

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

**THURSDAY, JANUARY 13, 2022**  
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 City Staff 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 Members Tomas Saenz and Sean Slovisky for the December 15, 2021 regular meeting. (Hasbun)

4.2. Approve the meeting minutes for the December 15, 2021 regular meeting. (Hasbun)

5. Regular Agenda

5.1. Discussion and possible action to approve the funding request for the Sand Crab Run in April 2022. (Brown)

5.2. Discussion and possible action to approve the funding request for the SPI Food Truck Festival in April 2022. (Brown)

5.3. Discussion and possible action to approve the funding request for Roar by the Shore Air and Space Expo in August 2022. (Brown)

5.4. Discussion and action concerning the new meeting date for February 2022. (Hasbun)

6. Adjourn

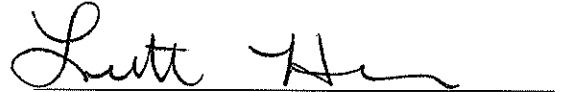
Agenda: JANUARY 13, 2022



NOTE:

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

DATED THIS DAY JANUARY 7, 2022

  
Linette Hernandez, CVB Management Assistant

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE ABOVE NOTICE OF MEETING OF THE SPECIAL EVENTS COMMITTEE OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT CITY HALL/MUNICIPAL BUILDING ON FRIDAY, JANUARY 7, 2022, AT/OR BEFORE 5:00 PM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

  
Linette Hernandez, CVB Management Assistant

THIS FACILITY IS WHEELCHAIR ACCESSIBLE, AND ACCESSIBLE PARKING SPACES ARE AVAILABLE. REQUESTS FOR ACCOMMODATIONS OR INTERPRETIVE SERVICES MUST BE MADE 48 HOURS PRIOR TO THIS MEETING. PLEASE CONTACT 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:** January 13, 2022

**NAME & TITLE:** Linette Hernandez, Management Assistant

**DEPARTMENT:** Special Events Committee

**ITEM**

Approve the excused absence for Committee Members Tomas Saenz and Sean Slovisky for the December 15, 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:** January 13, 2022

**NAME & TITLE:** Linette Hernandez, Management Assistant

**DEPARTMENT:** Special Events Committee

**ITEM**

Approve the meeting minutes for the December 15, 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**

**WEDNESDAY, DECEMBER 15, 2021**

**I. CALL TO ORDER**

The Special Events Committee of the City of South Padre Island, Texas, held a regular meeting on Wednesday, December 15, 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 2:00 pm. A quorum was present: Vice Chairwoman Lisa Graves, Committee Members Cody Pace and Amy Salander were present. Committee Members Tomas Saenz and Sean Slovisky were absent

CVB staff members present were CVB Interim Director Lori Moore, Special Events Manager April Brown, Special Events Coordinator Duvie Alcozer, and Management Assistant Linette Hernandez, and Administrative Assistant Yolanda Davila.

City officials present were City Manager Randy Smith.

**II. PLEDGE OF ALLEGIANCE**

SEC Chairman Christian Hasbun led the pledge of allegiance.

**III. PUBLIC COMMENTS AND ANNOUNCEMENTS**

Special Events Manager April Romero made a public announcement regarding the lighted Boat Parade and the success of the event. Chairman Christian Hasbun made a public comment congratulating the CVB staff on the success of the Lighted Boat Parade.

**IV. APPROVE CONSENT AGENDA**

- 4.1. Approve the excused absence for Vice Chairwoman Lisa Graves for the November 16, 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 November 16, 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.

\* Muzicians Run 2021

\* SPI Half Marathon Weekend 2021

Committee Member Amy Salander made the motion to approve, seconded by Committee Member Cody Pace. Motion carried unanimously.

## V. REGULAR AGENDA

- 5.1. Discussion and possible action to approve the funding request for the Shallow Sport Tournament in May 2022. Special Events Manager April Brown spoke at the podium and introduced event promoters. Event promoter Krya Hudson presented at the podium and provided details on the 2021 event and plans for the 2022 event. The committee had several questions regarding the increase in requested funds from 2021 to 2022. CVAB Chairman Sean Till spoke at the podium and questioned if \$20,000 in funding was too much for marketing. Krya Hudson responded that she could definitely use all \$20,000 towards marketing. Chairman Christian Hasbun made the motion to approve \$13,000 in funding and \$7,000 in in-kind for use of the SPI Convention Center, seconded by Committee Member Amy Salander. Motion carried unanimously.
  
- 5.2. Discussion and possible action to approve the funding request for the South Padre Island Sprint Triathlon in March 2022. Special Events Manager April Brown spoke at the podium and explained the prior approved funding amounts for the 2021 events. Event producer Karen Watt spoke at the podium and provided details on the 2021 event and plans for the 2022 event. The committee had several questions regarding marketing plans. CVB Staff recommendation was to approve \$5,000 in funding towards marketing. Committee Member Amy Salander made a motion to approve \$5,000 in funding toward marketing, seconded by Vice Chairwoman Lisa Graves. Motion carried unanimously.
  
- 5.3. Discussion and action concerning the new meeting date for January 2022. The next meeting was scheduled for Thursday, January 13, 2022.

## VI. ADJOURN

The meeting was adjourned at 3:01pm.

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Linette Hernandez, CVB Management Assistant

Approved by:

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Christian Hasbun, SEC Chairman



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

**MEETING DATE:** January 13, 2022

**NAME & TITLE:** Linette Hernandez, Management Assistant

**DEPARTMENT:** Special Events Committee

**ITEM**

Discussion and possible action to approve the funding request for the Sand Crab Run in April 2022. (Brown)

**ITEM BACKGROUND**

April 2022 funding request: \$6,000

April 2021 approved funding: \$4,000

April 2019 approved funding: \$7,500

April 2018 approved funding: \$6,500

**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:

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## EVENT INFORMATION

Name of Event: \_\_\_\_\_

Date(s) of Event: \_\_\_\_\_

Primary Location of Event: \_\_\_\_\_

Amount Requested: \_\_\_\_\_

Primary Purpose of Funded Activity/Facility:

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

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**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:**

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**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?

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- 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?

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

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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?

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### 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?

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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?

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Who is your target audience? \_\_\_\_\_

What geographic region(s) are you marketing to?

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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:

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*[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:**

April Brown  
Special Events Manager  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597  
Phone: (956) 761-8392  
Email: april@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

**ADDENDUM to South Padre Island Tax Funding Application:  
Supplemental Information  
2022 South Padre Island Sand Crab Nighttime Beach 5k, 10k & Kids Mile**

Date: Jan. 3, 2022  
Submitted by Run In Texas, Event Organizer

**PROPOSED MARKETING PLAN FOR FUNDED EVENT:**

The following activities will take place now through the event date:

- Produce event logo for use in promotion, T-shirt production, award production
- Promote via event website at RunInTexas.com
- Promote via dedicated Facebook Event Page
- Promote via social media advertising to target markets including the Rio Grande Valley, San Antonio, Austin, Houston
- Promote on statewide and local running calendars and websites
- Promote via other social media outlets, including Twitter and Instagram
- Produce and print materials to promote the event as needed
- Print newspaper advertising
- Promote via multiple e-blasts to more than 20,000 runners throughout Texas in the Run In Texas database

**SCHEDULE OF ACTIVITIES RELATING TO FUNDED PROJECT**

APRIL 23, 2022:

5 p.m. – 8 p.m.: Packet pick-up at the Pearl

8 p.m. – Kids Mile starts

8:30 p.m. – 5k & 10k begins

10 p.m. – Awards ceremony and post-race party at race staging area.

**COMPLETE BUDGET FOR THE FUNDED PROJECT:**

<b><u>Sand Crab SPI 2022 Budget</u></b>	
<b>Marketing and Promotion</b>	3,000.00
<b>Awards</b>	3,000.00
<b>Charitable Donations</b>	1,000.00
<b>Insurance Expense</b>	250.00
<b>Photography</b>	600.00
<b>Permits and Fees</b>	200.00
<b>Supplies</b>	1,000.00
<b>Police &amp; EMS</b>	420.00
<b>Promotional: T-Shirts (Printing, Design)</b>	4,500.00
<b>Timing Services</b>	3,500.00
<b>Travel Expense/ Lodging/Meals</b>	<u>1,200.00</u>
	18,670.00



### MARKETING BREAKDOWN:

Here is additional information on how the marketing budget will be used:

E-blasts: \$1500

Banners: \$300

Social Media Advertising: \$700

Newspaper:

Other opportunities: \$500 (posters, including design/printing/distribution) OR additional newspaper or online advertising

Promotional items: \$2,000 toward cost of race T-shirt production (total cost is \$4,500) and \$1,000 toward cost of awards (total cost is approx. \$3,000)

= \$6,000

Also note that we have a professional team managing social media content and public relations for the event, which is not included in this budget but also directly promotes the event.

### ROOM NIGHT PROJECTIONS FOR THE FUNDED EVENT:

Based on information collected in previous years, we estimate that room nights associated with the event are equal to 75% of the total number of runners. This includes runners who come to SPI for the event and stay more than one night. With approximately 400 runners expected in 2022, we estimate that this event will result in 225 to 300 room nights being booked on SPI.

### SAFETY/SECURITY PLANS:

Every year Run In Texas coordinates with the South Padre Island Police Department to serve as course marshals and provide security along the route, which follows a 3.1 mile stretch of beach heading north from the Pearl Resort.



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

**MEETING DATE:** January 13, 2022

**NAME & TITLE:** Linette Hernandez, Management Assistant

**DEPARTMENT:** Special Events Committee

**ITEM**

Discussion and possible action to approve the funding request for the SPI Food Truck Festival in April 2022. (Brown)

**ITEM BACKGROUND**

2022 Requested Funding: \$20,500

2021 Approved Funding: \$15,000

2020 Event Cancelled

2019 Approved Funding: \$17,500

**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: 12/03/2021

## ORGANIZATION INFORMATION

Name of Organization: JAG Downtown Festival & Events (Juan Garcia)

Address: 1515 Ennis Joslin Road #101

City, State, Zip: Corpus Christi, TX 78412

Contact Name: John Garcia Contact Email: johngarciasales@gmail.com

Contact Office Phone Number: 361.444.9566

Contact Cell Phone Number: 361.444.9566

Website Address for Event or Sponsoring Entity: South Padre Island Food Truck Festival 2022

Non-Profit or For-Profit status: For-Profit Tax ID #: 458-63-7931

Entity's Creation Date: 04/2016

Purpose of your organization:  
Food truck festivals are to promote and celebrate South Padre Island and its variety of foods  
while also being a place where families can go and have a great time together.

## EVENT INFORMATION

Name of Event: South Padre Island Food Truck Festival

Date(s) of Event: Saturday, April 9, 2022

Primary Location of Event: Cameron County Amphitheater & Event Center

Amount Requested: \$20,500

Primary Purpose of Funded Activity/Facility:  
Food truck festivals are to promote and celebrate South Padre Island and its variety of foods  
while also being a place where families can go and have a great time together.

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

Marketing

Percentage of Hotel Tax Support of Related Costs

90% 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: \$ 20,500
- 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? Third year on SPI

Expected Attendance: 5,000

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

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

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

Where and how many rooms will be blocked?

Working with the SPI CVB to create a room block at the Hilton Garden Inn for vendors and sponsors.

We will also work the SPI CVB to create a courtesy room block for visitors and attendees of the festival.

\_\_\_\_\_

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
SPI Food Truck 2019	17,500	355
SPT Food Truck Festival 2020	cancelled due to pandemic	0
SPI Food Truck Festival 2021	15,000	24

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

will conduct surveys previous from 2019 format will have volunteers/Hotel room block

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?

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: \$2,000.00
- Radio: \$2,000.00
- TV: \$2,000.00
- Website, Social Media: \$2,500.00
- Other Paid Advertising: \$9,000.00

Anticipated Number of Press Releases to Media: 1-2

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? [X] Yes [ ] No

Will you negotiate a special rate or hotel/event package to attract overnight stays? Yes, we will negotiate with the SPI hotels.

[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?

see attachment

Who is your target audience? Families across texas/RGV

What geographic region(s) are you marketing to?

Austin, San Antonio, Corpus Christi, New Braunfels, Port LaVaca, Alice, McAllen, Harlingen

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

- Expected Visitation by Tourists Monthly/Annually: \_\_\_\_\_
- Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: \_\_\_\_\_ % (use a visitor log that asks them to check a box if they are staying at an area lodging facility)

What amount of event insurance do you have for your event and who is the carrier:

\$1,000,000 insurance coverage,

*{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:

April Brown  
Special Events Manager  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597  
Phone: (956) 761-8392  
Email: april@sopadre.com



# South Padre Island Convention & Visitors Bureau Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

**3rd Annual South Padre Island Food Truck Festival 2022**

**12/03/2021**

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)

*John Garcia*

Authorized Signature

**12/03/2021**

Date

**John Garcia**

Print Name

# Run of Show

Event: **3rd Annual South Texas Food Truck Festival 2022**

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**WHO:**

John Garcia, JAG Downtown Festival & Events

Raul Garcia, Cameron County Amphitheater & Event Center

**WHEN:**

Date: Saturday, April 9, 2022

Time: Noon to 10:00pm

**WHERE:**

Cameron County Amphitheater & Event Center

**SCHEDULE:** Set up for all food truck vendors @ 7:00am to 10:00am

Arts/Craft vendors will be setting up @ 9:00am

10:00am Sound/Lighting will be setting up

10:00am Petting Zoo will arrive to set up

10:00am Moon jumps will arrive to set up

**South Padre Island Food Truck Festival 2022 OPENS @ 12 Noon for the public**

**Entertainment/Bands:**

Noon to 1:00pm DJ

1:00pm to 2:00pm BAND TBD

2:00pm to 3:00pm DJ

3:00pm to 4:00pm BAND TBD

4:00pm to 5:00pm DJ

5:00pm to 6:00pm DJ

6:00pm to 7:00pm BAND TBD

7:00pm to 8:00pm BAND TBD

8:00pm to 9:00pm DJ

9:00pm to 10:00pm DJ

**10:00PM 3rd Annual South Padre Island Food Truck Festival 2022 Ends**

**3rd Annual South Texas Food Truck Festival 2022 Budget**

City Permits	0
Security/SPI Police	\$1,000
Event Insurance	\$1,000
Light Towers	\$0.00
Picnic Tables	0
Ticket Booth for Beer	0
Merchandise	\$0
Billboards	\$8,100
Entertainment	\$1,500
Radio	\$2,000
TV Ads	\$2,000
Skidocans	\$0
Sound Stage	\$2,000
Stage	\$0
Print/Posters	\$500
Trash Dumpster	\$0
Trash Crew	\$0
Festival logo	\$100
<b>Health Dept Permits</b>	<b>\$950</b>
Petting Zoo	\$250
Moon Jumps	\$250
Misc	\$0
<b>Promo Commercial Video</b>	<b>\$350</b>
Lodging	\$500
<b>Total:</b>	<b>\$20,500.00</b>

# Marketing Plan

## 3<sup>rd</sup> South Padre Island Food Truck Festival 2022

### Mission:

The goals of the South Padre Island Food Truck Festival are to promote and celebrate South Padre Island, Texas and its variety of foods while also being a place where families can go and have a great time together.

<b>IHeartMEDIA Radio 104.5:</b>	225 Radio Spots	Live Remote pending
<b>Lamar Billboards:</b>	15 Digital Billboards	
<b>SPI Food Truck Posters:</b>	@ hotels Brownsville, McAllen, SPI and surrounding areas	
<b>Facebook/Event Page:</b>	#Official South Padre Island Food Truck Festival 2022	
<b>AllEvent.In:</b>	Promoting in 33 cities surrounding South Padre Island	
<b>KRGV TV 5 NEWS:</b>	180 TV SPI Commercial spots	

#### Aim Media:

**Phase 1** :-Will display ads over the major cities/towns in the Rio Grande Valley. This will be from the McAllen area to Brownsville, as these are the areas we will be "Leading" people from to come to the Festival on South Padre Island. These will deliver all the way up to the event with gif's telling them to come to South Padre Island for this food truck festival.

**Budget:** 100,000 display ads to targeted audience

**Phase 2:** – This phase will begin while the other is still going on. This will be exclusively in the South Padre Island, Port Isabel, & Los Fresnos area. We will do this because as the other ads are delivering, people will have seen those then see these once

again to come to the event. The other reason is because there will be visitors here from other parts of the world that may have not seen the ads before. So, we will display fresh ads in front of anyone around the SPI area because the event will be right down the road to them. These will be gifs with free flashing so we can get them to head over.

**Budget: 30,000 display ads to target audience**

**2. Coastal Current weekly ads** – The Coastal Current has a strong audience built over 15+ years of being in circulation. We print roughly 30,000 copies with 20,000 going directly inside all Brownsville Herald, & Valley Morning Star news publications delivered to homes on Thursday mornings. The other 10,000 go directly into free racks around SPI/PI/Laguna Vista for our long time readers, locals, visitors, & families. This gives you the benefit of two audiences receiving your message weekly. Both have their benefits & you are covering all of Cameron County in some way or another. This gets you inside homes of subscribers paying for their information, families looking for things to do, & people with disposable income. This will hit your audience in between the other delivery methods like daily news ads below. We will do 2 half page ads and 1 full page ad at a discounted rate for your festival. The dates of the publication are

**Pending**

**3. Daily News Paper ads** – With the daily news brands Brownsville Herald & Valley Morning Star, we will use their online following to display your ads. These people are regularly checking the sites for news. Subscribers who don't receive the weekly publications are checking throughout the week. Families, teachers, community leaders and more are on these sites daily. Both have over 200,000 active unique users that visit. This gives you a way to reach the newspaper audiences in the online world where you can have more ads displayed.

**Brownsville Herald:**

30,000 Digital banner ads on [BrownsvilleHerald.com](http://BrownsvilleHerald.com)

**Studio**

**Valley Morning Star:**

**30,000 Digital banner ads on ValleyMorningStar.com**

**Starting**

**TV/Show Interviews: TBD on schedules**

**Greetings Letter: Texas Governors Office**

***JAG Downtown Festival & Events***

**John Garcia, President**

**1515 Ennis Joslin Road #101**

**Corpus Christi, Texas 78412**

**Mobile: 361.444.9566**

**Email: johngarciasales@gmail.com**

## **In-Room Night Projections**

Event: 3rd Annual South Texas Food Truck Festival 2022

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**2019** 355 room nights (see attached)

**2020** postponed due to covid pandemic

**2021** 23 room nights (SPICVB Final Event Report)

**2022** 500 room night projection

**UTRGV** Business & Tourism  
Research Center

# 2019 SPI Food Truck Festival

**\$17,500**    **\$141,142**    **707%**  
CVB Investment    Total Spending at SPI    Net ROI



## Event Attendance

2,222 estimated attendees  
714 unduplicated households  
355 room nights  
22% change in Occupancy  
7.4% change in ADR  
31.1% change in RevPAR



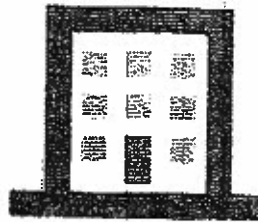
## DEMOGRAPHICS

Average age 40  
Average Income 64.9%  
\$50,000 or more

**\$198**

spending per household

## City tax share



10.5% Lodging = \$3,145  
2% F&B sales tax = \$906  
2% Other sales tax = \$1,216  
Total = \$5,267

**3.11 visitors per household**

**1.19 nights spent on SPI**

Total tax ROI = -69.9%  
Lodging only ROI = -82%

## SPI Experience



**NET PROMOTER SCORE**  
likely to recommend South Padre Island

**86**

**97.5%**

Likely to return

**98.3%**

Satisfied with SPI

**93.4%**

Satisfied with event



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

**MEETING DATE:** January 13, 2022

**NAME & TITLE:** Linette Hernandez, Management Assistant

**DEPARTMENT:** Special Events Committee

**ITEM**

Discussion and possible action to approve the funding request for Roar by the Shore Air and Space Expo in August 2022. (Brown)

**ITEM BACKGROUND**

2022 funding request: \$50,000

**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: 12/27/2022

## ORGANIZATION INFORMATION

Name of Organization: ROAR BY THE SHORE AIR & SPACE EXPO

Address: 2121 Story Ln

City, State, Zip: Mission, TX, 78573

Contact Name: MIGUEL SANDOVAL Contact Email: MIGUEL@ROARBYTHESHORETX.COM

Contact Office Phone Number: 956-342-6778

Contact Cell Phone Number: 956-342-6778

Website Address for Event or Sponsoring Entity: WWW.ROARBYTHESHORETX.COM

Non-Profit or For-Profit status: NON-PROFIT Tax ID #: 87-2422790

Entity's Creation Date: 08/26/2021

### Purpose of your organization:

PROMOTE AVIATION AND SPACE TECHNOLOGY CAREERS BY HAVING WORLD CLASS AVIATION EVENT ALONG THE SOUTH PADRE ISLAND BEACHFRONT.

MILITARY AND CIVILIAN AIRCRAFT PARTICIPATION IS PLANNED AS PART OF THE EVENT INCLUDING VINTAGE AIRCRAFT SPANNING LAST 80 YEARS OF AVIATION.

## EVENT INFORMATION

Name of Event: ROAR BY THE SHORE AIR & SPACE EXPO 2022

Date(s) of Event: 26-28 AUGUST 2022

Primary Location of Event: SOUTH PADRE ISLAND BEACHFRONT CENTERED ON ISLA GRAND RESORT.

Amount Requested: 50,000.00

### Primary Purpose of Funded Activity/Facility:

OPERATIONAL EXPENSES AND MARKETING/ADVERTISING.

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

PARTICIPANT HOTEL ROOM EXPENSES, RENTAL VEHICLES, AND HOSPITALITY. Marketing

**Percentage of Hotel Tax Support of Related Costs**

50 Percentage of Total Event Costs Covered by Hotel Occupancy Tax

30 Percentage of Total Annual Facility Costs Covered by Hotel Occupancy Tax for the Funded Event

20 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 10 %

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

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

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ 0
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ 0
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.** Amount requested under this category: \$ 50,000
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: \$

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? 0

Expected Attendance: 50000

How many people attending the Event will use South Padre Island lodging establishments? 30,000

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

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

Where and how many rooms will be blocked?

BEACH RESORT HOTEL 105 TO 125 NIGHTLY. TOTAL OF 400-500 ROOM NIGHTS.

\_\_\_\_\_

\_\_\_\_\_

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.)?

ROOM OCCUPANCY RATES. ECONOMIC IMPACT STUDY ON ADDITIONAL TRAFFIC TO AREA RESTAURANTS AND ATTRACTIONS.  
METERED TRAFFIC (NO. OF VEHICLES) INBOUND OVER CAUSEWAY BRIDGE INTO SOUTH PADRE ISLAND.

Please list other organization, government entities, and grants that have offered financial support to your project: Brownsville International Airport, Port of Brownsville, Cameron County

Will the event charge admission? NO If so, what is the cost per person? \_\_\_\_\_

Do you anticipate a net profit from the event? YES

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

FOR FUTURE AIRSHOWS IN 2023 AND BEYOND FOR COSTS ASSOCIATED WITH AIRSHOW PLANNING, OPERATIONS, HOTELS, RENTAL VEHICLES, HOSPITALITY, AND MARKETING.

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: \$ 2500
- Radio: \$ 10000
- TV: \$ 10000
- Website, Social Media: \$ 5000
- Other Paid Advertising: \$ 2500

Anticipated Number of Press Releases to Media: 25

Anticipated Number Direct Emails to out-of-town recipients: 25

Other Promotions: MAJOR SOCIAL MEDIA CONNECTIVITY AND CROSS LINKING.

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?

CROSS PROMOTION OF SOCIAL MEDIA PAGES. EVENT WEBSITE LINKS. LOGOS ON POSTERS, ADS, ETC.  
WELCOME MESSAGES FROM TOURISM ON SOCIAL MEDIA LEADING UP TO EVENT DATES.

Who is your target audience? 8-50 YEARS OF AGE.

What geographic region(s) are you marketing to?

RIO GRANDE VALLEY, HOUSTON, SAN ANTONIO, LAREDO, CORPUS CHRISTI

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:

10 MILLION - ITP - INSURANCE TECHNOLOGIES & PROGRAMS

*[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:**

April Brown  
Special Events Manager  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597  
Phone: (956) 761-8392  
Email: april@sopadre.com

# South Padre Island Convention & Visitors Bureau Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT


ROAR BY THE SHORE AIR & SPACE EXPO 2022

12/27/2021

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")
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- 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

12/27/2021

Date

Miguel Sandoval

Print Name





[www.roarbytheshoretexas.com](http://www.roarbytheshoretexas.com)

# Roar by the Shore Air & Space Expo 2022 Marketing Plan

## INTRODUCTION

The following pages contain detailed information on how to write a marketing plan for your business. Your marketing plan is a vital part of your overall business plan and strategy. Our hope is that this outline will help you think through aspects of your proposed business operations and the channels you will use to reach your target market that you may not have yet considered. Depending on the kind of business you are planning, some of the information may not be relevant. If this is the case, feel free to skip or adapt parts of the plan to fit your business model. The Microsoft Excel worksheets have been included to assist you in gathering information. You can complete and incorporate them as part of your plan; include them in the Appendix and use the information to write sections of the plan, or skip them entirely.

NOTE: Some of these worksheets have been “Protected” in order to retain the formulas. If you need to increase column width, you will have to “Unprotect” the sheet. Click on Excel “Help” to learn how to do this. Cells that require text entry will expand to hold all text that you enter.

- I.** Executive Summary
- II.** Products/Services
- III.** Target Customers
- IV.** Unique Selling Proposition and Competitive Analysis
- V.** Pricing and Sales Volume Potential
- VI.** Location Analysis
- VII.** Marketing Strategies
- VIII.** Sponsors and Partners
- IX.** Retention Strategy

## I. EXECUTIVE SUMMARY

Based upon the information below Schultz Airshows plans on bringing a world class aviation event to South Padre Island, TX. We believe that in the years to come this event can grow to include major military jet teams like the Blue Angels and the Thunderbirds in future years. Roar by the Shore Air and Space Expo 2022 was able to score the USAF F-22 Raptor Demo Team and South Padre Island will be one of the two Texas dates listed on their eighteen stops for their 2022 airshow schedule. We also plan on having US Navy support, US Coast Guard support and additional USAF Support. The airshow will also include some of the best aerobatic performers in the world today.

This event presents great opportunities for the Armed Forces Recruiting, advertising for regional hot spots, and attractions, showcasing the best of aviation and space technologies in the area, showing why South Padre Island, TX is one of the top to-go destinations in Texas each year.

## II. PRODUCTS/SERVICES

**Annual Airshow along the Gulf of Mexico Coastal Me Beaches of South Padre Island, TX. Airshow is meant to educate, entertain, and inspire the next generation of aviators, military officers, and careereers in the STEM fields. Airshow will run daily 4-5 hours in duration and feature military and civilian flyovers and demonstrations, Vintage aircraft displays will honor the past and our Veterans, This will be the Largest Airshow in the Rio Grande Valley and South Texas.**

**Roar by the Shore Air & Space Expo has already exceeded the interest of Air Combat Command, due to the proximity to SpaceX Boca Chica and the growing relation between the DoD and SpaceX.**

**Airshow with this proximity to SpaceX Boca Chica will help build a new bridge between the aerospace communities including the airshow, aeronautical, and astronautical communities.**

**Roar by the Shore Air and Space Expo 2022 will feature the USAF F-22 Raptor Demo Team, along with other top military demo support from across the country.**

**Airshow season runs yearly from the months of March - November, with our dates being set during high peak season it will draw in an audience of airshow enthusiast from across the country.**

**Roar by the Shore Air and Space Expo expects to grow after its initial airshow and is already a top candidate and alternate date for 2022 to host the big demo teams like the US NAVY Blue Angels or the USAF Thunderbirds.**

**Airshow managed to secure top military demo teams in its first year compared to other airshows.**

## III. TARGET CUSTOMERS

Our main market will be focused on the Rio Grande Valley and other surrounding South Texas Regions, we want to focus and highlight the fast-growing community and its related fields. We will be introducing an event that has never been done before in the entire Rio Grande Valley and South Padre Island. An event of this magnitude will draw in an audience beyond the Rio Grande Valley, and throughout South Texas and beyond. We will showcase community milestones and achievements to help bring awareness to this part of the country, while introducing some of the of the best military demo teams, and aerobatic performers available. An event of this size will draw in a crowd that rivals the size of many other big events during Spring Break and Semana Santa at South Padre Island, helping boost the local economy during the last weeks of the 2022 Summer Peak Season.

- Our demographics are based on other airshows produced by David Schultz Airshows and the International Council of Airshows. Airshow audience attending these type of aerial events usually consist of 56.6% Men, and 43.4% for Women, with 44.3% attending with children under 17 years old and 55.7% attending without children.
- More than 50% of airshow attendees have some sort of college degree or education. The average household income was 100k or greater according to an ICAS survey, with 63.1% of attendees being homeowners. According to the statistics from ICAS 64.4% of attendees attended an airshow for military jet demo teams, 44.7% for warbirds, 43.3% for modern military, 29.9% for warbirds statics, 28.4% for civilian aerobatics, 27.8% for military statics, 26.7% for ground based jet vehicles, and 19.1% for R/C - Drone Aircraft.

- One of the main demographic groups of airshows are prior service veterans, or current service members, retired federal workers, military contractors, and law enforcement related.

### III. UNIQUE SELLING PROPOSTION AND COMPETITIVE ANAYLSIS

---

We have partnered with David Schultz and David Schultz Airshows LLC known as "Tops in Ops" for many reasons and one being a proven formula and success for many airshows across the country. David Schultz Airshows will handle many of the operations for Roar by the Shore Air and Space Expo. One of the many services that they offer is jet team management and aircraft acquisition, helping propel Roar by the Shore Air and Space Expo to the top of the list for consideration for the 2022 Airshow Season. Helping us land not only one but four top military demonstration teams. We were able to secure the stealthy fifth generation fighter the USAF F-22 Raptor Demo Team with only two shows in Texas and one being South Padre Island, Texas. The US NAVY F-35C Lightning II Demo Team, US NAVY Leap Frogs, and the West Coast C-17 Demo Team. Four top military demo teams and many others pledging support for the innagural 2022 airshow. One of the key competitive advantages and proven success that David Schultz Airshows has proven is based off their professional service and airshow operations and coordination. With proven success for hosting airshows across many different type of venues, beachfront airshows are one of their expertise.

Compared to other airshows the amount of support and performers and attendance we expect a big crowd in comparison, Roar by the Shore Air and Space Expo being FREE to all attendees. Prior airshows hosted by David Schultz Airshows have attracted between 30,000 - 1,000,000 spectators. David Schultz has hosted and continues to host airshows across the world including the Carribean, Puerto Rico, Atlantic City, Jacksonville, and Corpus Christi.

With David Schultz Airshows vast experience and South Padre Island beautiful beaches this is the perfect formula for an exciting new airshow that plans to be an annual event with the support of the local community.

#### Competitive Analysis and Positioning

For the 2022 Airshow Season as is stands August 27-28, 2022 had a total of 4 airshows in the United States. David Schultz Airshows has 2 of those 4 scheduled airshows for that weekend, ( Roar by the Shore - South Padre, TX / Wilkes - Barre - Avoca, PA ) making one of the airshows New York Intl Airshow reschedule due to the amount of competition from David Schultz Airshows. The other airshow is Airshow of the Cascades in Madras, OR.

- Wings Over South Texas - Corpus Christi - Kingsville, David Schultz Airshows  
Early 2022 Season, Airshow not a direct competitor - Sister Airshow / Amission Free
- WBCA Stars & Stripes Air Show Spectacular - Laredo, TX - Early 2022 Airshow Season - Admission Paid
- - Wings Over Houston - Houston TX Oct 29-30 / Admission Paid  
- Bell Fort Worth Alliance Airshow - Oct 22-23 / Admission Paid
- CAF- RGV Wing Airshow! 2022 - Sept 30 - Oct 2 - Admission Paid - Local Airshow  
size comparisson smaller airshow based out of Port Isabel Cameron County Airport,  
with a Free Friday Night Airshow over the Laguna Madre. Sat - Sun airshow is hosted over the airport.

Roar by the Shore Air and Space Expo is scheduled for August 27-28 with August 26 being a rehearsal day. Airshow will be over Isla Blanca Beach Park and admission will be free of charge. Logistically Roar by the Shore Air and Space Expo is a bigger event and operating out of Brownsville - South Padre Island International Airport. Our event will rely on sponsorships from our local community businesses in order to ensure a free admission airshow. In order to attract crowds and sponsorships and create an excitement among the community Roar by the Shore will aim at bringing some of the biggest military demo teams, and best aerobatic performers available. Airshow will be unique and encourage people to enjoy the beaches of South Padre Island, TX while enjoying the Sounds of Freedom!

#### IV. PRICING SCHEME AND SALES VOLUME POTENTIAL

General Admission is Free to everyone.

- Show Center will offer upgraded viewing which include chalets, VIP Seating, and box seating which will help the audience enjoy the narration and briefing from the Public Announcer from the airshow.
- Airshow is Free of Admission Compared to other Airshow, with the option to upgrade to VIP or Preferred Seating

#### Sales Volume Potential

- Airshow will make a small profit from preferred seating that will help with the overhead expenses for the airshow. Airshow will also make a net profit off alcohol sales during the event that will help cover airshow expenses.
- Airshow will attract thousands of attendees to South Padre Island, TX helping boost the local economy, and hotel stays
- Airshow is anticipating a large crowd over the weekend from locals and out of town attendees

#### V. LOCATION ANALYSIS

South Padre Island, TX is a key and prime location for an event of this magnitude. Hosting an airshow over a top destination over South Padre Island, will help draw in the crowds and generate a buzz of excitement.

- South Padre Island, TX has the capability of hosting major events and has enough accommodations and tourists attractions to draw in visitors from other parts of the state and country
- Isla Blanca Beach Park has enough real estate to host show center and accommodate traffic flow and parking

#### VI. MARKETING STRATEGIES

The following strategies will be utilized to reach a vast audience across the Rio Grande Valley and beyond in order to make this event successful and generate impressions and awareness of our event.

We will use the vast amount of resources from our partners and their official channels in order to reach our key demographic audience. Also benefitting from Air Combat Commands official press release , and David Schultz Airshows marketing team we will be able to use different avenues available specifically through them such as ICAS and airshow forums that have thousands of visitors monthly. We also utilize David Schultz Airshows e-mail blasts to reach attendees from previous airshows.

We will launch a new digital campaign after our press release to the media on January 14, 2022. We will address the media along with David Schultz Airshows and officially launch our marketing campaign.

Our partnership with the Brownsville - South Padre Island International Airport will help us reach another core demographic as we launch ads and banners inside the airport terminal. Promoting the partnership between the airshow and the airport while showcasing the attractions and different aircraft operating out of Brownsville - Sout Padre Island International Airport.

We plan on buying digital billboards ads space starting in March to start ramping up impressions as we near the month of August.

Radio, TV, and YouTube ads will be utilized within 60-30 days of the event as we near the event.

Online Ads via Social Media will go live after our press release in January of 2022.

Flyers and Posters will be distributed among local businesses and local recruiter offices throughout the Rio Grande Valley.

## **Distribution**

We will sell upgraded seating online and through our retail partners.

- Direct Sales
- Local Partners
- Online Sales

## **Promotion, Advertising, and Direct Selling**

Our marketing materials are the collateral you use to promote your products and services to both your current and prospective customers. A few examples include your: website, social media networks, print brochures, business cards, business signage, catalogs, etc. As you already have knowledge of your target customer, choose marketing materials and strategies that complement how these customers would like to be reached. It is important to consider print as well as digital marketing strategies for your business.

- Press Release  
TV Ads  
Cross - Promotion  
Official Military Marketing Channels  
Performers Schedule Release  
Online advertising,
- Online marketing strategy (website, blog, social media, etc.)
  - Keyword Strategy: Identify what keywords and phrases to target customer is searching to find similar products and services to yours.
  - Search Engine Optimization or Online Presence Strategy: We will document updates to our website, creating new and unique content on a regular basis. tools utilized to analyze how visitors are using your website (Exp: Google Analytics)
  - Paid Online Advertising Strategy: We will use online advertising like Google AdWords and Facebook Ads

- Social Media Strategy: will be utilized to target key interests of people that enjoy attending airshows
    - Facebook Ads
    - Instagram Ad Posts
- Local Digital Billboards along I-69 and I-2 will be utilized to create impressions
- Email Blasts
- Cross Marketing
- Airshow Forums
- Google Ads
- Radio Ads
- Commercial and YouTube Ads

## VII. JOINT VENTURES AND PARTNERSHIPS

Our partnerships with certain organizations are vital in order to ensure a successful event.

Our current partnerships include the following:

David Schultz Airshows - Will handle our airshow operations which include the following: airboss, airshow operations, ground operations, jet team management, and total event management.

Brownsville - South Padre Island International Airport - Is a crucial partner where will be staging aircraft, fueling aircraft briefing performers and be based out of for airshow operations.

FAA - Will give us a TFR during the event in order for us to be able to host a safe airspace for all of the airshow performers.

USCG - Will help keep clear the demonstration box marked by buoys during the airshow.

TXDot - Will help with traffic flow and event singage.

## VIII. RETENTION STRATEGY

We will you offer a monthly email newsletter to our subscribers in order to gain critical feedback and to keep them informed with our monthly email.





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**2022 Roar by the Shore Air & Space Expo**  
**South Padre Island, TX**  
**27 August – 28 August 2022**

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as of December 2021

**Not for Public Use**

Rev 1

**~~Saturday/Sunday 27-28 August 2022~~**

<u>Time</u>	<u>Performance</u>
11:30am	Waterway Closes, Airspaces Closes TFR in Place, Sterilized Demo Box
1:00pm	Open Ceremony – Presenting Colors
1:11pm	United States National Anthem w/ USN Leap Frogs Parachute Team Flag Jump
1:17pm	USN Leap Frogs Parachute Team Mass Exit Show
1:27pm	C-17 West Coast Demo
1:37pm	US Custom Border Protection Demonstration (P-3 Orion)
1:40pm	US Navy CNATRA Flight Demonstration (T-6, T-44, T-45)
1:50pm	USAF – AETC Flight (T-1, T-6, T-38)
1:55pm	US Coast Guard Search and Rescue Demo
2:10pm	Matt Younkin Airshows
2:22pm	Rob Holland Ultimate Airshows
2:40pm	Terrors of the Skies WW2 Warbirds – Lewis Flying Legends
2:55pm	Randy W. Ball – Mig17F
3:05pm	Jerry Conley – DH115
3:15pm	US Navy VFA – 125 Rough Raiders – F-35C Navy Demo
3:35pm	US Navy Legacy Flight
4:15pm	USAF F-22 Raptor Demo
4:30pm	USAF Heritage Flight
4:45pm	Airspace Re-Opens, Waterway Re-Opens

*\*Schedule is subject to change without notice due to mechanical considerations, weather conditions, and other matters beyond the control of the event.*

2022 South Padre Island, TX Logistics Roster

Aircraft	S/P	N No.	No.	Base	Contact	Arrival	Departure	No. Aircrew	TUE	WED	THU	FRI	SAT	SUN	MON	Total No. Rooms	Type Rooms	Hotel	Confirmation Number	Staging Location	Fuel (gal)	Fuel Type	Smoke Oil (gal)	Engine Oil	Paid By	Appearance Fee	Deposit	Date of Deposit/Contract Signed	Rental Car Agency	Cars	Minivans	Large SUV	Pickup	Miscellaneous
DSA	P	N/A	1	David Schultz Airshows LLC	David Schultz	TUE	TUE	1	1	1	1	1	1	1	1	7	KING			N/A	0	N/A	0	0	AIRSHOW	\$33,700	4,500	10/22/2021		0	0	1	0	1/2 page program ad
DSA	P	N/A	1	David Schultz Airshows LLC	Warren Schultz	TUE	TUE	1	1	1	1	1	1	1	1	7	KING			N/A	0	N/A	0	0	AIRSHOW	\$0	0	N/A		0	0	1	0	
DSA	P	N/A	1	David Schultz Airshows LLC	Bruce Huddleston	WED	MON	1	0	1	1	1	1	1	0	5	KING			N/A	0	N/A	0	0	AIRSHOW	\$0	0	N/A		0	0	0	0	
DSA	P	N/A	1	David Schultz Airshows LLC	Ron Davis	WED	MON	1	0	1	1	1	1	1	0	5	KING			N/A	0	N/A	0	0	AIRSHOW	\$0	0	N/A		0	0	0	0	1
DSA	P	N/A	1	David Schultz Airshows LLC	Alvin Cleere	WED	MON	1	0	1	1	1	1	1	0	5	KING			N/A	0	N/A	0	0	AIRSHOW	\$0	0	N/A		0	0	0	0	
DSA	P	N/A	1	David Schultz Airshows LLC	Yvonne Brown	WED	MON	1	0	1	1	1	1	1	0	5	KING			N/A	0	N/A	0	0	AIRSHOW	\$0	0	N/A		1	0	0	0	
DSA	P	N/A	1	David Schultz Airshows LLC	Mike McFarland	WED	MON	1	0	1	1	1	1	1	0	5	KING			N/A	0	N/A	0	0	AIRSHOW	\$0	0	N/A		1	0	0	0	
DSA	P	N/A	1	David Schultz Airshows LLC	Ticketing	WED	MON	1	0	1	1	1	1	1	0	5	KING			N/A	0	N/A	0	0	AIRSHOW	\$0	0	N/A		1	0	0	0	
DSA	P	N/A	1	David Schultz Airshows LLC	Live Streaming	WED	MON	4	0	4	4	4	4	4	0	20	KING			N/A	0	N/A	0	0	AIRSHOW	\$0	0	N/A		0	1	1	1	0
Wise Audio	P	N/A	1	Wise Audio		WED	MON	2	0	2	2	2	2	2	0	10	KING			N/A	40	MOGAS	0	0	AIRSHOW	\$0	0	N/A		0	0	0	0	2 golf carts starting Thursday AM
FAA FSDO	P	N/A	1	FAA FSDO San Antonio		THU	MON	1	0	0	4	4	4	4	0	16	KING			N/A	0	0	0	0	AIRSHOW	\$0	0	N/A		0	0	0	0	2 golf carts starting Thursday PM
F-22	P	N/A	2	USAF ACC F-22 Demo Team		WED	MON	7	0	7	7	7	7	7	0	35	SINGLE			KBRO	0	0	0	0	DOD	\$0	0	N/A		0	2	1	0	Hangar Required
F-22	P	N/A	0	USAF ACC F-22 Demo Team		THU	MON	2	0	0	2	2	2	2	0	8	SINGLE			KBRO	5000	JET A	0	0	DOD	\$0	0	N/A		2	0	0	0	Hangar Required
P-51	P		1	USAF Heritage Flight		THU	MON	1	0	0	1	1	1	1	0	4	SINGLE			KBRO	250	AVGAS	0	0	AIRSHOW	\$0	0	N/A		1	0	0	0	Hangar Required
F-35C	P		1	VFA-125, USN F-35C Lightning II Demo Team		WED	MON	7	0	7	7	7	7	7	0	35	SINGLE			KBRO	0	0	0	0	DOD	\$0	0	N/A		1	1	1	0	Hangar Required
F-35C	P		1	VFA-125, USN F-35C Lightning II Demo Team		THU	MON	2	0	0	2	2	2	2	0	8	SINGLE			KBRO	4000	JET A	0	0	DOD	\$0	0	N/A		1	0	0	0	Hangar Required
Leapfrogs	P	N/A	1	US Navy Leap Frogs Parachute Team		THU	MON	14	0	0	14	14	14	14	0	56	SINGLE			KBRO	0	n/a	0	0	DOD	\$600	0	N/A		0	4	0	0	
P-51	P		1	Lewis Flying Legends		THU	MON	1	0	0	1	1	1	1	0	4	SINGLE			KBRO	150	AVGAS	0	0	AIRSHOW	\$2,500	0			0	1	0	0	Hangar Required
P-47	P		1	Lewis Flying Legends		THU	MON	1	0	0	1	1	1	1	0	4	SINGLE			KBRO	180	AVGAS	0	0	AIRSHOW	\$2,500	0			0	0	0	0	Hangar Required
P-38	P		1	Lewis Flying Legends		THU	MON	1	0	0	1	1	1	1	0	4	SINGLE			KBRO	200	AVGAS	0	0	AIRSHOW	\$2,500	0			0	1	0	0	Hangar Required
Spitfire	P		1	Lewis Flying Legends		THU	MON	1	0	0	1	1	1	1	0	4	SINGLE			KBRO	150	AVGAS	0	0	AIRSHOW	\$2,500	0			0	0	0	0	Hangar Required
Corsair	P		1	Lewis Flying Legends		THU	MON	1	0	0	1	1	1	1	0	4	SINGLE			KBRO	150	AVGAS	0	0	AIRSHOW	\$2,500	0			0	0	0	0	Hangar Required
Bearcat	P		1	Lewis Flying Legends		THU	MON	1	0	0	1	1	1	1	0	4	SINGLE			KBRO	150	AVGAS	0	0	AIRSHOW	\$2,500	0			2	0	0	0	Hangar Required
P-40	P		1	Lewis Flying Legends		THU	MON	1	0	0	1	1	1	1	0	4	SINGLE			KBRO	150	AVGAS	0	0	AIRSHOW	\$2,500	0			2	0	0	0	Hangar Required
Beech 18	P		1	Matt Younkin Airshows	Matt Younkin	THU	MON	3	0	0	2	2	2	2	0	8	SINGLE			KBRO	400	AVGAS	165	25W60XC	AIRSHOW	\$12,900	3,870			0	1	0	0	Hangar Required
DH-115	P		1	Vampire Airshows	Jerry Conley	THU	MON	1	0	0	1	1	1	1	0	4	SINGLE			KBRO	900	JET A	45	2380	AIRSHOW	\$8,795				1	0	0	0	Hangar Required
MIG17	P		1	FighterJets Inc	Randy Ball	THU	MON	2	0	0	2	2	2	2	0	8	SINGLE			KBRO	1500	JET A	0	N/A	AIRSHOW	\$7,995				0	1	0	0	Hangar Required
Helldiver	P		1	CAF West Texas Wing		THU	MON	2	0	0	2	2	2	2	0	8	DOUBLE			KBRO	700	AVGAS	0	0	AIRSHOW	\$6,548				0	1	0	0	
C-47	P		1	CAF Central Texas Wing		THU	MON	6	0	0	3	3	3	3	0	12	DOUBLE			KBRO	1100	AVGAS	0	0	AIRSHOW	\$4,000				0	2	0	0	
B-25	P		1	CAF Central Texas Wing		THU	MON	6	0	0	3	3	3	3	0	12	DOUBLE			KBRO	800	AVGAS	0	0	AIRSHOW	\$5,500				0	1	0	0	
B-17	P		1	CAF Gulf Coast Wing		THU	MON	8	0	0	4	4	4	4	0	16	DOUBLE			KBRO	1200	AVGAS	0	0	AIRSHOW	\$10,000				0	2	0	0	
MXS	P	N530RH	1	Rob Holland Airshows	Rob Holland	THU	MON	2	0	0	2	2	2	2	0	8	SINGLE			KBRO	300	AVGAS	45	W100+	AIRSHOW	\$9,500				0	0	1	0	Hangar Required

85 2 28 77 77 77 77 2 340

Total Room Nights 340  
 Total Room Cost \$ 189.00  
 Total Room Expense \$ 64,260.00  
 Airshow Production \$ 117,038.00  
 Total Airshow Cost \$ 181,298.00

0 13 18 6 1

2022 South Padre Island, TX Logistics Roster

Aircraft	S/P	N No.	No.	Base	Contact	Arrival	Departure	No. Aircrew	TUE	WED	THU	FRI	SAT	SUN	MON	Total No. Rooms	Type Rooms	Hotel	Confirmation Number	Staging Location	Fuel (gal)	Fuel Type	Smoke Oil (gal)	Engine Oil	Paid By	Appearance Fee	Deposit	Date of Deposit/Contract Signed	Rental Car Agency	Cars	Minivans	Large SUV	Pickup	Miscellaneous
DSA	P	N/A	1	David Schultz Airshows LLC	David Schultz	TUE	TUE	1	1	1	1	1	1	1	1	7	KING			N/A	0	N/A	0	0	AIRSHOW	\$33,700	4,500	10/22/2021		0	0	1	0	1/2 page program ad
DSA	P	N/A	1	David Schultz Airshows LLC	Warren Schultz	TUE	TUE	1	1	1	1	1	1	1	1	7	KING			N/A	0	N/A	0	0	AIRSHOW	\$0	0	N/A		0	0	1	0	
DSA	P	N/A	1	David Schultz Airshows LLC	Bruce Huddleston	WED	MON	1	0	1	1	1	1	1	0	5	KING			N/A	0	N/A	0	0	AIRSHOW	\$0	0	N/A		0	0	0	0	
DSA	P	N/A	1	David Schultz Airshows LLC	Ron Davis	WED	MON	1	0	1	1	1	1	1	0	5	KING			N/A	0	N/A	0	0	AIRSHOW	\$0	0	N/A		0	0	0	0	1
DSA	P	N/A	1	David Schultz Airshows LLC	Alvin Cleere	WED	MON	1	0	1	1	1	1	1	0	5	KING			N/A	0	N/A	0	0	AIRSHOW	\$0	0	N/A		0	0	0	0	
DSA	P	N/A	1	David Schultz Airshows LLC	Yvonne Brown	WED	MON	1	0	1	1	1	1	1	0	5	KING			N/A	0	N/A	0	0	AIRSHOW	\$0	0	N/A		1	0	0	0	
DSA	P	N/A	1	David Schultz Airshows LLC	Mike McFarland	WED	MON	1	0	1	1	1	1	1	0	5	KING			N/A	0	N/A	0	0	AIRSHOW	\$0	0	N/A		1	0	0	0	
DSA	P	N/A	1	David Schultz Airshows LLC	Ticketing	WED	MON	1	0	1	1	1	1	1	0	5	KING			N/A	0	N/A	0	0	AIRSHOW	\$0	0	N/A		1	0	0	0	
DSA	P	N/A	1	David Schultz Airshows LLC	Live Streaming	WED	MON	4	0	4	4	4	4	4	0	20	KING			N/A	0	N/A	0	0	AIRSHOW	\$0	0	N/A		0	1	1	1	0
Wise Audio	P	N/A	1	Wise Audio		WED	MON	2	0	2	2	2	2	2	0	10	KING			N/A	40	MOGAS	0	0	AIRSHOW	\$0	0	N/A		0	0	0	0	2 golf carts starting Thursday AM
FAA FSDO	P	N/A	1	FAA FSDO San Antonio		THU	MON	1	0	0	4	4	4	4	0	16	KING			N/A	0	0	0	0	AIRSHOW	\$0	0	N/A		0	0	0	0	2 golf carts starting Thursday PM
F-22	P	N/A	2	USAF ACC F-22 Demo Team		WED	MON	7	0	7	7	7	7	7	0	35	SINGLE			KBRO	0	0	0	0	DOD	\$0	0	N/A		0	2	1	0	Hangar Required
F-22	P	N/A	0	USAF ACC F-22 Demo Team		THU	MON	2	0	0	2	2	2	2	0	8	SINGLE			KBRO	5000	JET A	0	0	DOD	\$0	0	N/A		2	0	0	0	Hangar Required
P-51	P		1	USAF Heritage Flight		THU	MON	1	0	0	1	1	1	1	0	4	SINGLE			KBRO	250	AVGAS	0	0	AIRSHOW	\$0	0	N/A		1	0	0	0	Hangar Required
F-35C	P		1	VFA-125, USN F-35C Lightning II Demo Team		WED	MON	7	0	7	7	7	7	7	0	35	SINGLE			KBRO	0	0	0	0	DOD	\$0	0	N/A		1	1	1	0	Hangar Required
F-35C	P		1	VFA-125, USN F-35C Lightning II Demo Team		THU	MON	2	0	0	2	2	2	2	0	8	SINGLE			KBRO	4000	JET A	0	0	DOD	\$0	0	N/A		1	0	0	0	Hangar Required
Leapfrogs	P	N/A	1	US Navy Leap Frogs Parachute Team		THU	MON	14	0	0	14	14	14	14	0	56	SINGLE			KBRO	0	n/a	0	0	DOD	\$600	0	N/A		0	4	0	0	
P-51	P		1	Lewis Flying Legends		THU	MON	1	0	0	1	1	1	1	0	4	SINGLE			KBRO	150	AVGAS	0	0	AIRSHOW	\$2,500	0			0	1	0	0	Hangar Required
P-47	P		1	Lewis Flying Legends		THU	MON	1	0	0	1	1	1	1	0	4	SINGLE			KBRO	180	AVGAS	0	0	AIRSHOW	\$2,500	0			0	0	0	0	Hangar Required
P-38	P		1	Lewis Flying Legends		THU	MON	1	0	0	1	1	1	1	0	4	SINGLE			KBRO	200	AVGAS	0	0	AIRSHOW	\$2,500	0			0	1	0	0	Hangar Required
Spitfire	P		1	Lewis Flying Legends		THU	MON	1	0	0	1	1	1	1	0	4	SINGLE			KBRO	150	AVGAS	0	0	AIRSHOW	\$2,500	0			0	0	0	0	Hangar Required
Corsair	P		1	Lewis Flying Legends		THU	MON	1	0	0	1	1	1	1	0	4	SINGLE			KBRO	150	AVGAS	0	0	AIRSHOW	\$2,500	0			0	0	0	0	Hangar Required
Bearcat	P		1	Lewis Flying Legends		THU	MON	1	0	0	1	1	1	1	0	4	SINGLE			KBRO	150	AVGAS	0	0	AIRSHOW	\$2,500	0			2	0	0	0	Hangar Required
P-40	P		1	Lewis Flying Legends		THU	MON	1	0	0	1	1	1	1	0	4	SINGLE			KBRO	150	AVGAS	0	0	AIRSHOW	\$2,500	0			2	0	0	0	Hangar Required
Beech 18	P		1	Matt Younkin Airshows	Matt Younkin	THU	MON	3	0	0	2	2	2	2	0	8	SINGLE			KBRO	400	AVGAS	165	25W60XC	AIRSHOW	\$12,900	3,870			0	1	0	0	Hangar Required
DH-115	P		1	Vampire Airshows	Jerry Conley	THU	MON	1	0	0	1	1	1	1	0	4	SINGLE			KBRO	900	JET A	45	2380	AIRSHOW	\$8,795				1	0	0	0	Hangar Required
MIG17	P		1	FighterJets Inc	Randy Ball	THU	MON	2	0	0	2	2	2	2	0	8	SINGLE			KBRO	1500	JET A	0	N/A	AIRSHOW	\$7,995				0	1	0	0	Hangar Required
Helldiver	P		1	CAF West Texas Wing		THU	MON	2	0	0	2	2	2	2	0	8	DOUBLE			KBRO	700	AVGAS	0	0	AIRSHOW	\$6,548				0	1	0	0	
C-47	P		1	CAF Central Texas Wing		THU	MON	6	0	0	3	3	3	3	0	12	DOUBLE			KBRO	1100	AVGAS	0	0	AIRSHOW	\$4,000				0	2	0	0	
B-25	P		1	CAF Central Texas Wing		THU	MON	6	0	0	3	3	3	3	0	12	DOUBLE			KBRO	800	AVGAS	0	0	AIRSHOW	\$5,500				0	1	0	0	
B-17	P		1	CAF Gulf Coast Wing		THU	MON	8	0	0	4	4	4	4	0	16	DOUBLE			KBRO	1200	AVGAS	0	0	AIRSHOW	\$10,000				0	2	0	0	
MXS	P	N530RH	1	Rob Holland Airshows	Rob Holland	THU	MON	2	0	0	2	2	2	2	0	8	SINGLE			KBRO	300	AVGAS	45	W100+	AIRSHOW	\$9,500				0	0	1	0	Hangar Required

85 2 28 77 77 77 77 2 340  
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 Airshow Production \$ 117,038.00  
 Total Airshow Cost \$ 181,298.00

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## 2022 Roar by the Shore Air & Space Expo Hotel Rooming List

All rooms must have parking, internet, fitness center, and local call charges WAIVED.

<u>Organization</u>	<u>Name</u>	<u>Type Room</u>	<u>Hotel Name</u>	<u>Confirmation No.</u>	<u>Check-In Date</u>	<u>Check-Out Date</u>	<u>Total Room Nights</u>
David Schultz Airshows	David Schultz	King Suite, NS			1/12/2022	1/16/2022	4
David Schultz Airshows	David Schultz	King Suite, NS			3/28/2022	3/30/2022	2
David Schultz Airshows	David Schultz	King Suite, NS			8/23/2022	8/30/2022	7
David Schultz Airshows	Warren Schultz	King, NS			8/23/2022	8/30/2022	7
David Schultz Airshows	Yvonne Brown	King, NS			8/24/2022	8/29/2022	5
David Schultz Airshows	Bruce Huddleston	King, NS			8/24/2022	8/29/2022	5
David Schultz Airshows	Ron Davis	King, NS			8/24/2022	8/29/2022	5
David Schultz Airshows	Alvin Cleere	King, NS			8/24/2022	8/29/2022	5
David Schultz Airshows	Mike McFarland	King, NS			8/24/2022	8/29/2022	5
David Schultz Airshows	Ticketing	Double, NS			8/24/2022	8/30/2022	6
David Schultz Airshows	Livestreaming	Double, NS			8/23/2022	8/29/2022	6
David Schultz Airshows	Livestreaming	Double, NS			8/23/2022	8/29/2022	6
David Schultz Airshows	Livestreaming	Double, NS			8/23/2022	8/29/2022	6
David Schultz Airshows	Livestreaming	Double, NS			8/23/2022	8/29/2022	6
Wise Group LLC		King, NS			8/24/2022	8/29/2022	5
Wise Group LLC		King, NS			8/24/2022	8/29/2022	5
USAF F-22 Raptor Demo Team		King, NS			8/24/2022	8/29/2022	5
USAF F-22 Raptor Demo Team		King, NS			8/24/2022	8/29/2022	5
USAF F-22 Raptor Demo Team		King, NS			8/24/2022	8/29/2022	5
USAF F-22 Raptor Demo Team		King, NS			8/24/2022	8/29/2022	5
USAF F-22 Raptor Demo Team		King Suite, NS			8/25/2022	8/29/2022	4
USAF F-22 Raptor Demo Team		King, NS			8/25/2022	8/29/2022	4
USAF F-22 Raptor Demo Team		King, NS			8/24/2022	8/29/2022	5
USAF F-22 Raptor Demo Team		King, NS			8/24/2022	8/29/2022	5
USAF F-22 Raptor Demo Team		King, NS			8/24/2022	8/29/2022	5
USAF F-22 Raptor Demo Team		King, NS			8/24/2022	8/29/2022	5
US Navy F-35C Lightning II Demo Team		King, NS			8/24/2022	8/29/2022	5
US Navy F-35C Lightning II Demo Team		King, NS			8/25/2022	8/29/2022	4
US Navy F-35C Lightning II Demo Team		King, NS			8/24/2022	8/29/2022	5
US Navy F-35C Lightning II Demo Team		King, NS			8/24/2022	8/29/2022	5
US Navy F-35C Lightning II Demo Team		King, NS			8/24/2022	8/29/2022	5
US Navy F-35C Lightning II Demo Team		King, NS			8/24/2022	8/29/2022	5
US Navy F-35C Lightning II Demo Team		King, NS			8/24/2022	8/29/2022	5
US Navy F-35C Lightning II Demo Team		King Suite, NS			8/25/2022	8/29/2022	4
US Navy F-35C Lightning II Demo Team		King, NS			8/24/2022	8/29/2022	5
USN Leap Frogs Parachute Team		King, NS			8/25/2022	8/29/2022	4

USN Leap Frogs Parachute Team		King, NS	8/25/2022	8/29/2022	4
USN Leap Frogs Parachute Team		King, NS	8/25/2022	8/29/2022	4
USN Leap Frogs Parachute Team		King, NS	8/25/2022	8/29/2022	4
USN Leap Frogs Parachute Team		King, NS	8/25/2022	8/29/2022	4
USN Leap Frogs Parachute Team		King, NS	8/25/2022	8/29/2022	4
USN Leap Frogs Parachute Team		King, NS	8/25/2022	8/29/2022	4
USN Leap Frogs Parachute Team		King, NS	8/25/2022	8/29/2022	4
USN Leap Frogs Parachute Team		King, NS	8/25/2022	8/29/2022	4
USN Leap Frogs Parachute Team		King, NS	8/25/2022	8/29/2022	4
USN Leap Frogs Parachute Team		King, NS	8/25/2022	8/29/2022	4
USN Leap Frogs Parachute Team		King, NS	8/25/2022	8/29/2022	4
USN Leap Frogs Parachute Team		King, NS	8/25/2022	8/29/2022	4
USN Leap Frogs Parachute Team		King, NS	8/25/2022	8/29/2022	4
USN Leap Frogs Parachute Team		King, NS	8/25/2022	8/29/2022	4
USN Leap Frogs Parachute Team		King, NS	8/25/2022	8/29/2022	4
USN Leap Frogs Parachute Team		King, NS	8/25/2022	8/29/2022	4
FAA FSDO San Antonio (Self Pay)		King, NS	8/25/2022	8/29/2022	4
FAA FSDO San Antonio (Self Pay)		King, NS	8/25/2022	8/29/2022	4
FAA FSDO San Antonio (Self Pay)		King, NS	8/25/2022	8/29/2022	4
FAA FSDO San Antonio (Self Pay)		King, NS	8/25/2022	8/29/2022	4
USAF Heritage Flight, P-51 Mustang		King, NS	8/25/2022	8/29/2022	4
Vampire Airshows	Jerry Conley	King, NS	8/25/2022	8/29/2022	4
Matt Younkin Airshows	Matt Younkin	King, NS	8/25/2022	8/29/2022	4
Matt Younkin Airshows		Double, NS	8/25/2022	8/29/2022	4
Fighterjets Inc.	Randy Ball	King, NS	8/25/2022	8/29/2022	4
Fighterjets Inc.		King, NS	8/25/2022	8/29/2022	4
Rob Holland Airshows	Rob Holland	King, NS	8/25/2022	8/29/2022	4
Rob Holland Airshows		King, NS	8/25/2022	8/29/2022	4
CAF West Texas Wing (Helldiver)		Double, NS	8/25/2022	8/29/2022	4
CAF West Texas Wing (Helldiver)		Double, NS	8/25/2022	8/29/2022	4
CAF West Texas Wing (Helldiver)		Double, NS	8/25/2022	8/29/2022	4
CAF Central Texas Wing (C-47)		Double, NS	8/25/2022	8/29/2022	4
CAF Central Texas Wing (C-47)		Double, NS	8/25/2022	8/29/2022	4
CAF Central Texas Wing (C-47)		Double, NS	8/25/2022	8/29/2022	4
CAF Central Texas Wing (B-25)		Double, NS	8/25/2022	8/29/2022	4
CAF Central Texas Wing (B-25)		Double, NS	8/25/2022	8/29/2022	4
CAF Central Texas Wing (B-25)		Double, NS	8/25/2022	8/29/2022	4
CAF Gulf Coast Wing (B-17)		Double, NS	8/25/2022	8/29/2022	4
CAF Gulf Coast Wing (B-17)		Double, NS	8/25/2022	8/29/2022	4
CAF Gulf Coast Wing (B-17)		Double, NS	8/25/2022	8/29/2022	4
CAF Gulf Coast Wing (B-17)		Double, NS	8/25/2022	8/29/2022	4
Lewis Air Legends (P-51)		Double, NS	8/25/2022	8/29/2022	4

Lewis Air Legends (Corsair)	Double, NS	8/25/2022	8/29/2022	4
Lewis Air Legends (P-38)	Double, NS	8/25/2022	8/29/2022	4
Lewis Air Legends (Bearcat)	Double, NS	8/25/2022	8/29/2022	4
Lewis Air Legends (Spitfire)	Double, NS	8/25/2022	8/29/2022	4
Lewis Air Legends (P-40)	Double, NS	8/25/2022	8/29/2022	4
Lewis Air Legends (P-47)	Double, NS	8/25/2022	8/29/2022	4
Lewis Air Legends (P-51)	Double, NS	8/25/2022	8/29/2022	4

RO - 12/22/21

Notes

January Visit

March Visit

## 2022 Roar by the Shore Air & Space Expo Rental Vehicle List

Rev 0 -12/22

Discount Codes for ICAS Members. Schultz Airshows is ICAS Member #2885.

AVIS AWD - A429000 BUDGET BCD - R134900 ENTERPRISE/NATIONAL - XZ16GW9

LDW and Liability Insurance Included in Rate

<u>Organization</u>	<u>Name</u>	<u>Type Vehicle</u>	<u>Confirmation No.</u>	<u>Pickup/Dropoff Location</u>	<u>Pick Up Date</u>	<u>Pick Up Time</u>	<u>Return Date</u>
David Schultz Airshows	David Schultz	FS Sedan		KBRO	1/12/2022	9:40pm	1/16/2022
David Schultz Airshows	David Schultz	Large SUV		KBRO	8/23/2022	noon	8/30/2022
David Schultz Airshows	Warren Schultz	SUV		KBRO	8/23/2022	noon	8/30/2022
David Schultz Airshows	Ron Davis	Pickup Truck		KBRO	8/24/2022	5pm	8/29/2022
David Schultz Airshows	Mike McFarland	FS Sedan		KBRO	8/24/2022	noon	8/29/2022
David Schultz Airshows	Yvonne Brown	FS Sedan		KBRO	8/24/2022	noon	8/29/2022
David Schultz Airshows	Ticketing	FS Sedan		KBRO	8/24/2022	noon	8/29/2022
David Schultz Airshows	Livestreaming	Minivan		KBRO	8/24/2022	noon	8/29/2022
David Schultz Airshows	Livestreaming	SUV		KBRO	8/24/2022	noon	8/29/2022
USAF F-22 Raptor Demo Team		Large SUV		KBRO	8/24/2022	noon	8/29/2022
USAF F-22 Raptor Demo Team		Minivan		KBRO	8/24/2022	noon	8/29/2022
USAF F-22 Raptor Demo Team		FS Sedan		KBRO	8/25/2022	2pm	8/29/2022
USAF F-22 Raptor Demo Team		FS Sedan		KBRO	8/24/2022	2pm	8/29/2022
USAF F-22 Raptor Demo Team		Minivan		KBRO	8/24/2022	noon	8/29/2022
US Navy F-35C Lightning II Demo Team		Large SUV		KBRO	8/24/2022	4pm	8/29/2022
US Navy F-35C Lightning II Demo Team		Minivan		KBRO	8/24/2022	4pm	8/29/2022
US Navy F-35C Lightning II Demo Team		FS Sedan		KBRO	8/24/2022	2pm	8/29/2022
US Navy F-35C Lightning II Demo Team		FS Sedan		KBRO	8/25/2022	2pm	8/29/2022
USN Leap Frogs Parachute Team		Minivan		KBRO	8/25/2022	noon	8/29/2022
USN Leap Frogs Parachute Team		Minivan		KBRO	8/25/2022	noon	8/29/2022
USN Leap Frogs Parachute Team		Minivan		KBRO	8/25/2022	noon	8/29/2022
USN Leap Frogs Parachute Team		Minivan		KBRO	8/25/2022	noon	8/29/2022
USAF Heritage Flight		FS Sedan		KBRO	8/25/2022	noon	8/29/2022
Vampire Airshows	Jerry Conley	FS Sedan		KBRO	8/25/2022	noon	8/29/2022
Fighterjets Inc	Randy Ball	Minivan		KBRO	8/25/2022	noon	8/29/2022
Rob Holland Airshows	Rob Holland	Minivan		KBRO	8/25/2022	noon	8/29/2022
Matt Younkin Airshows	Matt Younkin	Minivan		KBRO	8/25/2022	noon	8/29/2022
CAF West Texas Wing (Helldiver)		Minivan		KBRO	8/25/2022	noon	8/29/2022
CAF Central Texas Wing (C-47)		Minivan		KBRO	8/25/2022	noon	8/29/2022
CAF Central Texas Wing (C-47)		Minivan		KBRO	8/25/2022	noon	8/29/2022
CAF Central Texas Wing (B-25)		Minivan		KBRO	8/25/2022	noon	8/29/2022
CAF Gulf Coast Wing (B-17)		Minivan		KBRO	8/25/2022	noon	8/29/2022
CAF Gulf Coast Wing (B-17)		Minivan		KBRO	8/25/2022	noon	8/29/2022
Lewis Air Legends		Minivan		KBRO	8/25/2022	noon	8/29/2022
Lewis Air Legends		Minivan		KBRO	8/25/2022	noon	8/29/2022
Lewis Air Legends		FS Sedan		KBRO	8/25/2022	noon	8/29/2022



Lewis Air Legends

FS Sedan

KBRO

8/25/2022 noon

8/29/2022

2/21

Notes

UA 4788 from IAH

Expedition Size

Full Size SUV

4-door pickup crew cab

Expedition Size

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

**MEETING DATE:** January 13, 2022

**NAME & TITLE:** Linette Hernandez, Management Assistant

**DEPARTMENT:** Special Events Committee

**ITEM**

Discussion and action concerning the new meeting date for February 2022. (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:**