

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

TUESDAY, FEBRUARY 15, 2022

2:00 PM MUNICIPAL BUILDING

4601 PADRE BLVD

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 meeting minutes for the January 13, 2022 regular meeting. (Hasbun)

4.2. Approve the excused absence for Committee Member Sean Slovisky for the January 13, 2022 regular meeting. (Hasbun)

5. Regular Agenda

5.1. Discussion and action concerning the election of officers for the 2022 calendar year-Committee Chairman and Committee Vice-Chairman. (Hasbun)

5.2. Discussion and possible action to approve the funding request for Flag Football World Championship Tour South Padre Regional in April 2022. (Brown)

5.3. Discussion and possible action to approve the funding request for SPI Half Marathon in November 2022. (Brown)

5.4. Discussion and possible action to approve the funding request for Texas Gulf Surfing Association State Championship in April/ May 2022. (Brown)

5.5. Update on American Junior Golf Association Tournament scheduled for June 2022. (Brown)

- 5.6. Update on Splash scheduled for April/May 2022. (Brown)
- 5.7. Discussion and action concerning the new meeting date for March 2022. (Hasbun)

6. Adjourn

NOTE:

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

DATED THIS DAY FEBRUARY 11, 2022



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, FEBRUARY 11, 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 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: February 15, 2022

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Special Events Committee

ITEM

Approve the meeting minutes for the January 13, 2022 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:

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

THURSDAY, JANUARY 13, 2022

I. CALL TO ORDER

The Special Events Committee of the City of South Padre Island, Texas, held a regular meeting on Thursday, January 13, 2022, 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 2:03 pm. A quorum was present: Vice Chairwoman Lisa Graves, Committee Members Cody Pace, Tomas Saenz, and Amy Salander were present. Committee Member Sean Slovisky was absent.

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

City officials present were City Manager Randy Smith and Council Member Kerry Schwartz.

II. PLEDGE OF ALLEGIANCE

SEC Chairman Christian Hasbun led the pledge of allegiance.

III. PUBLIC COMMENTS AND ANNOUNCEMENTS

CVB Interim Director Lori Moore made a public announcement informing the Special Events Committee that the Spartan Race scheduled for February 2022 has been canceled due to low registration. There is a possibility that the event will apply for funding in 2023.

IV. APPROVE CONSENT AGENDA

- 4.1. Approve the excused absence for Committee Members Tomas Saenz and Sean Slovisky for the December 15, 2021 regular meeting. Committee Member Amy Salander made a motion to approve, seconded by Committee Member Cody Pace. Motion carried unanimously.

- 4.2. Approve the meeting minutes for the December 15, 2021 regular meeting. Committee Member Amy Salander made a motion to approve, seconded by Committee Member Cody Pace. Motion carried unanimously.

5. Regular Agenda

- 5.1. Discussion and possible action to approve the funding request for the Sand Crab Run in April 2022. Special Events Manager April Brown spoke at the podium and introduced event producer Bill Gardner via video phone call who was available for questions regarding the event details. Committee Member Cody Pace made a motion to approve the full funding request of \$6,000, seconded by Vice Chairman Lisa Graves. Motion carried unanimously.
- 5.2. Discussion and possible action to approve the funding request for the SPI Food Truck Festival in April 2022. Special Events Manager April Brown spoke at the podium and introduced event producer John Garcia who was available to answer questions at the podium. Committee Member Amy Salander made a motion to hold off on funding the event until a new location for the event be determined so that the event can be held in the city, and not (county) at Isla Blanca Park, seconded by Chairman Christian Hasbun. Motion carried unanimously.
- 5.3. Discussion and possible action to approve the funding request for Roar by the Shore Air and Space Expo in August 2022. Special Events Manager April Brown spoke at the podium and introduced event producer David Schultz who presented at the podium and provided specific details regarding the marketing plan for the event. The committee had several questions regarding the event. Committee Member made a motion to approve, seconded by . Motion carried unanimously.
- 5.4. Discussion and action concerning the new meeting date for February 2022.

