

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

TUESDAY, OCTOBER 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 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 excused absence for Committee Member Tomas Saenz for the September 21, 2021 regular meeting. (Hasbun)

4.2. Approve the meeting minutes for the September 22, 2021 regular meeting. (Hasbun)

4.3. Approve the Special Events Committee post-event reports for the following events. (Hasbun)

* 2021 Food Truck Festival

* 2021 SPI Triathlon

* 2021 JJ Zapata Fishing Tournament

5. Regular Agenda

5.1. Discussion and possible action to approve the funding request for Run the Jailbreak in May 2022. (Romero)

5.2. Discussion and possible action to approve the funding request for the Winter Outdoor Wildlife Expo (WOWE) in February 2022. (Romero)

5.3. Discussion and possible action to approve the funding request for Ladies Kingfish Tournament in August 2022. (Romero)

Agenda: OCTOBER 19, 2021



- 5.4. Discussion and possible action to approve the funding request for the Lighted Boat Parade in December 2021. (Romero)
- 5.5. Discussion and action concerning the new meeting date for November 2021. (Hasbun)

6. Adjourn

NOTE:

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

DATED THIS DAY OCTOBER 15, 2021



Linette Hernandez, CVB Administrative Assistant

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE ABOVE NOTICE OF MEETING OF THE SPECIAL EVENTS COMMITTEE OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT CITY HALL/MUNICIPAL BUILDING ON FRIDAY, OCTOBER 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, GEORGE MARTINEZ; ADA DESIGNATED RESPONSIBLE PARTY AT (956) 761-8103.



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

MEETING DATE: October 19, 2021

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Special Events Committee

ITEM

Approve the excused absence for Committee Member Tomas Saenz for the September 21, 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: October 19, 2021

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Special Events Committee

ITEM

Approve the meeting minutes for the September 22, 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:

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

TUESDAY, SEPTEMBER 21, 2021

I. CALL TO ORDER

The Special Events Committee of the City of South Padre Island, Texas, held a regular meeting on Tuesday, September 21, 2021, at the South Padre Island City Council Chambers, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Christian Hasbun called the meeting to order at 2:00pm. A quorum was present: Vice Chairwoman Lisa Graves, Committee Members, Cody Pace, Sean Slovisky, and Amy Salander. Committee Member Tomas Saenz was absent.

CVB staff members present were CVB Director Ed Caum, Operations and Services Manager Lori Moore, Special Events Manager April Romero, and Management Assistant Linette Hernandez.

II. PLEDGE OF ALLEGIANCE

SEC Chairman Christian Hasbun 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 excused absences for Vice Chairwoman Lisa Graves and Committee Member Sean Slovisky for the August 17, 2021 regular meeting. Committee Member Amy Salander made the motion to approve, seconded by Committee Member Cody Pace. Motion carried unanimously.

- 4.2. Approve the meeting minutes for the August 17, 2021 regular meeting. Committee Member Amy Salander made the motion to approve, seconded by Committee Member Cody Pace. Motion carried unanimously.

- 4.3. Approve the Special Events Committee post-event reports for the following events. Committee Member Amy Salander made the motion to approve, seconded by Committee Member Cody Pace. Motion carried unanimously.

- *2021 Ladies Kingfish Tournament
- *2021 Texas International Fishing Tournament
- *2021 Shallow Sport Tournament

V. REGULAR AGENDA

- 5.1. Discussion and possible action to deny/void the remaining balance due in funding (25% of previously approved funding amount) for Pro-Am Beach Soccer. Chairman Christian Hasbun made the motion to deny the remaining 25% in funding and to notify the promoter, seconded by Committee Member Sean Slovisky. Motion carried unanimously.
- 5.2. Update, discussion, and possible action on Global Groove Events (dba Splash) on future funding. Event producer Paul Magee spoke at the podium and explained his circumstances which contributed to him not being able to produce the event in 2020 and 2021. He requested to have the event in 2022, with no additional requests for funding. Chairman Christian Hasbun made the motion to allow planning for Splash in April 2022 contingent upon the producer providing a post event report showing that the \$11,000 in funding awarded for the 2020/2021 event was spent in marketing for the 2022 event. The motion was seconded by Vice Chairwoman Lisa Graves. Motion carried on a 4 to 1 vote, with Committee Member Amy Salander casting a nay vote.
- 5.3. Update on Spartan North American Kids Championship and Spartan-City Sprint Series to be held in February 2022. Special Events Manager April Romero spoke at the podium and updated the committee on the new dates for the Spartan events that were rescheduled due to COVID-19. New dates are set for February 2022. Special event funding has already been approved for this event so no action was taken.
- 5.4. Discussion and action concerning the new meeting date for October 2021. The next meeting was scheduled for October 19, 2021.

VI. ADJOURN

The meeting was adjourned at 2:30pm.

Linette Hernandez, CVB Management Assistant

Approved by:

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

MEETING DATE: October 19, 2021

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Special Events Committee

ITEM

Approve the Special Events Committee post-event reports for the following events. (Hasbun)

- * 2021 Food Truck Festival
- * 2021 SPI Triathlon
- * 2021 JJ Zapata Fishing Tournament

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:

POST EVENT REPORT

Today's Date: October 8, 2021

To be reimbursed, please submit the following within 10 days post event:

- 1. Number of participants calculated with backup documentation (i.e. zip codes, team rosters, surveys)
- 2. Number of room nights tracked with backup documentation (i.e. third-party housing documentation or certified hotel pickup reports)

Please submit the following within 30 days your post event report:

- 1. Valid invoice(s) supporting reimbursable allowable expenses. Please submit only enough receipts to reach awarded grant amount.
- 2. Evidence of payment to support invoices paid from grantee to third party (front and back copies of cleared check(s) or detailed credit card/debit card receipts. For all media buys please provide tear sheets, copies of advertisements, schedules and signed station affidavits.
- 3. Copies of marketing or advertising materials, websites showing South Padre Island CVB logo.

Organization Information

Name of Organization: JAG Downtown Festival & Events
 Address: 1515 Ennis Justin Rd #101
 City, State, Zip: Corpus Christi, TX 78412
 Contact Name: John Garcia Contact email: johngarciasales@gmail.com
 Contact Phone Number: 361-444-9566

Event Information

Name of Event or Project: 2nd Annual South Padre Island Food Truck Festival 2021
 Date(s) of Event or Project: Saturday, September 11, 2021
 Primary Location of Event or Project: Beach Park at Isla Casa Blanca
 Amount Requested: \$ ~~17,500.00~~ 17,500.00

Amount Received: \$ 15,000

How many years have you held this Event or Program: 2 years

Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: _____
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): _____
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): _____
4. If staff costs were covered, estimate of actual hours staff spent on funded event: _____
5. Was the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used?
Was free to get in
Fee for waterpark \$ 35⁰⁰
6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

Event Attendance Information

1. How many people did you predict would attend this event? (Number submitted in the application for hotel occupancy tax funds): 4,000
2. What would you estimate as the actual attendance at the event?
2,500
3. How many room nights did you estimate in your application would be generated by attendees of this event or program?
25
4. How many room nights do you estimate were actually generated by attendees of this event?
15
5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this Event?
 - This Year: _____
 - Last Year: _____



- Two Years Ago: _____
- Three Years Ago: _____

6. What method did you use to determine the number of people who booked rooms at South Padre Island hotels (e.g.; room block usage information, survey of hoteliers, total attendance formula, zip code information, etc.)? Blocked Rooms

7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? yes If the room block did not fill, how many rooms were picked up?
11

Event Promotion Information

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

Newspaper: \$ _____

Radio: \$ 1258⁰⁰

TV: \$ _____

Other Paid Advertising: \$ 3626.25

Number of Press Releases to Media: 2

Number Direct Mailings to out-of-town recipients: _____

Other Promotions Geo Targeting / Digital Marketing

2. Did you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event?

yes / facebook

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

yes / 109⁰⁰

4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?

facebook, Instagram, Snapchat and flyers



Please attach samples of documents showing how South Padre Island was recognized in your advertising/promotional campaign

Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.

5. Please note any other success indicators of your event:

Divisom festival Foodtrucks from out of town came to SPI. Weather was great and so many families attended the event.

Sporting Related Events

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event?

N/A

2. If the event was a sporting-related function/facility, how many of the participants were from another city or county?

N/A

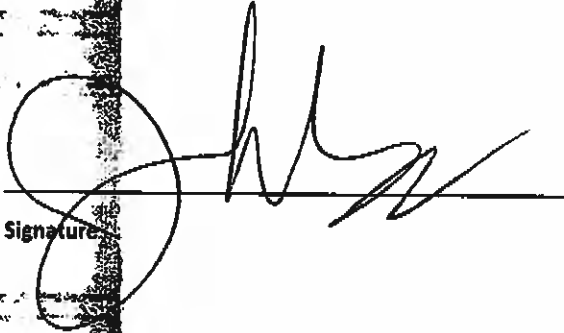
3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel within the city or its vicinity?

N/A

Additional Event Information

1. What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc.?

Went to Pizzeria and Louis Bar with food trucks and vendor



Signature

October 8, 2021

Date

Submit to complete applications to:

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



**2nd Annual South Padre Island Food Truck Festival Expenses 2021
Saturday, September 11, 2021**

Health Permits	\$250.00
SPI Officers	\$700.00
Event Insurance	\$2,200.00
Radio Ads	\$1,338.00
AIM Media Texas	\$3,676.25
Flyers	\$52.50
Lodging	\$1,617.06
Dj/Lighting/Sound	\$5,000.00
Waterpark Tickets	\$350.00
Total	\$15,183.81

JAG Downtwon Festival & Events
 John Garcia/President
 1515 Ennis Joslin Rd #101
 Corpus Christi, Texas 78412
 Mobile: 361.444.9566

10/8/21, 3:05 PM

(1) Facebook



SAT, SEP 11 12:00 PM

2nd Annual South Padre Island Food Truck Festival 2021 @ the Beach Park at Isla Blanca
Beach Park South Padre Island

Event Performance

Last 7 Days: Oct 1 - Oct 8



People Reached

14,104

+26 last 7 days



Responses

348

+0 last 7 days



Ticket Clicks

18

+0 last 7 days



Compare performance across all Corpus Christi Food Truck Festivals 2021's events.

[View Events Insights](#)

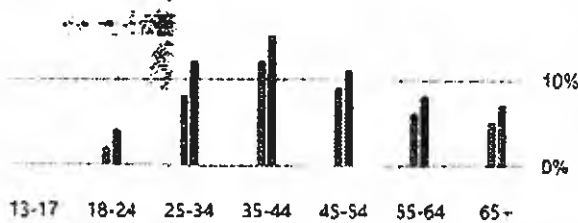
Audience

People reached

Age and Gender

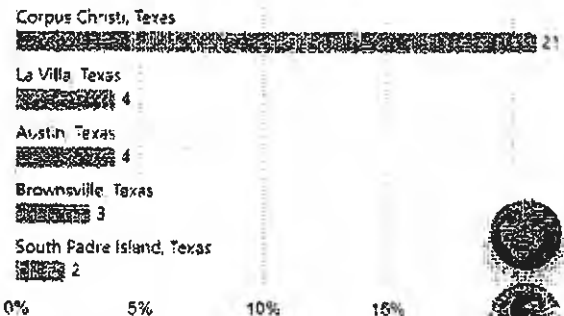
Last 7 days

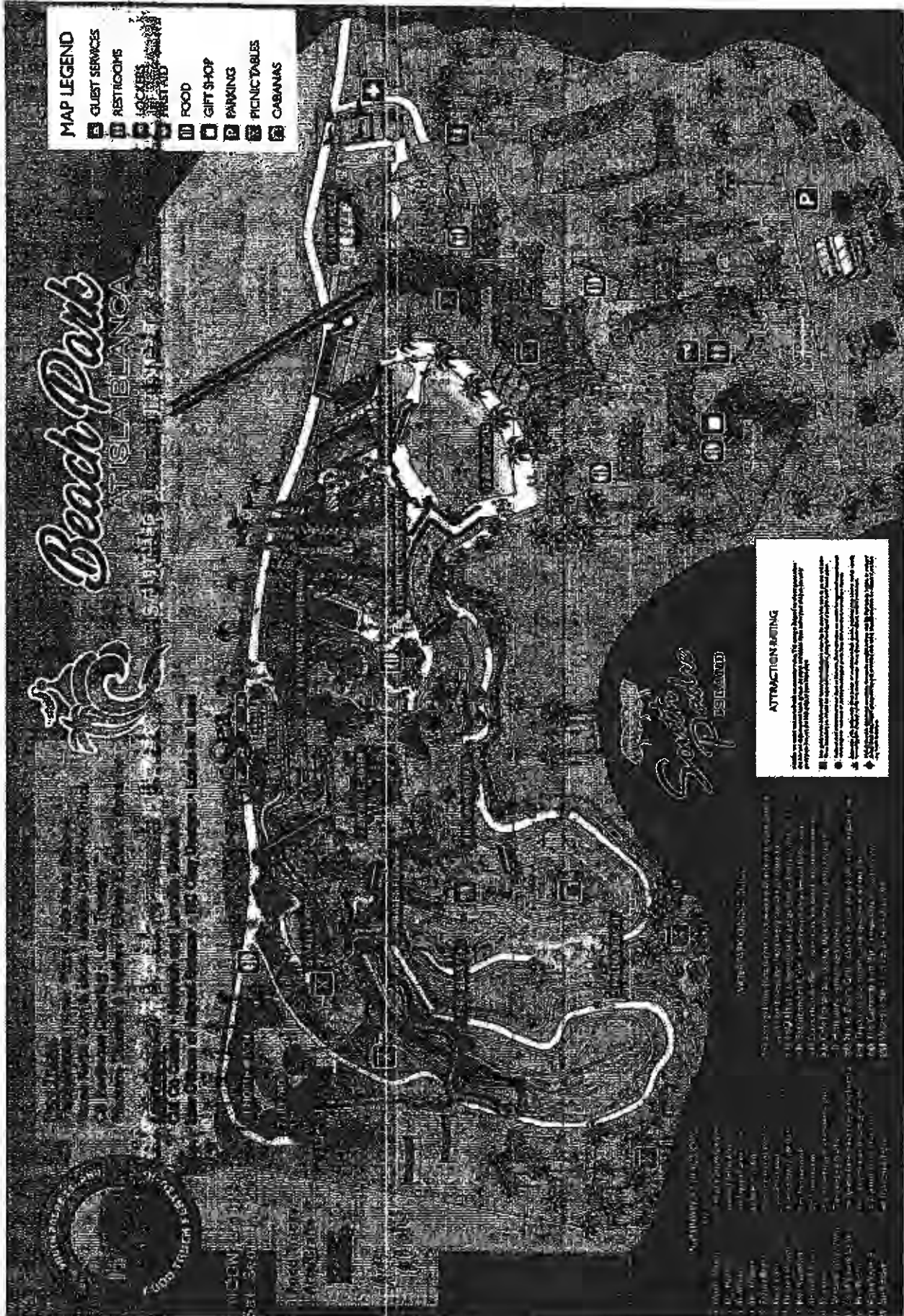
0% Men 0% Women



Location

Last 7 days







Beach Park

AT ISLA BLANCA

(Formerly Schlitterbahn
South Padre Island)

THE VALLEY'S WATERPARK



South Padre Island

FREE PARKING | FREE TUBES | BIKINIS WELCOME

WATERPARK DISCOUNTS HERE

TICKETS JUST \$35.00

(plus tax)

Ages 3 & up



Scan code to purchase! (Valid 9/11-9/12/21 Only) www.beachparktx.com

PROOF O.K. BY: _____

O.K. WITH CORRECTIONS BY: _____

PLEASE READ CAREFULLY • SUBMIT CORRECTIONS ONLINE

TX-30192087 (100%)

ADVERTISER: JAG DOWNTOWN FESTIVAL & PROOF CREATED AT: 9/3/2021 1:19:09 PM
 SALES PERSON: TX503
 NEXT RUN DATE: 09/07/21
 PROOF DLE: 09/06/21 11:59:55
 PUBLICATION: HA-Valley Morning Star
 SIZE: 5X2

FOOD TRUCK FESTIVAL SEPTEMBER 11, 2021

WATERPARK DISCOUNTS HERE

TICKETS JUST \$35.00




© 2021 Hill Country Food Truck Festival. All rights reserved. www.hillcountryfoodtruckfestival.com



REMIT TO: Page 1
 AIM Media Texas
 Business Office
 PO Box 3267
 McAllen, TX 78502

ACCOUNT NO. 83006328 BALANCE DUE \$3,676.25 CHECK NO. _____
 MKT. CONSULTANT Diego Najera DEPARTMENT MM AMOUNT PAID _____

JAG Downtown Festival & Events
 1515 Ennis Joslin Road #110
 Corpus Christi, TX 78412

Advertising Invoice

INVOICE DATE	INVOICE NO.
9/30/2021	83006328-0921

TO ASSURE PROPER CREDIT - PLEASE RETURN TOP PORTION WITH REMITTANCE - ENTER ACCOUNT NUMBER ON YOUR CHECK

ACCOUNT NUMBER	CURRENT	PAST DUE 91-OVER		
83006328	\$3,676.25	\$0.00	\$0.00	\$0.00

09/03/21	30192082	6251-CC Geo Targeting		1,250.00
09/04/21	30192083	6202-MM Social Pkg	1	200.00
09/04/21	30192084	6202-VMS Social Pkg	1	200.00
09/07/21	30192087	1015-VMS FRONT PAGE ADVERTISI	10.00	300.00
09/07/21	30192087	7000-VMS SEO Boost		10.00
09/09/21	30192086	1015-BH FRONT PAGE ADVERTISIN	12.50	243.75
09/09/21	30192086	7000-BH SEO Boost		10.00
09/10/21	30192086	1015-BH FRONT PAGE ADVERTISIN	12.50	243.75
09/10/21	30192087	1015-VMS FRONT PAGE ADVERTISI	10.00	300.00
09/10/21	30192088	1000-CC Display Advertising	40.00	365.00
09/10/21	30192088	7000-VMS SEO Boost		10.00
09/11/21	30192086	1015-BH FRONT PAGE ADVERTISIN	12.50	243.75
09/11/21	30192087	1015-VMS FRONT PAGE ADVERTISI	10.00	300.00

FOR CREDIT CARD PAYMENTS PLEASE DIAL 956-683-4022

\$0.00	\$3,676.25	\$0.00	\$3,676.25
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THE MONITOR

VILLAGE STAR

The Herald

Phone: 956-683-4000
 Fed ID# 45-5484496

Mid-Valley
 TOWN CRIER

[Redacted]

El Nuevo Herald

This Statement
 is due and payable
 upon receipt.

SUNDAY **El Paso**

10/8/21, 3:03 PM

Gmail - reporting on digital ads



John Garcia <johngarciasales@gmail.com>

reporting on digital ads

diego@coastalcurrent.com <diego@coastalcurrent.com>
To: johngarciasales@gmail.com

Fri, Oct 8, 2021 at 2:46 PM

Targeted display: Brownsville area
Impressions: 252,783
Clicks: 297
CTR: 0.11%

Mcallen Monitor Facebook posts.

9/7/21
Reach: 2,627
Post Clicks: 26
Engagements: 30

9/8/21
Reach: 1,483
Post Clicks: 14
Engagements: 19

9/10/21
Reach: 1,751
Post Clicks: 6
Engagements: 7

9/11/21
Reach: 1,279
Post Clicks: 6
Engagements: 8

Invoice # 13599-2



ICA RADIO/KKPN-FM
815 N UPPER BROADWAY
STE 105
CORPUS CHRISTI TX 78401
361-814-3800

Date 09/30/2021
Sales Person Stephanie Silguero
Estimate # SPI FOOD TRUCK RALLY
Terms Please Remit Payment Upon Receipt
Balance Due 54.00

KAJE-KKPN-KPUS/FOOD TRUCK FESTIVAL/SPI
TRUCK RALLY/COMMERCIAL BUY

FOOD TRUCK FESTIVAL
1515 ENNIS JOSLIN RD #110
CORPUS CHRISTI TX 78412

Date	Description	Times	Qty	Rate	Total
09/09/2021	SPI Food Truck Fest (00:30)	12:52:05 13:54:21	2	8.00	16.00
09/09/2021	SPI Food Truck Fest (00:30)	18:14:24 19:15:45	2	1.00	2.00
09/10/2021	SPI Food Truck Fest (00:30)	05:14:08 05:54:40	2	1.00	2.00
09/10/2021	SPI Food Truck Fest (00:30)	07:01:35 08:09:05	2	8.00	16.00
09/11/2021	SPI Food Truck Fest (00:30)	05:49:29 19:43:27	2	1.00	2.00
09/11/2021	SPI Food Truck Fest (00:30)	14:12:50 19:17:40	2	8.00	16.00
Subtotal (Spot:12)					54.00
Balance Due					54.00

AFFIDAVIT OF PERFORMANCE: I certify that, in accordance with the official station logs, <spot count> announcement(s) were broadcast as shown on this invoice.

