

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

MONDAY, OCTOBER 12, 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

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 Special Event Committee meeting]

4. Regular Agenda

4.1. Discussion and action to approve the funding request for the Holiday Sandcastle Village 2020. (Amaya)

5. Adjourn

NOTE:

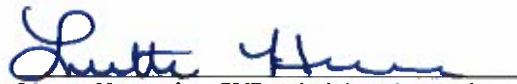
One or more members of the City of South Padre Island City Council and Convention and Visitor's Advisory Board may attend this meeting; if so, this statement satisfies the requirements of the OPEN MEETINGS ACT.

DATED THIS DAY THE 7TH OF OCTOBER



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 WEDNESDAY, OCTOBER 7, 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 AT (956)761-8103.

Agenda: OCTOBER 12, 2020



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

MEETING DATE: October 12, 2020

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

DEPARTMENT: Special Events Committee

ITEM

Discussion and action to approve the funding request for the Holiday Sandcastle Village 2020. (Amaya)
(Oct-Feb 2021)

ITEM BACKGROUND

2019 - The Holiday Sandcastle Village was approved for \$32,000

2018 - The Holiday Sandcastle Village was approved for \$27,000

BUDGET/FINANCIAL SUMMARY

02-593-8099 - Special Events Budget

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

APPLICATION FOR INITIAL FUNDING

Today's Date: 10/5/2020

ORGANIZATON INFORMATION

Name of Organization: City of South Padre Island

Address: 7355 Padre Blvd.

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

Contact Name: Marisa Amaya Contact Email: marisa@sopadre.com

Contact Office Phone Number: 956.761.3834

Contact Cell Phone Number: _____

Website Address for Event or Sponsoring Entity: sopadre.com

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

Entity's Creation Date: _____

Purpose of your organization:

Provide family friendly entertainment and increase foot traffic on South Padre Island during an off-season time.

EVENT INFORMATION

Name of Event: Holiday Sand Castle Village

Date(s) of Event: after Thanksgiving through early February 2021

Primary Location of Event: Entertainment District

Amount Requested: \$25,000

Primary Purpose of Funded Activity/Facility:

Support the holiday by providing an 8-10 week long family-friendly event

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

This request will focus on the sand castle village, building expo, and Holiday Light show.

Percentage of Hotel Tax Support of Related Costs

70% 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:

We are hoping for support on cost for permitting fees.

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: \$ 25,000
- 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? n/a

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

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

n/a

- 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? 3

Expected Attendance: 38,000+

How many people attending the Event will use South Padre Island lodging establishments? 100+

How many nights do you anticipate the majority of the tourists will stay? 1 over multiple weekends

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

Where and how many rooms will be blocked?

SPI CVB will package the event with local hotels and VRMs.

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
December 2018	\$20,000	N/A
December 2019	\$32,000	N/A

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

The holiday sandcastle village will be open for at least 2 months long.

Local Businesses, Hotels and VRMS

Please list other organization, government entities, and grants that have offered financial support to your project: Local Businesses, Hotels and VRMS

Will the event charge admission? No If so, what is the cost per person? _____

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?

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: \$ 1,000.00
- Other Paid Advertising: \$ 1,000.00

Anticipated Number of Press Releases to Media: 5-10

Anticipated Number Direct Emails to out-of-town recipients: 1,000+

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?
Will work with the SPI CVB to package this event with local hotels and VRMs.

[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?

Last year, we received publicity from the Rio Grande Valley and central Texas.

SoPadre website, other social media

Who is your target audience? Families

What geographic region(s) are you marketing to?

Rio Grande Valley and central 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:

Will be determined at a later date

[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

Holiday Sand Castle Village

10/1/2020

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**
- 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**
- 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**
- Indicated the amount of financial support (if requested)

Marisa Amaya

10/6/2020

Authorized Signature

Date

Marisa Amaya

Print Name

Holiday Sandcastle Village

2020 EVENT

Vendor/ Other Expenses	Description	Budget:		
OPERATIONS		Amount	Quantity	Total:
Sculptors	Sand Sculptors -	\$14,500.00	1	\$14,500.00
Holiday SC Village	Decorations and lights	\$1,000.00	1	\$1,000.00
City of SPI Shoreline - Sand	Truck loads - \$200 Per TL	\$200.00	4	\$800.00
Art Services	Signs for Sand Castles	\$500.00	1	\$500.00
Coastal Event Rentals	40x60 tent for sand castles	\$1,000.00	1	\$1,000.00
Pounder	Jason.mendez@texasfirstrentals.com	\$530.00	1	\$530.00
Security Services	Security - by week	\$1,400.00	3	\$4,200.00
Marketing and Advertising		\$2,000.00	1	\$2,000.00
Misc. Expenses	Fencing minor expenses for glue, doubleheaded nails, straps, etc. plus ice and cold drinks for the workers	\$500.00	1	\$500.00

Hotel Stays
 Meals
 Golf Carts
 Forms, hoses and hose parts Donation from Clayton's

\$25,030.00



2019 HOLIDAY SANDCASTLE VILLAGE

TOTAL MENTIONS

2019 Holiday Sandcastle Village received 27 total mentions from some of the following locations:

- Lower RGV
- McAllen
- Austin
- Houston,
- Sherman, TX
- Ada, Oklahoma

NUMBER OF VISITORS



39k+ visitors
over 7 weeks

TOTAL PUBLICITY VALUE

\$220.2k

Houston Chronicle had the highest publicity value with **\$178k** and a reach of **1.1 million**

TOTAL REACH

5.6 million
total reach

Austin Chronicle had the highest reach with **1.7 million**