6. ADJOURN

The meeting was adjourned at 3:36pm.

Linette Hernandez, CVB Management Assistant

Approved by:

Christian Hasbun, SEC Chairman

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

MEETING DATE: February 15, 2022

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Special Events Committee

ITEM

Approve the excused absence for Committee Member Sean Slovisky for the January 13, 2022 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: February 15, 2022

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Special Events Committee

ITEM

Discussion and action concerning the election of officers for the 2022 calendar year-Committee Chairman and Committee Vice Chairman. (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: February 15, 2022

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Special Events Committee

ITEM

Discussion and possible action to approve the funding request for Flag Football World Championship Tour South Padre Regional in April 2022. (Brown)

ITEM BACKGROUND

2022 Funding Request: \$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: 2/4/2022

ORGANIZATION INFORMATION

Name of Organization: FFWCT

Address: 209 Trailwood Dr

City, State, Zip: Allen, TX 75002

Contact Name: Travis Burnett Contact Email: travis@ffwct.com

Contact Office PhoneNumber: 9729229234

Contact Cell PhoneNumber: 9729229234

Website Address for Event or Sponsoring Entity: ffwct.com

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

Entity's CreationDate: 8/2015

Purpose of your organization:
Hosting the world's largest club level flag football tournaments nationwide.

EVENT INFORMATION

Name of Event: FFWCT South Padre Regional

Date(s) of Event: April 2-3, 2022

Primary Location of Event: Isla Grand Beach Resort & Port Isabel High School

Amount Requested: \$3000

Primary Purpose of Funded Activity/Facility:
For a flag football tournament featuring all traveling teams from around Texas and nationwide.

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

Cover facility costs, event marketing, hotels and staff travel.

Percentage of Hotel Tax Support of Related Costs

100 Percentage of Total Event Costs Covered by Hotel Occupancy Tax

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

0 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:

Have not requested it, would accept it if offered.

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: \$ 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: \$ 2500

How many attendees are expected to come to the sporting related event? 600

How many of the attendees are expected to be from more than 75 miles away? 600

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

Will be a 2 day event with most likely 100% travel in rate and a 2 night average stay.

- 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: 1200

How many people attending the Event will use South Padre Island lodging establishments? 1200

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?

100-200 rooms blocked at Isla Grand Beach Resort as host hotel, possibly others in the future.

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 blocks, event surveys and data collected through registration.

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? \$300 per team/~\$30 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?

Generally for regionals we might make a small profit, \$500-\$1000 or so, but many times break even or even lose money.

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: \$ 500
- Other Paid Advertising: \$ _____

Anticipated Number of Press Releases to Media: _____

Anticipated Number Direct Emails to out-of-town recipients: 10

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?

Yes

[If we have a tour operator, we will require them to use that service.]

What other marketing initiatives are you planning to promote hotel and convention activity for this event?

We will be promoting after parties and welcome parties, highlighting other attractions and the beaches.

Who is your target audience? Athletes and parents of athletes who play flag football

What geographic region(s) are you marketing to?

All of United States and Mexico, for this event mostly Texas and Mexico.

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 Commercial General Liability and additional coverage, 6L National Casualty Company

[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

FFWCT South Padre Regional

2/4/2022

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)

Travis Burnett

Digitally signed by Travis Burnett
Date: 2022.02.04 12:05:06 -06'00'

2/4/2022

Authorized Signature

Date

Travis Burnett

Print Name



General Schedule

The 2022 FFWCT South Padre Regional will feature flag football games at Port Isabel High School and on the beach at the Isla Grand Beach Resort. Games will run from 9am – 7pm both days at both locations. Setup will be around 7:30am both days, and we are usually out no later than 30 minutes after the last game ends.