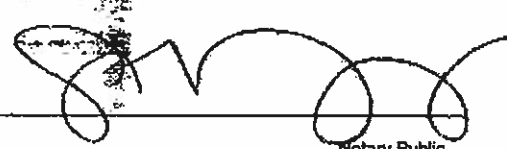
Station Official

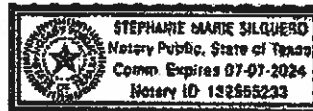
The above items were broadcast within ten minutes of the times specified according to official station logs affidavit of services rendered.

State of Texas, County of Nueces

Stephanie Marie Silguero having been duly sworn deposes and states that this station in accordance with the above invoice had rendered broadcasting service.

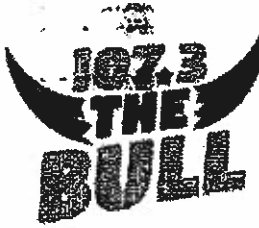
Subscribed and sworn to before me: 10/01/2021


Notary Public



My Commission Expires: 07-07-2024

Invoice # 13599-1



ICA RADIO/KAJE-FM
615 N UPPER BROADWAY
STE 105
CORPUS CHRISTI TX 78401
361-814-3600

Date 09/30/2021
Sales Person Stephanie Silguero
Estimate # SPI FOOD TRUCK RALLY
Terms Please Remit Payment Upon Receipt
Balance Due 30.00

KAJE-KKPN-KPUS/FOOD TRUCK FESTIVAL/SPI
TRUCK RALLY/COMMERCIAL BUY

FOOD TRUCK FESTIVAL
1515 ENNIS JOSLIN RD #110
CORPUS CHRISTI TX 78412

Date	Description	Times	Qty	Rate	Total
09/09/2021	SPI Food Truck Fest (00:30)	12:13:46 14:57:01	2	4.00	8.00
09/09/2021	SPI Food Truck Fest (00:30)	16:57:02 18:14:55	2	1.00	2.00
09/10/2021	SPI Food Truck Fest (00:30)	05:50:39 10:14:22	2	1.00	2.00
09/10/2021	SPI Food Truck Fest (00:30)	08:21:43 16:17:00	2	4.00	8.00
09/11/2021	SPI Food Truck Fest (00:30)	05:18:38 21:15:22	2	1.00	2.00
09/11/2021	SPI Food Truck Fest (00:30)	12:12:05 13:12:39	2	4.00	8.00
Subtotal (Spot:12)					30.00
Balance Due					30.00

AFFIDAVIT OF PERFORMANCE: I certify that, in accordance with the official station logs, <spot count> announcement(s) were broadcast as shown on this invoice.

[Signature]
DAVE ROSS
Station Official

The above items were broadcast within ten minutes of the times specified according to official station logs affidavit of services rendered.

State of Texas, County of Nueces

Stephanie Marie Figuero having been duly sworn deposes and states that this station in accordance with the above invoice had rendered broadcasting service.

Subscribed and sworn to before me: 10/01/2021

[Signature]
Notary Public



My Commission Expires: 07-07-2024

Invoice # 13599-3



ICA RADIO/KPUS-FM
815 N UPPER BROADWAY
STE 105
CORPUS CHRISTI TX 78401
361-814-3800

Date 09/30/2021
Sales Person Stephanie Silguero
Estimate # SPI FOOD TRUCK RALLY
Terms Please Remit Payment Upon Receipt
Balance Due 54.00

KAJE-KKPN-KPUS/FOOD TRUCK FESTIVAL/SPI
TRUCK RALLY/COMMERCIAL BUY

FOOD TRUCK FESTIVAL
1515 ENNIS JOSLIN RD #110
CORPUS CHRISTI TX 78412

Date	Description	Times	Qty	Rate	Total
09/09/2021	SPI Food Truck Fest (00:30)	12:22:29 13:52:08	2	8.00	16.00
09/09/2021	SPI Food Truck Fest (00:30)	16:53:54 18:46:59	2	1.00	2.00
09/10/2021	SPI Food Truck Fest (00:30)	08:21:57 14:30:15	2	8.00	16.00
09/10/2021	SPI Food Truck Fest (00:30)	13:23:03 17:28:34	2	1.00	2.00
09/11/2021	SPI Food Truck Fest (00:30)	05:42:16 23:23:03	2	1.00	2.00
09/11/2021	SPI Food Truck Fest (00:30)	15:17:03 18:28:55	2	8.00	16.00
Subtotal (Spot:12)					54.00
Balance Due					54.00

AFFIDAVIT OF PERFORMANCE: I certify that, in accordance with the official station logs, <spot count> announcement(s) were broadcast as shown on this invoice.

Station Official

The above items were broadcast within ten minutes of the times specified according to official station logs affidavit of services rendered.

State of Texas, County of Nueces

Stephanie Marie Silguero having been duly sworn deposes and states that this station in accordance with the above invoice had rendered broadcasting service.

Subscribed and sworn to before me: 10/01/2021

Notary Public



My Commission Expires: 07-07-2024

Broadcast Summary



Title: 2nd Annual Food Truck Festival 2021

Advertiser: South Padre Island Food Festival

Agency: Direct

Spots: 38

Gross Cost: \$1,120.00 ✓

Date/Time: 08/31/21 04:26pm

Demographics:

Primary: 18-49 Persons
N/A

Refer

Schedule Summary

	Total Spots	Gross Cost	IMPs
SCHEDULE TOTALS/AVERAGES	38	\$1,120.00	358,400
MC ALLEN-TX	38	\$1,120.00	358,400

Station Lines (Digital)



Digital Summary

	Gross Cost	Net Cost
DIGITAL TOTALS	\$150	\$150
MC ALLEN-TX	\$150	\$150

	Asset	Rev Type	Imp's	Cost	CPM	Agency %
KBFM-FM (CHR - Rhythmic)						
09/08/21 - 09/11/21 (1mo.)	Social	LocalDirect-Digi Sponsorship	10,000	\$150	\$15	0
Notes: -boost post for event						

Foil Creations

**4531 Ayers Suite 221
 Corpus Christi, TX 78415
 Phone: 361-814-2232
 Fax: 361-814-2232**

Invoice

Date	Invoice #
8/30/2021	5026

Bill To:
John Garica

**PAID
 09/16/2021**

P.O. No.	Terms	Project

Quantity	Description	Rate	Amount
30	POSTERS, (Street food truck Labor Day), 12x18, 12pt tango, ss, color.	1.85	55.50T
1	Setup Charge - make changes to poster.	25.00	25.00T
1	1000 LAYERS, (The Valley's Water park), color, ss, 60#text, 4.25x5.5.	52.50	52.50T
	Sales Tax	8.25%	10.97
Total			\$143.97

Farmers Insurance
Ruben Bonilla Agency Owner
2727 Morgan Ave Ste 300
Corpus Christi TX 78405
361-881-1035 (office)

INVOICE

JAG Downtown Festival & Events
John Garcia
1515 Ennis Johnson Road #101
Corpus Christi Texas 78412

Invoice # 018956234

Invoice Date 09/08/2021

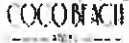
Due Date 09/08/2021

Item	Unit Price	Quantity	Amount
Days Special Event Insurance	2220.00	1.00	2,220.00
Subtotal			2,220.00
Total			2,220.00
Amount Paid			0.00

OCT-09-2021 04:58 From:

To: 19567613024

Page: 23/30 ²⁹



COCO BEACH HOTEL
 812 Gulf Blvd, South Padre Island 78597 US
 361-567612831
 info@cocobeachspi.com

Date Range: Sep 10, 2021 - Sep 23, 2021

Tax ID :

Promoter

Guest Folio

Confirmation Number - 0310AAE118

Primary Guest

Guest Name: JOHN GARCIA
 Address: 1515 ENNIS JOPLIN RD 101
 City, State, Zip Code: CORP CHRISTI TX 78412
 Country: US

Stay Details

Check In Date: Sep 10, 2021
 Check Out Date: Sep 12, 2021
 Room: TQNN5 - 210
 Source: WEBSITE
 Guests: 1/0

Company Details

Name
 Tax ID
 PO Number
 Travel Agent
 IATA
 Name

Other Details

Bill Number
 Tax Exemption: NO
 Tax Exempt Date

Date	Type	Description	Amount
Sep 10, 2021	Charge	ROOM RENT	\$109.00
Sep 10, 2021	Tax	CITY TAX	\$8.72
Sep 10, 2021	Tax	STATE TAX	\$6.54
Sep 10, 2021	Tax	BEACH NOURISHMENT	\$0.55
Sep 10, 2021	Tax	VENUE TAX	\$2.73
Sep 10, 2021	Payments	VISA-4456	(\$255.08)
Sep 11, 2021	Charge	ROOM RENT	\$109.00
Sep 11, 2021	Tax	CITY TAX	\$8.72
Sep 11, 2021	Tax	STATE TAX	\$6.54
Sep 11, 2021	Tax	BEACH NOURISHMENT	\$0.55
Sep 11, 2021	Tax	VENUE TAX	\$2.73
Sep 12, 2021	Charge	LATE CHECK OUT FEE	\$0.00

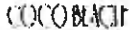
Summary	
Type	Amount
LATE CHECK OUT FEE	\$0.00
ROOM RENT	\$218.00
BEACH NOURISHMENT	\$1.10
CITY TAX	\$17.44
STATE TAX	\$13.08
VENUE TAX	\$5.46
CREDIT CARD	\$255.08
Folio Balance	\$0.00

Check In Time: 08:55 PM In the spirit of Fun, Sun, and Coconuts Thank you for your business at COCO BEACH HOTEL.
 Check Out Time: 04:29 PM

OCT-09-2021 04:58 From:

To:19567613024

Page:24/30



COCO BEACH HOTEL
612 Gulf Blvd, South Padre Island 78597 US
567612831
info@cocobeachspi.com

Date Range: Sep 10, 2021 - Sep 23, 2021

Tax ID :

Guest Folio

Confirmation Number - 0310AAE120

FT

Primary Guest

Guest Name BETTY ANDERSON
Address 1515 ENNIS JOPLIN RD 101
City, State, Zip Code CORP CHRISTI TX 78412
Country US

Stay Details

Check In Date Sep 10, 2021
Check Out Date Sep 12, 2021
Room XTQNN - 107
Source WEBSITE
Guests 1/0

Company Details

Name
Tax ID
PO Number
Travel Agent
IATA
Name

Other Details

Bill Number
Tax Exemption NO
Tax Exempt
Date

Date	Type	Description	Amount
Sep 10, 2021	Charge	ROOM RENT	\$109.00
Sep 10, 2021	Tax	STATE TAX	\$6.54
Sep 10, 2021	Tax	CITY TAX	\$8.72
Sep 10, 2021	Tax	BEACH NOURISHMENT	\$0.55
Sep 10, 2021	Tax	VENUE TAX	\$2.73
Sep 10, 2021	Payments	MASTER-8230	(\$255.08)
Sep 11, 2021	Charge	ROOM RENT	\$109.00
Sep 11, 2021	Tax	CITY TAX	\$8.72
Sep 11, 2021	Tax	STATE TAX	\$6.54
Sep 11, 2021	Tax	BEACH NOURISHMENT	\$0.55
Sep 11, 2021	Tax	VENUE TAX	\$2.73
Sep 12, 2021	Charge	LATE CHECK OUT FEE	\$0.00

Summary

Type	Amount
LATE CHECK OUT FEE	\$0.00
ROOM RENT	\$218.00
BEACH NOURISHMENT	\$1.10
CITY TAX	\$17.44
STATE TAX	\$13.08
VENUE TAX	\$5.46
CREDIT CARD	\$255.08
Folio Balance	\$0.00

Check In Time 04:05 PM In the spirit of Fun, Sun, and Coconuts Thank you for your business at COCO BEACH
Check Out Time 04:26 PM HOTEL.

COCO BEACH

COCO BEACH HOTEL
 2612 Gulf Blvd, South Padre Island 78597 US
 9567612831
 info@cocobeachspi.com

Date Range: Sep 10, 2021 - Sep 23, 2021

Tax ID :

Guest Folio

Confirmation Number - 0310AAE137

FT

Primary Guest

Guest Name: JERRY MILLER
 Address: 1515 ENNIS JOSLIN RD 101
 City, State, Zip Code: CORP CHRISTI TX 78412
 Country: US

Stay Details

Check In Date: Sep 10, 2021
 Check Out Date: Sep 12, 2021
 Room: XTQNN - 205
 Source: WEBSITE
 Guests: 1/0

Company Details

Name
 Tax ID
 PO Number
 Travel Agent
 IATA
 Name

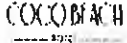
Other Details

Bill Number
 Tax Exemption: NO
 Tax Exempt Date

Date	Type	Description	Amount
Sep 10, 2021	Charge	ROOM RENT	\$109.00
Sep 10, 2021	Tax	CITY TAX	\$8.72
Sep 10, 2021	Tax	STATE TAX	\$6.54
Sep 10, 2021	Tax	BEACH NOURISHMENT	\$0.55
Sep 10, 2021	Tax	VENUE TAX	\$2.73
Sep 10, 2021	Payments	VISA-8128	(\$255.08)
Sep 11, 2021	Charge	ROOM RENT	\$109.00
Sep 11, 2021	Tax	STATE TAX	\$6.54
Sep 11, 2021	Tax	CITY TAX	\$8.72
Sep 11, 2021	Tax	BEACH NOURISHMENT	\$0.55
Sep 11, 2021	Tax	VENUE TAX	\$2.73
Sep 12, 2021	Charge	LATE CHECK OUT FEE	\$0.00

Summary		Amount
Type		
LATE CHECK OUT FEE		\$0.00
ROOM RENT		\$218.00
BEACH NOURISHMENT		\$1.10
CITY TAX		\$17.44
STATE TAX		\$13.08
VENUE TAX		\$5.46
CREDIT CARD		\$255.08
Folio Balance		\$0.00

Check In Time: 02:18 PM In the spirit of Fun, Sun, and Coconuts Thank you for your business at COCO BEACH HOTEL.
 Check Out Time: 04:28 PM



COCO BEACH HOTEL
2812 Gulf Blvd, South Padre Island 78597 US
9567612831
info@cocobeachspi.com

Date Range: Sep 10, 2021 - Sep 23, 2021
Tax ID :

Guest Folio

Confirmation Number - 0310AAE122

IT

Primary Guest

Guest Name: JERRY MILLER
Address: 1515 ENNIS JOSLIN RD
City, State, Zip Code: CORP CHRISTI TX 78412
Country: US

Stay Details

Check In Date: Sep 10, 2021
Check Out Date: Sep 12, 2021
Room: XTQNN - 206
Source: WEBSITE
Guests: 1/0

Company Details

Name
Tax ID
PO Number
Travel Agent
IATA
Name

Other Details

Bill Number
Tax Exemption: NO
Tax Exempt
Date

Date	Type	Description	Amount
Sep 10, 2021	Charge	ROOM RENT	\$109.00
Sep 10, 2021	Tax	STATE TAX	\$6.54
Sep 10, 2021	Tax	CITY TAX	\$8.72
Sep 10, 2021	Tax	BEACH NOURISHMENT	\$0.55
Sep 10, 2021	Tax	VENUE TAX	\$2.73
Sep 10, 2021	Payments	VISA-8128	(\$255.08)
Sep 11, 2021	Charge	ROOM RENT	\$109.00
Sep 11, 2021	Tax	CITY TAX	\$8.72
Sep 11, 2021	Tax	STATE TAX	\$6.54
Sep 11, 2021	Tax	BEACH NOURISHMENT	\$0.55
Sep 11, 2021	Tax	VENUE TAX	\$2.73
Sep 12, 2021	Charge	LATE CHECK OUT FEE	\$0.00

Summary	
Type	Amount
LATE CHECK OUT FEE	\$0.00
ROOM RENT	\$218.00
BEACH NOURISHMENT	\$1.10
CITY TAX	\$17.44
STATE TAX	\$13.08
VENUE TAX	\$5.46
CREDIT CARD	\$255.08
Folio Balance	\$0.00

Check In Time: 02:16 PM In the spirit of Fun, Sun, and Coconuts Thank you for your business at COCO BEACH
Check Out Time: 04:28 PM HOTEL.

COCO BEACH

COCO BEACH HOTEL
 2512 Gulf Blvd, South Padre Island 78597 US
 9567612831
 info@cocobeachspi.com

Date Range: Sep 10, 2021 - Sep 23, 2021

Tax ID :

FT

Guest Folio

Confirmation Number - 0310AAE140

Primary Guest

Guest Name: MONICA MARIE SALINAS
 Address: 1515 ENNIS JOSLIN RD
 City, State, Zip Code: CORP CHRISTI TX 78412
 Country: US

Stay Details

Check In Date: Sep 10, 2021
 Check Out Date: Sep 12, 2021
 Room: XKNGN - 104
 Source: WEBSITE
 Guests: 1/0

Company Details

Name
 Tax ID
 PO Number
 Travel Agent
 IATA
 Name

Other Details

Bill Number
 Tax Exemption: NO
 Tax Exempt
 Date

Date	Type	Description	Amount
Sep 10, 2021	Charge	ROOM RENT	\$109.00
Sep 10, 2021	Tax	STATE TAX	\$6.54
Sep 10, 2021	Tax	CITY TAX	\$8.72
Sep 10, 2021	Tax	BEACH NOURISHMENT	\$0.55
Sep 10, 2021	Tax	VENUE TAX	\$2.73
Sep 10, 2021	Payments	MASTER-1377	(\$255.08)
Sep 11, 2021	Charge	ROOM RENT	\$109.00
Sep 11, 2021	Tax	STATE TAX	\$6.54
Sep 11, 2021	Tax	CITY TAX	\$8.72
Sep 11, 2021	Tax	BEACH NOURISHMENT	\$0.55
Sep 11, 2021	Tax	VENUE TAX	\$2.73
Sep 12, 2021	Charge	LATE CHECK OUT FEE	\$0.00

Summary	
Type	Amount
LATE CHECK OUT FEE	\$0.00
ROOM RENT	\$218.00
BEACH NOURISHMENT	\$1.10
CITY TAX	\$17.44
STATE TAX	\$13.08
VENUE TAX	\$5.46
CREDIT CARD	\$255.08
Folio Balance	\$0.00

Check In Time: 03:51 PM
 Check Out Time: 04:30 PM

In the spirit of Fun, Sun, and Coconuts Thank you for your business at COCO BEACH HOTEL.



**South Padre Island Police Department
4601 Padre Blvd. South Padre Island, TX. 78597**

Quote

Contact Person: John Garcia
johngarciasales@gmail.com

Reference: Police Security - Food Truck Festival

Date: 8/30/2021

On September 11, 2021 SPIPD Officers are requested for security purposes in the following function; Food Truck Festival to be held at the Beach Park at Isla Blanca located at 33261 State Park Rd 100, SPI, TX. 78597

The following Officers worked the function

Officer(s)	Date	Times	Hours
2 officers	9/11/2021	12p - 10p	20
Total Hours	20	@ \$35.00	\$700.00

Lieutenant G. Silva
(W) 956-761-8145
(C) 956-433-7242
gsilva@mvsopi.org

Confirmation Letter
Confirmation No # 0310AAE166

COCO BEACH

COCO BEACH HOTEL
2612 Gulf Blvd
South Padre Island, TX
US - 78597

Vendor/ET
VELMA GARCIA


Property Details

Email info@cocobeachspi.com **Phone** 9567612831
Website www.cocobeachspi.com **Check In Time** 03 00.00 PM

Stay Details

Check In Date Sep 11, 2021 **Contact Number** +1 3614449566
Check Out Date Sep 12, 2021 **Email** johngarciasales@gmail.com
Number Of Nights 1 **Guarantee Type** CREDIT CARD
Guests 1/0

Room Type Details



Room Type Name 2 QUEEN BED
Max Occupancy 4

Enjoy the comfort of our Room at an affordable rate. This includes convenient features like Free WIFI, Private Beach access, Bar, and restaurant at the property close to Space X Business center.

Reservation Comments

Reservation Details

Date Range	Nights	Rate Type	Estimated Rate	Estimated Tax	Estimated Per Night Total	Estimated Total
Sep 11, 2021 - Sep 11, 2021	1	GROUP	\$109.00	\$18.54	\$127.54	\$127.54
Total	1		\$109.00	\$18.54	\$127.54	\$127.54

Summary	
Type	Amount
Estimated Room Rent Charges	\$127.54
Estimated Misc Charges	\$0.00
Total Balance	\$127.54
Minimum Amount To Collect	\$0.00

We are delighted that you will be staying with us at Coco Beach Hotel. We have reserved the room for you which is Non-Smoking. Your reservation has been placed. If you have any questions, please do not hesitate to call our hotel staff at (956) 761-2831.

Sound



GARCIA, JOHN
UNKNOWN
CORPUS CHRISTI, TX 78412

Comfort Suites (TX467)

912 Padre Boulevard
South Padre Island, TX 78597
(956) 772-9020
GM.TX467@choicehotels.com

Account: 776185380

Date: 10/8/21

Room: 113 LFF

Arrival Date: 9/11/21

Departure Date: 9/12/21

Check In Time: 9/11/21 8:22 PM

Check Out Time: 9/12/21 12:35 PM

Rewards Program ID: GP-JXG95665

You were checked out by: Amonte

You were checked in by: Amonte

Total Balance Due: 0.00

Post Date	Description	Comment	Amount
9/11/21	Master Card		(86.58)
		XXXXXXXXXXXX1952	
9/11/21	Room Charge	#113 GARCIA, JOHN	74.00
9/11/21	State Tax		4.44
9/11/21	City		6.29
9/11/21	City venue		1.48
9/11/21	County Venue Tax		0.37

Bill Summary 9/11/21 - 9/12/21			
	Room Charge		74.00
	State Tax		4.44
	City		6.29
	City venue		1.48
	County Venue Tax		0.37
	Master Card		(86.58)
	Balance Due:		0.00

This rate is not eligible for partner rewards.

If payment by credit card, I agree to pay the above total charge amount according to the card issuer agreement.



RECEIPT DATE September 11, 2021 NO. 866761

RECEIVED FROM The District of Columbia for 51000 DOLLARS

FOR Police Per Month

FOR RENT by City / Sound / DJ.

ACCOUNT 5000 PAID BY Subj 3/10/21

PAYMENT 10000

BAL. DUE

CASH CHECK MONEY ORDER CREDIT CARD

FROM Subj 3/10/21

[Signature]

POST EVENT REPORT

Today's Date: _____

To be reimbursed, please submit the following within 10 days post event:

1. Number of participants calculated with backup documentation (i.e. zip codes, team rosters, surveys)
2. Number of room nights tracked with backup documentation (i.e. third-party housing documentation or certified hotel pickup reports)

Please submit the following within 30 days your post event report:

1. Valid invoice(s) supporting reimbursable allowable expenses. Please submit only enough receipts to reach awarded grant amount.
2. Evidence of payment to support invoices paid from grantee to third party (front and back copies of cleared check(s) or detailed credit card/debit card receipts. For all media buys please provide tear sheets, copies of advertisements, schedules and signed station affidavits.
3. Copies of marketing or advertising materials, websites showing South Padre Island CVB logo.

Organization Information

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____ Contact email: _____

Contact Cell Phone Number: _____

Event Information

Name of Event or Project: _____

Date(s) of Event or Project: _____

Primary Location of Event or Project: _____

Amount Requested: \$ _____

Amount Received: \$ _____

How many years have you held this Event or Program: _____



Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: _____
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): _____
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): _____
4. If staff costs were covered, estimate of actual hours staff spent on funded event: _____
5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used? _____

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

Event Attendance Information

1. How many people did you predict would attend this event? (**Number submitted in the application for hotel occupancy tax funds**): _____
2. What was the **actual attendance** at the event? _____
3. How many room nights did you **estimate in your application** would be generated by attendees of this event or program? _____
4. How many room nights did you actually generated by attendees of this event?

5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this Event?
 - This Year: _____
 - Last Year: _____
 - Two Years Ago: _____
 - Three Years Ago: _____
6. What method did you use to determine the number of people who booked rooms at South Padre Island hotels {e.g.; room block usage information, survey of hoteliers, total attendance formula, zip code information, etc.}? _____

7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill?
_____ If the room block did not fill, how many rooms were picked up? _____



Event Promotion Information

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

Newspaper: \$ _____

Radio: \$ _____

TV: \$ _____

Other Paid Advertising: \$ _____

Number of Press Releases to Media: _____

Number emails to out-of-town recipients: _____

Other Promotions _____

2. Did you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? _____
3. Did you negotiate a special rate or hotel/event package to attract overnight stays? _____
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?

Please attach samples of documents showing how South Padre Island was recognized in your advertising/promotional campaign

Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.

5. Please note any other success indicators of your event: _____



Sporting Related Events

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

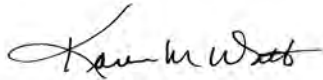
Additional Event Information

1. What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc.? _____

2. What was the weather like during the event? _____

3. Were there any other facts that may have affected on the event? _____

Signature



Date

Submit to complete applications to:

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



Timestamp	Name (Last)	City	State	What is your zip code?	Name of the property you	Number of Rooms	How many nights?
9/16/2021 11:31:25	test	test	test	78597	test	0	0
9/24/2021 17:33:17	Adams	Harlingen	Texas	78552	Home	0	0
9/24/2021 17:34:46	Phillips	Harlingen	Texas	78550	None	None	None
9/24/2021 17:36:36	Moreno Nieto	Harlingen	Tx	78552	N/a	N/a	N/a
9/24/2021 17:40:07	Piwetz	Houston	Texas	77009	The Florence 1	1	2
9/24/2021 17:43:47	Funtanilla	SPI	TX	78550	Best Western	1	1
9/24/2021 17:47:26	Flores	Harlingen	Teo	78550	None	None	0
9/24/2021 18:13:15	santamaria	Brownsville	TX	78520	South Padre Resort	1	2
9/24/2021 18:22:00	Valle	Mcallen	TX	78503	NA	NA	Na
9/24/2021 18:23:21	Castillo	Los Fresnos	Texas	78566	Home	1	1
9/24/2021 18:24:37	Pearl Hermosa	Brownsville	TX	78520	Ramada Inn	1	1
9/24/2021 18:35:52	Silva	BROWNSVILLE	TX	78521	Home	NA	NA
9/24/2021 18:48:26	Munoz	Mcallen	Texas	78501	Lighthouse inn	1	2
9/24/2021 18:50:42	Salinas	Edinburg	Texas	78539	Gulf view II	1	2
9/24/2021 19:03:18	Benjamin Garcia	Helotes	TX - Texas	78023	House	Enough	2
9/24/2021 19:07:57	Olivares	McAllen	Texas	78503	Driving from home	N/A	N/A
9/25/2021 2:30:49	Piater	Weslaco	Texas	78596	Marriot	1	1
9/25/2021 14:03:08	Adame	Mcallen	Texas	78504	Not staying at SPI	Not applicable	None
9/25/2021 16:36:55	Ellison	Olmito	Texas	78575	Best Western	1	1
9/25/2021 16:37:25	Calderon	Houston	Texas	77096	La quinta	1	2
9/25/2021 17:05:33	Villarreal	Mission	Tx	78572	Island Inn	2	1
9/25/2021 17:05:38	Escobedo	McAllen	Texas	78501	Island In	2	1
9/25/2021 17:05:54	Perez	Mcallen	Texas	78504	Courtyard	1	1
9/25/2021 17:06:27	Troche	San Antonio	Texas	78217	La Quinta	One	2
9/25/2021 17:16:11	Carreon	McAllen	TX	78504	KOA	1	1
9/25/2021 17:23:15	Capurro	SAN ANTONIO	TX	78114	Florence I	1	3
9/25/2021 17:23:29	Sevilla Jose	McAllen	Texas	78504	Suntide 2	1	3
9/25/2021 17:25:03	Sayas	Brownsville	Texas	78526	Home	0	0
9/25/2021 17:26:12	Jadoobirsingh	McAllen	Texas	78504	Isla Blanca Park	0	2
9/25/2021 17:26:35	Bergh	Mission	TX	78572	La solara	1	4
9/25/2021 17:27:56	Lopez	Mission	Texas	78574	Upper deck	1	1
9/25/2021 17:35:01	Kshimetski	Houston	TX	77023	Beach Resort	1	1
9/25/2021 17:35:12	Bowen	Albuquerque	New Mexico	87111	tiki condominiums	2	8
9/25/2021 17:35:31	Garza	Edinburg	TX	78539	The Pearl	1	1
9/25/2021 17:38:15	Cordes	Harlingen	Texas	78552	South padre island inn	1	1
9/25/2021 17:38:28	Velez	New Braunfels	Tx	78132	Courtyard Marriott	1	2
9/25/2021 17:39:09	Velez	New Braunfels	Tx	78132	Marriot	1	2
9/25/2021 17:39:23	Buitron	Mcallen	Tx	78504	Ramada	1	1
9/25/2021 17:52:30	Seeberger	Colorado Springs	Colorado	80906	Wind water hotel	1	2
9/25/2021 17:52:30	Agbanlog	Houston	TX	77009	Comfort Suites	1	2

Timestamp	Name (Last)	City	State	What is your zip code?	Name of the property you	Number of Rooms	How many nights?
9/25/2021 17:52:46	Cook	Edinburg	Texas	78542	Padre lodge	2	1
9/25/2021 17:52:56	Robinson	Riviera	Texas	78379	La Quinta	1	1
9/25/2021 17:54:07	Ladd	Edinburg	TX	78542	KOA	Motor home	2
9/25/2021 17:54:20	Elizondo	Edinburg	Texas	78541	Yes	1	1
9/25/2021 17:54:24	Arias	Katy	Tx	77494	Ramada	3	2
9/25/2021 17:54:26	James C Smith	Edinburg	TX	78539	Holiday Inn	1	1
9/25/2021 17:54:41	Burnett	Mission	TX	78572	Koa	1	3
9/25/2021 17:54:42	Ashley	Atascocita	TX	77346	KOA	Cabin	2
9/25/2021 17:54:50	Pelton	Katy	Texas	77494	Parklane condos	1	2
9/25/2021 17:55:21	Sánchez	Alamo	Tx	78516	Ramada	1	2
9/25/2021 18:03:18	Careeon	Katy	TX	77494	Renata	3 rooms	2
9/25/2021 18:05:49	Ducoing	Brownsville	Texas	78521	Home	Home	1
9/25/2021 18:05:57	fernandez de juregui	Mission	Tx	78572	Sunchas3	1	1
9/25/2021 18:06:02	Alviso	Edinburg	Tx	78541	La quinta hotel	1	1
9/25/2021 18:06:28	Garza	Mcallen	Tx	78541	Tranquil Tortuga	4	3
9/25/2021 18:06:31	Beall	Laguna Vista	TX	78578	Home	3	Infinite
9/25/2021 18:08:58	Bayless	Spring	Texas	77379	Comfort inn suites	1	1
9/25/2021 18:09:29	Lipscomb	Burnet	Texas	78611	Ramada	1	1
9/25/2021 18:11:40	Betancourt	San Juan	TX	78589	Beach Resort	1	1
9/25/2021 18:12:30	Ruiz	South padre Island	Texas	78566	Ramada	1	1
9/25/2021 18:13:19	Elizondo	Mcallen	TX	78504	Holiday inn	1	1
9/25/2021 18:43:11	Hernandez	McAllen	TX	78501	Isla Blanca Park	1	3
9/25/2021 18:55:43	Quigley	College Station	TX	77845	Atol Triplex (Air B&B)	3	2
9/25/2021 19:07:42	Smith	College Station	TX	77845	atol triplex	3	3
9/26/2021 10:38:20	Getz	Willis	TX	77318	Best Western	1	3
9/26/2021 11:44:24	Dorbecker	McAllen	Texas	78593	Courtyard SPI	1	1
9/26/2021 14:36:04	Benjamin Quigley	College Station	TX	77845	Atol Triplex (air bnb)	3	2

San Antonio Area

Income Sponsor	Amount
Winnuts (visor sponsor)	\$500
Bicycle World bike cour	\$1,500
Cheryl Lucero swim cou	\$1,500
SPI	\$3,500
The Joint volunteer shir	\$500
First Payment from AG	\$1,358
Second Payment from /	\$1,060
Third Payment from AG	\$4,710
Fourth Payment from A	\$961
Fifth Payment from AG	\$1,395.00
6th payment from AG	\$1,441
7th payment from AG	\$4,026
*th payment from AAG	\$1,470.00
Visor and old shirt slaes	\$35
Total	\$23,955

In Kind
Winnuts - chips
Coeur Spor **race belts and raffle item**
Saltstick **Run course product and bag stuffers**
L & F **Beer and drinks**
SBR Sports **Bag stuffers**
Blackbear **Waters and bananas**
Los Tortug **Waters**
Miriam Rey **Waters**

Expenses	amount	vendor
Caps	\$2,308	BOCO
Medals	\$1,170	Kassmo
Trophies	\$784	JAJA Crafts
DJ	\$400	Roux
Swim caps	\$923.40	Swim Outlet
Rally towel	\$446.65	Quality Logo Products
vol shirts	\$443	Blue Ridge Graphics
Pota Pottie	\$579	A Clean Portoco
Facility ren	\$3,375	Parrot Eyes
Finish Line	\$1,380	Boulder Blimp Company
tattoos, sti	\$556	Rce Impressions LLC
sponsor ba	\$56.48	
cops	\$990	SPI
misc expen	\$127	food, ice, supplies, extra tats, etc
Lifeguards		Fire dept
golf cart	\$152	SPI
swim buoy	\$99	Amazon
Kat assistar	\$500	PWC
Postage for	\$148	USPS
Race Direct	\$1,500	PWC
Total	\$15,938	

Income	\$23,955
Expenses	\$15,938
Profit	\$8,017

San Antonio Area

Nuun Sample hydration

For STI	\$4,000
PWC	\$4,017

212139711	Cavazos	Noelia	F	12/17/71	noeyocanas@gmail.com	1415 Rio Grande St	San Juan	TX	78589	50-54	Female	02:18:23.613	00:23:08.144	00:01:42.854	01:01:25.240	00:00:52.314	00:51:15.061
2100271878	Sanchez	Graciela	F	8/12/68	threeboys68@gmail.com	3308 Santa Monica	Los Fresnos	TX	78572	60-69	Female	02:18:28.726	00:42:29.687	00:02:29.470	00:57:39.142	00:01:11.780	00:34:38.647
652242892	Westendarp	Mercedes	F	5/5/52	mercedes@mercorp-inc.com	810 Brazos St.	Mission	TX	78572	60-69	Female	02:20:20.072	00:25:48.801	00:02:29.431	00:58:56.845	00:00:57.970	00:52:07.025
486925079	Hernandez	Jorge	M	3/23/92	dj23hdz@gmail.com	411 Susan Ln	Conroe	TX	77385	25-29	Male	02:25:50.024	00:32:38.423	00:05:00.185	00:48:51.437	00:06:08.592	00:53:11.387
977729629	Gillett	Richard	M	1/23/50	losojos4@aol.com	521 S 10th St	McAllen	TX	78501	70-99	Male	02:30:13.882	00:21:57.148	00:03:57.992	01:01:12.431	00:01:46.917	01:01:19.394
2100013476	Keane-Dawes	Sean	M	6/21/69	kdlaw69@gmail.com	5501 Legacy Oaks Pkwy Apt 711	Schertz	TX	78154	50-54	Male	02:39:37.872	00:26:39.916	01:14:53.450	0	00:04:37.252	00:53:27.254



JAJA Crafts

Business Number 956-592-0200
1020 Mesquite Wood Court
Brownsville, Texas
78526
956-592-0200
jessangar@aol.com

INVOICE

INV0070

DATE

Sep 24, 2021

DUE

On Receipt

BALANCE DUE

USD \$784.00

BILL TO

Karen Watt

956-778-5437

Docwatt@powerwattcoaching.com

DESCRIPTION	RATE	QTY	AMOUNT
Olympic Individual 8x10 Overall Male/Female Masters Male/Female	\$8.00	4	\$32.00
Olympic Individual 8x8 First Place Used 8x10 size	\$7.00	20	\$140.00
Olympic Individual 6X6 Second Place	\$5.00	20	\$100.00
Olympic Individual 4X4 3rd Place	\$4.00	20	\$80.00
Srint Individual 8x10 Overall Male/Female Masters Male/Female	\$8.00	4	\$32.00
Olympic Individual 8x8 First Place	\$7.00	22	\$154.00
Olympic Individual 6x6 Second Place	\$5.00	22	\$110.00
Olympic Individual 4x4 Third Place	\$4.00	22	\$88.00

DESCRIPTION	RATE	QTY	AMOUNT
Relay 8x8 First Place	\$7.00	3	\$21.00
Relay 6x6 Second Place	\$5.00	3	\$15.00
Relay 4x4	\$4.00	3	\$12.00
TOTAL			\$784.00
BALANCE DUE			USD \$784.00

3200 Valmont Road, Suite 7
Boulder, CO 80301 US
(303) 214-5342
steve@bocogear.com



BILL TO

Karen Watt
258 Beach Blvd
Laguna Vista, Texas 78578
United States

SHIP TO

Karen Watt
258 Beach Blvd
Laguna Vista, Texas
78578
United States

INVOICE # 25396

DATE 08/03/2021

DUE DATE 08/03/2021

TERMS BOCO - Pre pay

ACTIVITY	SKU	QTY	RATE	AMOUNT
2300 Run Hat - Sublimated-SPI TRI/beach theme	Run Hat - Sublimated	250	9.00	2,250.00
Shipping Shipping	Shipping	1	58.00	58.00

BALANCE DUE

\$2,308.00



kassmo products
a Ricky Brands company

Kassmo Products

Kassmo Products
PO Box 31876

St Louis Missouri 63131

Sales Order

Sales Order# CONF-34085

Bill To
Power Watt Coaching
258 Beach Blvd
Laguna Vista
78578 TX
United States

Ship To
Karen Watt
258 Beach Blvd
Laguna Vista
78578 TX
United States

Order Date : 19 Aug 2021
Customer Service Representative : Ashley K
In Hands Date : 17 Sep 2021
Order Name : Power Watt Coaching
South Padre Island Sprint
Triathlon Medals 2021-09-26
Primary Billing Contact : Karen Watt

#	Item & Description	Qty	Unit Price	Amount
1	3.5" x 3mm Custom Medal Antiqued Nickel 4 Color Fills (White, PMS 7687C, PMS 124C, PMS 317C)	250.00	4.49	1,122.50
2	Attached 1.5" Dye-Sublimated Ribbon	250.00	0.00	0.00
3	Shipping and Handling Included In Price	1.00	0.00	0.00
4	FedEx Peak Surcharge - S/H Estimated \$99 (Charged at shipping.)	1.00 pcs	0.00	0.00
Sub Total				1,122.50
Total				\$1,122.50

Terms & Conditions

Your price is based on the standard production time and/or lead times.
All invoices not paid after 14 days from due date of invoice will be subject to a 10% late fee unless otherwise approved.
Past due accounts will be subject to an additional 1.5% monthly service charge.
Invoices must be paid in full before future orders can be processed unless otherwise approved.
Please contact your customer service representative if you have any questions.



A CLEAN PORTOCO

Special Event Quotation

Comfort Stations Portable Toilets Handwash Facilities

Rio Grande Valley Laredo San Antonio Austin



www.Portoco.com

P.O. Box 531607
Harlingen, Tx 78552

Customer : POWERWATT COACHING
Karen Watt

Date: 08/23/21

docwatt@powerwattcoaching.com

Event Parrot Eyes
South Padre Island, TX

Delivery 9/25/2021
Service
Service
Pick Up 9/27/2021

Karen

Thank you for contacting us regarding your sanitation needs.

Feel free to call me if you have any questions.

Regards,
Erica Taylor

Quote Valid for 14 days

September 6, 2021



A CLEAN PORTOCO

Special Event Quotation

Comfort Stations Portable Toilets Handwash Facilities

Rio Grande Valley Laredo San Antonio Austin



www.Portoco.com
 P.O. Box 531607
 Harlingen, Tx 78552

You as lessee is responsible for the following :

Portable Sanitation Products, Comfort Stations and Shower Trailers

A Non-refundable deposit of 25% is due in order to secure reservations. Remaining amount is due 10 days prior to the event and any cancellations after that time will forfeit 100% of the rental and no refund will be issued.

1. Any Permits required.
2. Protecting ACP products from damage, theft, use by anyone except lessee, and returning all products (portable sanitation products, comfort stations, shower trailers, ect.) in good condition.
3. Lessee is not authorized to place signs onto any A Clean Portoco products without approval.
4. Lessee of Comfort Station, Shower Trailers is responsible for water and power connections.
5. Lessee on long term lease of comfort stations, shower trailers are responsible for minor repairs, normal repairs and up keep for A Clean Portoco Stations.
6. Indemnifying and holding harmless A Clean Portoco from any and all liability, which may arise out of the rental installation, use or removal of any portable sanitation products, comfort stations or shower trailers to property or grounds of lessee by A Clean Portoco
7. Any Local, State or Federal Taxes of any type.

Fencing

1. Any Permits required.
2. Notifying proper facilities to have all underground power/ water lines marked.
Note : ACP will not be responsible for damages to any underground utilities, pipeline, cable, ect.
3. Determining property lines and laying out the perimeter for the fence location.
4. Protecting fence and gates from damage, theft, use by anyone except lessee, and returning fence and gates in good condition
5. Indemnifying and holding harmless ACP Fence from any and all liability, which may arise out of the rental installation, use or removal of the fence and gates furnished by A Clean Portoco
6. Any Local, State or Federal Taxes of any type.

A Clean Portoco Fence Rental will be responsible for the following :

1. ACP will install Fence and Gates, which is only to be moved by ACP employees.
Note : Price is based on 1 trip to install and 1 trip to remove.
2. We will remove the fence and gates when you call in for the pick up.
Note : Please allow an advance notice of 1 week. Please remove any objects that will make it difficult to remove the fence (weeds, construction materials, vehicles, ect.)
Safety Note : Freestanding Panels are tripping hazards and ACP temporary fence rental assumes NO RESPONSIBILITY if anyone is injured from tripping on bases.

Lessee agrees to the following charges will apply for repair or replacement during duration of lesse :

<u>Replacement Items & Fees :</u>		(only applies to lessee that does not take damage waiver)	
Fence Gate (6ft x 12ft) -	\$125 ea.	Base for Fence -	\$ 25 ea.
Line T-Post -	\$9.00 ea.	Labor Rate Min. 2 hrs -	\$ 50 per Hr
Fence Chain Link Panel -	\$ 125 ea.		

Initial and Date

Invoice

Invoice #: QSI-883317
Order #: R8847434ZZ
Balance Due: \$0.00

Bill To
Karen M Watt
258 BEACH BLVD
LAGUNA VISTA, TX 78578

Item	Description	Quantity	Price	Amount
Q51976	Cotton Terry Rally Towel	200	\$1.790	\$358.00
LOCATION	Screen Print Front 1 Color Max	200	\$0.000	\$0.00
RUN	Run Charge #1	200	\$0.000	\$0.00
SETUP	Setup Charge (Reorder of PO# 8847432ZZ)	1	\$0.000	\$0.00
SHIP	Shipping & Handling to: 258 BEACH BLVD LAGUNA VISTA, TX 78578 US	1	\$56.520	\$56.52
TAX	Texas Sales Tax	1	\$32.130	\$32.13
			Payment: Credit Card - MasterCard x4873 - 08/13/2021	(\$446.65)

Customer Acct #	Date	Status	Total:	\$446.65
884743	09/13/21	Paid	Balance Due:	\$0.00



Quality Logo Products, Inc.
724 N. Highland Ave. Aurora IL, 60506
(866) 312 5646



www.qualitylogoproducts.com
info@qualitylogoproducts.com



4300 Port Union Rd,
West Chester Township, OH 45011

Date:
8/17/2021

**Order/
Invoice#**
20021165


Thank you for shopping at SwimOutlet.com
The Web's most popular swim shop!

Bill To: (CustomerID# 2976962)

Ship To:

Karen Watt
258 Beach Boulevard
Laguna Vista, TX 78578
United States
+19567785997
Docwatt@powerwattcoaching.com

Karen Watt
258 Beach Boulevard
Laguna Vista, TX 78578
United States
+19567785997

Payment Method:

Shipping Method:

Credit Card: MasterCard
*****4873
Karen M Watt

Standard Shipping (5-7 Business Days)

Code	Description	Qty	Price	Total
12604	Bettertimes Custom Latex Swim Caps [Color:Orange] [Screen:Two] [Add Name:No]	125	\$3.25	\$406.25
12604	Bettertimes Custom Latex Swim Caps [Color:Green] [Screen:Two] [Add Name:No]	125	\$3.25	\$406.25

Subtotal: \$812.50
Tax (7.75%): \$62.96
Shipping Fee: \$47.94
Grand Total: \$923.40
Total Due: \$0.00

See Backside for Return and Exchange Instructions

APPROVAL

Approval Code	072124	
Response Code	00 Approved	
AVS Response Code	H Zip Match / Locale match	
Card Verification Number Response Code	M Match	
Payment Brand Response Code	000 - Response Code not Recognized	
Payment Brand Response Category	X - Non Visa transaction	
Credit Card Type	MasterCard	Expiration Date 2023/08
Card Number	XXXXXXXXXXXX4873	Card Verification #XXX
Amount	700.40	
Surcharge Amount		
Order ID #	56900	
Street	258 Beach Blvd.	
City	Laguna Vista	
State	TX	
Postal Code	78578	
Order Description	DEPOSIT TO START PRODUCTION	
Transaction Date	07/14/2021 18:21:25 EDT	
Transaction Reference Number [TxRefNum]	60EF63642CA36DE1C5F92451C602CB70ADC0542A	

U.S. MASTERS
SWIMMING

WIN-NUTS
Botanas Snacks




South
Padre
ISLAND



*South
Padre*

ISLAND





South Padre Island Convention & Visitors Bureau Post Event Report



POST EVENT REPORT

Today's Date: September 29, 2021

To be reimbursed, please submit the following within 10 days post event:

1. Number of participants calculated with backup documentation (i.e. zip codes, team rosters, surveys)
2. Number of room nights tracked with backup documentation (i.e. third-party housing documentation or certified hotel pickup reports)

Please submit the following within 30 days your post event report:

1. Valid invoice(s) supporting reimbursable allowable expenses. Please submit only enough receipts to reach awarded grant amount.
2. Evidence of payment to support invoices paid from grantee to third party (front and back copies of cleared check(s) or detailed credit card/debit card receipts. For all media buys please provide tear sheets, copies of advertisements, schedules and signed station affidavits.
3. Copies of marketing or advertising materials, websites showing South Padre Island CVB logo.

Organization Information

Name of Organization: Jaime Jorge Zapata Foundation Fishing Tournament

Address: P.O. Box 423

City, State, Zip: Port Isabel, TX 78578

Contact Name: Betty Wells Contact email: fish@alpha5195.com

Contact Cell Phone Number: (956) 561-1052

Event Information

Name of Event or Project: Jaime Jorge Zapata Foundation Fishing Tournament

Date(s) of Event or Project: Sept. 10-11, 2021

Primary Location of Event or Project: South Padre Island

Amount Requested: \$ 5000.00



Please attach samples of documents showing how South Padre Island was recognized in your advertising/promotional campaign

Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.

5. Please note any other success indicators of your event:

20% increase in participants

wider audience reach

Sporting Related Events

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event?

2. If the event was a sporting-related function/facility, how many of the participants were from another city or county?

3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel within the city or its vicinity?

Additional Event Information



1. What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc.?

Louie's Backyard; Hilton Garden Inn

September 29, 2021

Signature

Date

Submit to complete applications to:

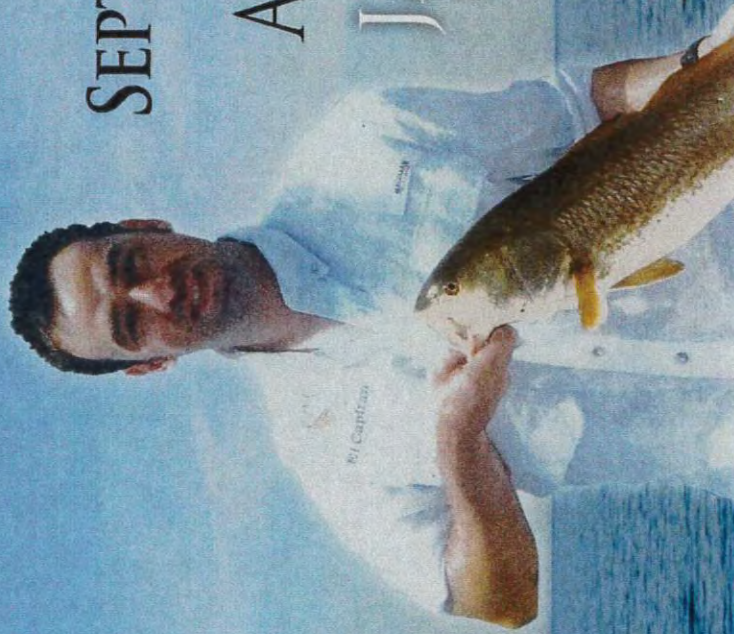
Marisa Amaya
Event Development Manager
Convention and Visitors Advisory Board
C/O City of South Padre Island Convention & Visitors Bureau
7355 Padre Blvd., South Padre Island, TX 78597
Phone: (956) 761-3834
Email: marisa@sopadre.com



SEPT. 10TH - 11TH, 2021

ALPHA  5195

JAIMIE J. ZAPATA
FISHING TOURNAMENT



Final Call for Alpha 5195

The final call by dispatch to ICE Special Agent Jaime Jorge Zapata came shortly after





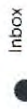
Search Facebook

Manage Page

Jaime J. Zapata Fishing Tournament



Business Suite



Inbox
1 new comment



Publishing Tools



Home



News Feed
8 new



Podcasts



Business Apps



Events



Resources & Tools



Manage Jobs



Notifications
3 new



Insights

Promote



Jaime J. Zapata Fishing Tour...

Promote

Edit Sign Up

2

Edit Page Info

Like

Comment

Share

Photos

See All



Videos

See All



Join us for our 4th Annual Jaime J Zapat...

5

146 Views · 2 weeks ago

Jaime J. Zapata Fishing Tournament

Published by Betty Wells · July 22 ·

THANKS TO OUR GOLD SPONSORS!



96

People Reached

2

Engagements

Boost Post



Page Transparency

See All

Facebook is showing information to help you

Like

Comment

Share

2021 Sponsorship Packages

Corporate Package 2021 (pdf)

Download

Gold Sponsors



4th Annual

**Jaime J. Zapata
Bay Fishing Tournament
South Padre Island**



5195

ALPHA

Sept. 10-11 / 2021

Jaime Zapata Fishing Tournament Marketing Report

07/06/2021 -09/08/2021

Insights

Facebook ads are paid messages from businesses that are written in their voice and help reach the people who matter most to them. ... When they create ads within that campaign, they'll choose images, text and an audience that they think will help them get that increase in visitors.

998

Action Group: Post Engagements

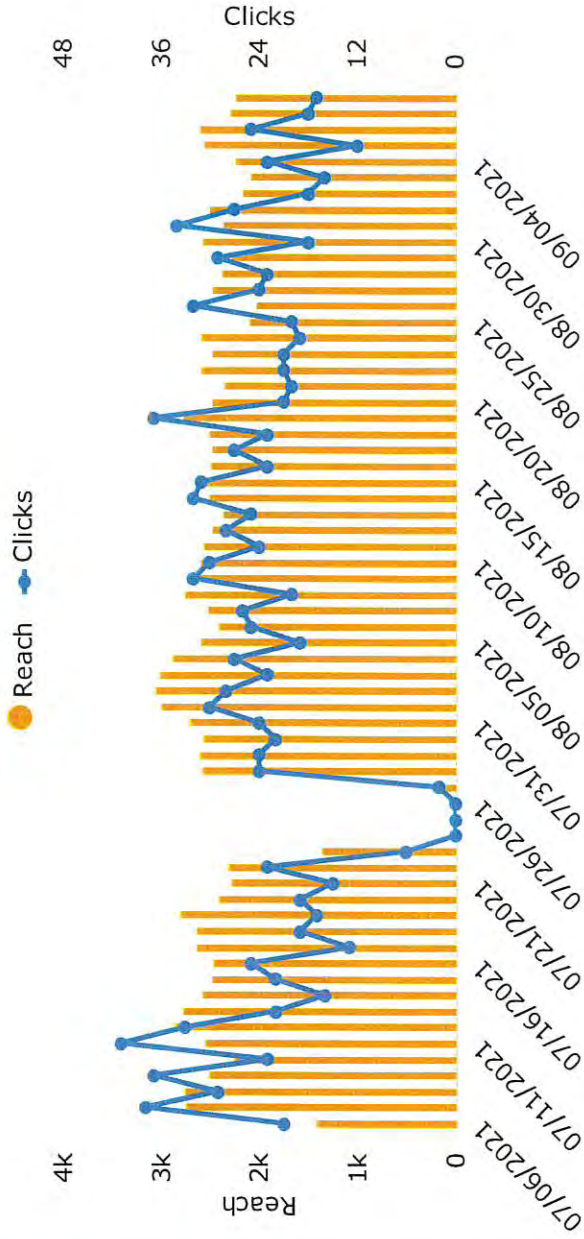
292

Action: Post Reactions

27,113

Reach

Facebook Ads



Campaign Name

JaimeZapataFishingTournament_070621-090821_30... 186,005 1,463 0.79% 27,113

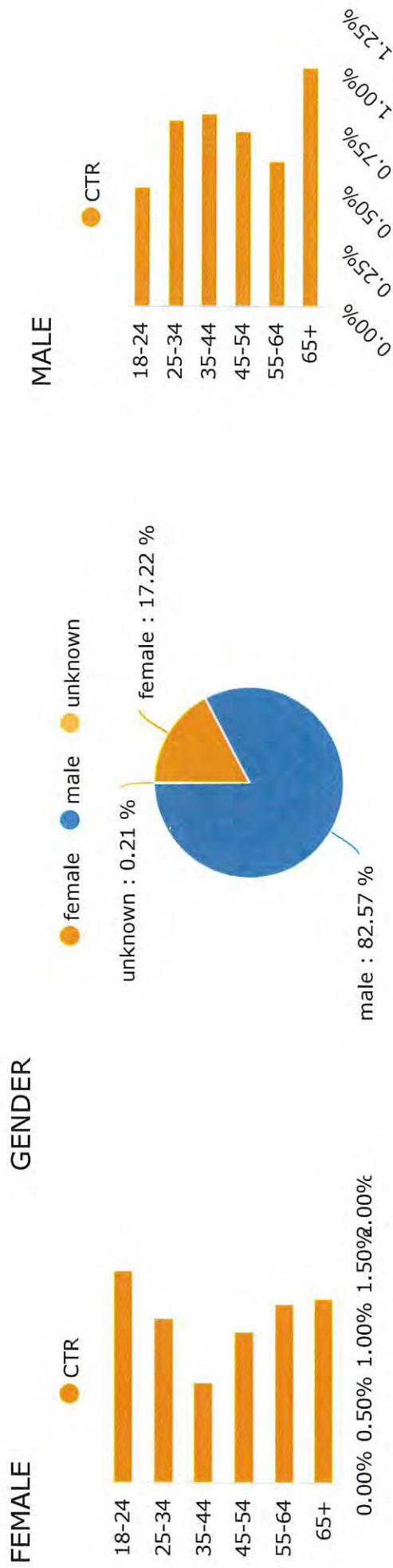
Total

186,005 **1,463** **0.79%** **27,113**

Facebook Ads

Ad	Impressions	Action: Post Reactions	Clicks	CTR
Single Image Ad	186,005	292	1,463	0.79%
Total	186,005	292	1,463	0.79%

Demographics





Biz Rite

*5177

0113

Jaime Jorge Zapata Foundation Fishing Tournament
P.O. Box 423
Port Isabel, TX 78578

NEW! Check Final
Protection for Business
88-1158/1149

DATE ^{BW} 7/30/21

PAY TO THE ORDER OF Breiden / Mc Cumber \$ 507.80

Five hundred seven and 80/100 DOLLARS

IBC BANK.
Brownsville, TX IBC Voice - (956) 547-1040

FOR WEBSITE - INV# 97997 Betty Wells

⑈000113⑈ ⑆114911580⑆1011945177⑈

>114911687< 20210429
LONE STAR NATIONAL BANK
Drawer# Trans#: 02310/0049
HIN: 778913510000110

LSNB T C 11491168728104904/29/21

DO NOT WRITE IN THESE SPACES
CHECK NUMBER 113
DATE 7/30/21
AMOUNT \$507.80
DRAWER'S SIGNATURE
Betty Wells

Amount: -507.80
Description: Check
Check Number: 113
Posted Date: 4/30/2021
Type: Debit
Status: Posted

Bleden/McCumber

P.O. BOX 5686
BROWNSVILLE, TX 78523-5686
(956) 542-5193 FAX (956) 544-2842

CLIENT ID
JJZF

CLIENT
JAMIE JORGE ZAPATA FOUNDATION
P.O. BOX 423
PORT ISABEL, TX 78578

JOB INVOICE #
98133

DATE
08/05/21

PAGE
1

DESCRIPTION	TAXABLE(*)	AMOUNT
-------------	------------	--------

JOB ID JJZF011
DESCRIPTION MEDIA PLACEMENT

AIM MEDIA DIGITAL ADVERTISING/FACEBOOK CAMPAIGN RUN
DATES FOR JAMIE ZAPATA FISHING TOURNAMENT 7/06/21 -
9/08/21

1,500.00

TOTAL THIS JOB:

1,500.00

TOTAL THIS INVOICE:

1,500.00

Terms: NET 10 DAYS. 1.5% /MONTH LATE CHARGE AFTER 30 DAYS



Biz Rite

*5177

0120

Jaime Jorge Zapata Foundation Fishing Tournament
 P.O. Box 423
 Port Isabel, TX 78578

DATE 8/19/21
 88-1158/1149

PAY TO THE ORDER OF Breeders / Mc Cumber \$ 1500.00
Fifteen hundred and no/100 DOLLARS

IBC BANK
 Brownsville, TX IBC Voice - (956) 547-1040

FOR: DIGITAL ADV - INV # 98133 Betty Uille

⑆000⑆20⑆ ⑆⑆⑆⑆9⑆⑆580⑆⑆0⑆⑆9⑆⑆5⑆⑆7⑆⑆

ENDORSE HERE

Breeders Mc Cumber, Inc.
#1023421784

DO NOT WRITE ABOVE THIS LINE
 DO NOT WRITE BELOW THIS LINE

DATE _____
 CHECK HERE AFTER MOBILE OR REMOTE DEPOSIT

LSNB T C 11491169723092509/11/21

11491169723092509/11/21
ONE STAR NATIONAL BANK
 Drawer # Trans #: 02309/0025
 HIN# 78933480000057

Respectfully, we are pleased to provide you with our services. We are committed to providing you with the highest quality of service and to meeting your needs. We are committed to providing you with the highest quality of service and to meeting your needs.

Respectfully, we are pleased to provide you with our services. We are committed to providing you with the highest quality of service and to meeting your needs. We are committed to providing you with the highest quality of service and to meeting your needs.

Respectfully, we are pleased to provide you with our services. We are committed to providing you with the highest quality of service and to meeting your needs. We are committed to providing you with the highest quality of service and to meeting your needs.

Respectfully, we are pleased to provide you with our services. We are committed to providing you with the highest quality of service and to meeting your needs. We are committed to providing you with the highest quality of service and to meeting your needs.

Amount: -1500.00
 Description: Check
 Check Number: 120
 Posted Date: 8/12/2021
 Type: Debit
 Status: Posted

Breeden/McCumber

P.O. BOX 5686
BROWNSVILLE, TX 78523-5686
(956) 542-5193 FAX (956) 544-2842

CLIENT ID CLIENT
JJZF JAMIE JORGE ZAPATA FOUNDATION
 P.O. BOX 423
 PORT ISABEL, TX 78578

JOB INVOICE #
98185

DATE
09/27/21

PAGE
1

DESCRIPTION	TAXABLE(*)	AMOUNT
-------------	------------	--------

JOB ID JJZF92110
DESCRIPTION FACEBOOK CAMPAIGN FOR 2021 TOURNAMENT

CREATIVE AND PRODUCTION ON PAID FACEBOOK CAMPAIGN		895.00
PRODUCTION ON FACEBOOK CAMPAIGN TO SHOW SPONSORS/LIST THE LEVEL OF SPONSORS AND SHOW SPONSOR LOGOS ON FACEBOOK ADS PLACED THROUGH THE FACEBOOK PAGE FOR THE TOURNAMENT		500.00
UPDATES TO THE WEBSITE TO SHOW NEW SPONSORS, THE CURRENT RULES AND REGULATIONS, THE 2021 SPONSOR PACKAGES AND SCHEDULE OF EVENTS		500.00

TOTAL THIS JOB:		1,895.00

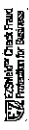
TOTAL THIS INVOICE: 1,895.00

Terms: NET 10 DAYS. 1.5% /MONTH LATE CHARGE AFTER 30 DAYS

0134

Jaime Jorge Zapata Foundation Fishing Tournament

P.O. Box 423
Port Isabel, TX 78578



88-1158/1149

DATE 9/27/21

PAY TO THE ORDER OF Brandon McCumber

\$ 1895.00

Eighteen hundred ninety five and no/100 DOLLARS

DOLLARS



Brownsville, TX IBC Voice - (956) 547-1040

FOR INV # 98185 - ADVERTISING MKTG

Betty Zullo

⑆000134⑆ ⑆114911580⑆101194517⑆

MP



Biz Rite

*5177

0123

Jaime Jorge Zapata Foundation Fishing Tournament
P.O. Box 423
Port Isabel, TX 78578

My ECheck® Check Print
is Protected by IntelliScan
88-1158/1149

DATE 8/30/21

PAY TO THE ORDER OF Mary Gonzalez \$ 600.00
Six hundred and no/100 DOLLARS

IBC BANK
Brownsville, TX IBC Voice - (954) 547-1040

FOR CONT. LABOR - 6 HRS @ \$10 Betty Zeller

⑆000123⑆ ⑆14911580⑆1011945177⑆

ENDORSE HERE

CHECK HERE AFTER MOBILE OR REMOTE DEPOSIT

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE

DATE _____

BANK OF AMERICA FINANCIAL INSTITUTION USE *

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Amount: -600.00
 Description: Check
 Check Number: 123
 Posted Date: 8/31/2021
 Type: Debit
 Status: Posted



South Padre Island Convention & Visitors Bureau 7365 Padre Blvd., South Padre Island, TX 78697 956.761.3000

2021 JJ Zapata Fishing Tournament / September 10-11, 2021

LAST NAME	CITY NAME	ZIPCODE	NAME OF SPI PROPERTY	# OF ROOMS	# OF NIGHTS
Glores	Hoyt	78550	Handfallt	1	2
Juanes (4 party)	Laguna	78578	Alton	2	2
Zapata	Los Fresnos	78566	Los Fresnos		
NAVA	Eagle Pass	78852	SAIDA	1	2
Garcia	Laredo	78403	SAIDA	1	2
Paredes	Laredo	78075	SAIDA	1	2
Amador	Laredo	78075	SAIDA	1	2
Bucar	CARSBROOK	60181	Bluestone	2	2
Quirós	Laredo	78041	Saida	1	2
Herrera	Rio Hondo	78583	?	1	1
De Resendez	Rio H "	78583	-		

(7 people) Gutierrez
 Marshall
 Vasquez
 Zedrick

" San Antonio " 78258 StarPop. 1 2
 McAllen 78501 (7 people staying) 2
 1 Room
 1 Night
 Mission "



South Padre Island Convention & Visitors Bureau 7355 Padre Blvd., South Padre Island, TX 78597 956.781.3000

2021 JJ Zapata Fishing Tournament / September 10-11, 2021

LAST NAME	CITY NAME	ZIPCODE	NAME OF SPI PROPERTY	# OF ROOMS	# OF NIGHTS
Martinez	Rio Hondo	78583	—	0	0
Same	"	"			
Same	"	"			
Rosie U. Muniz	Harlingen	78550	South Padre Inn	1	2
Human	Pt. Isabel	78578			
Bonas	SPI	78597	Isle Blanc Home Park		
Gonzalez	Brownsville	78520	Home		
Adrian Garza	Brownsville.	78521	La Copa Inn	1	2
Mark Garza	" "	" "	SPI	1	2
Emily Garza	" "	" "	" "	1	2
Alberto Lopez	" "	" "	" "	1	2



South Padre Island Convention & Visitors Bureau 7355 Padre Blvd., South Padre Island, TX 78597 956.761.3000

2021 JJ Zapata Fishing Tournament / September 10-11, 2021

LAST NAME	CITY NAME	ZIPCODE	NAME OF SPI PROPERTY	# OF ROOMS	# OF NIGHTS
Martinez, Andy	Los Angeles		House (Rental)	4	2
Martinez, Melissa	San Antonio		House (Rental)	4	2
Ozuna, Wally	San Antonio		House (Rental)	4	2
GUEVARA	HARL	541 78550	SUPERC PURCHASE	1	2
GUEVARA	HARL	78550	"	1	2
SANTILLA	HARL	78550	"	1	2
ROMERO	"	78550	"	1	2
Aguirre	Los Fresnos	78544	RESIDENT		
BARROS	Los Fresnos	78544	"		
Muniz	Los Fresnos	78544	"		
Aguirre	Los Fresnos	78544	"		



South Padre Island Convention & Visitors Bureau 7356 Padre Blvd., South Padre Island, TX 78597 956.761.3000

2021 JJ Zapata Fishing Tournament / September 10-11, 2021

LAST NAME	CITY NAME	ZIPCODE	NAME OF SPI PROPERTY	# OF ROOMS	# OF NIGHTS
Menchaca	McAllen	78504	Flamingo Inn	1	2
Strassburger	Denver		House (Rental)	3	2
Hofar	St. Louis		House (Rental)	3	2
Cantu	Brownsville		House (Rental)	1	2
Oatiz	Brownsville		House (Rental)	1	2
Dimas	Brownsville		House (Rental)	3	2
Sanchez	Brownsville		House (Rental)	3	2
Espinosa	Brownsville		House (Rental)	3	2
Espinosa	Brownsville		House (Rental)	3	2



South Padre Island Convention & Visitors Bureau 7355 Padre Blvd., South Padre Island, TX 78597 956.761.3000

2021 JJ Zapata Fishing Tournament / September 10-11, 2021

LAST NAME	CITY NAME	ZIPCODE	NAME OF SPI PROPERTY	# OF ROOMS	# OF NIGHTS
Barrena	McAllen	78501	Camel Sol	2	2
Martinez	McAllen	78501	Sunset	2	2
Garza	McAllen	78501	Sunset	2	2
Martínez	McAllen	78504	Laguna del Sol	3	own
Molinero	McAllen	78504	"	3	2
Crane	McAllen	78504	"	3	2
Ramirez	Edinburg	78542			
Rodriguez	Edinburg	"			
Rodriguez	Rio Hondo	78583	Isle Grande	2	1
Villalobos	Edinburg	78542			



South Padre Island Convention & Visitors Bureau 7355 Padre Blvd., South Padre Island, TX 78597 958.761.3000

2021 JJ Zapata Fishing Tournament / September 10-11, 2021

LAST NAME	CITY NAME	ZIPCODE	NAME OF SPI PROPERTY	# OF ROOMS	# OF NIGHTS
Leyva (2 people)	Los Fresnos	78566	108 Red Snapper	1	
Parva (2 people)	Brownsville	78520	"	1	
De La Rosa (2 people)	Los Fresnos	78566	Ocean Inn	1	2
Kellogg (1 person)	Harlingen	79590	Holiday Inn	1	2
Irevino	Brownsv.	78521	-		
Aida	Bro.	78521	-		
Lopez (party of 4)	Los. Fresn.	78566	-		
TAMEZ	MISSION	78572	Las Marinas	1	2
Irevino	Pharr	78577	Las Marinas	1	2
Villalpando	Brio	78521	Isla Grand	1	2
Irevinos	Los Fresn.	78566	Bahia Mar	1	2

Re: Zapata Tournament

Alina Rivera <alina@enjoyspi.com>

Mon 9/27/2021 5:13 PM

To: Betty Wells <fish@alpha5195.com>

Yes, three rooms booked at 2 nights each for a total of 6 room nights.

[Alina Rivera](#)

[Director of Sales](#)

[Courtyard By Marriott](#)

[6700 Padre Blvd.](#)

[South Padre Island, TX 78597](#)

[Ph. 956-433-0590](#)

Image result for courtyard by marriott logo"

On Mon, Sep 27, 2021 at 10:44 AM Betty Wells <fish@alpha5195.com> wrote:

Good Morning, Alina,

I am working on our post event report for the tournament for the CVB. Were any of the block of 20 rooms you offered for the tournament filled? If so, how many and how many nights?

Thanks for your help!

Betty

From: Alina Rivera <alina@enjoyspi.com>

Sent: Thursday, September 9, 2021 3:12 PM

To: Betty Wells <fish@alpha5195.com>

Subject: Re: Zapata Tournament



[Alina Rivera](#)

[Director of Sales](#)

[Courtyard By Marriott](#)

[6700 Padre Blvd.](#)

[South Padre Island, TX 78597](#)

[Ph. 956-433-0590](#)

Image result for courtyard by marriott logo"

On Thu, Sep 9, 2021 at 12:48 PM Betty Wells <fish@alpha5195.com> wrote:

Great! We'll look forward to seeing you tomorrow.

Betty

From: Alina Rivera <alina@enjoyspi.com>

2021 Jaime J. Zapata Fishing Tournament P L

	A	B	C	D
1	Income:		2021	Actual
2	Corporate Sponsors		\$12,000	\$36,000.00
3	Registration Fees		\$4,800	\$8,300
4	Program Advertising		\$4,000	
5	Raffle, Pot Donations, etc.		\$3,000	\$7,021
6	Total Income		\$23,800	\$51,321
7				
8	Expenses:			
9	Tournament Director		\$6,000	\$10,500.00
10	Weighmaster			\$500.00
11	Meals		\$1,250	\$5,542.76
12	Data Processing		\$400	\$475.00
13	T-shirts, hats, bags			\$252.26
14	Trophies		\$1,000	
15	Cashier & Weigh Recorder		\$400	\$400.00
16	Dock/office supplies			
17	Advertising/Printing		\$3,500	\$1,500.00
18	Postage			\$134
19	Contract Labor		\$1,500	\$1,460
20	Miscellaneous		\$200.00	\$200
21	Production/website		\$3,500	\$1,895.00
22	Commissions		\$2,500	\$712.50
23	Photography			\$250.00
24	Dues		\$175	\$396.58
25	Scholarships		\$2,000	\$1,500.00
26	Bank Charges			\$270.89
27	Total Expenses		\$22,425	\$25,988.99
28				
29	Estimated Net Profit		\$1,375	\$25,332.01

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

MEETING DATE: October 19, 2021

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Special Events Committee

ITEM

Discussion and possible action to approve the funding request for Run the Jailbreak in May 2022. (Romero)

ITEM BACKGROUND

2022- Requesting \$25,000

2021-\$25,000 approved

2020-\$30,000 approved

2019-\$30,000 approved

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: 10/11/21

ORGANIZATION INFORMATION

Name of Organization: Jailbreak Race Events

Address: 15080 fm 156

City, State, Zip: Justin, TX, 76247

Contact Name: Tim Scrivner Contact Email: Tim@RunSPI.com

Contact Office Phone Number: 940-453-6231

Contact Cell Phone Number: 940-453-6231

Website Address for Event or Sponsoring Entity: RunTheJailbreak.com

Non-Profit or For-Profit status: for-profit Tax ID #: 27-2634042

Entity's Creation Date: Feb 2010

Purpose of your organization:
encourage physical activity through fun and creative events

EVENT INFORMATION

Name of Event: Jailbreak SPI

Date(s) of Event: 05/07/2022

Primary Location of Event: Andy Bowie Park to Beach Access #5

Amount Requested: \$25,000

Primary Purpose of Funded Activity/Facility:
5k obstacle course run on the beach

How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures?
advertising, marketing, lodging and transportation

Percentage of Hotel Tax Support of Related Costs

10% 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 na %

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: \$ 25,000

How many attendees are expected to come to the sporting related event? 6k+

How many of the attendees are expected to be from more than 75 miles away? 70%

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

Thousands of runners, along with their friends and family, have made a tradition of spending Jailbreak weekend on SPI.

- 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? 9 (missed '20, covid)

Expected Attendance: 6k+

How many people attending the Event will use South Padre Island lodging establishments? 47%

How many nights do you anticipate the majority of the tourists will stay? 1.6

Will you reserve a room block for this Event at an area hotel(s)? no

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
05/2021	\$25,000	700
05/2019	\$30,000	1000+
05/2018	\$30,000	1000+

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

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? \$30-\$55

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?
 est \$20,000, it will be used to facilitate year-round operations

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: \$ 3K-5K
- Radio: \$ _____
- TV: \$ 12K-15K
- Website, Social Media: \$ _____
- Other Paid Advertising: \$ _____

Anticipated Number of Press Releases to Media: 5-7

Anticipated Number Direct Emails to out-of-town recipients: 15-20

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?
 we will promote anything negotiated by the CVA

[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 encourage participants to come Friday for packet pickup and to stay till Sunday for the full 'Jailbreak Weekend' experience.

Who is your target audience? male/female 25-45

What geographic region(s) are you marketing to?

RGV, Coastal Bend, San Antonio, Austin, Houston, DFW

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:

\$1mil/\$2mil RHCA

[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

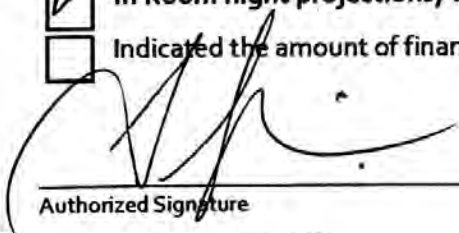
Jailbreak SPI

10/12/2021

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

10-14-21
Date

Tim Scribner
Print Name

Jailbreak SPI 2022 Marketing Plan

The 10th annual Jailbreak Beach Escape will be held on May 7th, 2022. Social media, particularly Facebook and Instagram, will be our primary means of advertising and marketing. We will also be engaging in our statewide email database of more than 45,000 past participants in a Jailbreak event. We typically work with local (RGV) radio stations.

Timeline:

December-Event: Social media and Email marketing

March-Event: Radio and possible local TV

Jailbreak SPI Schedule of Activities

December-Event: Marketing/Promotion

May 6th, 3pm-8pm: Early Packet Pick-up

May 7th :

7am: Packet Pick-up/Late Registration

8:30am: Dirty Rascals 1 mile run

9am-12pm: Waves of 400-500 runners begin every 30 minutes

Expected Room Nights

1000+

Estimated number is based on historical room night numbers

**Jailbreak South Padre Island
2022 Proposed
Profit & Loss**

Income	
Sales	95,000.00
Sponsorship	<u>35,000.00</u>
Total Income	135,000.00
Expense	
Advertising and Promotion	32,000.00
Property/Permitting	1,260.00
Charitable Contributions	1,200.00
Equipment Rental	2,200.00
Event Expense	54,640.00
Obstacle Expense	8,200.00
Professional Fees	1,600.00
Travel Expense	<u>8,900.00</u>
Total Expense	110,000.00
Net Income	<u>20,000.00</u>

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

MEETING DATE: October 19, 2021

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Special Events Committee

ITEM

Discussion and possible action to approve the funding request for the Winter Outdoor Wildlife Expo (WOWE) in February 2022. (Romero)

ITEM BACKGROUND

2022- \$5,000 requested

2021- \$2,000 approved

2020-\$2,000 approved

2019-\$2,000 approved

BUDGET/FINANCIAL SUMMARY

02-593-8099

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: 10/5/2021

ORGANIZATON INFORMATION

Name of Organization: South Padre Island Birding Nature Center and Alligator Sanctuary

Address: 6801 Padre Blvd

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

Contact Name: Cristin Enholm Contact Email: choward@spibirding.com

Contact Office PhoneNumber: 956-761-6803

Contact Cell Phone Number: 956-778-2910

Website Address for Event or Sponsoring Entity: spibirding.com

Non-Profit or For-Profit status: NON- Profit Tax ID #: 20-3288155

Entity's Creation Date: 2009

Purpose of your organization:
EDUCATION AND CONSERVATION

EVENT INFORMATION

Name of Event: Winter Outdoor Wildlife Expo (WOVE)

Date(s) of Event: February 8 - 12, 20221

Primary Location of Event: SPI BIRDING CENTER

Amount Requested: \$5,000.00

Primary Purpose of Funded Activity/Facility:

The primary purpose of WOVE is to provide and educational and entertaining event for visitors
to SPI that enhances their understanding and knowledge of our unique environment to the Lower Rio Grande valley.

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

Advertising locally and through out the valley with digital and print and to help cover the fee of Johnathon Wood's raptor project.

Valley Morning Star, Brownsville Herald, Port Isabel Press, The Monitor, Coastal Current.

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:

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: \$ 5,000.00
- 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 guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ _____
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ _____
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: \$ _____

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

How many of the attendees 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? 25 years

Expected Attendance: 2,000

How many people attending the Event will use South Padre Island lodging establishments? 28%

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)? no

Where and how many rooms will be blocked?

N/A

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
Jan/2019	\$2,000.00	28%
Jan/ 2018	\$2,000.00	N/A
Jan/ 2017	\$2,000.00	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.)?

Seeking sponsorships from local community memebtrs and business's

Please list other organization, government entities, and grants that have offered financial support to your project: Seeking sponsorships from local community memebtrs and business's

Will the event charge admission? YES If so, what is the cost per person? \$8.00

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?
A seed account will be set up for next year and the profits will go into our general education fund

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: \$ 2,500.00
- Radio: \$ _____
- TV: \$ _____
- Website, Social Media: \$ _____
- Other Paid Advertising: \$ _____

Anticipated Number of Press Releases to Media: 3

Anticipated Number Direct Emails to out-of-town recipients: 2-3

Other Promotions: Attending the Winter Texan Expo January 18-19 in Mcallen

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?

We work with Welcome Home RGV and attend several events to promote WOVE

Who is your target audience? Wintering guests

What geographic region(s) are you marketing to?

RGV

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:

The birding center carries insurance with Texas Mutual

[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

Winter Outdoor Wildlife Expo (WOWE)

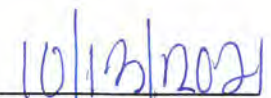
10/5/2021

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


Date

Cristin Enholm
Print Name



Winter Outdoor Wildlife Expo (WOWE) Marketing Plan 2022

In January WOWE will enter its 26th year. This event was started by St. Andrew's Episcopal Church in Port Isabel. When the church volunteers decided to discontinue WOWE because it was too big for its volunteers to manage, its members approached the SPIBNC to take it over as one of their annual fundraisers. In 2015 WOWE was under the SPIBNC. The SPIBNCAS formed a steering committee and has had very good success. We did not have WOWE in 2021 due to Covid -19. This year we have changed the month for the event from January to February in hopes of attracting new visitors to our event. WOWE will have a variety of presentations about the Valley's unique ecosystem. We will use both local experts and nationally- known feature guest, Jonathon Wood, from the Raptor Project. We also plan to continue providing marine education trips with the Coastal Studies program. For the first time, we will expand our program to offer several guided bus tours to local wildlife areas. Our goal is to create a long-term plan to improve WOWE each year and make it more successful both for the birding center and South Padre Island.

Mission statement of WOWE:

The Mission of the Winter Outdoor Wildlife Expo is to increase the knowledge, understanding, and enjoyment of the unique wildlife and environment of the Rio Grande Valley. WOWE is part of the South Padre Island Birding and Nature Center's environmental education program. WOWE is dedicated to helping the local residents and visitors of all ages understand and appreciate our environment through continued education.

Mission statement of the SPI Birding Nature Center and Alligator Sanctuary:

The Mission of the South Padre Island Birding Nature and Alligator Sanctuary is to educate the public about the birds of South Padre Island and its environs: the flora, fauna and natural environment of South Padre Island, the Laguna Madre Bay, the Gulf of Mexico, the American Alligator, South Texas, and Northern Mexico with an emphasis on conservation and environmental awareness.

The target audience for WOVE is the RGV Winter Texans. Every January we attend the largest Winter Texan Expo at the McAllen Convention Center through Welcome Home RGV. This is a two day expo where we will primarily promote WOVE. Starting in the month of December, our team will be visiting RV parks throughout the valley doing presentations for the birding center and WOVE. The team will be making weekly stops to all SPI hotels updating their staff and visiting with Winter Texans during breakfast and happy hour events.

Heavy print advertising will start 1 month prior to event. We will advertise in the Coastal Current, Parade, Valley Morning Star, Port Isabell Press, and the Monitor. Social media has already begun with Facebook and Instagram. The SPIBNCAS will have all the information and speaker line up with Bio's of the presenters on our website. www.spibiridng.com

The WOVE steering committee started working on this event in March, 2021. The steering committee is made up of 10 volunteers and 2 paid staff members. Four of the volunteers were involved with WOVE for several years when it was sponsored by St. Andrew's. The committee will be meeting bi-weekly for several months and 2 months prior to the event, they will meet weekly. We will have the lineup of guest presentations/speakers by mid-December.

When WOVE was held at the convention center, it was a two-day event and saw nearly 1400 guests. The BNC decided to spread the event into 5 days to accommodate the large attendance since we do not have a large space and parking. Around 1,300 guests attended the first year and the numbers have increased each year since then. This year we will have one day-trip bus trip programs that transport visitors to a number of eco-tourism opportunities. As WOVE's reputation grows, the number of people coming to South Padre Island for this event will also grow.

Rough Draft – SCHEDULE FOR WOVE 2022

	Tuesday, Feb. 8	Wednesday, Feb. 9	Thursday, Feb. 10	Friday, February 11	Saturday, Feb. 12
8:00	Board buses for field trips	Board busses for field trips	Board busses for field trips	Bird Walk	Bird Walk
3:30	Guest speaker in the Conference Room	Guest speaker- conference room	Guest speaker- conference room	Guest speaker- conference room	Guest speaker- conference room
11- 11- 30	Alligator presentation and photos in auditorium	Alligator presentation and photos in auditorium	Alligator presentation and photos in auditorium	Alligator presentation and photos in auditorium	Alligator presentation and photos in auditorium
12- 1:15	Lunch	Lunch	Lunch	Lunch	Lunch
1:30- 2:00	Alligator presentation and photos in auditorium	Alligator presentation and photos in auditorium	Alligator presentation and photos in auditorium And Jonathan Wood's Live Raptor show in the Exhibit Hall	Alligator presentation and photos- auditorium And Jonathan Wood's Live Raptor show in the Exhibit Hall	Alligator presentation and photos- auditorium And Jonathan Wood's Live Raptor show in the Exhibit Hall
2:30- 3:30	Guest speaker	Guest speaker	Guest speaker	Guest speaker	Guest speaker
3: 45- 4:15	Alligator presentation and photos in auditorium	Alligator presentation and photos in auditorium	Alligator presentation and photos in auditorium	Alligator presentation and photos in auditorium	Alligator presentation and photos in auditorium

GUEST SPEAKERS- We are inviting 10 guest speakers who are experts in their fields. The speakers who are already scheduled include: John Yochum from Estero Llano Grande. Dr. Bonca from Sea Turtle, Inc., Marilyn Lorenze, from Texas Master Naturalists, Mark Conway, a bird banding expert, and Javi Gonzales our expert on migrating shore birds.

26th Annual



February 8-12
2022

JONATHON WOOD - RAPTOR PROJECT -

Shows Daily:
Thursday, Friday and Saturday



DAILY TOPICS

Presentation times available at
spibirding.com

Tuesday, February 8th: **Plants & Pollinators**



Wednesday, February 9th: **Fishing Day**



Thursday, February 10th: **Gulf and the Bay**



Friday, February 11th: **South Texas Birds**



Saturday, February 12th: **Nature of the Valley**



Sponsored
by
**South Padre
ISLAND**

AGE	COST
55+	\$8.00
13-54	\$8.00
4-12	\$6.00



South Padre Island Birding & Nature Center
6801 Padre Blvd.

For more information visit: spibirding.com or

2022 Winter Outdoor Wildlife Expo

WOWE BUDGET 2022

Attendance Category	Number	Explanation
Number of Volunteers per day	15 per day	Texas Master Naturalist, St. Andrew's Church, Rotary Club of Port Isabel Bay Area Birders, BNCAS volunteers
Number of Customers (not including children)	2,000.00	

Expenses	Amount	Explanation
Food and coffee	\$200.00	Morning and afternoon snacks for vendors and volunteers each day
Printing programs and fliers	\$100.00	
Chair rental	\$100.00	
Jonathan Wood Hotel Room	\$4,000.00	Thursday, Friday and Saturday/3 shows per day/Birds on display all day
Advertising- Coastal Current, Port Isabel Press, Brownsville Herald	\$2,500.00	Coastal Current/ Port Isabel Press/ Brownsville Herald/Valley Morning Star
Website		Website changes will be made by staff not webmaster
Total expenses	\$8,900.00	

2019 Winter Outdoor Wildlife Expo



Event Attendance

1,325 attendees
323 unduplicated
households
105 room nights
8.7% change in event days
YoY occupancy



DEMOGRAPHICS

Average age 49.1
Average Income:
69%
\$50,000 or more

\$2,000
CVB Investment

\$89,636
Total Spending

\$277
spending per
household



City tax share

10.5% Lodging = \$4,343
2% F&B sales tax = \$209
2% Other sales tax = \$553
Total = \$5,105

2.48 visitors per
household

1.15 nights
spent on SPI

Total tax ROI = 155.2%
Lodging only ROI = 117.1%



SPI Experience

NET PROMOTER SCORE
84.4 likely to recommend
South Padre Island

86.7% Likely to
return

93.3% Satisfied
with SPI

93.3% Satisfied
with event

24th
Annual



January 22 - 26, 2019

W.O.W.E

Prepared for

City of South Padre Island Convention and Visitors Bureau

Prepared by

Business and Tourism Research Center
The University of Texas Rio Grande Valley

Research Team Leaders

Dr. Penny Simpson, Professor of Marketing and Director
Dr. Sharon Schembri, Associate Professor of Marketing
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Executive Summary and Survey Highlights

The Winter Outdoor Wildlife Expo (W.O.W.E) took place at the South Padre Island Birding and Nature Center from Tuesday, January 22nd through Saturday, January 26th 2019. The five-day Expo featured different nature topics each day including the Raptor Project presentation and was expected to attract 1,700 visitors.

To examine the spending of W.O.W.E. attendees on SPI, a short survey incentivized with the opportunity to enter a drawing to win two nights at Schlitterbahn Beach Resort was conducted by volunteers at the Birding Center on Tuesday through Thursday and by the UTRGV survey team on Friday and Saturday of the event. The survey was administered onsite for 122 completed questionnaires resulting in 46 useable responses from unique households on the Island specifically for the event.

On average, event study respondents were predominately married (77.3%) females (52.3%), had an average age of 49.1 years, had at least some type of college degree (73.3%), worked full-time (40.0%), were primarily white (57.5%) and Hispanic (37.5%) and 69.0% had an average annual income above \$50,000. Survey respondents were primarily from the US (93.2%) with 4.5% from Mexico. On average, household participants traveled an average of 255 miles with an average of 2.48 people and spent 1.15 nights on SPI during the event.

Most survey respondents are considered promoters of the Island to others (84.4%), resulting in an excellent net promoter score of 84.4. Most respondents are somewhat or very satisfied with the Island experience (93.3%) and the event (93.3%) and are likely or very likely to return to SPI for a future vacation (86.7%).

Importantly, the survey analysis found that the 323 household groups attended W.O.W.E. and spent an estimated weighted average of \$277 per household while on the Island for a total spending of \$89,636. Of this spending, lodging is the highest per household expenditure category with 28% of study respondents spending at least one night on the Island in paid lodging and staying an average of 1.15 nights. This resulted in about 105 total room nights, most of which were spent in hotels.

With the average weighted lodging expenditure of \$277 per household that spent the night on the Island, a total of \$48,391 was spent on lodging. Of this amount, 17% or \$7,031 was for the Hotel Occupancy Tax (HOT), and 10.5%, or about \$4,343, is the City's share of the HOT. Moreover, the estimated total spending on food and beverages of \$11,327 included about \$863 in taxes at the 8.25% rate or \$209 at the City 2% tax rate. Other types of expenditures, such as clothing, nightlife and entertainment amounted to \$29,918, of which \$2,280 was sales taxes, with \$553 the City's share. In total, the \$89,636 spent during W.O.W.E. resulted in \$10,175 in tax revenue with \$5,104.85 the City's share. This represents a return to the City of \$3,105 for a 155.2% gain on the \$2,000 cash investment made by the CVB in W.O.W.E. as shown in the table.

Summary of Key Performance Indicators (KPI)

KPI	RESULT	DESCRIPTION OF KPI	PAGE
CVB INVESTMENT	\$2,000	AMOUNT OF FUNDING PROVIDED BY CVB TO EVENT PROMOTER	P1
TOTAL SPENDING	\$89,636	TOTAL SPENT BY EVENT HOUSEHOLDS	TABLE 1, P6
AVERAGE SPENT PER HOUSEHOLD	\$277	WEIGHTED AVERAGE SPENT PER HOUSEHOLD	TABLE 1, P6
NUMBER OF HOUSEHOLDS	323	NUMBER OF HOUSEHOLDS AT EVENT	FIGURE 3, P4
NUMBER IN HOUSEHOLD	2.48	NUMBER OF PEOPLE IN HOUSEHOLD GROUP AT EVENT	FIGURE 3, P4
NIGHTS ON SPI	1.15	AVERAGE NUMBER OF NIGHTS SPENT ON SPI	FIGURE 3, P4
LODGING TAX	\$4,343	CITY SHARE OF HOT REVENUE: 10.5% OF 17% HOT	TABLE 2, P7
F&B SALES TAX	\$209	CITY SHARE OF TOTAL TAX COLLECTED FROM F&B SPENDING: 2% OF 8.25% OF TOTAL SALES TAX	TABLE 2, P7
OTHER SALES TAX	\$553	CITY SHARE OF TOTAL SALES TAX REVENUE	TABLE 2, P7
TOTAL CITY TAX SHARE	\$5,105	TOTAL CITY TAX REVENUE FROM EVENT	TABLE 2, P7
TOTAL TAX ROI	155.2%	RETURN ON CVB INVESTMENT CONSIDERING ALL TAXES	TABLE 2, P7
LODGING ONLY ROI	117.1%	RETURN ON CVB INVESTMENT CONSIDERING HOT ONLY	TABLE 2, P7
NET PROMOTER SCORE	84.4	MEASURE OF CUSTOMER LOYALTY; CALCULATED AS IDENTIFIED PROMOTERS LESS DETRACTORS	FIGURE 6, P8
LIKELY TO RETURN	86.7%	PERCENT SOMEWHAT OR EXTREMELY LIKELY TO RETURN TO SPI	FIGURE 7, P8
SATISFIED WITH THE SPI	93.3%	PERCENT SATISFIED WITH THE SPI EXPERIENCE	FIGURE 8, P8
SATISFIED WITH EVENT	93.3%	PERCENT SATISFIED WITH EVENT	FIGURE 9, P9

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Lights over South Padre Island

Introduction

The Winter Outdoor Wildlife Expo (W.O.W.E) took place at the South Padre Island Birding and Nature Center from Tuesday, January 22nd through Saturday, January 26th 2019. The five-day Expo featured different nature topics each day, including the Raptor Project presentation, and was expected to attract more than 1,000 visitors, with about 300 to 500 staying in South Padre Island lodging for two to four nights.

Activities are scheduled from 9:00am to 3:45pm daily as follows:

SCHEDULE OF ACTIVITIES

Tuesday, January 22nd - Plants & Pollinators

Wednesday, January 23rd - Fishing Day

Thursday, January 24th - The Gulf and the Bay

Friday, January 25th - South Texas Birds

Saturday, January 26th - Nature in the Valley

The South Padre Island Convention and Visitors Bureau provided the South Padre Island Birding and Nature Center with \$2,000 in funding. According to the application for the funding, the event sponsor planned to use funding to cover the \$4,000 cost of the Raptor Project and to promote the event by spending \$5,000 on newspaper advertisements and \$1,000 on the website and social media, by distributing event flyers to the Chamber of Commerce, the Visitors' Center, hotels and existing e-mail listings and by issuing four or five press releases.

Method

Interviews

To estimate the economic impact of the 2019 W.O.W.E., South Padre Island Birding and Nature Center volunteers or UTRGV interviewers administered a survey (see Appendix A) to event attendees as follows:

- Tuesday, January 22 – Thursday, January 24th, 9:00am-3:45pm: South Padre Island Birding and Nature Center volunteers;
- Friday, January 25 – Saturday, January 26th, 8:30am-4:00pm: UTRGV survey team.



A total of 300 blank questionnaires and clipboards were delivered to the South Padre Island Birding and Nature Center for volunteers to distribute to event attendees throughout the week. Then, on Friday and Saturday of the event, the UTRGV survey team and project manager were onsite to administer surveys. All survey participants were offered a chance to win two nights at Schlitterbahn Beach Resort as an incentive to help recruit respondents.

On Tuesday through Thursday of the event, volunteers at the SPI Birding and Nature Center collected 36 surveys while the UTRGV survey team interviewers collected 86 on Friday and Saturday. The survey team, wearing bright orange t-shirts and visors, randomly approached potential respondents in a professional manner and administered paper surveys on clipboards with the data to be entered into an online link later by the team. Although interviews yielded 122 completed responses; a number of responses were eliminated as follows:



- 6 were completed by another household member;
- 63 were from respondents not on the Island for the event;
- 3 were from respondents who live within ten miles; and,
- 4 were outliers.

The result is 46 useable questionnaires for analysis. According to the Director of the SPI Birding and Nature Center, a total of 1,325 attended the 5-day event. With an estimated population of 323 households who passed by the interviewers, the 122 completed surveys results in a completed responses rate of 9.2%.

Estimated attendance

Knowing the number of people attending any event is crucial to estimating the economic impact of the event. According to the director of the South Padre Island Birding and Nature Center, a total of 1,325 attended the 5-day event. No breakdown by day was provided. However, to better understand household attendance and duplication of attendance over multiple days, respondents were asked to indicate which of the five days' activities they attended. A total of 116 respondents indicated attending 192 events suggesting that each household respondent attended an average of 1.66 days of events. Figure 1 shows that the most attended events were on Saturdays (29.2%), on Friday (26.6%) and on Wednesday (22.4%).

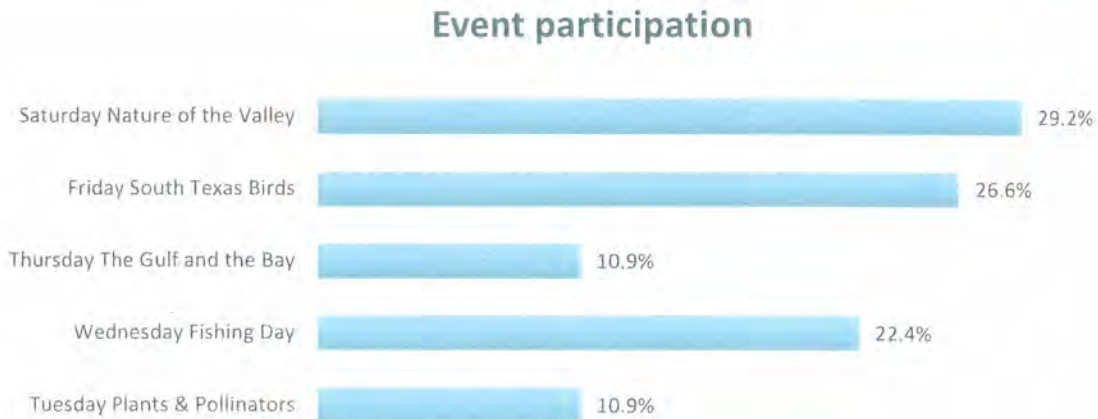


FIGURE 1. EVENTS ATTENDED

The appropriate unit of analysis of spending impact is 'the household' since spending questions are asked about household expenditures rather than individual expenditures. To determine the number of households at the event, the total number of attendees (1,325) is divided by the average household size (2.48) as found in the survey (see Figure 3) to determine that 535 households were at the event over the 5-day period. The number of attendee households (535) is then divided by the average number of events attended (1.66), as found by the survey for a total of 323 **unduplicated** households attending all events.

Results

Survey participants travel and SPI stay characteristics

In all, 46 useable surveys were completed by people specifically on South Padre Island for 2019 W.O.W.E. Survey respondents were first asked to indicate their role or participation type in the event. Figure 1 shows that by far, most of the respondents surveyed were spectators (71.7%) with the remaining event participants volunteer/staff (28.3%).

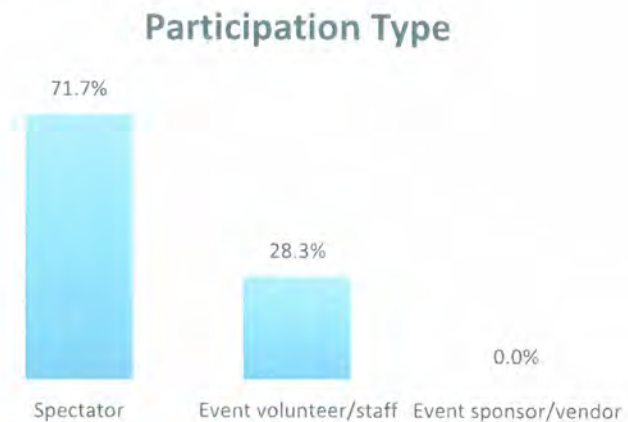


FIGURE 2. PARTICIPATION TYPE

Next, respondents indicated how many people were in their household while at the event, the number of nights spent and the number of miles traveled to the event. The number of people reported in the household for the event ranged from 1 to 7 for an average of 2.48 as seen in Figure 3. Data featured in Figure 3 also shows that, on average, study participants traveled 255 miles to attend the event, although distances traveled ranged from 10 to 2252 miles and spent an average of 1.15 nights on SPI for the event with a range of 0 to 7 nights spent on SPI.



FIGURE 3. AVERAGE MILES TRAVELED, GROUP SIZE AND NIGHTS SPENT

Note that some respondents were apparently Winter Texans and reported spending from 44 to 90 days. These responses, were deleted as outliers because their responses would have significantly and inappropriately skewed results.

Figure 4 breaks down the percent of respondents by number of nights spent on SPI and shows that 52.2% of respondents did not spend the night on SPI. Of those spending the night, most

respondents spent one (10.9%) or two nights (19.6%) although 10.9% spent 3 nights on the Island. Four (2.2%) spent more than five nights on SPI for the event.



FIGURE 4. PERCENTAGE SPENDING THE NIGHT ON SPI

Figure 5 shows the types of lodging used. While most event attendees reported not spending the night on the Island (51.1%), of those who did, 22.2% spent the night in a



FIGURE 5. TYPE OF LODGING

hotel/motel room, 13.3% rented a condominium or beach house, 4.4% stayed with family or friends.

With 28% (Table 1, p6) of the estimated 323 households spending an average of 1.15 nights (Figure 3, p5) on the Island, the W.O.W.E. event should have resulted in 105 room nights.

W.O.W.E. attendees accounted for 105 room nights.

Estimated spending

Study respondents were asked to indicate how much money they spent in various expenditure categories. All reported expenditure amounts were assumed to include sales taxes except that lodging was assumed to be stated without HOT so was adjusted upward by 17%, the HOT rate. The total average reported expenditure by category was then multiplied times the percentage of respondents who reported spending in that expense category to arrive at the average weighted spending per expense category.

Results in Table 1 indicate the average amount spent on lodging, as adjusted by 17%, was \$530 with a weighted average of \$150 considering that 28% of respondents spent money on lodging for a total of \$48,391. Average spending on food and beverages was \$56, with a weighted average of \$35, for a total category spending of \$21,197, including sales taxes. The total spent on all other categories was \$29,918. In total, 323 event households spent a weighted average of \$277 for a total SPI spending of \$89,636.

TABLE 1. TOTAL AVERAGE WEIGHTED SPENDING

Expenditure category	Total average	% spending in category	Weighted spending per HH	Total spending per HH
Food & Beverages	\$56	63%	\$35	\$11,327
Night life	\$49	20%	\$10	\$3,090
Lodging	\$530	28%	\$150	\$48,391
Attraction entertainment	\$81	30%	\$25	\$8,005
Retail	\$33	37%	\$12	\$3,978
Transportation	\$39	41%	\$16	\$5,196
Parking	\$25	4%	\$1	\$351
Admission fees	\$28	26%	\$7	\$2,331
Clothing	\$53	7%	\$3	\$1,124
Groceries	\$71	22%	\$15	\$4,986
Other	\$41	7%	\$3	\$857
Total	\$1,006		\$277	\$89,636

The estimated direct spending on South Padre Island as attributed to the 2019 W.O.W.E. is \$89,636, within a 7.2% confidence interval of plus or minus \$6,445 given the assumptions of a random sample selection.

Tax benefits of spending during event

To calculate the tax revenue accruing from event attendee spending, the following tax rates are assumed:

- 17% hotel occupancy tax rate;
- 10.5% City's share of the hotel occupancy tax rate;
- 8.25% sales tax on all non-lodging spending;
- 2% is the City's share of non-lodging sales tax.

The spending reported in Table 1 should result in the tax revenues shown in Table 2. Total spending on lodging should result in total tax revenue of \$7,031 with the City's share at 10.5% totaling \$4,343. Total spending on food and beverages should result in \$863 in tax revenue with \$209 the City's share while total spending in all other expense categories should yield \$2,280 in sales tax revenue with \$553 the City's share. Altogether, the tax revenue should be \$10,175 with \$5,105 the City's share. The gain from the City's share of the hotel tax alone on the \$2,000 invested in the event is 117.1% but is 155.2% considering the City's share of all the tax revenue.

Table 2. Spending, tax revenue and ROI

Spending category	Amount spent	Total HOT	Total sales tax	City's % share	City's \$ share	ROI
Lodging	\$48,391	17%	\$7,031	10.50%	\$4,343	117.1%
Food & Beverage	\$11,327	8.25%	\$863	2%	\$209	
All nonlodging	\$29,918	8.25%	\$2,280	2%	\$553	
Totals	\$89,636		\$10,175		\$5,105	155.2%

Total spending of 2019 W.O.W.E. attendees resulted in an estimated tax revenue of \$10,175, with \$5,105 going to the City of South Padre Island. With an investment of \$2,000 in the event, the gain to the City is 117.1% considering only the 10.5% share of HOT but 155.2% considering all the City's estimated tax revenue share.

The SPI Experience

The next section of the survey asked W.O.W.E. attendees about their stay on SPI. In this section, the “net promoter” question was used to determine how likely survey respondents are to recommend SPI as a place to visit to friends or colleagues.

The results, shown in Figure 6, indicate that most study respondents (84.4%) are promoters of SPI while a few (0.0%) are detractors. This yields a net promoter score (NPS) of 84.4, which is excellent. For example, the hotel industry has a NPS of 39 (www.netpromoter.com/compare).

Respondents were asked how likely they are to return to SPI and how satisfied they were with the event. As seen in Figure 7, by far most respondents (86.7%) are likely to return to the Island at some time in the future.

Respondents were also asked to indicate their satisfaction with the SPI experience and with the event. Result shown in Figure 8 indicate that 93.3% were satisfied with the SPI experience and that 2.2% were dissatisfied with SPI.

Recommendation likelihood Net promoter score



FIGURE 6. NET PROMOTER SCORE

Likelihood of returning to SPI

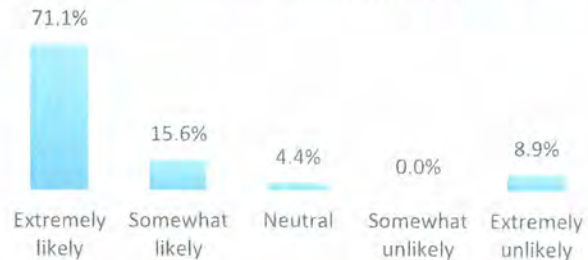


FIGURE 7. LIKELIHOOD OF RETURNING TO SPI IN THE FUTURE

Satisfaction with SPI experience

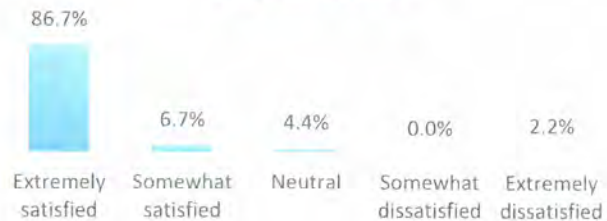


FIGURE 8. SATISFACTION WITH SPI EXPERIENCE

Most respondents (93.3%) were also satisfied with the event and only 2.2% reported being dissatisfied with the event as seen in Figure 9.

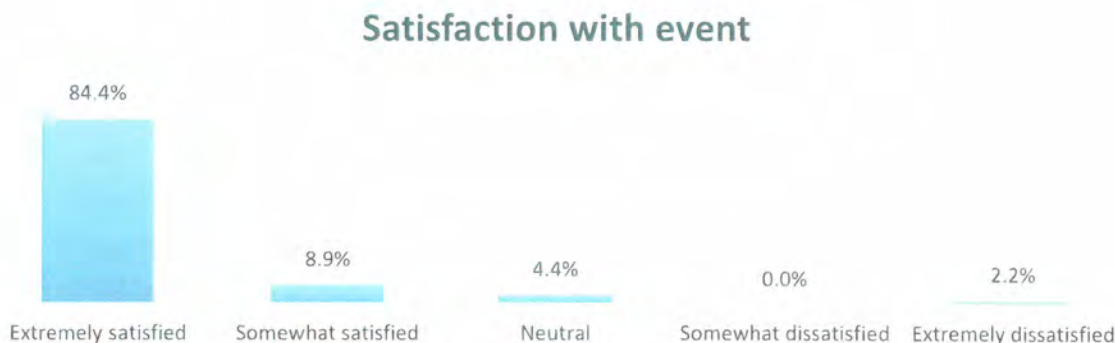


FIGURE 9. SATISFACTION WITH EVENT

NOTE: Respondents were asked to provide suggestions for improving their stay on SPI. The unedited comments are as follows:

- Advertisements
- Convention center + birding center
- Free parking
- Golf carts on the beach.
- Good job.
- Great overall.
- Guided tours
- Having a cup of coffee or drinks available. For free or to purchase, either is fine
- It would be nice to have a similar event during breaks, so more people can come.
- Lunch stands
- Market event
- Facebook TX birds + butterflies
- Marketing
- More animal exhibits
- More bilingual
- More Vendors
- More vendors.
- Perhaps look at scheduling of sessions. For example, the skin + skull exhibit hardly had attendees, but it competed against the live raptor show, ocelot presentation, etc., and might have had more participation if scheduled at another time.
- Since I have monthly pass for Nature Center, would like an entry cost break for WOVE so I would come and go more.
- Stop constructing buildings at SPI, because they are damaging SPI itself.
- Too many cancelled programs. Disrupted our schedule

Respondent Demographics

The remainder of the study assessed respondent demographic characteristics.

Targeted survey respondents were those 18 + years and the average age of all respondents was 49.1 year-of-age with ages ranging from 18 to 78.

Most respondents were female (52.3%), a majority were married (77.3%) and most had some type of college degree (73.3%) as shown in Figures 10 through 12, respectively.

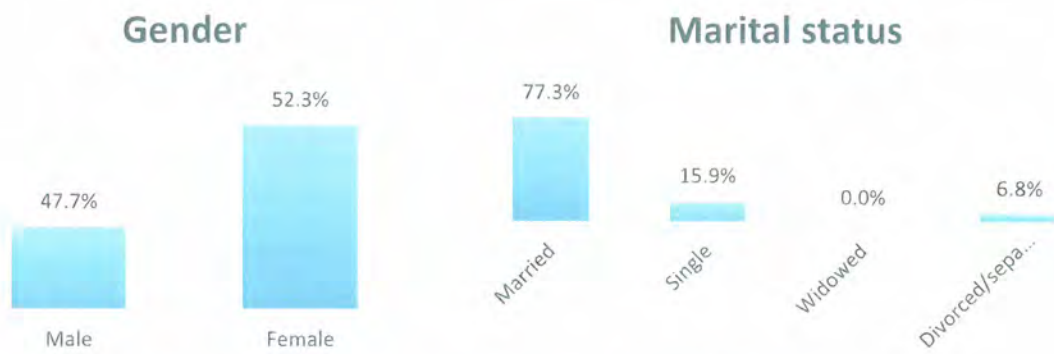


FIGURE 11. GENDER

FIGURE 12. MARITAL STATUS

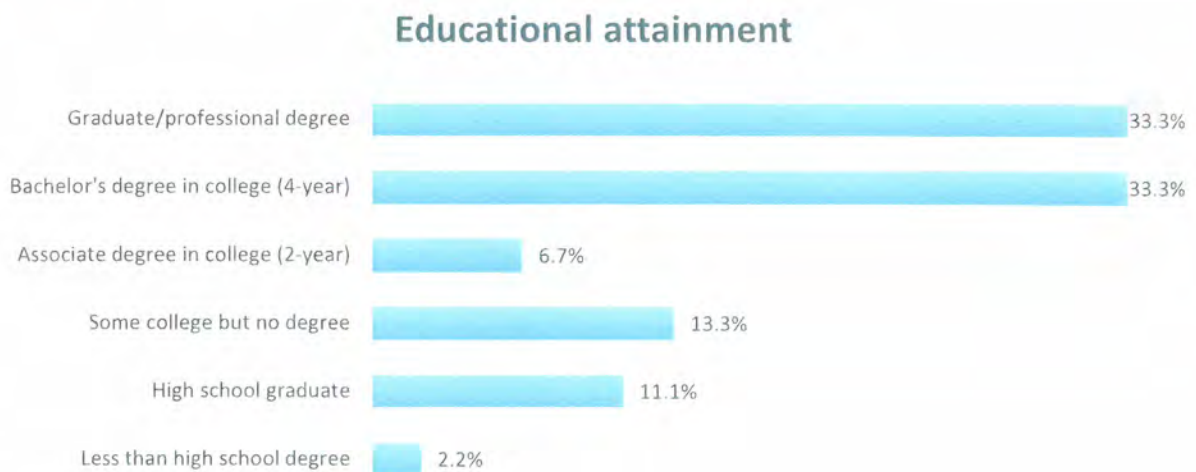


FIGURE 10. EDUCATIONAL ATTAINMENT

Most study respondents work full-time (40.0%), although 20.0% work part-time and 35.6% are retired as seen in Figure 13.

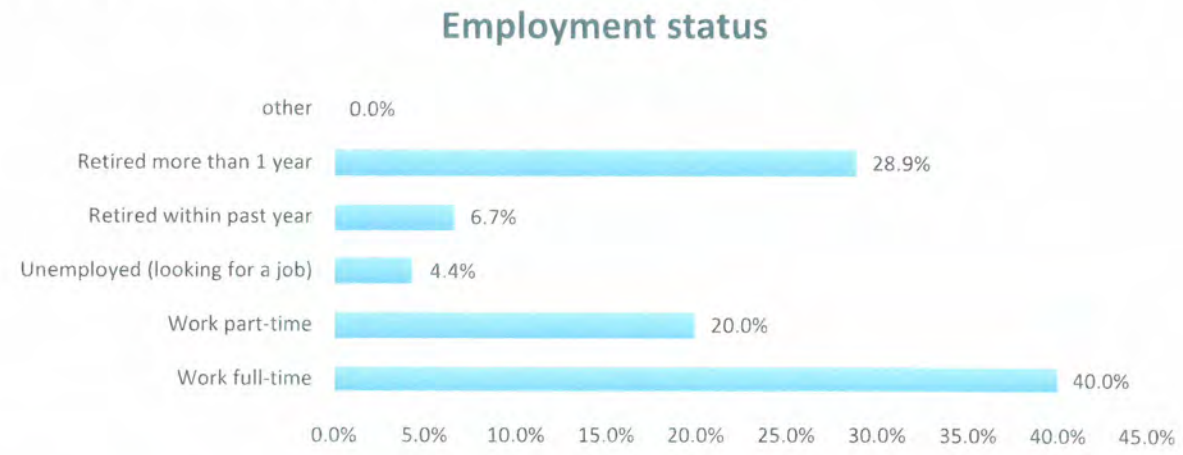


FIGURE 13. EMPLOYMENT STATUS

Most W.O.W.E. study participants reported having a higher-than-average household income level: 69.0% indicated an annual household income above \$50,000 (Figure 14).

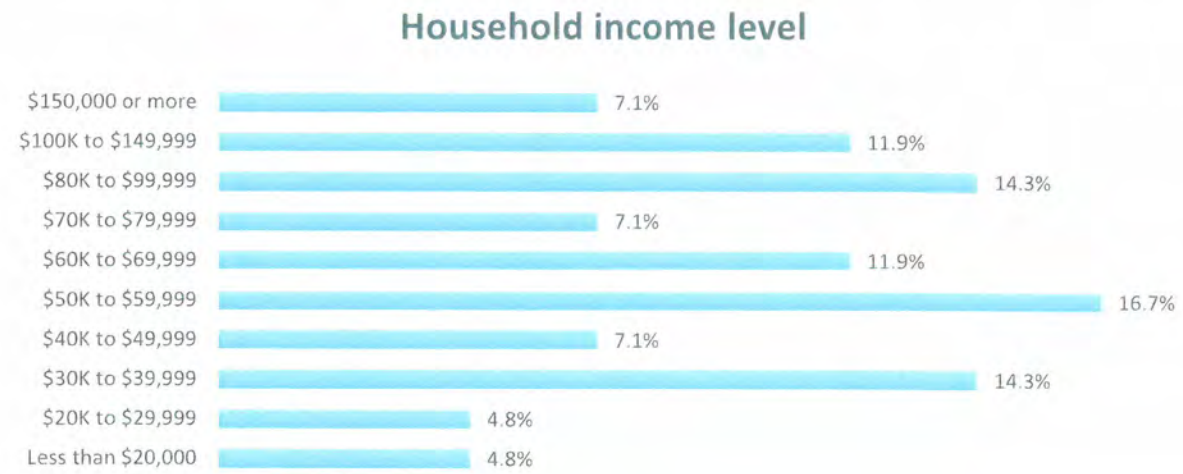


FIGURE 14. HOUSEHOLD INCOME LEVEL

Respondents were also asked to indicate their ethnicity but could select as many ethnicities as appropriate. Results in Figure 15 show that 37.5% of respondents considered themselves Hispanic while 57.5% indicated being White.



FIGURE 15. ETHNICITY

Finally, respondents were asked to indicate their home country and current residence zip/postal code. Most respondents reported the United States as their home country (93.2%) and 4.5% indicated being from Mexico as shown in Figure 16.

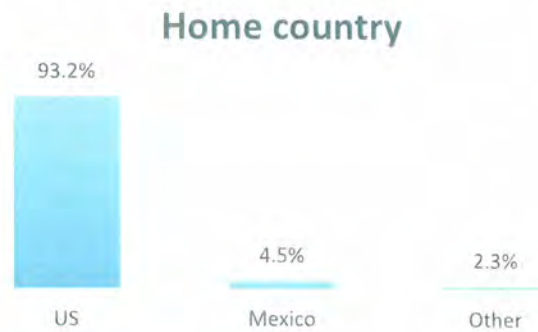


FIGURE 16. HOME COUNTRY

Specific zip or postal codes of study respondents and of study participants are shown and mapped in Appendix B.

STR Report

Additional data to provide evidence about the impact of an event on the SPI economy comes from the STR Destination Report provided to the SPI CVB. STR is a “global data benchmarking, analytics and marketplace insights” firm that gathers, analyzes and reports data from hotel owners/operators for benchmarking purposes. The Report includes data regarding hotel occupancy, average daily rate (ADR), revenue per available room (RevPAR), supply, demand, and revenue as provided by reporting SPI hotel owner/operators for last year as compared to this year. This data may be viewed in two ways. One way is to examine trends over the month to determine whether the hotel metrics changed because of an event as compared to the rest of the month and the other way is to compare metrics during the event time period to those of the same time period in the previous year.

W.O.W.E. was held from Tuesday, January 22nd through Saturday, January 26th. This means that event attendees could have spent the night on SPI from Tuesday through Saturday night. The following figures show the hotel metrics for the Tuesday-Saturday period (the month trend) for this year and for the same period as last year (the year trend).

The occupancy rate for the five-day period this year was 70.0%, as compared to 64.5% last year, which is 8.7% above the same day-period last year. This year’s event period was above the week average (66.2%) as well as the 28-day rate of 58.8% as seen in Figure 17.



FIGURE 17. STR OCCUPANCY RATES BY DAY AND YEAR

The average daily rate (ADR) of rooms for this year's event period was \$82.03, 13.2% above room rates compared to \$72.49, the same time period last year. The average room rate for this year's event period was also higher than the rate for the week (\$79.23) and higher than the 28-day period (\$76.93) as shown in Figure 18.

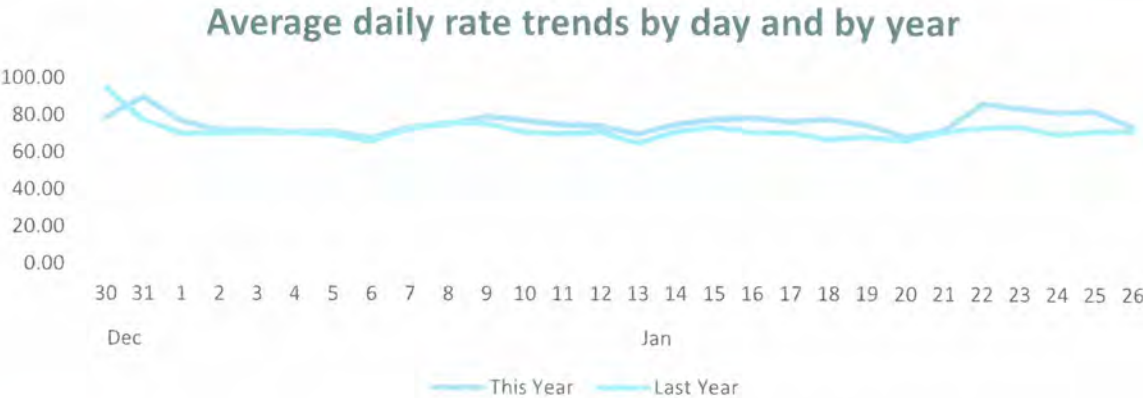


FIGURE 18. AVERAGE DAILY RATE

Figure 19 shows the revenue per available room (RevPAR) for the same year/month-long time period. The average RevPAR for the five nights of the event was \$57.45, which is 23.4% above last year's same-period average of \$46.78. This year's RevPAR, was also above the average week rate (\$52.46) and this year's 28 day-period rate of \$45.22.

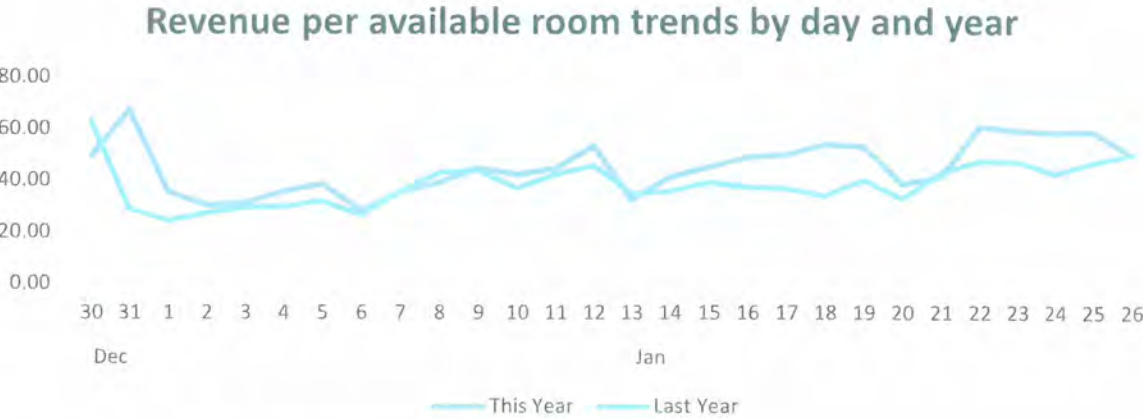


FIGURE 19. STR REVPAR BY DAY AND YEAR

Similar to the other trends, the demand trend in Figure 20 shows an increase this year over last year. Room demand for this year's event period was 1,901 rooms as compared to last year's same 5-day period average of 1,753 rooms, an increase of 8.7%. Room demand during event nights was also above the daily average demand for the month (1,576) but not for the week (1,799).

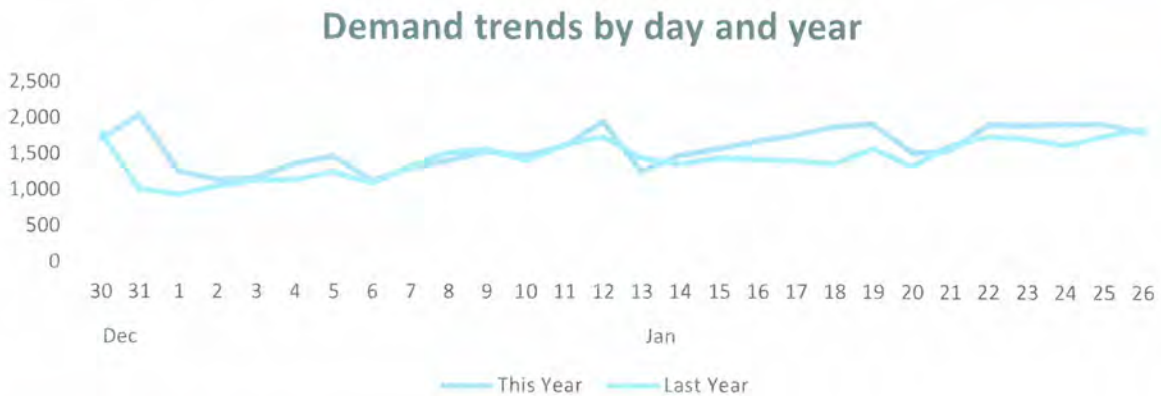


FIGURE 20. STR DEMAND TRENDS BY DAY AND YEAR

Total lodging revenue for this year's event-period was also higher than last year's by 23.4%. This year's W.O.W.E. nights revenue averaged \$156,083 whereas last year's same-days revenue was \$127,091 as seen in Figure 21. The average revenue is also higher than this year's 28-day-long average revenue (\$122,874) and last year's (\$104,232).

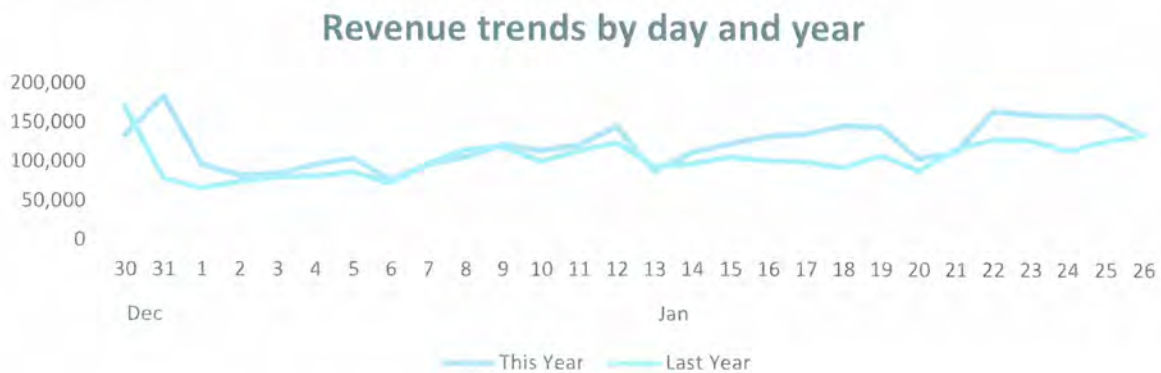


FIGURE 21. STR REVENUE TRENDS BY DAY AND YEAR

Finally, Figure 22 summarizes the average percent change in hotel occupancy, ADR,

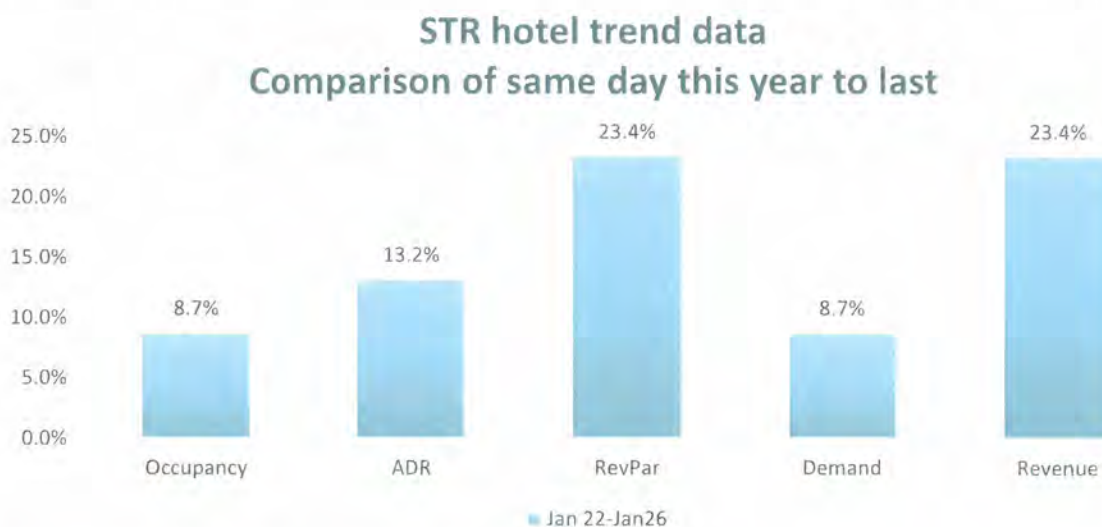


FIGURE 22. STR HOTEL TREND DATA 2-DAY COMPARISON

RevPAR, demand and revenue for the nights that W.O.W.E. attendees would have spent the night on the Island. All the metrics examined for the two-night period were significantly higher this year than last year.

The STR data suggests that W.O.W.E. could have resulted in an increase in lodging occupancy and rates over the week or month period as compared to the same day-period as last year. The weather during this year's W.O.W.E. was very windy, and rainy and cool on several days, which may have had an impact on attendance at the event and intention to stay on the Island. In addition, other events held during the same day-period this year or last year may have resulted differences in STR metrics.

Note: The STR data is derived from 11 hotel owner/operator reporting data for this year and last year. This represents 35.5% of the census of 31 open hotels listed in the STR Census and 48.4% of the hotel rooms listed, thus all results should be interpreted accordingly without a high degree of assurances of generalizability.

Concluding remarks

This report has detailed the amount of money spent on South Padre Island the 3029 Winter Outdoor Wildlife Expo which took place at the South Padre Island Birding and Nature Center from Tuesday, January 22nd through Saturday, January 26th 2019. The five-day Expo featured different nature topics each day including the Raptor Project presentation and was expected to attract 1,700 visitors, with about 300 to 500 staying in South Padre Island lodging for two to four nights. The results of the study were obtained by administering a short onsite survey, which offered respondents an incentive to enter a drawing to win two nights at Schlitterbahn Beach Resort. A total of 122 completed surveys resulted in 46 useable responses for the analysis.

The study sample was comprised of predominately of married females who were an average of years-of-age, had at least some college education, were employed full-time, had a household income above \$50,000, identify ethnically Hispanic and were from the US. The average household came to the event with 2.48 people, had traveled an average of 255 miles and 28% spent the night on SPI for an average of 1.15 nights.

By combining the count of people at the event and survey results, event attendees generated an estimate 105 SPI room nights. STR data suggests that lodging metrics for the nights of the five days of events were better than the same metrics for the week period and for the 28-day period this year as well as last year. With an average total weighted lodging expenditure per household of \$150 event attendees spent a total of \$48,391 on lodging, resulting in about \$4,343 the City's share of the Hotel Tax revenue. Spending on food and beverages by event attendees was about \$11,327, which should yield \$209 to the City at a tax rate of 2%. The \$29,918 spent in all other categories should provide the City with \$553 in sales tax revenue. Together, W.O.W.E. participants spent \$89,636, generating \$10,175 in total sales tax with \$5,105 the City's share.

Considering only the City's share of the hotel tax revenue, the City gained \$2,343 or 117.1% on their \$2,000 investment. Considering all tax revenue from all spending, the City should receive \$5,105 in taxes for a total return of \$3,105 or a 155.2% on the cash investment provided to the event organizer.

In addition, most W.O.W.E survey participants are "promoters" in recommending SPI to others, are likely or extremely likely to return to SPI for a future vacation and are satisfied with their overall SPI experience during the event. This means that regardless of the event return on investment, the overall SPI and event experience of the attendees will likely result in some people returning to the Island for future vacations.

Appendix A: Survey

Winter Outdoor Wildlife Expo (W.O.W.E.) Survey																							
<p>This survey is to understand your household experience and spending during Winter Outdoor Wildlife Expo. <i>The one person, older than 18, best able to report on spending for all people in your household at the event should complete this survey.</i> Responses are very important to planning future events. As a thank you, you may enter a drawing for a 2-night stay at the Schlitterbahn Beach Resort. Responses are confidential and individual information will not be included in survey results or shared with others. Contact the Business and Tourism Research Center at UTRGV at businessresearch@utrgv.edu or call 956.665.2829 for questions.</p>																							
<p>1. Have you or someone else in your household already completed this survey? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, return this survey.</p>	<p>10. On a scale from 0-10, how likely are you to recommend South Padre Island as a place to visit to a friend or colleague? Not at all likely 0 1 2 3 4 5 6 7 8 9 10 Extremely likely</p>																						
<p>2. Did you come to South Padre Island specifically for W.O.W.E.? <input type="checkbox"/> Yes <input type="checkbox"/> No: If no, return this survey. Thanks!</p>	<p>11. How likely are you to return to South Padre Island for a vacation at some time in the future? <input type="checkbox"/> Extremely likely <input type="checkbox"/> Somewhat likely <input type="checkbox"/> Neutral <input type="checkbox"/> Somewhat unlikely <input type="checkbox"/> Extremely unlikely</p>																						
<p>3. About how many miles did you travel to attend the event? _____ miles</p>	<p>12. How satisfied are you with your overall South Padre Island experience? <input type="checkbox"/> Extremely satisfied <input type="checkbox"/> Somewhat satisfied <input type="checkbox"/> Neutral <input type="checkbox"/> Somewhat dissatisfied <input type="checkbox"/> Extremely dissatisfied</p>																						
<p>4. Which of the following best describes your participation in W.O.W.E.? (Check all that apply?) <input type="checkbox"/> Spectator <input type="checkbox"/> Event volunteer/staff <input type="checkbox"/> Event sponsor/vendor <input type="checkbox"/> Did not attend <input type="checkbox"/> Other _____ (write in answer)</p>	<p>13. How satisfied are you with W.O.W.E.? <input type="checkbox"/> Extremely satisfied <input type="checkbox"/> Somewhat satisfied <input type="checkbox"/> Neutral <input type="checkbox"/> Somewhat dissatisfied <input type="checkbox"/> Extremely dissatisfied</p>																						
<p>5. Including yourself, how many people from your household attended the event? _____ Number in household</p>	<p>14. What suggestions do you have for improving W.O.W.E. or your stay on South Padre Island? (write on back)</p>																						
<p>6. How many nights did you (or will you) spend on SOUTH PADRE ISLAND while attending W.O.W.E.? _____ nights</p>	<p>15. What is your home zip or postal code? _____ code</p>																						
<p>7. Where are you staying (or did stay) while on South Padre Island for W.O.W.E.? <input type="checkbox"/> Hotel/motel <input type="checkbox"/> Rented condo/beach house <input type="checkbox"/> Campground/RV park <input type="checkbox"/> Rented a room <input type="checkbox"/> My own SPI residence <input type="checkbox"/> Friend/family residence (unpaid) <input type="checkbox"/> Not spending the night <input type="checkbox"/> Other (please specify) _____</p>	<p>16. What is your home country? <input type="checkbox"/> US <input type="checkbox"/> Mexico <input type="checkbox"/> Canada <input type="checkbox"/> Other _____</p>																						
<p>8. Which W.O.W.E. events will you attend? (check all that apply) <input type="checkbox"/> Tuesday Plants & Pollinators <input type="checkbox"/> Wednesday Fishing Day <input type="checkbox"/> Thursday Gulf & the Bay <input type="checkbox"/> Friday South Texas Birds <input type="checkbox"/> Saturday Nature of the Valley</p>	<p>17. What is your age? _____ (years of age)</p>																						
<p>9. Please give your best estimate of the total amount you and your household spent (or will spend) during your entire time on South Padre Island for W.O.W.E.? (List only total dollar amounts spent on SPI)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>Food & beverages (restaurants, concessions, snacks, etc.)</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Night clubs, lounges & bars (cover charges, drinks, etc.)</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Lodging expenses (hotel, motel, condo, room)</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Retail shopping (souvenirs, gifts, film, etc.)</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Transportation (gas, oil, taxi, etc.)</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Parking fees</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>SPI Admission fees</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Clothing or accessories</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Groceries</td> <td style="text-align: right;">\$</td> </tr> <tr> <td>Other (please specify)</td> <td style="text-align: right;">\$</td> </tr> </table>	Food & beverages (restaurants, concessions, snacks, etc.)	\$	Night clubs, lounges & bars (cover charges, drinks, etc.)	\$	Lodging expenses (hotel, motel, condo, room)	\$	Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)	\$	Retail shopping (souvenirs, gifts, film, etc.)	\$	Transportation (gas, oil, taxi, etc.)	\$	Parking fees	\$	SPI Admission fees	\$	Clothing or accessories	\$	Groceries	\$	Other (please specify)	\$	<p>18. What is your gender? <input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Gender diverse</p>
Food & beverages (restaurants, concessions, snacks, etc.)	\$																						
Night clubs, lounges & bars (cover charges, drinks, etc.)	\$																						
Lodging expenses (hotel, motel, condo, room)	\$																						
Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)	\$																						
Retail shopping (souvenirs, gifts, film, etc.)	\$																						
Transportation (gas, oil, taxi, etc.)	\$																						
Parking fees	\$																						
SPI Admission fees	\$																						
Clothing or accessories	\$																						
Groceries	\$																						
Other (please specify)	\$																						
	<p>19. What is your marital status? <input type="checkbox"/> Married <input type="checkbox"/> Single <input type="checkbox"/> Widowed <input type="checkbox"/> Divorced/separated</p>																						
	<p>20. What is your highest educational attainment? <input type="checkbox"/> Less than high school <input type="checkbox"/> Associate's degree <input type="checkbox"/> High school graduate <input type="checkbox"/> Bachelor's degree <input type="checkbox"/> Some college, no degree <input type="checkbox"/> Graduate/professional degree</p>																						
	<p>21. What is your current employment status? <input type="checkbox"/> Work full-time <input type="checkbox"/> Retired within past year <input type="checkbox"/> Work part-time <input type="checkbox"/> Retired more than 1 year <input type="checkbox"/> Unemployed (looking for a job) <input type="checkbox"/> Other (Please specify)</p>																						
	<p>22. What is your combined annual household income? <input type="checkbox"/> less than \$20,000 <input type="checkbox"/> \$60K-\$69,999 <input type="checkbox"/> \$20K-\$29,999 <input type="checkbox"/> \$70K-\$79,999 <input type="checkbox"/> \$30K-\$39,999 <input type="checkbox"/> \$80K-\$99,999 <input type="checkbox"/> \$40K-\$49,999 <input type="checkbox"/> \$100K-\$149,999 <input type="checkbox"/> \$50K-\$59,999 <input type="checkbox"/> \$150,000 or more</p>																						
	<p>23. What is your ethnicity? (Select all that apply) <input type="checkbox"/> White <input type="checkbox"/> Hispanic <input type="checkbox"/> Mixed <input type="checkbox"/> Black <input type="checkbox"/> Asian <input type="checkbox"/> Other _____</p>																						
	<p>Enter the drawing for a 2-night stay at the Schlitterbahn Beach Resort. Contact information is confidential and will be deleted after the drawing. Name _____ Phone number: _____ Email: _____ Winners will be notified no later than 1 week after event.</p>																						
THANK YOU VERY MUCH!!!																							

Appendix B: Respondent's zip or postal code and frequency of response and zip code map

01075	55985	78521	78578
01354	56041	78521	78578
04074	57501	78521	78578
21915	57537	78521	78578
38521	58479	78526	78578
44090	60018	78526	78586
47711	61265	78526	78586
48433	61626	78526	78586
49012	62401	78526	78597
49323	62401	78526	78597
50477	66061	78550	78597
50511	66219	78550	78597
50524	68008	78550	78597
53207	68521	78550	78597
53532	73170	78552	78597
53934	75092	78559	78597
54729	75198	78566	78597
54769	75611	78566	78597
54880	77389	78572	78597
54902	78258	78572	78615
54915	78363	78572	78633
55057	78501	78572	78840
55070	78501	78574	80118
55384	78520	78578	80701
55414	78520	78578	87114
55426	78521	78578	92084
55434	78521	78578	



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

MEETING DATE: October 19, 2021

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for Ladies Kingfish Tournament in August 2022.
(Romero)

ITEM BACKGROUND

2022-\$5,000 requested

2021-\$5000 approved

2020-\$5,000 approved

2019- \$5,000 approved

BUDGET/FINANCIAL SUMMARY

02-593-8099

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)

Authorized Signature

Date

Print Name

2020 Ladles Kingfish Tournament

Activities Overview

Wednesday- at the SPI Convention Centre

Move in our tournament related supplies, trophies, merchandise, angler bags. Deliver banners to CVB staff for hanging. Check with them regarding final setup.

Thursday - at the SPI Convention Centre

Setup merchandise booth, trophy display, stage presentation, art vendor, raffle display, inside boat/car displays. Setup posters. Challenge table also setup.

Friday- at the SPI Convention Centre

Set up registration work area, bag pickup, onsite registration, vendors come in to setup 9-3. Bars are setup. Volunteers arrive by 4. The room is wrapped with sponsors banners all around the room.

Event opens at 4 p.m. and registration ends at 7:00 pm. Guests may enjoy Food and drink while shopping our merchandise booth and visiting vendor booths where they can purchase items or visit with reps. A very active raffle area is selling chances for a vast number of raffle items. Registered participants may enter an angler's challenge. Guests can view all of the sponsored award trophies. This is a time when many guests visit with friends and anglers they haven't seen since previous year. Event is open to everyone. We usually have some type of music and during the course of the evening there is a rules meeting.

Saturday- at the South Point Marina in Port Isabel

Fishing on the Laguna Madre and the Gulf of Mexico. Weigh in is held at the South Point Marina in Port Isabel from 2 to 7 p.m. There is covered seating available for audience and the Laguna Madre Youth Center is selling food and soft beverages. 30 plus volunteers staff the weigh in tables and assist anglers at the dock. We have a charity that collects donated fish. lots of photo ops

Sunday - at the SPI Convention Centre

Final day of festivities. Convention Hall opens at 10:00 a.m. to the public. Those with tickets can enjoy lunch starting at 11:00. There are cash bars for refreshments. Vendors are open and our event merchandise booth volunteers are selling items. Our raffle crew is selling tickets for the raffle until 12:00 noon. Trophies are on display. An announcer does the appropriate thank you to sponsors, donors, various dignitaries and guests. Winners are announced and awarded trophies. Raffle drawings are held. Angler's challenge announces winners.

Proposed Budget LKT 2022

450000 · Ladies Kingfish Tournament -	
411050 · Reg. Fees	21,000.00
412050 · Sponsorship	30,000.00
413050 · Event promo items	2,500.00
429050 · Miscellaneous	4,000.00
Total 450000 · Ladies Kingfish Tournament -	57,500.00
620000 · Ladies Kingfish Tournament	
500050 · Promotion	5,000.00
502050 · Awards/Prizes/Tropies	1,200.00
522050 · Food/Drink	4,300.00
562050 · Misc.	4,500.00
576050 · Printing	250.00
606050 · Supplies	200.00
618050 · T-Shirts/logo items	1,700.00
619050 · Event Bags	1,200.00
Total	18,350.00

2022 Proposed Media Plan

Lone Star Outdoors

Ad on website homepage – June and July

Texas Saltwater Fishing Magazine

½ page full-color ad in July printed magazine

Large banner ad on website homepage – June and July

PI/SPI Guides Association Website

Ad on website homepage that links to event page for one year

Texas Sportsman Magazine

Full page color ad in June/July online magazine

Videos during event and while fishing and features on Texas Sportsman Show on Fox Channel 2

Gulf Coast Mariner Magazine

E-blast to over 5,000 contacts, event posted on homepage under Fishing and Fishing Events, 3 Facebook posts, 2 Twitter posts, 1 Instagram post, and banner on website for two months with click to event page

Saltwater Angler Magazine

Banner ad on website homepage in June and July

South Padre Island Street Banner

In median on Padre Blvd. two weeks prior to event

Parade

Three ½ page color ads (every other week and alternated with Coastal Current)

We paid for two and Parade paid for one

Full page color thank you ad in August

Coastal Current

Three ½ page color ads (every other week and alternated with Parade)

Full page color thank you ad in August

SOCIAL MEDIA – FISHING GROUPS JOINED (10,982+ total members)

361 Fishing – 39,000 members	Fishing Tournaments: South Padre Island, TX (SPI) – 68 members
Fishing Texas – 19,000 members	Texas Fishing Group – 7,500 members
RGV Fishing Fanatics – 2,700 members	SPI Fishing: The Jetties – 452 members
Texas Fishing – 1,200 members	Texas Flats Fishing – 1,900 members
210 Fishing – 38,000 members	

*all social media posted to Chamber's Facebook, Instagram and Twitter, and LKT Facebook and Instagram, and shared with above fishing groups, and numerous local groups

Registration forms and posters are also distributed during Port Mansfield and TIFT tournaments.

Ladies Kingfish Tournament – Room night estimate

Based on 2021 attendee demographics, 55% of our registrants were from outside 75 miles of South Padre Island.

Using an estimate of 370 registered attendees and a conservative 45% from outside 75 miles, equal 185 who may book room nights.

Conservatively estimating 3 person per room which results in 83 room nights x 2 nights = 123 room nights total.

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

MEETING DATE: October 19, 2021

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Special Events Committee

ITEM

Discussion and possible action to approve the funding request for the Lighted Boat Parade in December 2021.
(Romero)

ITEM BACKGROUND

2021- \$7,000 requested

2020-\$7,000

2019-\$3,000

2018-\$3,000

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: 10/12/2021

ORGANIZATON INFORMATION

Name of Organization: South Padre Island Convention and Visitors Bureau

Address: 7355 Padre Blvd.

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

Contact Name: April Romero Contact Email: april@sopadre.com

Contact Office Phone Number: 956-761-8392

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:

Promote South Padre Island as a premier tourist destination.

EVENT INFORMATION

Name of Event: Lighted Boat Parade 2021

Date(s) of Event: Saturday, December 4, 2021

Primary Location of Event: Entertainment District/Laguna Madre Bay

Amount Requested: \$7,000.00

Primary Purpose of Funded Activity/Facility:

Provide family-friendly entertainment in support of the City's holiday program and continue a 30+ year long-standing tradition of the Lighted Boat Parade.

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

To support the operations of the Lighted Boat Parade.

Percentage of Hotel Tax Support of Related Costs

¹⁰⁰ _____ 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: \$ ^{7,000.00} _____
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ _____
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: \$ _____

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

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? ^{4 by SPICVB (Over 30 total)} _____

Expected Attendance: ^{1,000+} _____

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? ¹⁻² _____

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

Where and how many rooms will be blocked?

The SPICVB will package this 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 2020	\$7,000	
December 2019	\$3,000	80
December 2018	\$3,000	81

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

 QR Codes and Room Block Information

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

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: ² _____

Anticipated Number Direct Emails to out-of-town recipients: ^{1 email blast to 25k individuals} _____

Other Promotions: ^{Request all SPI-sponsored fishing tournaments to send boat parade flyers to their registrants.} _____

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?

SoPadre website, SoPadre social media channels, the digital billboard in RGV & Austin Markets, Tx Monthly & Coastal Current, and assistance from the Zimmerman Agency

Who is your target audience? Families

What geographic region(s) are you marketing to?

Texas - specifically RGV/San Antonio & Austin markets

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:

1,00,000 TML

[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

Lighted Boat Parade 2021 10/12/2021
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 10/12/2021
Date

April Romero

Print Name

Lighted Boat Parade

Saturday, December 4, 2021

Schedule of Events:

- A **MUST ATTEND MEETING** prior to the event of **ALL BOAT CAPTAINS** or their designated representatives will be held at **SPI Convention Centre at 2:00 p.m.**
 - Boat Numbers and instructions will be given out.
- Boats will gather at **Sea Ranch Marina on Saturday at 5:30 p.m.**
- Parade begins at **Sea Ranch Marina at 6:00 p.m.**
 - Designated viewing locations throughout the route will offer public viewing.
 - See map for visual route.
- Parade continues through the channel by the “Entertainment District.
- Judging will take place near The Greens/Docks at Jim’s Pier.
- Captains will dock their boats.
- **Captain’s Dinner** - Location TBD immediately following the ending of the boat parade.

Schedule is tentative.

In the event of inclement weather, the parade will be postponed to Saturday, December 11, 2021.



Lighted Boat Parade-2021

Expenses	Details	Budget
Boat Numbers	2 reflective banners for numbers 1-30	\$800.00
Awards Dinner	Captain's Dinner	\$1,600.00
Social Media Marketing	Marketing pre-budgeted	\$500.00
Print Ad - Marketing	Inserts	\$2,000.00
Operations		\$1,000.00
Awards		\$600.00
Banner		\$300.00
Misc.		\$200.00
TOTAL		\$7,000.00

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

MEETING DATE: October 19, 2021

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Special Events Committee

ITEM

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

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: