

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

TUESDAY, JANUARY 19, 2021

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 Special Events Committee meeting]

4. Approve Consent Agenda

4.1. Approve the meeting minutes for the October 26, 2020 regular meeting. (Wells)

4.2. Approve the excused absences for Committee Members Sean Slovisky and Cody Pace for the October 26, 2020 regular meeting. (Wells)

5. Regular Agenda

5.1. Update regarding Chairman Sean Till's resignation from the Special Events Committee. (Caum)

5.2. Discussion and action to approve the funding request for South Padre Island Beach Soccer Tournament in May 2021 and July 2021. (Amaya)

6. Adjourn

NOTE:

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

DATED THIS DAY THE 15TH of JANUARY


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

Agenda: JANUARY 19, 2021



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, JANUARY 15, 2021, 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: January 19, 2021

NAME & TITLE: Linette Hernandez

DEPARTMENT: Special Events Committee

ITEM

Approve the meeting minutes for for the October 26, 2020 regular meeting. (Wells)

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:

N/A

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

MONDAY, OCTOBER 26, 2020

I. CALL TO ORDER

The Special Events Committee of the City of South Padre Island, Texas, held a regular meeting on Monday, October 26, 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 pm. A quorum was present: Vice Chairman Doyle Wells, Committee Members Lisa Graves, Tomas Saenz, and Christian Hasbun. Absent were Committee Members Sean Slovisky and Cody Pace.

City officials present were City Manager Randy Smith, and Council Member Joe Ricco.

CVB staff members present were CVB Director Ed Caum, Event Development and Packaging Manager Marisa Amaya, and Administrative Assistant Linette Hernandez.

II. PLEDGE OF ALLEGIANCE

Chairman Sean Till led the Pledge of Allegiance.

III. PUBLIC COMMENTS AND ANNOUNCEMENTS.

There were no public comments or announcements.

IV. REGULAR AGENDA

- 4.1. Approve the meeting minutes for the October 12, 2020 special meeting. Chairman Sean Till made the motion to approve, seconded by Committee Member Tomas Saenz. Motion carried unanimously.
- 4.2. Approve the meeting minutes for the September 22, 2020 workshop. Chairman Sean Till made the motion to approve, seconded by Committee Member Tomas Saenz. Motion carried unanimously.
- 4.3. Approve the meeting minutes for the July 21, 2020 regular meeting. Chairman Sean Till made the motion to approve, seconded by Committee Member Tomas Saenz. Motion carried unanimously.
- 4.4. Approve the excused absences for Committee Members Sean Slovisky and Christian Hasbun for the October 12, 2020 special meeting. Chairman Sean Till made the motion to approve, seconded by Committee Member Tomas Saenz. Motion carried unanimously.

- 4.5. Approve the excused absences for Committee Members Sean Slovisky and Lisa Graves for the July 21, 2020 regular meeting. Chairman Sean Till made the motion to approve, seconded by Committee Member Tomas Saenz. Motion carried unanimously.
- 4.6. Approve the excused absences for Committee Members Sean Slovisky and Tomas Saenz for the June 16, 2020 regular meeting. Chairman Sean Till made the motion to approve, seconded by Committee Member Tomas Saenz. Motion carried unanimously.
- 4.7. Approve the excused absence for Committee Member Cody Pace for the May 11, 2020 regular meeting. Chairman Sean Till made the motion to approve, seconded by Committee Member Tomas Saenz. Motion carried unanimously.
- 4.8. Approve the excused absence for Committee Member Tomas Saenz or the February 13, 2020 regular meeting. Chairman Sean Till made the motion to approve, seconded by Committee Member Tomas Saenz. Motion carried unanimously.

V. REGULAR AGENDA

- 5.1. Discussion and action to approve the funding request for SPI Triathlon in March 2021. Event Development & Packaging Manager Marisa Amaya presented at the podium while event producer, Karen Watt, presented virtually through Google Meet. Chairman Sean Till made the motion to approve the funding request in the amount of \$10,000, contingent upon receiving a letter of intent from USLA Triathlon, seconded by Vice Chairman Doyle Wells. Motion carried unanimously.
- 5.2. Discussion and action to approve the funding request for the JJ Zapata Fishing Tournament in September 2021. Port Isabel Chamber of Commerce Executive Director/President Betty Wells presented at the podium. Christian Hasbun made the motion to approve the funding request in the amount of \$5,000, seconded by Committee Member Tomas Saenz. Vice Chairman Doyle Wells abstained from the motion. Motion carried.
- 5.3. Discussion and action to approve the funding request for the Ladies Kingfish Tournament (LKT) in August 2021. SPI Chamber President/ CEO Roxanne Ray presented at the podium. Vice Chairman Doyle Well made the motion to approve the funding request in the amount of \$5,000, seconded by Committee Member Tomas Saenz. Motion carried unanimously.

- 5.4. Discussion and action to approve the funding request for Fiesta Padre in April/May 2021. Andy Hancock, owner of Sandcastle Lessons, presented at the podium. Vice Chairman Doyle Wells made the motion to approve the funding request in the amount of \$25,000, seconded by Committee Member Lisa Graves. Motion carried unanimously.
- 5.5. Discussion and action to approve the funding request for the Lighted Boat Parade in December 2020. Event Development & Packaging Manager Marisa Amaya presented at the podium. Chairman Sean Till made the motion to approve the funding request for \$7,000, contingent upon a minimum of at least 20 registered boats, seconded by Committee Member Tomas Saenz. Motion carried unanimously.
- 5.6. Discussion and possible action concerning new meeting date for November 2020. Next meeting date was set for November 17, 2020.

VI. ADJOURN

There being no further business, Chairman Sean Till adjourned the meeting at 3:08pm.

Linette Hernandez, CVB Administrative Assistant

Approved by:

Doyle Wells, Special Events Committee Vice Chairman

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

MEETING DATE: January 19, 2021

NAME & TITLE: Linette Hernandez

DEPARTMENT: Special Events Committee

ITEM

Approve the excused absences for Committee Members Sean Slovisky and Cody Pace for the October 26, 2020 regular meeting. (Wells)

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:

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

MEETING DATE: January 19, 2021

NAME & TITLE: Linette Hernandez

DEPARTMENT: Special Events Committee

ITEM

Update regarding Chairman Sean Till's resignation from the Special Events Committee. (Caum)

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:



Linette Hernandez <linette@sopadre.com>

SEC Resignation

Sean M. Till <sean@islandgeek.com>

Wed, Jan 13, 2021 at 2:05 PM

To: Angelique "Nikki" Soto <NSoto@myspi.org>, Linette Hernandez <Linette@sopadre.com>, Ed Caum <ed@sopadre.com>, Marisa Amaya <marisa@sopadre.com>

Nikki, I hereby resign from the South Padre Island Special Events Committee, as I have now been appointed to the South Padre Island Convention & Visitors Advisory Board. Thank you and have a great week ahead!

--

Sean M. Till | 956-761-3333

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

MEETING DATE: January 19, 2021

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

DEPARTMENT: Special Events Committee

ITEM

Discussion and action to approve the funding request for South Padre Island Beach Soccer Tournament in May 2021 and July 2021. (Amaya)

ITEM BACKGROUND

N/A

BUDGET/FINANCIAL SUMMARY

02-593-8099

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

APPLICATION FOR INITIAL FUNDING

Today's Date: January 7, 2021

ORGANIZATON INFORMATION

Name of Organization: Viaports International DBA Pro-Am Beach Soccer

Address: 3032 Fulton St. #2

City, State, Zip: San Francisco, CA, 94118

Contact Name: Timothy Tighe O'Sullivan Contact Email: info@proambeachsoccer.net

Contact Office Phone Number: 415-308-0603

Contact Cell Phone Number: _____

Website Address for Event or Sponsoring Entity: https://proambeachsoccer.net/

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

Entity's Creation Date: _____

Purpose of your organization:
To host a beach sports tournament for youth and adults

EVENT INFORMATION

Name of Event: South Padre Island Beach Soccer Tournament

Date(s) of Event: May 2021 and July 23-25, 2021

Primary Location of Event: South Padre Island Beach Venues

Amount Requested: \$14,000

Primary Purpose of Funded Activity/Facility:
Pro-Am Beach Soccer has 15 years of experiences running beach soccer events for youth and adults.

Teams play 5v5 and in the normal soccer tournament format. The games are 3 periods of 12 minutes including playoffs and championship games in each age group.

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

Long-term infrastructure, marketing, travel, and accommodations

Percentage of Hotel Tax Support of Related Costs

45% 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 would appreciate any cost reductions for city facility rentals and city services to support this event.

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: \$ 2,000
- 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: \$ 12,000

How many attendees are expected to come to the sporting related event? 250

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 will driving people from Austin, San Antonio, and other cities outside of
South Padre Island which will stay in local hotels and eat in local restaurants.

- 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: \$ N/A

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

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

What percentage of the ridership will be local citizens? N/A

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

What tourist attractions will be the subject of the signs?
TBD

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event? First time

Expected Attendance: 500-1500

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

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)? Yes

Where and how many rooms will be blocked?
300-450

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
N/A	N/A	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.)?

Room block usage information, registration information

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

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

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?
\$3,000 / To be re-invested in infrastructure and staff

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
- Other Paid Advertising: \$ 500

Anticipated Number of Press Releases to Media: 3

Anticipated Number Direct Emails to out-of-town recipients: 30

Other Promotions: 4x6 promo card creation

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 have link on website for hotel acquisition and direct emails to registered teams

Who is your target audience? Youth and Adult soccer community and other sports

What geographic region(s) are you marketing to?

Austin, Dallas, San Antonio, Houston, and Monterrey Mexico. Also, nationally...

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 liability per incident

[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

South Padre Island Beach Soccer Tournament

January 7, 2021

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

Timothy Tighe O'Sullivan

Print Name

January 7, 2021

Date

**JUNE
20 - 21**

SANTA CRUZ, CA



**16th
ANNUAL
SANTA CRUZ OPEN**



EVENT BUDGET

CATEGORY	Rate- per hour	PROJECTED SUBTOTAL	ACTUAL SUBTOTAL	COMMENTS
Operating Costs		\$ 12,075.00		
Location Rental				
Event Staff		\$ 3,050.00		5 event staff (3 days @ \$150 stipened per day) + EMT
Equipment Rental		\$ 400.00		Radios, & generator
Additional Tables / Chairs				
AV		\$ 1,000.00		Live Streaming
Other		\$ 30.00		Mobile Hotspot
Staff Food		\$ 300.00		
Photography		\$ 300.00		2 days (\$150 per day)
Referee's		\$ 2,000.00		Estimated 40 teams
Gas		\$ 100.00		
Registration Software		\$ 495.00		If we change, but for this size with current \$150.00?
Portable Toilets		\$ 750.00		Based on SF Budget for 3 toilets, 3 days
Awards		\$ 1,500.00		
Insurance		\$ 500.00		High estimate
Trash (Dumpster) + Recycling		\$ 1,050.00		
Overnight Security		\$ 600.00		2 nights
Capital Costs		\$ 10,000.00	\$ -	
Goals, Lines, Flags		\$ 10,000.00		16 Goals, 8 Lines, 160 flags
Travel		\$ 2,100.00	\$ -	
Flight / Driving		\$ 900.00		
Lodging		\$ 750.00		
Per Diem		\$ 450.00		
Public Relations		\$ -	\$ -	
Announcements				
Graphics				
Press Releases				
Other				
City Services Costs		\$ -	\$ -	
PD Officers	\$35.00	\$ -		
Traffic Control officers	\$20.00	\$ -		
Fire Engine	\$400.00	\$ -		
Fire Personnel	\$20.00	\$ -		
Special Event permitting fee	\$300.00	\$ -		Usually waived w/HOT Funding approval
Social Media		\$ 1,000.00	\$ -	
Twitter		\$ 250.00		
Facebook		\$ 250.00		
Pinterest				
Instagram		\$ 250.00		
Google+				
LinkedIn		\$ 250.00		
Snapchat				
Marketing		\$ 500.00	\$ -	
Online				
Print		\$ 500.00		Flyers, event programs
Outdoor				
Radio				
Television				
Other				Step & Repeat backdrop, banners
SUBTOTALS		\$ 25,675.00		

Pro-Am Beach Soccer Supplementary Information for Checklist & Application

Descriptions of Planned Activities:

We plan on having two beach sports events in 2021. The emphasis will be on beach soccer, but we are leaving the door open to include other beach sports. It is our long term goal to create a beach sports festival if the interest is there.

These events will have 8 beach soccer fields maximum, which could host up to 100 teams in a two day tournament. Beyond that, we have to see what is possible for a roll out in regards to vendors, sponsors, and other activities, especially for the first date which is going to be coming up very quickly.

Sponsor List:

None Confirmed, None Pending at the moment.

Vendor Exhibitor List:

None Confirmed, TBD Pending upon approval.

Event Map:

TBD based on the recommendation of South Padres Island CVB determination of preferred site on beach.

Security & Safety

We will provide an Emergency Plan upon request used at all our events, but specific to S.P.I.. Our security will be an overnight guard, if necessary, to protect the equipment from walking off on both Friday and Saturday nights.

Promotional Materials

None available until after the event is confirmed. Examples of other events were attached to this email.

Summary of Previous Events

We have been doing beach soccer events for nearly 2 decades across the country and internationally. Please visit our website www.proambeachsoccer.net/tournaments for more details.

History of the Event : First time in S.P.I.