FFWCT Experience

We run 25+ tournaments a year nationwide, many in Texas as our home state, with events ranging from 30 teams to just under 800 teams at our World Championships in Florida that we just held. We will be sending our primary directors to operate this event, where we fully staff, equip and execute everything on our end smoothly.

South Padre Promotion Plan

For marketing and advertising we will be heavily promoting the event through our social media platforms, primarily Facebook and Instagram, with paid ads and general inviting of teams to the event. We will also be including the event in a dedicated email blast to our players, and featured on our website, as well as directly promoted through affiliate leagues in Texas, Mexico and Louisiana.

Budget

Expenses – based on estimated 50 teams

- Field Costs - \$1,000
- Director Staffing - \$2000
- Officials – \$4,500 – Estimated 75 games at \$30/game with 2 officials per field
- Hotels – \$6,300 – 14 rooms @ \$150/night over 3 nights
- Marketing & Advertising - \$500
- Insurance - \$500
- Estimated Total = \$14,800

Income – based on estimated 50 teams

- Registration revenue- \$15,000 at \$300/team

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

MEETING DATE: February 15, 2022

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Special Events Committee

ITEM

Discussion and possible action to approve the funding request for SPI Half Marathon in November 2022. (Brown)

ITEM BACKGROUND

2022 Funding Request: \$15,000

2021 Approved funding: \$7,500

2020 Approved funding: \$5,000

2019 Approved funding: \$3,500

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: 1/8/22

ORGANIZATION INFORMATION

Name of Organization: RAV RUN ADVENTURES

Address: 3207 NOBLE DR

City, State, Zip: BROWNSVILLE TX

Contact Name: ROB MCBEE Contact Email: ravrunning956@gmail.com

Contact Office Phone Number: 956 465 8576

Contact Cell Phone Number: 956 465 8576

Website Address for Event or Sponsoring Entity: ravrunadevntures.com

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

Entity's Creation Date: 1/1/2018

Purpose of your organization:

We exist to cultivate healthy activities for the RGV and Beyond. With each event we do we choose and worthy non-profit entity to support.

EVENT INFORMATION

Name of Event: 2022 SOUTH PADRE ISLAND HALF MARATHON

Date(s) of Event: November 12/13

Primary Location of Event: sidewalk and pedestrian lanes - start and finish line in Isla blanca Park (Sandpiper Pavillion)

Amount Requested: \$15,000

Primary Purpose of Funded Activity/Facility:

To bring a high quality Half Marathon to South Padre Island.

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

Please see attachment.

Percentage of Hotel Tax Support of Related Costs

15 Percentage of Total Event Costs Covered by Hotel Occupancy Tax

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

0 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: \$ 15,000
- 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: \$ 10,000

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

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

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

Hotel stays/Restaurant dining/SPI activities (mini golf/jet ski rentals/etc)

g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding. Amount requested under this category: \$** _____

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

Expected Attendance: 2000

How many people attending the Event will use South Padre Island lodging establishments? approx 1200

How many nights do you anticipate the majority of the tourists will stay? 1-3

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

Where and how many rooms will be blocked?

We havent determined this yet

List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
11/19	3500	100
9/20	5000	500
11/21	7500	1060

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

Online Registration surveys

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

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

Do you anticipate a net profit from the event? yes

If there is a net profit, what is the anticipated amount and how will it be used?
 approx 20,000 - Donation to Sea turtle Inc. and investment back into our business.

All marketing and promotions will be coordinated through the CVA's agency, unless exempted from this requirement by the Executive Director, in which case all creative must be pre-approved by the Executive Director (or designee) and payments will be on a reimbursement basis. Please list all promotion efforts your organization is planning and the amount estimated for each media outlet:

- Newspaper: \$ _____
- Radio: \$ _____
- TV: \$ _____
- Website, Social Media: \$ 75 %
- Other Paid Advertising: \$ 25 %

Anticipated Number of Press Releases to Media: 2-4

Anticipated Number Direct Emails to out-of-town recipients: 10 Plus

Other Promotions: Signage at other events, flyers on cars, QR Code Campaigns

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?

SOCIAL MEDIA POSTS and BOOSTING

Who is your target audience? RUNNERS/WALKERS

What geographic region(s) are you marketing to?

SOUTH TX and SURROUNDING AREAS

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:

WE use RRCA Insurance (Road runners Club of america)

[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

SPI HALF MARATHON EVENT HISTORY

2019 – 250 Runners – 100 Rooms

2020 – 800 Runners – 500 Rooms

2021-1400 Runners- 1060 Rooms

ROOM NIGHT PROJECTIONS

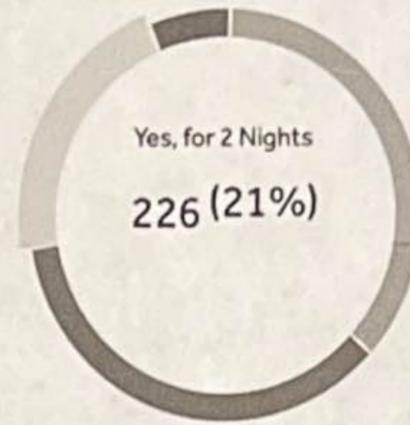
BASED ON GROWTH OF PAST 3 YEARS AND
ESTIMATED ATTENDANCE

Predicting **1500 room Nights**

Last years rooms was 1060- (Backup Included)



- Yes, For 1 Night
- No, I Will Drive To SPI On Race Day
- Yes, For 2 Nights
- Yes, For More Than 2 Nights

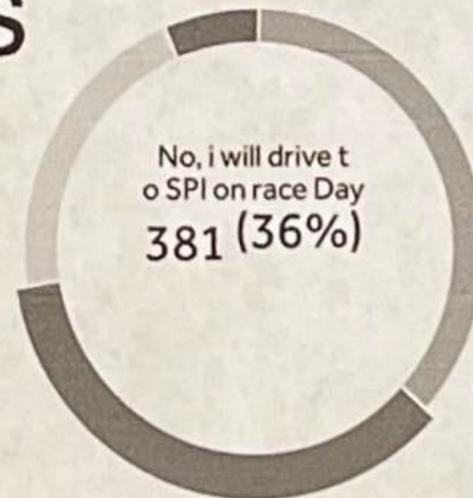


- Yes, For 1 Night
- No, I Will Drive To SPI On Race Day
- Yes, For 2 Nights
- Yes, For More Than 2 Nights

Room Nights



- Yes, For 1 Night
- No, I Will Drive To SPI On Race Day
- Yes, For 2 Nights
- Yes, For More Than 2 Nights



- Yes, For 1 Night
- No, I Will Drive To SPI On Race Day
- Yes, For 2 Nights
- Yes, For More Than 2 Nights

Yes for 1 Night = 395

Yes for 2 Nights = $226 \times 2 = 452$

Yes for more than 2 Nights = $71 \times 3 = 213$

Total 1060

2022 SOUTH PADRE ISLAND HALF MARATHON

SCHEDULE OF EVENTS

FRIDAY NOV 11- PACKET PICKUP

SATUDAY NOV 12 – 5k/1MILE

SUNDAY NOV 13 – HALF MARATHON

SAFETY / SECURITY

Last year, we hired 4 SPI Police Officers to assist us on the route. We will be doing this again to keep our runners safe.

MARKETING BUDGET:

TOTAL : \$15,000

BREAKDOWN

\$8,000 – Social media marketing (Mostly Facebook and Instagram)
Target runners and specific areas

\$2,000 – Website and email blasting

\$5,000 – Printed materials – signs to display at local trails and running events, business cards w
QR Codes, Flyers to display at local businesses and trails.

RAV SPECIAL EVENT HISTORY

4 Years running with SPI Half Marathon

3 Years running with STAR WARS DAY RUN

RUN, WHITE, and BLUE – 4 years

South Padre Island Convention & Visitors Bureau
Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

SOUTH PADRE ISLAND HALF MARATHON

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") - TBD
- Enclosed a vendor/exhibitor list (categorized by "confirmed" and "pending") - TBD
- Enclosed an event map
- Enclosed security/safety plans
- Enclosed a complete detailed budget (REQUIRED) - marketing budget included
- Enclosed an advertising/marketing and promotion plan (REQUIRED)
- Enclosed copies of promotional materials (if available) TBD
- 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)

RAMC
Authorized Signature

1-8-22
Date

Robert H McBee
Print Name

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

MEETING DATE: February 15, 2022

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Special Events Committee

ITEM

Discussion and possible action to approve the funding request for Texas Gulf Surfing Association State Championship in April/May 2022. (Brown)

ITEM BACKGROUND

2022 Funding Request: \$5,000

2021 Approved Funding: \$3,500

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: 1-30-2022

ORGANIZATION INFORMATION

Name of Organization: Texas Golf Surfing Association (TGSA)

Address: P.O. Box 1529

City, State, Zip: Port Aransas, TX 78373

Contact Name: Mary Goldsmith Contact Email: marygoldsmith
@yahoo.com

Contact Office Phone Number: 361-658-6258

Contact Cell Phone Number: 361-658-6258

Website Address for Event or Sponsoring Entity: www.surftgsa.org

Non-Profit or For-Profit status: Non-profit Tax ID #: 56-2517782

Entity's Creation Date: 1988

Purpose of your organization:

To promote the sport of surfing through family-oriented competition with a focus on good sportsmanship, education and environmental awareness

EVENT INFORMATION

Name of Event: Texas State Surfing Championships

Date(s) of Event: April 9-10, April 23-24, April 30-May 1 or May 14-15

Primary Location of Event: Isla Blanca Park (permit pending)

Amount Requested: \$5,000

Primary Purpose of Funded Activity/Facility:

Culmination of the 2021/2022 competition season where State Titles will be determined

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

Event t-shirts \$1500 Trophies + 3000 Cameron County fees. \$675

Percentage of Hotel Tax Support of Related Costs

38% 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

0 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 N/A %

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

N/A

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: \$ N/A
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ N/A
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ N/A
- 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: \$ N/A
- 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: \$ N/A
- 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: \$ 5,000 (100%)

How many attendees are expected to come to the sporting related event? 200

How many of the attendees are expected to be from more than 75 miles away? 195

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

The TGSA membership mostly consists of surfers and their families from the Houston/Galveston and Corpus Christi/Pat Brisas areas. Our members and families will rent lodging, eat in restaurants and spend money in South Padre as visitors.

- g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding. Amount requested under this category: \$ N/A

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

—

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

—

What percentage of the ridership will be local citizens? —

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

What tourist attractions will be the subject of the signs?

—

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES:

How many years have you held this Event? 30 years +

Expected Attendance: 250

How many people attending the Event will use South Padre Island lodging establishments? 195

How many nights do you anticipate the majority of the tourists will stay? 3 nights

Will you reserve a room block for this Event at an area hotel(s)? We would like to

Where and how many rooms will be blocked?

pending

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
2021	\$ 3,500	140

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

Survey of participants by QR code and forms filled out at event

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

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

Do you anticipate a net profit from the event? No

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

Any net profit will be used for general operating expenses such as liability insurance, equipment maintenance etc.

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: \$ _____

Advertising will be via the TGSF web site & TGSF Facebook & Instagram - no paid advertising

Anticipated Number of Press Releases to Media: 5

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

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 would like to - and request assistance

[If we have a tour operator, we will require them to use that service.]

What other marketing initiatives are you planning to promote hotel and convention activity for this event?

We will increase nights in South Padre with a two-day contest. We request assistance with a hotel block for our members. We could not get one last year due to Mother's Day. We are blocking out Mother's Day this year.

Who is your target audience? Surfers, beach spectators

What geographic region(s) are you marketing to?

All of coastal Texas (most members are in Houston/Balveston or Corpus Christi/Port Aransas)

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

N/A

- 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:

Vantapro Specialty Ins. Co. + US Fire Ins. Co. - \$1mil/\$3mil
Accident Medical \$25,000 (see attached for Cameron County) -
please provide addtl insured information for SPI
[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

Texas State Surfing Championships
Name of Event

1-30-2022
Date Submitted

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MAG Smith
Authorized Signature

1-30-2022
Date

Mary A. Goldsmith
Print Name

President
Texas Golf Surfing Association

Schedule of Events for Texas State Surfing Championships (preliminary)—

The contest will be called on or off for a scheduled contest day by noon on the previous day based on surf conditions and any other factors affecting the event.

Friday evening—

Participants and their friends and families arrive

Possible welcome event on Friday evening with heat sheets posted – seeking sponsor

Saturday—

Set-up to begin at sunrise

Welcome to competitors

Competition begins – approximately 7-8am

Texas State Surfing Championship competition until approximately 5-6pm

Break down beach setup

Possible social gathering for TGSA members and families – outside venue – seeking sponsor

Sunday—

Set-up to begin at sunrise

Competition resumes – approximately 7-8am

Competition is completed

Awards ceremony (probably on the beach)

(If the surf is good, it is anticipated that numerous TGSA participants will stay in South Padre on Sunday night, but not as part of the contest.)

Texas State Surfing Championships
May 8, 2021
Isla Blanca Park, South Padre Island

Income –

Sponsorship – South Padre CVB	2,625.00 (expect 875.00 more)
Entries	7,172.42
Total:	9,797.42

Expenses –

Trophies	2,499.66
Cash awards	585.00
Supplies	343.63
Event t-shirts	1,185.00
Cameron County fees	395.00
Lunch for contest crew	159.12
Fees and travel allowance for crew	4,347.16
Total:	9,514.57

Net profit from event: 282.85

(Net profit goes to general fund for recurring expenses for liability insurance, website, office, equipment repairs and replacement, etc. Note that this was initially expected to be a two-day event in which case expenses for fees, travel allowances, Cameron County and crew lunch expense would have approximately doubled. Our membership is growing and any future plans will have to anticipate a two-day event.)

Advertising/Marketing and Promotion Plan – Texas State Surfing Championships

The TGSA will make numerous pre-event announcements including sponsor recognition on its website surfTGSA.org and on its Facebook and Instagram accounts. The TGSA anticipates posters in Texas surf shops.

In Room night projections – Texas State Surfing Championships

The TGSA projects that 120 participants and their friends and families will attend and spend at least 2 nights in South Padre

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

MEETING DATE: February 15, 2022

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Special Events Committee

ITEM

Update on American Junior Golf Association Tournament scheduled for June 2022. (Brown)

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:

American Jr. Golf Tournament

June 13 – 16, 2022



Funding Update

- \$10,000 Approved by SEC & CVAB July 2019
- \$7,500 - 75% Paid in Oct. 2019
- **\$2,500 – 25% Pending**
- Postponed due to COVID-19 in April 2020 & 2021

SPI Golf Course – Laguna Vista

- Pricing has increased per player
- Estimating 78-108 golfers each day
- \$54 per round per player
- 5 rounds total

Sample Schedule

- Monday, June 13, 2022
8 a.m. Shotgun Start – AJGA Qualifier
1:30 p.m. Shotgun Start – AJGA Official Practice Round
- Tuesday, June 14 – Thursday, June 16, 2022
7:30 – 9:30 a.m. of off Nos. 1 & 10

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

MEETING DATE: February 15, 2022

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Special Events Committee

ITEM

Update on Splash scheduled for April/May 2022. (Brown)

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:

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

MEETING DATE: February 15, 2022

NAME & TITLE: Linette Hernandez, Management Assistant

DEPARTMENT: Special Events Committee

ITEM

Discussion and action concerning the new meeting date for March 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: