7-9)

September

- Sand Crab Run
- Shallow Sport Owners Tournament
- Tequila 5k/10k
- SPI Half Marathon (virtual on Sept. 19)

October

- Sand Castle Days (Oct. 8-11)
- Ride for Rotary (Oct. 4)
- SPI Musicians Run (Oct. 24)

November

- SPI Food Truck Festival (Nov. 7)

December

- Holiday Lights over Padre weekend

2021 Events Schedule



January

- Longest Causeway Walk/Run
- Market Days

February

- SPI Kitefest (Feb. 4-6)
- Chili Cook-Off
- [Spartan Adult City Sprint \(Feb. 20\)](#)

April

- Splash
- KOC Fishing Tournament
- Sand Crab Run

May

- Jailbreak
- Shallow Sport FT

June

- Pro Watercross
- Longest Causeway Walk/Run (Summer)

August

- USLA National Championships
- Tequila 5k/10k
- Texas International Fishing Tournament
- Ladies Kingfish Tournament

September

- American Junior Golf Association
- JJ Zapata FT
- SPI Triathlon
- SPI Half Marathon

October

- Sand Castle Days
- SPI Musicians Run
- Walk for Women

November

- [Spartan Kids North American Championship](#)

December

- Holiday Lights over Padre Weekend

Sea Turtle Arts Trail

Hatching Dates - "Turtle Tuesdays"

- Beach Park at Isla Blanca (08/04)
- Sea Turtle, Inc. (08/11)
- SPI Chamber (08/18)
- Multimodal Center (08/25)
- Community Center (09/01)
- SPI Convention Centre (09/08)
- Sea Ranch
 - Already on display - April 2020





(July) New Event Leads

- The Return of Beach N Biker Fest (Andrew's Journey)
- Beach Battles
 - Truck/Jeep/Motorcycle Show & Arm Wrestling Competition
- SPI Beach Volleyball Tournament

Special Event Permits

- Sand Crab Run
- Tequila 5k/10k

Collaborating with other Departments

- Reopening Guidelines SPICC
- Amadeus Event Layouts
- Granicus - Peak
- Event listings on website



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

MEETING DATE: July 21, 2020

NAME & TITLE: Linette Hernandez

DEPARTMENT: Special Events Committee

ITEM

Discussion and possible action concerning new meeting date for August 2020. (Till)

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: