

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

TUESDAY, APRIL 20, 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 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 the Committee 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 March 16, 2021 regular meeting. (Hasbun)

4.2. Approve the excused absence for Committee Member Doyle Wells for the March 16, 2021 regular meeting. (Hasbun)

5. Regular Agenda

5.1. Discussion and possible action to approve the funding request for RAV Run Adventures in November 2021. (Amaya)

5.2. Discussion and possible action to approve the funding request for 2021 Texas State Surfing Championships in May 2021. (Amaya)

5.3. Discussion and action concerning new meeting date for May 2021. (Hasbun)

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 APRIL 16, 2021


Linette Hernandez, CVB Management 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

Agenda: APRIL 20, 2021



BULLETIN BOARD AT CITY HALL/MUNICIPAL BUILDING ON FRIDAY APRIL 16, 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 Management Assistant

THIS FACILITY IS WHEELCHAIR ACCESSIBLE, AND ACCESSIBLE PARKING SPACES ARE AVAILABLE. REQUESTS FOR ACCOMMODATIONS OR INTERPRETIVE SERVICES MUST BE MADE 48 HOURS PRIOR TO THIS MEETING. PLEASE CONTACT PUBLIC WORKS DIRECTOR, CARLOS SANCHEZ; ADA DESIGNATED RESPONSIBLE PARTY AT (956) 761-8103.



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

TUESDAY, MARCH 16, 2021

I. CALL TO ORDER

The Special Events Committee of the City of South Padre Island, Texas, held a regular meeting on Tuesday, March 16, 2021, at the South Padre Island City Council Chambers, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Committee member Lisa Graves called the meeting to order at 2:00 pm. A quorum was present: Committee Members Christian Hasbun, Cody Pace, Tomas Saenz, Amy Salander, and Sean Slovisky. Vice Chairman Doyle Wells was absent.

City officials present were Council Members Ken Medders and City Manager Randy Smith.

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

II. PLEDGE OF ALLEGIANCE

Committee member Lisa Graves led the pledge of allegiance.

III. PUBLIC COMMENTS AND ANNOUNCEMENTS

There were no public comments or announcements.

IV. APPROVE CONSENT AGENDA

- 4.1. Approve the meeting minutes for the January 19, 2021 regular meeting. Committee Member Christian Hasbun made a motion to approve, seconded by Committee Member Tomas Saenz. Motion carried unanimously.

- 4.2. Approve the excused absence for Committee Member Lisa Graves for the January 19, 2021 regular meeting. Committee Member Christian Hasbun made a motion to approve, seconded by Committee Member Tomas Saenz. Committee Member Lisa Graves abstained on this item. Motion carried.

V. REGULAR AGENDA

- 5.1. Discussion and action concerning the election of officers for the 2021 calendar year- Committee Chairman, Committee Vice-Chairman. Committee Member Tomas Saenz

made a motion to nominate Vice Chairman Doyle Wells to Chairman, seconded by Committee Member Cody Pace. Motion failed on a 3 to 3 vote, with Committee Members Christain Hasbun, Sean Slovisky, and Amy Salander casting a nay vote. Committee Member Sean Slovisky made a new motion to nominate Christian Hasbun as Chairman, seconded by Amy Salander. Motion carried on a 4 to 2 vote with Committee Members Lisa Graves and Tomas Saenz casting a nay vote. Motion Carried. Committee member Cody Pace made a motion to nominate Lisa Graves to Vice Chairman, seconded by Tomas Saenz. Motion carried unanimously.

- 5.2. Discussion regarding the following required training courses to be completed by committee members.
- * Open Meetings Act Training
 - * Public Information Act Training
 - * TML Newly Elected City Officials' Virtual Workshop
- Event Development and Packaging Manager Marisa Amaya explained that the training is required to be completed by all board and committee members and that records showing completion of the training will be filed with the City.
- 5.3. Discussion and action to approve the funding request for CAF Airshow in October 2021. Airshow Chairman/Finance Director David Houston and CAF Operations/Airshow Operator Chris Houston presented at the podium. They are planning to have a big show that will include a night show over the entertainment district in South Padre Island, across the Laguna Madre Bay. A military tactical performance will also be part of the night show. A video presentation was shown to the committee. The committee had several questions for the presenters and more details on the event were provided. After much discussion, Chairman Christian Hasbun made a motion to approve the event funding for \$45,000, with \$32,000 to be used towards marketing, and \$13,000 to be used for other expenses, seconded by Committee Member Tomas Sanez. Motion carried unanimously.
- 5.4. Discussion and possible action concerning new meeting date for April 2021. Next meeting date was set for April 20, 2021.

VI. ADJOURN

There being no further business, Vice Chairman Lisa Graves adjourned the meeting at 2:28pm

Linette Hernandez, Management Assistant

Approved by:

Christian Hasbun, CVAB Chairman

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

MEETING DATE: April 20, 2021

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve the excused absence for Committee Member Doyle Wells for the March 16, 2021 regular meeting. (Hasbun)

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: April 20, 2021

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

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for RAV Run Adventures in November 2021. (Amaya)

ITEM BACKGROUND

2019- RAV Run was approved for \$3,500

2020-RAV Run was approved for \$5,000

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: 4/10/2021

ORGANIZATION INFORMATION

Name of Organization: RAV RUN ADVENTURES

Address: 3207 Noble Dr

City, State, Zip: Brownsville Tx 78526

Contact Name: Rob McBee Contact Email: ravrunning956@gmail.com

Contact Office Phone Number: 9564658576

Contact Cell Phone Number: 9564658576

Website Address for Event or Sponsoring Entity: www.ravrunning.com

Non-Profit or For-Profit status: LLC Tax ID #: 84-2159976

Entity's Creation Date: 6/2019

Purpose of your organization:
We exist to promote fitness and wellness for the citizens of the RGV.

EVENT INFORMATION

Name of Event: South Padre Island Half Marathon Weekend

Date(s) of Event: 11/13 & 11/14

Primary Location of Event: Start/ Finish Line at Hilton Garden Inn

Amount Requested: \$20,000

Primary Purpose of Funded Activity/Facility:
We will host a 5K/1 Mile on Saturday, Nov. 13th, and a Half Marathon/Relay on November 14th.

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

\$7500- Marketing \$12,500 - Operational Costs

Percentage of Hotel Tax Support of Related Costs

15% 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: \$ 0
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ 0
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.** Amount requested under this category: \$ 7500
- 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: \$ 0
- 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: \$ 0
- 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: \$ \$12,500

How many attendees are expected to come to the sporting related event? 2000

How many of the attendees are expected to be from more than 75 miles away? Over 50%

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

By making this a weekend event, we anticipate runners will stay more than one night at SPI Hotels. We Also anticipate runners dining in SPI restaurants, going to SPI Bars, and renting recreational vehicles, etc.

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: \$ 0

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: \$ 0

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: 2000

How many people attending the Event will use South Padre Island lodging establishments? Minimum 50%

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

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

Where and how many rooms will be blocked?
Hilton Garden Inn will give our guests a disocunted rate and be our "Host Hotel"

Alina Rivera is our contact person for this and she is currently working on runner rates for us.

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
11/2019	3500	100
9/2000	5000	551 (before covid shutdown)

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

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

Will the event charge admission? yes If so, what is the cost per person? 65

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?
 approx. \$10 per registrant -invested back into our business

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: \$7500
- Other Paid Advertising: \$ _____

Anticipated Number of Press Releases to Media: _____

Anticipated Number Direct Emails to out-of-town recipients: Multiple more than 10) _____

Other Promotions: Ads at running stores/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?

Special Rates Advertised through our emails.

Who is your target audience? Runners/walkers/ anyone interested in fitness

What geographic region(s) are you marketing to?

All of Texas (and US) (We had runners from all over the country sign up last year)

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

- Expected Visitation by Tourists Monthly/Annually: N/A
- 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:

RRCA- Accord (1,000,000)

[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

South Padre Island Half Marathon

4-11-21

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

4-11-21

Date

Robert McBee

Print Name

HOT TAX BUDGET BREAKDOWN

Marketing \$7,500 Total

SOCIAL MEDIA MARKETING \$7,000

I have been working with a Facebook/ Marketing expert on a weekly basis
Most of the advertising will be through social media.

We can target specific groups

For example we can Target all Texas Runners who use Facebook

Facebook and Instagram are connected through our social Media Page. We will utilize both.

CONSTANT CONTACT \$500

We also will use our database of runners emails we have built. We utilize constant contact and we will send weekly email campaigns. This same service will be used to help promote the event through their website design.

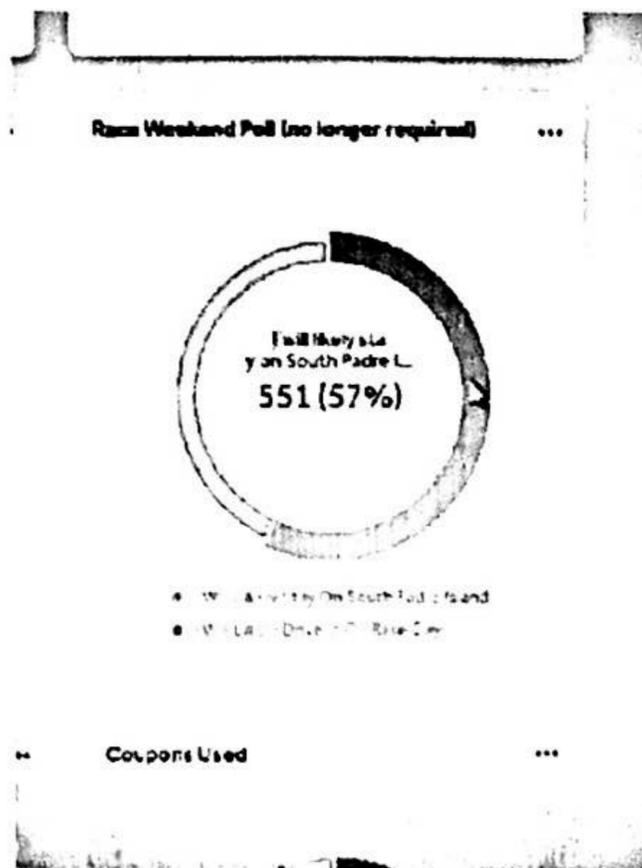
OPERATIONAL COSTS - \$12,500

Reusable directional Signage (A Frames, Sand and Printing) - \$8,000

Coastal Events (Finish Line area and Port -a Potties) \$2,000

Timing Company - \$2,000

UHaul for Weekend - \$500



In room night projections

Last year we had over 551 projected room nights. This number was quadruple what we had from the year before. We anticipate this number doubling at minimum this year, giving over 1000 room nights.

This number would have been higher, but the run was shut down due to COVID.

SCHEDULE OF EVENTS

Friday Nov 12 5-8 PM Packet Pickup (HILTON GARDEN INN)

Saturday Nov13 7AM 5k/1Mile (Hilton Garden Inn)

2-6PM Packet Pickup (Hilton Garden Inn)

Sunday, Nov 14 6AM Half Marathon and Relay

ESTIMATED TOTAL BUDGET:

Marketing \$7,500

Operational costs \$12,500 (details on previous page)

Finisher Jackets \$50,000 (based on 2000 runners)

Participant T shirts \$20,000 (based on 2000 runners)

Finisher Medals \$12,000 (based on 2000 runners)

Bibs \$2,000 (based on 2000 runners)

Police and Traffic \$3,000

Permits and Fees \$1,500

DJ-\$500

Insurance - \$1,000

Total - \$110,000

RAV Run Adventures special Event experience

1. Run, White and Blue- Rancho Viejo 5K (2years)
2. Fortnite Fun Run – Brownsville and Edinburg Locations
3. Star Wars Day run – Brownsville
4. Glow run- Brownsville
5. South Padre island Half Marathon – (2 Years)
6. RGV Challenge – Virtual event
7. RAV Run Adventures Virtual events (Hamilton, The Office, Cobra Kai)- Ongoing

SCHEDULE OF EVENTS

Friday Nov 12 5-8 PM Packet Pickup (HILTON GARDEN INN)

Saturday Nov13 7AM 5k/1Mile (Hilton Garden Inn)

2-6PM Packet Pickup (Hilton Garden Inn)

Sunday, Nov 14 6AM Half Marathon and Relay

COVID PRECAUTIONS

Half Marathon Nov 14th

STARTING YOUR RUN

*Start time will be ANYTIME between 6AM and 7AM

*Stretch and warm up at your car or in your hotel room

*Once you arrive at the Hilton Garden Inn and start line area you will be instructed to begin your race.

*To promote Social Distancing, runners will be "stagger started" (10-15 seconds apart)

OTHER DETAILS

***CUPLESS EVENT-**

We will not have disposable cups available on route, however, there will be PLENTY of coolers with cold water to refill your water bottle

*Packet Pickup times will be announced closer to race date-
all Packets must be picked up at Hilton Garden Inn- South Padre Island

***NO RACE DAY PACKET PICK UP!!!! NO EXCEPTIONS!**

*No spectators allowed at the Start/Finish Area (spectators are allowed on the course route, however they must stay properly spaced from each other and other runners)

*There will be no awards ceremony (we will announce awards through social media and email and awards will be mailed)

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

MEETING DATE: April 20, 2021

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

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for 2021 Texas State Surfing Championships in May 2021. (Amaya)

ITEM BACKGROUND

2017- Texas State Surfing Championship was funded for \$2,500

BUDGET/FINANCIAL SUMMARY

02--593-8099

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

emailed to Marisa Amaya 4/13/21

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: 4-12-2021

ORGANIZATION INFORMATION

Name of Organization: Texas Gulf Surfing Association Inc.
Address: P. O. Box 1529
City, State, Zip: Port Aransas, Texas 78373
Contact Name: Mary Goldsmith Contact Email: maryagoldsmith@yahoo.c
none

Website Address for Event or Sponsoring Entity: www.surftgsa.org
Non-Profit or For-Profit status: Non-profit Tax ID #: 74-2549298
Entity's Creation Date: 1988

Purpose of your organization:
TGSA is a non-profit organization formed to promote and preserve the sport of surfing in the
State of Texas through family-oriented surfing competitions up and down the Texas
coast, It is the member-based governing body of amateur surfing in Texas.

EVENT INFORMATION

Name of Event: 2021 Texas State Surfing Championships
Date(s) of Event: May 1-2, or 3 consecutive weekends after until surf conditions permit
Primary Location of Event: Isla Blanca Park
Amount Requested: \$3,500

Primary Purpose of Funded Activity/Facility:
To hold the Texas State Surfing Championships which are the final season event where
State titles are awarded.

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

Fees and travel allowances for TGSA judges and ground crew - \$5,812.50 estimated total
(\$3,000 travel allowances, \$2,812.50 fees)

Percentage of Hotel Tax Support of Related Costs

- 26 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
- 33 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 50 %

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

No

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: \$ 3,500.00

How many attendees are expected to come to the sporting related event? 100 plus families

How many of the attendees are expected to be from more than 75 miles away? 98 plus families

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

The TGSA only has a couple of members in the South Padre area. All other participants will travel with families from

Houston/Galveston area or Corpus Christi area and stay for two nights or more.

- 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?

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: \$ N/A other than Isla Balanca Park

What tourist attractions will be the subject of the signs?

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event? 32

Expected Attendance: 100 participants + family

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

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

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

Where and how many rooms will be blocked?

The TGSA will work with CVB staff to coordinate a discounted rate for participants.

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
Approx 2017	2500	Unknown
_____	_____	_____
_____	_____	_____
_____	_____	_____

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

Number of members residing more than 75 miles away from South Padre (only 2 members reside in SPI area)

Please list other organization, government entities, and grants that have offered financial support to your project: none

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: \$ No cost
- Radio: \$ _____
- TV: \$ _____
- Website, Social Media: \$ No cost
- Other Paid Advertising: \$ _____

Anticipated Number of Press Releases to Media: 10

Anticipated Number Direct Emails to out-of-town recipients: 0

Other Promotions: TGSA website, Facebook and Instagram

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?
Unknown

[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?

TGSA will promote the event through its social media and website as well as through members, press releases and other sponsors (if any)

Who is your target audience? Surfers and people interested in surfing

What geographic region(s) are you marketing to?

The State of Texas

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

- Expected Visitation by Tourists Monthly/Annually: N/A
- 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 million per occurrence/\$3 million aggregate, rented premises 300,000, personal & Advertising 1 million, Sex abuse 25,000/100,000, medical 25,000 ADD 5,000

Carrier - Vantapro Specialty Ins. Co. and Great American Ins. Co.

[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

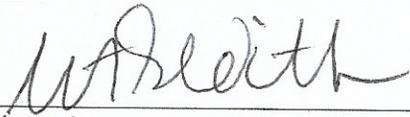
Texas Gulf Surfing Association, Inc.

4-12-21

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

Mary Goldsmith, President, TGSA

4-12-21

Date

Print Name

Description of Planned Activities/Schedule of Events –

The Texas State Championships will be a two-day event in South Padre Island. We anticipate one full day of surfing and a second half day of surfing ending with an awards ceremony.

All surfing will take place at Isla Blanca Park. We have a permit application pending with Cameron County. If Isla Blanca Park is not approved, we will seek another location, such as in front of Clayton's. We may have an awards ceremony either on the beach at the contest site or at another location if a sponsor for that can be found.

We must have contestable surf to run the event. The contest is called on or off based on surf conditions by noon on the Friday before the event. The event will begin at approximately 8am on Saturday and end at approximately 6pm, and will begin at approximately 8am on Sunday and end mid-day.

Event schedule—

First call – May 1-2

Second call – May 8-9

Third call – May 15-16

Fourth call – May 22-23

The event will be held on the first call date with contestable surf as determined by the TGSA Board of Directors.

Budget –

Anticipated expenses--

Fees for judges and TGSA ground crew including travel allowances – \$5,812.50

Food for crew during event - \$300

Event t-shirt with all sponsors for the season - \$2,500

Trophies - \$3,000

Fees to Cameron County - \$675

Possible scaffolding - \$500

Supplies and miscellaneous expenses - \$500

Anticipated income—

Title Sponsor - \$3500

Other Sponsors – \$1500+

Entry Fees - \$4000

Balance to be funded from TGSA general funds

Advertising/Marketing and promotion plan –

The TGSA will advertise and promote the event on its website and on its Facebook and Instagram sites, through word of mouth and through possible sponsor publicity. Participants will sign up through the link provided on the TGSA sites. The TGSA does not anticipate any paid advertising or marketing of the event. No marketing will be funded by hotel tax.

In Room night projections –

The TGSA projects that all participants (other than a couple of locals) and their families will stay in South Padre hotels or other rental facilities on South Padre Island for two nights (Friday and Saturday). Some participants are part of family groups. Our best estimate is that at least 50 hotel rooms will be booked in connection with the event.

Note: The TGSA does not collect data regarding where its members stay at contests. The TGSA can provide the number of expected attendees from the Houston/Galveston area and from the Corpus Christi area.

We are requesting title sponsorship of the event. The title sponsor (with link) will be featured on all social media and website posts regarding the contest and listed as a sponsor on the TGSA website sponsor page, a banner with the sponsor logo will be provided by the TGSA, the sponsor will be featured in contest announcements, and the sponsor will be prominently included on the event t-shirt. The event will be called the Texas State Surfing Championships Presented by _____ (the title sponsor).

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

MEETING DATE: April 20, 2021

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

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action concerning new meeting date for May 2021. (Hasbun)

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: