

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

**THURSDAY, JULY 14, 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 Council relating to agenda or non-agenda items. Speakers are required to address Council at the podium and give their name before addressing their concerns. [Note: State law will not permit the City Council 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 City Council meeting]*

4.Approve Consent Agenda

4.1. Approve the meeting minutes for the June 21, 2022 regular meeting. (Hasbun)

4.2. Approve the excused absences for Committee Members Sean Slovisky and Ryan Obryne for the June 21, 2022 meeting. (Hasbun)

4.3. Approve the Special Events Committee post-event reports for the following events: (Hasbun)  
\* American Junior Golf Association in June 2022  
\* Beach Bash Skate Jam in June 2022

5.Regular Agenda

5.1. Discussion and possible action to approve the funding request for Sandcastle Days in October 2022. (Brown)

5.2. Discussion and possible action to approve the funding request for Aurora Fest in September 2022. (Brown)

Agenda: JULY 14, 2022

5.3. Discussion and possible action to approve the funding request for Concerts on the Greens in September/October 2022. (Brown)

5.4. Discussion and action concerning the new meeting date for August 2022. (Brown)

## 6. Adjourn

### NOTE:

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

### DATED

Assistant

Linette Hernandez, CVB Administrative

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 , AT/OR BEFORE 2:00 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, DAVID TRAVIS; ADA DESIGNATED RESPONSIBLE PARTY AT (956) 761-8103.

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

**MEETING DATE:** July 14, 2022

**NAME & TITLE:** Silvia Sanchez

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the meeting minutes for the June 21, 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:**

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

**TUESDAY, JUNE 21, 2022**

**I. CALL TO ORDER**

The Special Events Committee of the City of South Padre Island, Texas, held a regular meeting on Tuesday, June 21, 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 2:00 pm. A quorum was present: Vice Chairwoman Lisa Graves, Committee Members Meg Clifton, Amy Salander and Cody Pace were present. Committee Members Sean Slovisky and Ryan Obyrne were absent.

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

City officials present were: none

**II. PLEDGE OF ALLEGIANCE**

SEC Chairman Christian Hasbun led the pledge of allegiance.

**III. PUBLIC COMMENTS AND ANNOUNCEMENTS**

Interim CVB Director Lori Moore made an announcement regarding the new CVB director starting on June 27, 2022.

**IV. APPROVE CONSENT AGENDA**

- 4.1. Approve the meeting minutes for the May 17, 2022 regular meeting. Committee Member Meg Clifton made a motion to approve, seconded by Committee Member Amy Salander. Motion carried unanimously.
  
- 4.2. Approve the excused absence for Vice Chairwoman Lisa Graves for the May 17, 2022 meeting. Committee Member Meg Clifton made a motion to approve, seconded by Committee Member Amy Salander. Motion carried unanimously.
  
- 4.3. Approve the Special Events Committee post-event reports for the following events:
  - \* Run the Jailbreak in May 2022
  - \* Splash in April 2022
  - \* Shallow Sport Owners Fishing Tournament in May 2022

Committee Member Meg Clifton made a motion to approve, seconded by Committee Member Amy Salander. Motion carried unanimously.

## **V. REGULAR AGENDA**

- 5.1. Discussion and possible action to approve the funding request for The A Team/Dynamic Texas Entertainment LLC in July and September 2022. Special Events Manager April Brown introduced event promoter Nestor Garza, who presented at the podium and provided event details. Committee Member Meg Clifton made a motion to approve \$7000 in marketing for the Labor Day event only, seconded by Committee Member Amy Salander. Motion carried unanimously.
- 5.2. Discussion and possible action to approve the funding request for SPI Pride in October 2022. Special Events Manager April Brown introduced event promoter Jay Calsen, who presented at the podium and provided event details. Committee Member Amy Salander made a motion to approve \$5,000 in marketing, seconded by Committee Member Cody Pace. Motion carried unanimously.
- 5.3. Discussion and possible action to approve the funding request for Aurora Fest in September 2022. Special Events Manager April Brown introduced event promoter Art Rios, who presented at the podium and provided event details. Chairman Christian Hasbun made a motion to table this item, seconded by Committee Member Amy Salander. Motion carried unanimously.
- 5.4. Discussion and action concerning the new meeting date for July 2022. The next meeting was scheduled for July 14, 2022.

## **VI. ADJOURN**

The meeting was adjourned at 12:54pm.

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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:** July 14, 2022

**NAME & TITLE:** Silvia Sanchez

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the excused absences for Committee Members Sean Slovisky and Ryan Obryne for the June 21, 2022 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:** July 14, 2022

**NAME & TITLE:** Silvia Sanchez

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

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

\* American Junior Golf Association in June 2022

\* Beach Bash Skate Jam in June 2022

**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:**



# SOUTH PADRE ISLAND EVENT FUNDING POST EVENT REPORT



Please complete all sections.

Date Report Submitted: 6/27/22

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

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

## Please submit the following within 30 days post event:

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

## ORGANIZATION INFORMATION

Name of Organization: American Junior Golf Association

Address: 1980 Sports Club Drive

City, State, Zip: Braselton, GA 30517

Full Name: Ty Kempf

E-Mail: tkempf@ajga.org

Office Number: 678-425-1720

Cell Phone Number: 785-218-8094

**EVENT INFORMATION**

Name of Event: South Padre Junior All-Star

Date(s) of Event: June 13-16, 2022

Primary Location of the Event: South Padre Island Golf Club

How many years have you held this event on South Padre Island? 1 year

**EVENT FUNDING INFORMATION**

Please attach an actual event budget showing all revenues including sponsorships and expenses.

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

Total Amount to be Received: \_\_\_\_\_

Did the event charge admission? Was there a net profit from the event? If so, what was the amount and how is it being used?

No - Budget attached

**EVENT ATTENDANCE INFORMATION**

How many people did you **predict** would attend this event? (Number submitted in the application)?

300 people

What was the actual attendance at the event? 245

How many of the participants were from another city or county? 240

How many room nights did you **predict** in your application would be generated by attendees of this event?

55 nights

How many room nights were **actually generated** by attendees of this event? 30

If this event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this event?

This Year: 0

Two Years Ago: 0

Last Year: 0

Three Years Ago: 0

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

Tournament registration survey

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

Yes, 25 rooms

No, only 7 rooms filled most of the participants stayed in Airbnbs.

### EVENT MARKETING INFORMATION

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

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

Please list all efforts your organization used to promote the event and how much was spent in each category:

Print \$: N/A

Website \$: N/A

Radio \$: N/A

Social Media \$: N/A

TV \$: N/A

Other Digital Advertising \$: N/A

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

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

We promoted the host hotel on our tournament website with a booking link as well.

**ADDITIONAL EVENT INFORMATION**

Please note any other success indicators of your event:

316,443 reach on twitter

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

Find the host facility at the South Padre Island Golf Club in Laguna Vista.

What was the weather like during the event?

90+ degrees with a heat index above 100 most days  
winds blow 20+ mph with gusts above 30+ mph

Were there any other factors that may have affected the event?

Ty Z Kempf  
Authorized Signature

6/27/22  
Date

Ty Z Kempf  
Print Name

2022 Tournament Budget (Committee Version)  
 Junior All-Star - South Central

	<u>2021</u>	<u>2022</u>
	<u>Actuals</u>	<u>Budget</u>
<b>Revenue</b>		
Corporate Sponsor(s)	\$ -	\$ 10,000
Fundraising (Junior-Am)	0	20,000
Fundraising (Project Zero)	0	0
Misc. (Hotel Rebate, Cookout Revenue)	0	0
<b>Total Revenue</b>	<b>\$ 0</b>	<b>\$ 30,000</b>
<b>Expense</b>		
Staff Food (On-Site)	0	200
Staff Lodging (On-Site)	0	7,350
Gas (On-Site)	0	200
Rental Cars	0	1,000
Product (Fruit, Water, Sp. Drink, Ice)	0	300
Medical Services	0	1,000
<b>Project Zero</b>	<b>0</b>	<b>10,050</b>
Junior-Am Reception	0	0
Junior-Am Breakfast / Lunch	0	0
Tournament Cookout / Vouchers	0	1,560
Players / Parents Meeting	0	0
Volunteer Meals	0	0
Hospitality	0	0
Banquet	0	0
Player Meals	0	0
Equipment / Room Rental	0	0
Player Travel / Lodging	0	0
<b>Food &amp; Hospitality</b>	<b>0</b>	<b>1,560</b>
Support Staff (Wages)	0	3,001
Pre-Tournament Trip	0	0
Staff Travel (In-Transit)	0	1,726
<b>Travel / Staff Expenses</b>	<b>0</b>	<b>4,727</b>
Junior-Am Signage	0	0
Scoreboard / Graphics Artist	0	0
Sponsor Signage & Promotion	0	350
Electronic Scoreboard	0	0
<b>Promotion / Experience</b>	<b>0</b>	<b>350</b>
Junior-Am Orders / Gifts	0	0
Tourn. Orders / Gifts (Juniors)	0	3,571
Other Orders / Gifts (Juniors)	0	0
Qualifier Gifts	0	730
Committee / Course Appreciation	0	225
Volunteer Gifts	0	112
<b>Tournament Orders / Gifts</b>	<b>0</b>	<b>4,638</b>
Champion Trophies	0	272
Runners-Up Trophies	0	564
Qualifier Awards	0	26
Junior-Am Awards	0	0
Other Awards / Trophies	0	0
<b>Awards / Trophies</b>	<b>0</b>	<b>862</b>
Professional Services	0	0
Shuttle Transportation	0	0
Shipping & Postage	0	20
Misc. Tournament Operations	0	180
<b>Tournament Operations</b>	<b>0</b>	<b>200</b>
Tournament Site Fees	0	12,848
Qualifier Site Fees	0	4,212
Junior-Am Site Fees	0	0
<b>Facility Fees</b>	<b>0</b>	<b>17,060</b>
Equipment & Technology	0	3,200
Printing	0	100
Clipping Service	0	75
Junior-Am	0	0
Scorecards	0	0
Photography	0	25
<b>Fixed Costs</b>	<b>0</b>	<b>3,400</b>
<b>Total Expense</b>	<b>\$ 0</b>	<b>\$ 42,847</b>
<b>Proceeds Available for Charity</b>	<b>\$ 0</b>	<b>\$ (12,847)</b>
Contributions to Local Charity	0	0
Contributions to ACE Grant	0	0
<b>Net Proceeds (After Contrib. to Charity)</b>	<b>\$ 0</b>	<b>\$ (12,847)</b>

Last Name	Gender	AJGA Event: Campaign Name	Display City	DisplayState	Display Country	Other Zip/Postal Code
Aerrabolu	Male	South Padre Junior All-Star	Plano	TX	United States	75024
Agarwal	Male	South Padre Junior All-Star	Saratoga	CA	United States	95070
Agarwal	Male	Qualifier - South Padre Junior All-Star	Saratoga	CA	United States	95070
Ahn	Female	South Padre Junior All-Star	Dallas	TX	United States	75287
Amour	Male	Qualifier - South Padre Junior All-Star	McAllen	TX	United States	78504
Anand	Male	South Padre Junior All-Star	Irving	TX	United States	75063
Arcella	Male	South Padre Junior All-Star	Henderson	NV	United States	89012
Arenkiel	Male	South Padre Junior All-Star	Pearland	TX	United States	77584
Arenkiel	Male	Qualifier - South Padre Junior All-Star	Pearland	TX	United States	77584
Ayres	Male	South Padre Junior All-Star	Dallas	TX	United States	75229
Ayres	Male	Qualifier - South Padre Junior All-Star	Dallas	TX	United States	75229
Baer	Male	South Padre Junior All-Star	Lantana	TX	United States	76226
Baer	Male	Qualifier - South Padre Junior All-Star	Lantana	TX	United States	76226
Beebe	Male	South Padre Junior All-Star	West Palm Beach	FL	United States	33405
Beebe	Male	Qualifier - South Padre Junior All-Star	West Palm Beach	FL	United States	33405
Bolado	Female	South Padre Junior All-Star	New Braunfels	TX	United States	78130
Bourgault	Female	South Padre Junior All-Star	Mont-Tremblant	QC	Canada	J8E 1C6
Breuer	Male	South Padre Junior All-Star	Peoria	AZ	United States	85383
Browning	Male	South Padre Junior All-Star	Carlsbad	CA	United States	92009
Browning	Male	Qualifier - South Padre Junior All-Star	Carlsbad	CA	United States	92009
Caldera	Male	Qualifier - South Padre Junior All-Star	Weslaco	TX	United States	78599
Cannon	Female	South Padre Junior All-Star	Edmond	OK	United States	73025
Cannon	Female	Qualifier - South Padre Junior All-Star	Edmond	OK	United States	73025
Chiu	Male	South Padre Junior All-Star	Los Altos	CA	United States	94022
Cook	Male	South Padre Junior All-Star	Las Vegas	NV	United States	89141
De Marco	Female	South Padre Junior All-Star	Southlake	TX	United States	76092
De Marco	Female	Qualifier - South Padre Junior All-Star	Southlake	TX	United States	76092
Duggal	Male	South Padre Junior All-Star	The Woodlands	TX	United States	77382
Ellestad	Female	South Padre Junior All-Star	Houston	TX	United States	77042
Follmer	Male	South Padre Junior All-Star	Austin	TX	United States	78738
Follmer	Male	South Padre Junior All-Star	Austin	TX	United States	78738
Follmer	Male	Qualifier - South Padre Junior All-Star	Austin	TX	United States	78738
Follmer	Male	Qualifier - South Padre Junior All-Star	Austin	TX	United States	78738
Fukushima	Male	South Padre Junior All-Star	Irvine	CA	United States	92618
Ganiear	Male	South Padre Junior All-Star	Southlake	TX	United States	76092
Ganiear	Male	Qualifier - South Padre Junior All-Star	Southlake	TX	United States	76092
Garza	Male	South Padre Junior All-Star	Laguna Vista	TX	United States	78578
Garza	Male	Qualifier - South Padre Junior All-Star	Laguna Vista	TX	United States	78578
Glazer	Female	Qualifier - South Padre Junior All-Star	Dallas	TX	United States	75209
Hang	Female	South Padre Junior All-Star	Pleasanton	CA	United States	94588
Hang	Female	Qualifier - South Padre Junior All-Star	Pleasanton	CA	United States	94588
He	Male	Qualifier - South Padre Junior All-Star	The Woodlands	TX	United States	77375
Hooks	Male	South Padre Junior All-Star	Forest	VA	United States	24551
Hooks	Male	Qualifier - South Padre Junior All-Star	Forest	VA	United States	24551
Huang	Male	South Padre Junior All-Star	Austin	TX	United States	78717
Huang	Male	Qualifier - South Padre Junior All-Star	Austin	TX	United States	78717
Hughes	Male	South Padre Junior All-Star	Oklahoma City	OK	United States	73142
Hughes	Male	Qualifier - South Padre Junior All-Star	Oklahoma City	OK	United States	73142
Im	Female	South Padre Junior All-Star	Fontana	CA	United States	92336
Ju	Male	South Padre Junior All-Star	Buena Park	CA	United States	90620
Ju	Male	Qualifier - South Padre Junior All-Star	Buena Park	CA	United States	90620
Kandula	Male	South Padre Junior All-Star	Chesterfield	MO	United States	63017
Kandula	Male	South Padre Junior All-Star	Chesterfield	MO	United States	63017
Kandula	Male	Qualifier - South Padre Junior All-Star	Chesterfield	MO	United States	63017
Kandula	Male	Qualifier - South Padre Junior All-Star	Chesterfield	MO	United States	63017
Kendrick	Male	South Padre Junior All-Star	Tulsa	OK	United States	74120
Kendrick	Male	Qualifier - South Padre Junior All-Star	Tulsa	OK	United States	74120
Kim	Male	South Padre Junior All-Star	Lewisville	TX	United States	75056
Korn	Male	South Padre Junior All-Star	Scottsdale	AZ	United States	85254
Kwon	Female	South Padre Junior All-Star	Calabasas	CA	United States	91302
Kwon	Female	Qualifier - South Padre Junior All-Star	Calabasas	CA	United States	91302
Laklak	Male	South Padre Junior All-Star	Pincrest	FL	United States	33156
Laklak	Male	Qualifier - South Padre Junior All-Star	Pincrest	FL	United States	33156
Lane	Male	South Padre Junior All-Star	Benton	AR	United States	72019
Lee	Male	South Padre Junior All-Star	Plano	TX	United States	75024
Lee	Male	South Padre Junior All-Star	College Station	TX	United States	77845
Lee	Male	Qualifier - South Padre Junior All-Star	College Station	TX	United States	77845
Lee	Male	Qualifier - South Padre Junior All-Star	Plano	TX	United States	75024
Li	Male	South Padre Junior All-Star	Vancouver	BC	Canada	V6R2P1
Lim	Female	South Padre Junior All-Star	Union City	CA	United States	94587
Lim	Male	South Padre Junior All-Star	Union City	CA	United States	94587
Lim	Male	Qualifier - South Padre Junior All-Star	Union City	CA	United States	94587
Luna	Male	South Padre Junior All-Star	Weslaco	TX	United States	78596

Luna	Male	Qualifier - South Padre Junior All-Star	Weslaco	TX	United States	78596
Lyman	Male	South Padre Junior All-Star	Litchfield Park	AZ	United States	85340
Lyman	Male	Qualifier - South Padre Junior All-Star	Litchfield Park	AZ	United States	85340
Majma	Male	South Padre Junior All-Star	Edmond	OK	United States	73025
Mangione	Male	South Padre Junior All-Star	Austin	TX	United States	78737
Mangione	Male	Qualifier - South Padre Junior All-Star	Austin	TX	United States	78737
Marshall	Female	South Padre Junior All-Star	Temple	TX	United States	76502
Marshall	Female	Qualifier - South Padre Junior All-Star	Temple	TX	United States	76502
McGown	Male	South Padre Junior All-Star	Klein	TX	United States	77375
McGown	Male	Qualifier - South Padre Junior All-Star	Klein	TX	United States	77375
McLaughlin	Female	South Padre Junior All-Star	Saint Louis	MO	United States	63141
Miller	Male	South Padre Junior All-Star	Jackson	KY	United States	41339
Mulder	Male	South Padre Junior All-Star	Scottsdale	AZ	United States	85255
Nguyen	Male	South Padre Junior All-Star	Richmond	TX	United States	77469
Nguyen	Male	Qualifier - South Padre Junior All-Star	Richmond	TX	United States	77469
Osborne	Female	South Padre Junior All-Star	Austin	TX	United States	78746
Osborne	Female	Qualifier - South Padre Junior All-Star	Austin	TX	United States	78746
Padua	Male	South Padre Junior All-Star	Austin	TX	United States	78613
Padua	Male	Qualifier - South Padre Junior All-Star	Austin	TX	United States	78613
Papacharalambous	Male	South Padre Junior All-Star	Austin	TX	United States	78738
Papacharalambous	Male	Qualifier - South Padre Junior All-Star	Austin	TX	United States	78738
Park	Female	South Padre Junior All-Star	Everett	WA	United States	98208
Peterson	Male	South Padre Junior All-Star	Port St Lucie	FL	United States	34987
Peterson	Male	Qualifier - South Padre Junior All-Star	Port St Lucie	FL	United States	34987
Phillips	Male	South Padre Junior All-Star	New Orleans	LA	United States	70115
Phillips	Male	Qualifier - South Padre Junior All-Star	New Orleans	LA	United States	70115
Ramachandran	Female	South Padre Junior All-Star	San Jose	CA	United States	95125
Ramachandran	Female	Qualifier - South Padre Junior All-Star	San Jose	CA	United States	95125
Rivers	Male	South Padre Junior All-Star	Brampton	ON	Canada	L6W 1C2
Rivers	Male	Qualifier - South Padre Junior All-Star	Brampton	ON	Canada	L6W 1C2
Sarangdevot	Male	South Padre Junior All-Star	Mckinney	TX	United States	75070
Sarangdevot	Male	Qualifier - South Padre Junior All-Star	Mckinney	TX	United States	75070
Sirkin	Female	South Padre Junior All-Star	Colleyville	TX	United States	76034
Sirkin	Female	Qualifier - South Padre Junior All-Star	Colleyville	TX	United States	76034
Tarter	Male	South Padre Junior All-Star	Hanford	CA	United States	93230
Tarter	Male	Qualifier - South Padre Junior All-Star	Hanford	CA	United States	93230
Urrea	Female	South Padre Junior All-Star	Lima		Peru	34786
Urrea	Female	Qualifier - South Padre Junior All-Star	Lima		Peru	34786
Watters	Male	South Padre Junior All-Star	Austin	TX	United States	78738
Watters	Male	Qualifier - South Padre Junior All-Star	Austin	TX	United States	78738
Xu	Male	South Padre Junior All-Star	Houston	TX	United States	77098
Yang	Female	South Padre Junior All-Star	Santa Clara	CA	United States	95054
Yang	Female	Qualifier - South Padre Junior All-Star	Santa Clara	CA	United States	95054
Yao	Male	South Padre Junior All-Star	Whittier	CA	United States	90605
Yao	Male	Qualifier - South Padre Junior All-Star	Whittier	CA	United States	90605
Zhang	Male	South Padre Junior All-Star	Plano	TX	United States	75024
Zhang	Female	South Padre Junior All-Star	Katy	TX	United States	77494
Zhang	Female	South Padre Junior All-Star	Milpitas	CA	United States	95035-8668
Zhang	Male	Qualifier - South Padre Junior All-Star	Plano	TX	United States	75024
Zhang	Female	Qualifier - South Padre Junior All-Star	Milpitas	CA	United States	95035-8668
Zhao	Male	South Padre Junior All-Star	San Diego	CA	United States	92129
Zhao	Male	Qualifier - South Padre Junior All-Star	San Diego	CA	United States	92129
Zhou	Male	South Padre Junior All-Star	Sugar Land	TX	United States	77479





# SOUTH PADRE ISLAND EVENT FUNDING POST EVENT REPORT



Please complete all sections.

Date Report Submitted: 07/07/2022

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

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

## Please submit the following within 30 days post event:

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

## ORGANIZATION INFORMATION

Name of Organization: Technology Created Arts

Address: 3740 San Jacinto Rd

City, State, Zip: Brownsville, Tx 78521

Full Name:  
Michael De La Fuente

E-Mail:  
michael.delafuente@tcmediastudio.com

Office Number:

Cell Phone Number:  
(956) 203-8246

**EVENT INFORMATION**Name of Event: Beach Bash Skate Jam

Date(s) of Event:

06-21-2022

Primary Location of the Event:

John L Tompkins ParkHow many years have you held this event on South Padre Island? 1**EVENT FUNDING INFORMATION****Please attach an actual event budget showing all revenues including sponsorships and expenses.**Amount Requested: \$2,000Total Amount to be Received: \$1,523

Did the event charge admission? Was there a net profit from the event? If so, what was the amount and how is it being used?

We did not charge admission. We did have sponsor packages for sponsors, which amounted to a totalOf \$1,500. This cash was used to meet city guidelines and permits, so no profit was made.**EVENT ATTENDANCE INFORMATION**How many people did you **predict** would attend this event? (Number submitted in the application)?100-200What was the actual attendance at the event? 150How many of the participants were from another city or county? 100How many room nights did you **predict** in your application would be generated by attendees of this event?We did not predict any rooms to be booked for the one day event.How many room nights were **actually generated** by attendees of this event? N/A

If this event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this event?

This Year: \_\_\_\_\_

Two Years Ago: \_\_\_\_\_

Last Year: \_\_\_\_\_

Three Years Ago: \_\_\_\_\_

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

We did not calculate how many people stayed at South Padre Island.

---



---

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

No

---



---

## EVENT MARKETING INFORMATION

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

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

Please list all efforts your organization used to promote the event and how much was spent in each category:

Print \$: \$1,738 \_\_\_\_\_

Website \$: \_\_\_\_\_

Radio \$: \_\_\_\_\_

Social Media \$: \$272 \_\_\_\_\_

TV \$: \_\_\_\_\_

Other Digital Advertising \$: \_\_\_\_\_

Did you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? No

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

Consistent interaction with attendants on social media. Word of mouth with all businesses at SPI.

We promoted the event at every skatepark in the Rio Grande Valley.

**ADDITIONAL EVENT INFORMATION**

Please note any other success indicators of your event:

For a small skate park we were amazed on the amount of contestants the competition had.

Businesses have reached out to thank us on at least a 75% increase on social media and store traffic.

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

77 Surf , The Painted Marlin, Hopper Haus

What was the weather like during the event?

Sunny from 12-2, Drizzled from 2:00-2:05, Sunny from 2:05-6:00

Were there any other factors that may have affected the event?

No

Authorized Signature

07/05/2022

Date

Ruby Gamez

Print Name



# Receipt

Ordered on 06/18/2022

## Invoice for

Michael De La Fuente  
3740 San Jacinto Rd  
Brownsville, Tx 78521

## Invoice #

1

## Project

Beach Bash Skate Jam

## Payed on

6/18/2022

Description	Qty	Unit price	Total price
BLK MED T-SHIRT	3	\$18.00	\$54.00
FRONT & BACK DESIGN	3	\$2.00	\$6.00
BLK LG T-SHIRT	3	\$18.00	\$54.00
FRONT & BACK DESIGN	3	\$2.00	\$6.00
BLK XL T-SHIRT	3	\$18.00	\$54.00
FRONT & BACK DESIGN	3	\$2.00	\$6.00
BLK TOTE BAG x LOGO	9	\$12.00	\$108.00
12x12 STICKERS	5	\$10.00	\$50.00
1x2 STICKERS	9	\$2.00	\$18.00
DELIVERY FEE: SPI		\$20.00	\$20.00
EXPRESS FEE		\$30.00	\$30.00

Notes:

Subtotal

**\$580.00**

# INVOICE

11212

Fiesta Graphics

205 Paredes Line Rd  
Brownsville, TX  
78521

(956) 546-1722

June 10, 2022  
5:38 PM

DATE  
6/10/22

el De La Fuente

Receipt: LTx  
Authorization: 053818

US DEBIT  
AID A0 00 00 00 98 08 40

Custom Amount \$243.56

Total \$243.56

Visa 2309 (Chip) \$243.56  
Priscilla Izaguirre

250 Postcard 4x4  
2 sides print

1.50

225  
1850  
243.50

**PAID**  
Fiesta Graphics

SPECIAL INSTRUCTIONS:

FONT:

COLOR:

SIZE:

APPROVED BY:

DATE:

PICKED UP BY:

DATE:

SUBTOTAL

\$

TAX

\$

TOTAL

\$

DEPOSIT

\$

BALANCE

\$



# TECHNOLOGY CREATED ARTS



TCA MEDIA STUDIO

Bill To

Ruby Gamez

Invoice #

621

Invoice Date

06/12/2022

Due Date

06/12/2022

Qty	Description	Unit Price	Amount
1	Graphic Logo + Flyer / Poster Graphic	100.00	100.00
1	Promotional Graphic Banner 3'x6'	60.00	60.00
3	Promotional Flag Grapics (Custom)	20.00	60.00
1	Online / web promotional graphics	52.00	52.00
<b>Total</b>			<b>\$272.00</b>

Terms & Conditions

Payment is due within 15 days



TCA HOSTS

# BEACH BASH

**DJ MUSIC!  
NO ADMISSION!**

SPI SKATE PARK  
AT  
TOMPKINS PARK

**Go Skate  
Every Day**  
JUNE 23

**SOUTH PADRE ISLAND,  
TX**

**ALL AGES!**

**CASH PRIZES!**

## SKATE JAM

2-5AM

SPONSORED BY

# HAF-CAB

AND COMPANY



*South Padre Island*



TCA HOSTS  
TECHNOLOGY CREATED ARTS

# BEACH BASH

## SKATE JAM



SPONSORED BY



RODEO DENTAL & ORTHODONTICS



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

**MEETING DATE:** July 14, 2022

**NAME & TITLE:** Silvia Sanchez

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action to approve the funding request for Sandcastle Days in October 2022. (Brown)

**ITEM BACKGROUND**

Approved funding requests:

2021: 40,000

2019: 35,000

2018: 35,000

**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 EVENT FUNDING  
**APPLICATION**



To apply for funding please complete all questions.

**ORGANIZATION INFORMATION**

Date Application Submitted: July 7, 2022

Name of Organization: Sandcastle Days

Address: 6900 Padre Blvd. or mailing address: PO Box 2344

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

Full Name:  
Sandcastle Days / Clayton Brashear

E-Mail:  
claytonsbeachbar@aol.com

Office Number:  
n/a

Cell Phone Number:  
Clayton 956.455.8436 or Adolfo 956.371.1591

Website for Event or Sponsoring Entity : sandcastledays.com

Non-Profit or For-Profit Status:  
\_\_\_\_\_

Tax ID #:  
467-31-8779

Primary Purpose of Organization:  
To promote tourism and preserve a long established event for over 32 years.  
\_\_\_\_\_

**EVENT INFORMATION**

Name of Event: Sandcastle Days 2022

Date(s) of Event:  
10/6/2022 - 10/9/2022

Primary Location of the Event:  
Clayton's Resort 6900 Padre Blvd

Amount Requested: \$40,000.00

If greater than previous year funded (if applicable), please explain the increase being requested:

n/a

---

---

Primary Purpose of Event:

To promote tourism and preserve a long established event on South Padre Island for over 32 years.

---

How will the hotel tax funds be used? Please attach a list of the hotel tax funded expenditures.

Please see attached budget for Sandcastle Days 2022

---

---

Are you asking for any cost reductions for city facility rentals or city services? Please quantify and explain.

Yes, the city every year provides in-kind services in regards to beach sand and hauling.

---

---

**AMOUNT REQUESTED UNDER EACH CATEGORY**

Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category:

\$: 16,000.00

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:

\$: n/a

**QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES**

How many years have you held this event? 10 years (Clayton took over management of Sandcastle Days in 2012)

Attendance for previous year (if applicable): see attached 2019 UTRGV Report

How many of the attendees are expected to be from more than 75 miles away?  
80%

How many people attending the event will use South Padre Island lodging establishments?  
see attached 2019 UTRGV Report

How many nights do you anticipate the majority of the tourists will stay? 2 - 4

Will you reserve a room block for this event at area hotel(s)? No

Where and how many rooms will be blocked?  
n/a

List other years (over the last three years) that you have hosted your event, please include the amount of assistance given from HOT funding and the number of hotel rooms used:

Month/Year Held	Assistance Amount	# of Hotels Used
<u>10/2021</u>	<u>40,000.00</u>	<u></u>
<u>10/2019</u>	<u>35,000.00</u>	<u></u>
<u>10/2018</u>	<u>35,000.00</u>	<u></u>

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

Survey of hoteliers

Please list other sponsors, organizations, and grants that have offered financial support to your event:

none

Will the event charge admission? If so, what is the cost per person/group?

No

Do you anticipate a net profit from the event? If so, what is the anticipated amount and how will it be used?

No

Please list all promotion efforts your organization is planning and the amount estimated for each media outlet. **Please attach a detailed marketing budget.**

Print \$: 2,000.00

Website \$: 1,200.00

Radio \$: 5,000.00

Social Media \$: 1,800.00

TV \$: 6,000.00

Other Digital Advertising \$: \_\_\_\_\_

A link to the CVB **must be** included on your promotional handouts and on your website for booking hotel nights during this event.

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

Who is your target audience?

What geographic region(s) are you marketing to?

Mostly Texas

Have you obtained the insurance required and who is the carrier?

Yes, Mount Vernon Fire Insurance Company

*During the term of this agreement, the event organizer shall procure and keep in force insurance with limits of \$1,000,000 per occurrence and 2,000,000 general aggregate. The policy must contain a policy endorsement that names "The City of South Padre Island, it's elected officials, representatives, employees or agents" as additionally insured. Applicant must provide a copy of the actual endorsement.*

# SOUTH PADRE ISLAND EVENT FUNDING CHECKLIST



To apply for funding please provide all the required documents

Name of Event: Sandcastle Days 2022

- Received and understood the separate Special Events Policy (REQUIRED)
- Received and understood the separate HOT Funding Guidelines (REQUIRED)
- Completed the South Padre Island Event Funding Application form (REQUIRED)
- Enclosed a description of all planned activities or schedule of events (REQUIRED)
- Enclosed a complete detailed budget (REQUIRED)
- Enclosed an advertising/marketing and promotion plan (REQUIRED)
- In Room night projections, with back-up, for the Funded Event (REQUIRED) \*Please see UTRGV 2019 Sandcastle Days Survey\*
- I agree: 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 in accordance. (REQUIRED)
- I agree: The SPICVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event. (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 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
- Indicated the amount of financial support (if requested)

Clayton Brashear  
Authorized Signature  
Clayton Brashear

Print Name

7/7/2022  
Date





Lodging Festival Schedule of Events  
Contact Us Vendor Application



Free Entry!

**Wednesday, October 5th**

~~**Wednesday, Sept 29th**~~

Doors Open: 9:00 am

- Masters of Sand carve as a group build Sponsors Sculptures. See them work their magic on the group sandcastle.

**Thursday, October 6th**

~~**Thursday, Sept 30th**~~

Doors Open: 9:00 am

- Official start Masters of Sand Competition
- Join the Masters, listen to music and watch them create Unforgettable Sand Art

**Friday, October 7th**

~~**Friday, October 1st**~~

Doors Open: 9:00 am

- Masters of Sand continue sculpting
- Registration Open – Amateur competition includes: Kids, Family, Groups, and Singles 1 pm – 5 pm
- T-Shirt Sales Open
- Sandcastle Days Mercado
- Live Bands on Stage At Clayton's

## ~~Saturday, October 2nd~~

**Saturday, October 8th**

Doors Open 9:00 am

- Sandcamp – Free Sandcastle Lessons beginning at 8:00 am
- Master Sand Sculpting competition final day!
- Sandcastle Days Mercado Open 10:00 am to Close
- Children Water Slides, Bouncer & Bull Riding Open
- Amateur Registration open 8:00 am
- Amateur competition begins at 9:00 am, ends at 3:00 pm / Kids, Family, Group or Singles Castle welcome
- Unlitter Campaign 10th Annual Trashion Show “Straw Wars Theme” at 4:00 pm
- Judging for Amateur and Masters Divisions
- Awards Ceremony for Amateur and Masters Divisions at 4:30 pm
- Live Bands on Stage at Clayton’s

## ~~Sunday, October 3rd~~

**Sunday, October 9th**

Doors Open: 9:00 am

- Sandcamp – Free Sandcastle Lessons begin at 10:00 am
- Sandcastle Days Mercado
- Children Water Slides, Bouncer & Bull Riding Open
- Enjoy the Sand Monuments, Listen to music and play the day away
- Spread The Word Family Fun For All Ages
- People’s Choice Awards at 3:00 pm

**2022 SANDCASTLE DAYS BUDGET:**

**INCOME:**

CVB Sponsorship	\$	40,000.00	
Sponsorships Other	\$	6,000.00	
Vendors	\$	6,000.00	
Amateur Sand Sculptors	\$	100.00	
<b>Total Budgeted Income:</b>	\$		<b>52,100.00</b>

**EVENT EXPENSES:**

Advertising Digital Marketing	\$	3,000.00	
Advertising Print	\$	2,000.00	
Advertising Radio	\$	5,000.00	
Advertising TV	\$	6,000.00	
<b>Total Budgeted Advertising:</b>	\$		<b>16,000.00</b>

Kiddie Rides and Tents	\$	3,000.00	
Materials and Supplies	\$	5,000.00	
Event MC	\$	1,000.00	
Security	\$	2,000.00	

Event Staff Management	\$	1,000.00	
Event Staff Sand Sculptors	\$	18,000.00	
Event Staff Sand Sculptors Assistants	\$	3,000.00	
Sand Sculptors Travel Expense	\$	5,000.00	
Sand Sculptors Lodging Expense	\$	10,000.00	
Sculptors Awards	\$	2,000.00	

**Total Budgeted Event Staff:** \$ 39,000.00

In-Kind Venue Costs \$ 25,000.00

In-Kind Outside Food \$ 6,000.00

**Total Budgeted In-Kind Expense:** \$ 31,000.00

**Total Budgeted Event Expense:** \$ 97,000.00

Net Profit/Loss \$ (44,900.00)

# **Sandcastle Days 2022**

## **Marketing Plan**

**For the past 10 years Sandcastle days has proved to be the most successful fall event on South Padre Island.**

**We plan to enhance the event by adding additional sculptors and family games to make the event more exciting for all.**

**The target marketing is Texas and beyond with a majority focus on San Antonio, Austin, Houston and Dallas using social media. The other large market is the 1.5 million persons within 100 miles of South Padre Island. This market will not only be through social media but with added visual advertisements through local TV media stations.**

# 2019 Sandcastle Days

<b>\$35,000</b>	<b>\$1,340,695</b>	<b>3,731</b>
CVB Investment	Total Spending at SPI	Net RO



## Event Attendance

12,268 estimated attendees  
3,557 unduplicated households  
2,145 room nights  
17.1% change in Occupancy  
3.0% change in ADR  
20.8% change in RevPAR

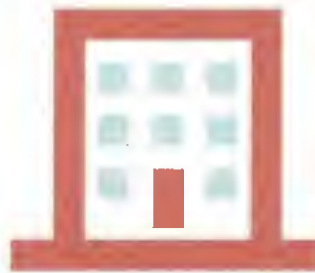


## DEMOGRAPHICS

Average age 48  
Average Income:  
62.3%  
\$50,000 or more

**\$377**

spending per household



3.45 visitors per household

1.38 nights spent on SPI

## City tax share

10.5% Lodging = \$42,676  
2% F&B sales tax = \$6,557  
2% Other sales tax = \$9,428  
**Total = \$58,661**

**Total tax ROI = 67.6%**  
**Lodging only ROI = 21.9%**

## SPI Experience



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

**90**

**97.4%**

**99.1%**

**98.2%**

Likely to return

Satisfied with SPI

Satisfied with event

# Executive Summary and Survey Highlights

This report details the measured economic impact of the 32<sup>nd</sup> annual South Padre Island Sandcastle Days event held at Clayton's Beach-Bar & Grill on October 3 – 6<sup>th</sup>, 2019. The event was organized by Clayton, Brashear (Clayton's Resort) "to demonstrate the magical sculpting qualities of South Padre Island sand AND the critical importance of protecting our beautiful coastal shores." The event was expected to attract more than 10,000 people. To examine the spending of SANDCASTLE DAYS attendees on SPI, a short survey incentivized with the opportunity to enter a drawing to win two nights at Schlitterbahn Beach Resort was conducted by the UTRGV survey team on Saturday and Sunday, the days of the event. The survey was administered onsite for 652 completed questionnaires resulting in 471 useable responses from unique households on the Island specifically for the event.

On average, event study respondents were predominantly married (65.9%) females (67.5%), had an average age of 48 years, had at least some type of college degree (54.2%), worked full-time (62.1%), were primarily Hispanic (65.8%) and White (29.3%) and (62.3%) had an average annual income above \$50,000. Survey respondents were primarily from the US (98.2%) with 1.8% from Mexico. On average, household participants traveled an average of 136.17 miles with an average of 3.45 people and spent 1.38 nights on SPI during the event. Most survey respondents are considered promoters of the Island (91.5%), resulting in an excellent net promoter score of 90. Most respondents are somewhat or very satisfied with the Island experience (99.1%) and the event (98.2%) and are likely or very likely to return to SPI for a future vacation (97.4%).

Importantly, the survey analysis found that 3,557 household groups attend SANDCASTLE DAYS and spent an ***estimated weighted average of \$377 per household while on the Island for a total spending of \$1,340,695***. Of this spending, lodging is the highest per household expenditure category with 58.7% of study respondents spending at least one night on the Island in paid lodging and staying an average of 1.38 nights. This resulted in about 2,145 total room nights, most of which were spent in hotels.

With the average weighted lodging expenditure of \$377 per household that spent the night on the Island, a total of \$475,537 was spent on lodging. Of this amount, 17% or \$69,095 was for the Hotel Occupancy Tax (HOT), and 10.5%, or about \$42,676, is the City's share of the HOT. We discuss more on tax benefits in the upcoming sections, also see table 2 for a complete tax breakdown.

### Summary of Key Performance Indicators (KPI)

KPI	RESULT	DESCRIPTION OF KPI
CVB INVESTMENT	<b>\$35,000</b>	AMOUNT OF FUNDING PROVIDED BY CVB TO EVENT PROMOTER
TOTAL SPENDING	<b>\$1,340,695</b>	TOTAL SPENT BY EVENT HOUSEHOLDS
ESTIMATED NET ROI	<b>3731%</b>	RETURN ON CVB INVESTMENT CONSIDERING TOTAL SPENDING AT SPI DURING THE EVENT
AVERAGE SPENT PER HOUSEHOLD	<b>\$377</b>	WEIGHTED AVERAGE SPENT PER HOUSEHOLD
NUMBER OF HOUSEHOLDS	<b>3,557</b>	NUMBER OF HOUSEHOLDS AT EVENT
NUMBER IN HOUSEHOLD	<b>3.45</b>	NUMBER OF PEOPLE IN HOUSEHOLD GROUP AT EVENT
NIGHTS ON SPI	<b>1.38</b>	AVERAGE NUMBER OF NIGHTS SPENT ON SPI
LODGING TAX	<b>\$42,676</b>	CITY SHARE OF HOT REVENUE: 10.5% OF 17% HOT
F&B SALES TAX	<b>\$6,557</b>	CITY SHARE OF TOTAL TAX COLLECTED FROM F&B SPENDING: 2% OF 8.25% OF TOTAL SALES TAX
OTHER SALES TAX	<b>\$9,428</b>	CITY SHARE OF TOTAL SALES TAX REVENUE
TOTAL CITY TAX SHARE	<b>\$58,611</b>	TOTAL CITY TAX REVENUE FROM EVENT
TOTAL TAX ROI	<b>67.6%</b>	RETURN ON CVB INVESTMENT CONSIDERING ALL TAXES
LODGING ONLY ROI	<b>21.9%</b>	RETURN ON CVB INVESTMENT CONSIDERING HOT ONLY
NET PROMOTER SCORE	<b>90</b>	MEASURE OF CUSTOMER LOYALTY; CALCULATED AS IDENTIFIED PROMOTERS LESS DETRACTORS
LIKELY TO RETURN	<b>97.4%</b>	PERCENT SOMEWHAT OR EXTREMELY LIKELY TO RETURN TO SPI
SATISFIED WITH THE SPI	<b>99.1%</b>	PERCENT SATISFIED WITH THE SPI EXPERIENCE
SATISFIED WITH EVENT	<b>98.2%</b>	PERCENT SATISFIED WITH EVENT

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# SANDCASTLE DAYS 2019

## Introduction

This report details the measured economic impact of the 32<sup>nd</sup> annual South Padre Island Sandcastle Days event held at Clayton's Beach-Bar & Grill on October 3 – 6<sup>th</sup>, 2019. The event was organized by Clayton, Brashear (Clayton's Resort) "to demonstrate the magical sculpting qualities of South Padre Island sand AND the critical importance of protecting our beautiful coastal shores." The event was expected to attract more than 10,000 people with about 17.4% of the total attendees staying in South Padre Island lodging for three or more nights.

Activities are scheduled daily as follows:

### SCHEDULE OF MAIN ACTIVITIES

- WED OCT - 2<sup>nd</sup> Carving day for Master sculptors
- THU OCT 3<sup>rd</sup> Start of sandcastle competition
- FRI OCT 4<sup>th</sup> More sculpting, Amateur competition begins
  - SAT OCT 5<sup>th</sup> Sandcastle Days Full Day 1
  - SUN OCT 6<sup>th</sup> Sandcastle Days Full Day 2

The South Padre Island Convention and Visitors Bureau provided SANDCASTLE DAYS with \$35,000 in funding. According to the application for the funding, the event sponsor initially planned to use \$35,000 to cover the cost of the event. Ultimately, the amount did reach the amount of \$35,000 as informed by CVB. According to the HOT funding application, the sponsor planned to spend \$12,500 on TV advertisements, \$1,000 on website and social media, and \$1,000 in newspaper, and \$0 in radio and \$400 in other paid Advertising.

# Research Methodology

## Interviews

To estimate the economic impact of the 2019 SANDCASTLE DAYS, UTRGV interviewers administered a survey (see Appendix A) to event attendees as follows:

- Saturday, October 5<sup>th</sup>, 7:30am – 4:30pm: UTRGV survey team.
- Sunday, October 6<sup>th</sup>, 11:30am – 4:30pm: UTRGV survey team.

On Saturday and Sunday. The days of the event, the UTRGV survey team and project manager were onsite to administer surveys. All survey participants were offered a chance to win two nights at Schlitterbahn Beach Resort as an incentive to help recruit respondents.

On Saturday and Sunday of the event, the UTRGV survey team interviewers collected 652 surveys. The survey team, wearing bright orange t-shirts and visors, randomly approached potential respondents in a professional manner and administered paper surveys on clipboards with the data to be entered into an online link later by the team. Although interviews yielded 652 completed responses; 181 responses were eliminated because of the following reasons:

- were completed by another household member
- were from respondents not on the Island for the event
- Live or reside within 10 miles or less from the island
- were outliers

The result is 471 useable questionnaires for analysis. According to the SPI survey team surveys, drone technology (See Appendix D), and clicker counter of 9,588 total people on Saturday and Sunday we estimated the total attendee number for the five Sandcastle Days to be 12,268 people. Assuming that 355 people attended the event on Wednesday, 595 people attended the event on Thursday, 1316 people attended the event on Friday, and 10,000 people attended the event on Saturday and Sunday. Thus, we estimated the response rate by dividing the new total of 12,268 by the total completed surveys (652), so the response rate was 5.3%. Picture evidence was taken (See Appendix C) of the SPI survey Team while approaching event attendees and collecting surveys.

## CLICKER COUNTER PER DAY

TIME	SATURDAY	Column1
	Adults	Children
9:20-10:20	206	55
10:20-11:20	494	105
11:20-12:20	476	144
12:20-1:20	303	90
1:20-2:20	586	279
2:20-3:20	486	188
3:20-4:20	551	189
Totals	3,102	1,050

TIME	SUNDAY	Column1
	Adults	Children
9:50-10:50	545	173
10:50-11:50	761	324
11:50-12:30	701	259
12:50-1:50	807	342
1:50-2:50	752	344
2:50-3:20	301	127
Totals	3,867	1,569

## OUTLIERS BY CATEGORY

The following are survey reported values by Sandcastle Days attendees that are considered outliers. These values were not considered for the economic impact analysis, but still mentioned in the surveys.

### Traveled Miles

- 8,000
- 4,500

### Household Members

- 19
- 20
- 20

### Nights spent at SPI

- 20
- 31
- 30
- 31
- 30
- 19

### Food expenditure

- \$1,000
- \$4,500
- \$1,400
- \$1,000
- \$1,200
- \$1,000
- \$1,500
- \$2,000

### Night club expenditure

- \$1,000
- \$1,000

### Lodging expenditure

- \$1,500
- \$2,600
- \$2,000

### Local staff expenditure

- \$500

### Retail expenditure

- \$1,000

### Transportation expenditure

- \$700
- \$2,500
- \$500

### Parking fees

- \$70

### Admission fees

- \$100

### Clothing expenditure

- \$1,000

### Groceries expenditure

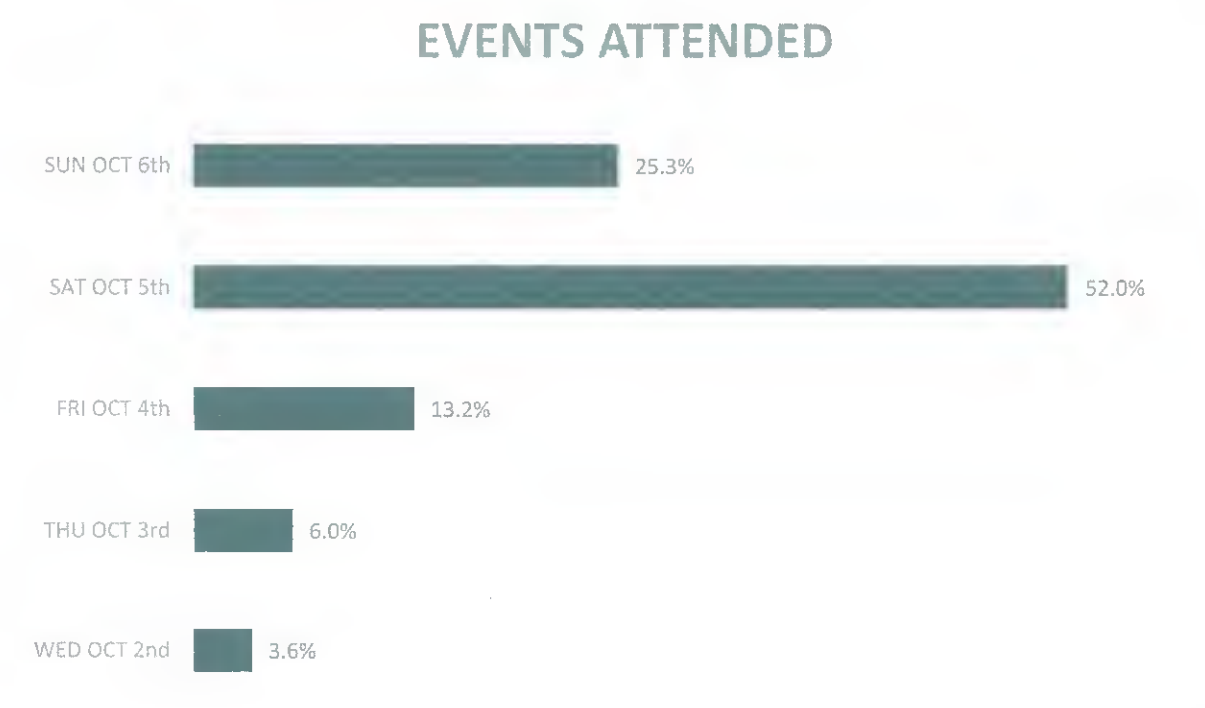
- \$1,500

### Other

- \$5,800
- \$2,500

## Estimated attendance

Knowing the number of people attending any event is crucial to estimating the economic impact of the event. According to our study, approximately 12,268 people



**FIGURE 1. EVENTS ATTENDED**

attended the five-day event. However, to better understand household attendance and duplication of attendance over multiple days, respondents were asked to indicate which of the multiple-days' activities they attended. A total of 617 respondents indicated attending 957 events suggesting that each household respondent attended an average of 1.55 days of events. Figure 1 shows that the most attended days were the Saturday (52%) and Sunday (25.3%).

The appropriate unit of analysis of spending impact is 'the household' since spending questions are asked about household expenditures rather than individual expenditures. To determine the number of households at the event, the total number of estimated attendees (12,268) is divided by the average household size (3.45) as found in the survey (see Figure 3) to determine that 3,557 households were at the event over the five-day event.

# Results

## Survey participants travel, and SPI stay characteristics

In all, 471 useable surveys were completed by people specifically at Clayton's for the 2019 SANDCASTLE DAYS. Survey respondents were first asked to indicate their role or participation type in the event. Figure 2 shows that by far, most of the respondents surveyed were spectators (88.6%).

Next, respondents indicated how many people were in their household while at the event, the number of nights spent, and the number of miles traveled to the event. The number of people reported in the household for the event ranged from 1 to 15 for an average of 3.45 as seen in Figure 3. Data featured in Figure 3 also shows that, on average, study participants traveled 136.17 miles to attend the event, although distances traveled ranged from 10 to 1,600 miles and spent an average of 1.38 nights on SPI for the event with a range of 0 to 12 nights spent on SPI.

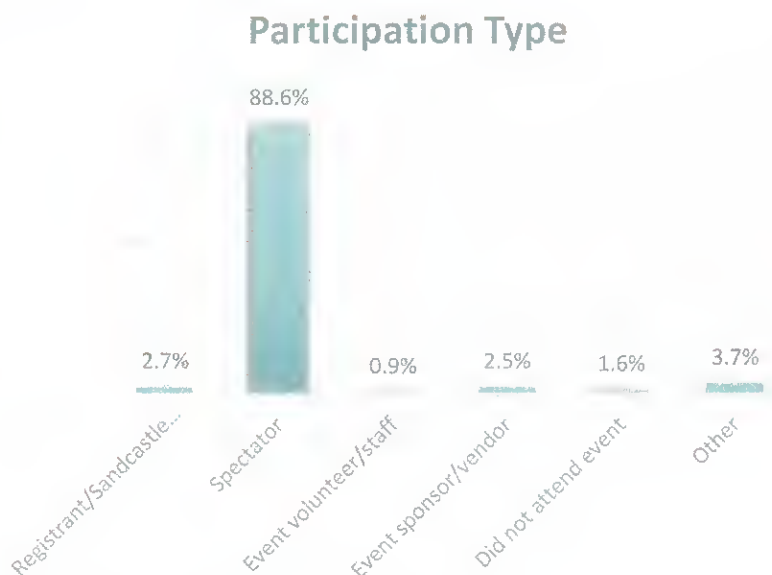


FIGURE 2. PARTICIPATION TYPE

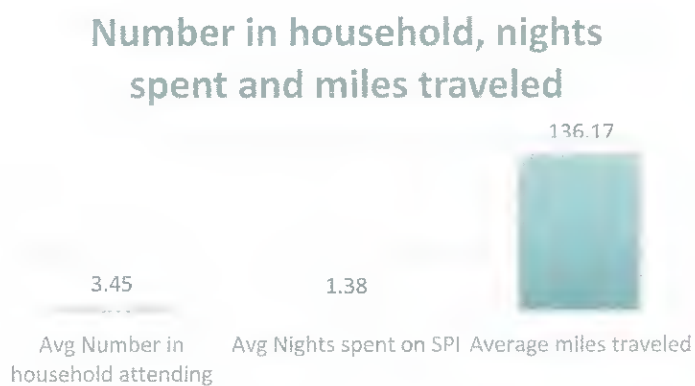


FIGURE 3. AVERAGE MILES TRAVELED, GROUP SIZE AND NIGHTS SPENT

Figure 4 breaks down the percent of respondents by number of nights spent on SPI



FIGURE 4. PERCENTAGE SPENDING THE NIGHT ON SPI

and shows that 41.3% of respondents did not spend the night on SPI. Of those spending the night, most respondents spent one night (21.8%) or two nights (19.6%). Lastly, (10%) spent more than three nights on SPI for the event.

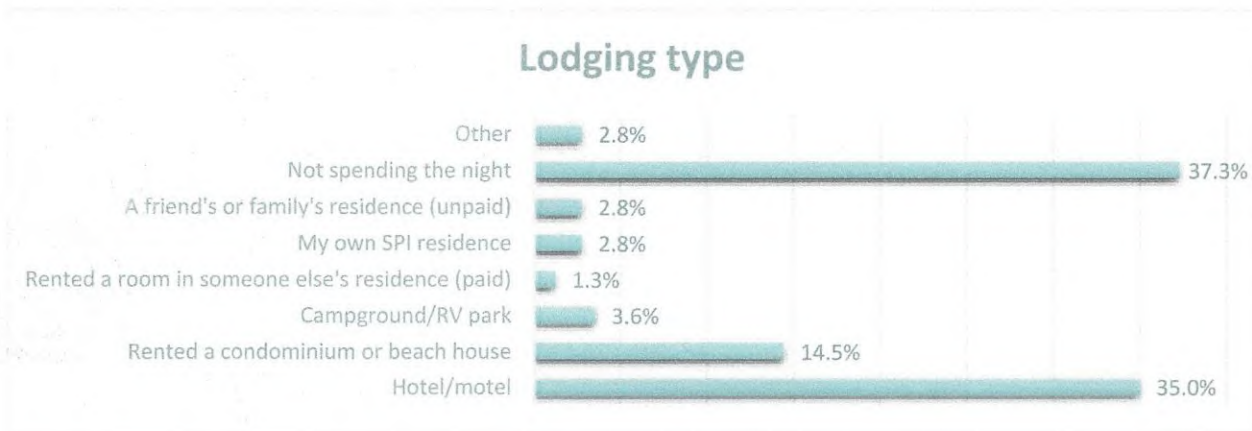
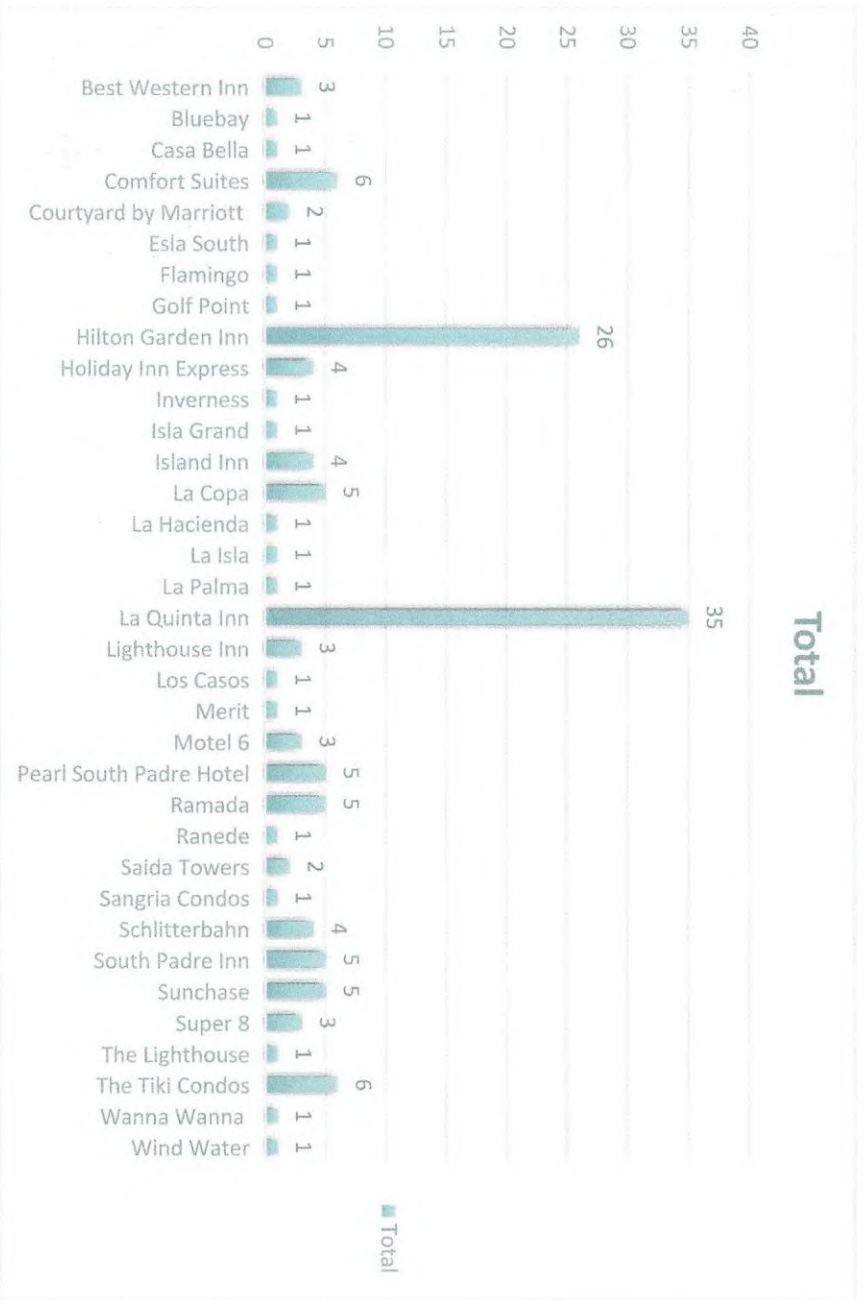


FIGURE 5. TYPE OF LODGING

Figure 5 shows the types of lodging used. While most event attendees reported not spending the night on the Island (37.3%), of those who did, 35% spent the night in a hotel/motel room, 14.5% rented a condominium or beach house, 2.8% stayed with family or friends.

With 43.7% (Table 1, p6) of the estimated 3,557 households spending an average of 1.38 nights (Figure 3, p5) on the Island, the SANDCASTLE DAYS event should have resulted in 2,145 room nights. In addition, a total of 143 people indicated staying at one of the 35 hotels/motels/condos shown below.

**SANDCASTLE DAYS 2019 attendees accounted for 2,145 room nights.**



**FIGURE 5.1 HOTELS/MOTELS/CONDOS USED DURING THE EVENT**



## Estimated spending

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

Results in Table 1 indicate the average amount spent on lodging of \$306 with a weighted average of \$133.68 considering that 43.7% of respondents spent money on lodging for a total of \$475,537. ***In total, 3,557 event households spent a weighted average of \$377 for a total SPI spending of \$1,340,695.***

TABLE 1. TOTAL AVERAGE WEIGHTED SPENDING

Expenditure category	Total average	% spending in category	Weighted spending per HH	Total spending per HH
Food & Beverages	\$123	80.9%	\$99.76	\$354,888
Night life	\$75	32.9%	\$24.54	\$87,278
Lodging	\$306	43.7%	\$133.68	\$475,537
Attraction entertainment	\$64	22.3%	\$14.20	\$50,512
Retail	\$68	42.0%	\$28.63	\$101,862
Transportation	\$58	57.7%	\$33.28	\$118,394
Parking	\$7	15.7%	\$1.08	\$3,829
Admission fees	\$4	11.7%	\$0.48	\$1,699
Clothing	\$38	21.7%	\$8.24	\$29,319
Groceries	\$62	30.8%	\$18.95	\$67,403
Other	\$83	17.0%	\$14.05	\$49,975
<b>Total</b>	<b>\$886</b>		<b>\$377</b>	<b>\$1,340,695</b>

*The estimated direct spending on South Padre Island as attributed to the 2019 SANDCASTLE DAYS is \$1,340,695, within a 3.73% confidence interval of plus or minus \$50,008 given the assumptions of a random sample selection.*

## Tax benefits of spending during event

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

- 17% hotel occupancy tax rate;
- 10.50% City's share of the hotel occupancy tax rate;
- 8.25% sales tax on all non-lodging spending;
- 2% is the City's share of non-lodging sales tax.

The spending reported in Table 1 should result in the tax revenues shown in Table 2. Altogether, the tax revenue should be \$135,031 with \$58,661 the City's share. The gain from the City's share of the hotel tax alone on the \$35,000 invested in the event is 21.9% and is 67.6% considering the City's share of all the tax revenue.

**Table 2. Spending, tax revenue and ROI**

Spending category	Amount spent	Total HOT	Total sales tax	City's % share	City's \$ share	ROI
Lodging	\$475,537	17%	\$69,095	10.50%	\$42,676	21.9%
Food & Beverage	\$354,888	8.25%	\$27,047	2%	\$6,557	
All nonlodging	\$510,271	8.25%	\$38,889	2%	\$9,428	
<b>Totals</b>	<b>\$1,340,695</b>		<b>\$135,031</b>		<b>\$58,661</b>	<b>67.6%</b>

## The SPI Experience

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

The results, shown in Figure 6, indicate that most study respondents (91.5%) are promoters of SPI while (1.1%) are detractors. This yields a net promoter score (NPS) of 90, which is excellent. For example, the hotel industry has an NPS of 39 ([www.netpromoter.com/compare](http://www.netpromoter.com/compare)).

Respondents were asked how likely they are to return to SPI and how satisfied they were with the event. As seen in Figure 7, by far most respondents (97.4%) are extremely and somewhat likely to return to the Island at some time in the future.

Respondents were also asked to indicate their satisfaction with the SPI experience and with the event. Result shown in Figure 8 indicate that 99.1% were satisfied with the SPI experience and that 0.4% were extremely and somewhat dissatisfied with SPI.

### Recommendation likelihood Net promoter score

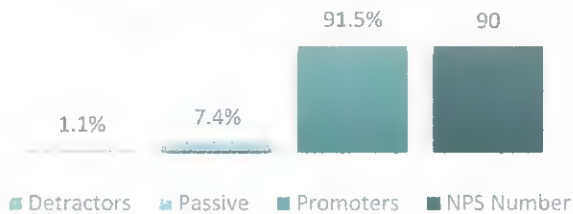


FIGURE 6. NET PROMOTER SCORE

### Likelihood of returning to SPI

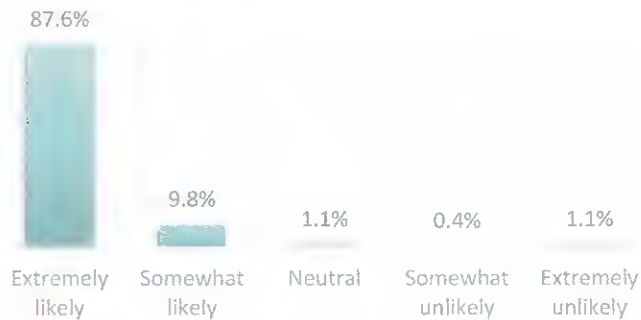


FIGURE 7. LIKELIHOOD OF RETURNING TO SPI IN THE FUTURE

### Satisfaction with SPI experience

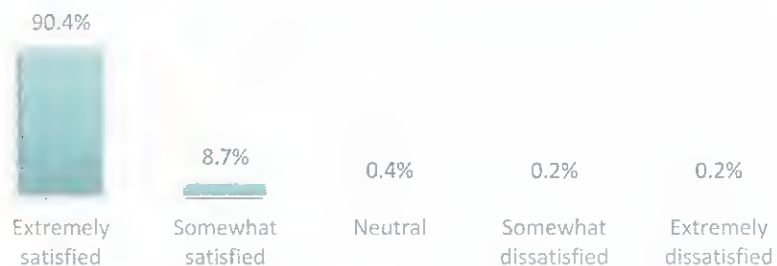
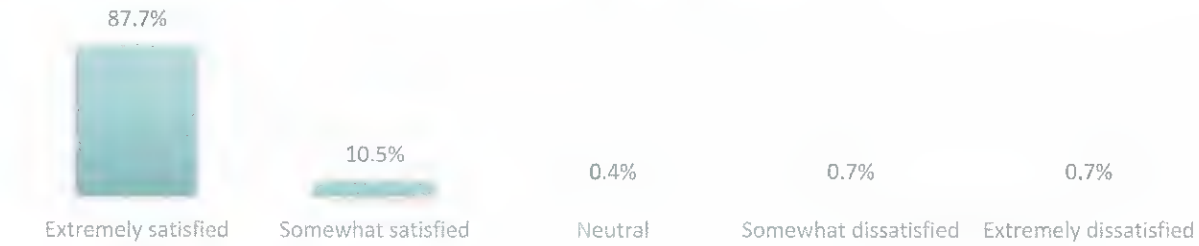


FIGURE 8. SATISFACTION WITH SPI EXPERIENCE

## Satisfaction with event



**FIGURE 9. SATISFACTION WITH EVENT**

Most respondents (98.2%) were also satisfied with the event and only 1.3% reported being dissatisfied with the event as seen in Figure 9.

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

- MAKE THE EVENT LONGER
- ADVERTISE THIS TO THE VALLEY MORE
- KEEPING THE BEACH CLEAN- NO TRASH!
- FREE SHADE, DOG STATIONS, FOOT PRESS
- WHERE TO GET PAID FOR SEATING
- MORE SHADE AVAILABLE, CANOPY WITH WATER/MORE FANS
- LONGER SANDCASTLE DAYS! 2 WEEKS!
- CHAIRS
- MORE FOOD BAR RAN OUT OF FOOD
- MORE POLITE SECURITY
- LARGER SANDCASTLE DAYS
- TELEVISIONS
- MORE AREAS TO SANDCASTLES
- MORE SANDCASTLES
- IMPROVE PARKING ARRANGEMENTS
- BETTER PARKING
- BETTER PARKING MORE SHOWERS AND BATHROOMS
- OTHER LOCAL VENDORS, MORE SANDCASTLE EXHIBIT, KID EVENTS, ENCOURAGE FAMILY EVENTS
- MORE SHADE
- MORE DRINKING WATER ON THE BEACH
- MORE STAFF TO CLEAN UP; MORE BATHROOMS
- MORE SIDE WALKS
- GOOD PLACE TO COME TO
- PARKING BAD
- MORE PARKING
- LARGER AREA FOR SCULPTURES
- SHUTTLE/TRANSPORT SERVICE FROM PARKING LOT TO BEACH; GOLF CARTS, ACCESSIBILITY, ETC.
- MORE SANDCASTLES
- WORK ON ISLAND BEAUTIFICATION. COMB

THE BEACHES EVERY MORNING. PLANT COCO PALM TREES LIKE THE ONES IN FLORIDA. THE AREA LOOKS TOO DEAD. THE LAST TIME TO PLANT A TREE WAS 40 YEARS AGO BUT... IT'S NEVER TOO LATE TO START. HAVE MORE SHADE FOR THE SCULPTORS. ALSO, BE ABLE TO BRING YOUR OWN DRINKS TO THE BEACH AREA.

- IMPROVEMENTS: PAVE PARKING LOT, MORE SANDCASTLES, BE CLEAR ON VOTING FOR PEOPLE'S CHOICE, MORE FOOD VENDORS
- FREE UMBRELLAS/SPACE
- NO DRUNKS OR INAPPROPRIATE MUSIC AS THIS IS A FAMILY-ORIENTED EVENT
- MORE MUSIC AND WAITRESSES AT CLAYTON'S
- MORE MUSIC
- SETUP THIS YEAR IS BETTER

- MORE PARKING
- MORE PARKING
- MORE PARKING
- INCLUDE FACE PAINTING FOR KIDS
- BRING BACK THE FREE CHAIRS
- COOLER TEMPS
- NEEDS TO GROW
- MORE SHADE
- MORE SHADE
- BIGGER PRIZES
- MORE SPACE
- TO SEE THE NAME OF THE SCULPTURE
- MORE CASTLES
- PARKING
- BIGGER!
- GREAT ORGANIZATION CLAYTONS IS GOOD LOOK FORWARD TO NEXT YEAR
- BIO INFO FROM MASTER COMPETITORS

- SPREAD THE COMPETITION OUT DOWN THE BEACH- UNDERSTAND TIDE & WEATHER CONCERNS BUT IT'S JUST NOT SO ENJOYABLE WITH IT BEING SO CRAMPED
- PARKING
- MORE EVENTS ON THE SIDE
- LIVE ENTERTAINMENT, BUFFET BREAKFAST, DJ, RUNNING EVENT, LUNCH BUFFET, CARNIVAL, LIGHTS AT NIGHT, MORE ADVERTISEMENTS WITH RADIOS TO BRING IN MORE PEOPLE NEARBY AND FAR
- MORE MONEY FOR SCULPTURES
- "MORE MONEY FOR COMPETITION
- NEED TO KNOW THAT IT IS PET FRIENDLY"

# Respondent Demographics

The remainder of the study assessed respondent demographic characteristics.

Targeted survey respondents were those 18+ years and the average age of all respondents was 48 years-of-age with ages ranging from 18 to 89.

Most respondents were female (67.5%), a majority were married (65.9%) and most had some type of college degree (54.2%) as shown in Figures 10 through 12, respectively.

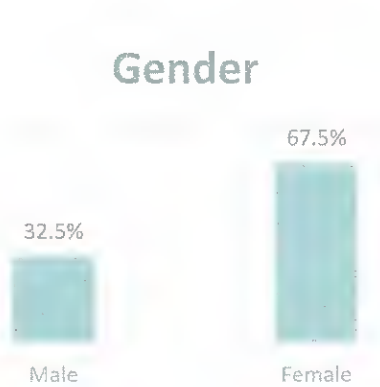


FIGURE 11. GENDER

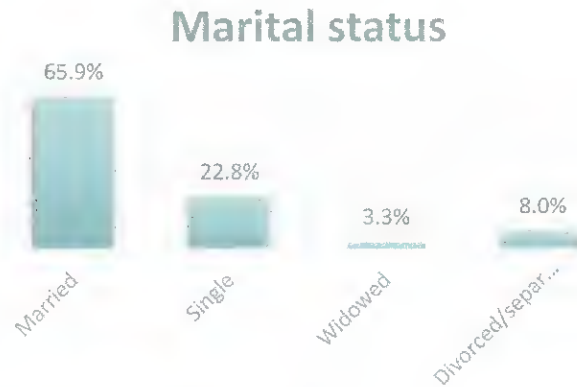


FIGURE 12. MARITAL STATUS

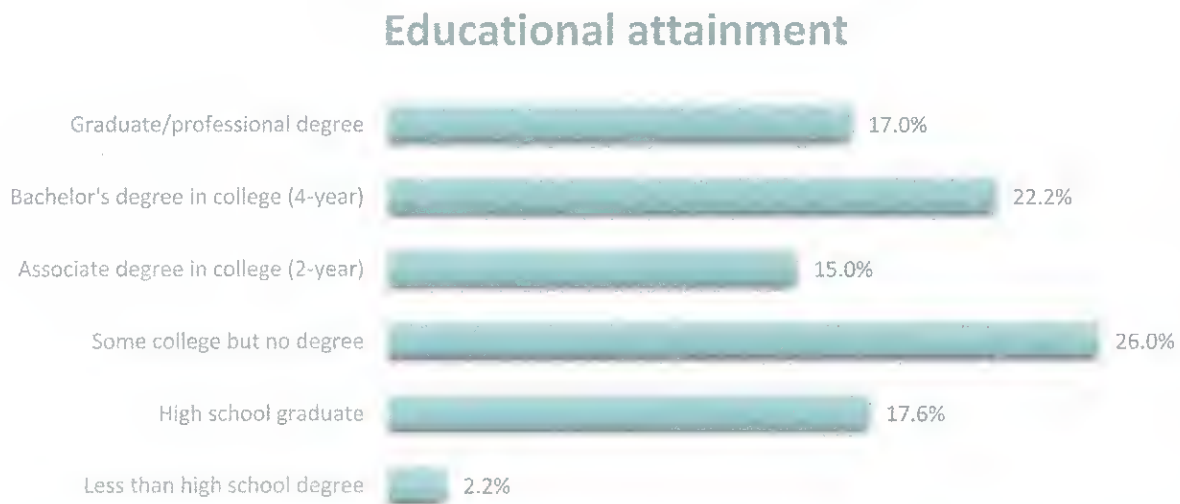
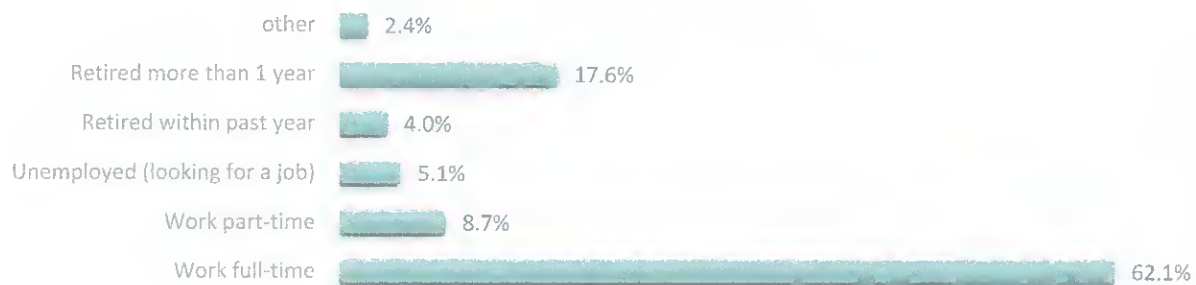


FIGURE 10. EDUCATIONAL ATTAINMENT

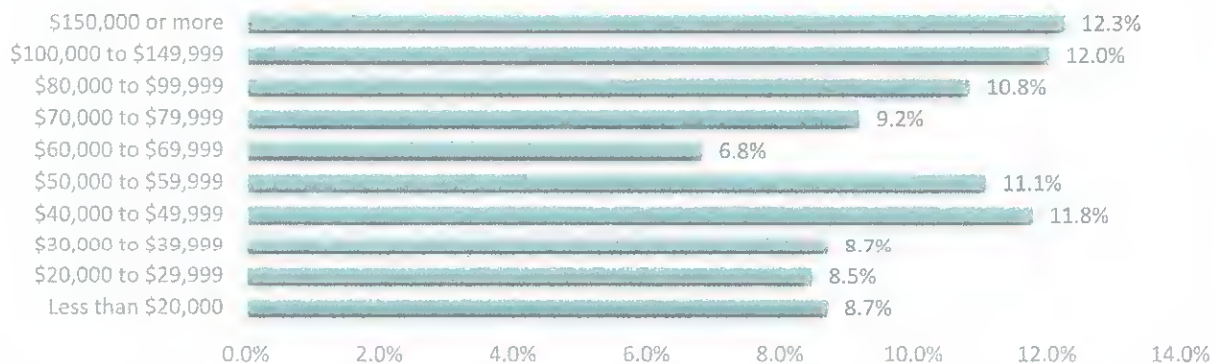
## Employment status



**FIGURE 13. EMPLOYMENT STATUS**

Most study respondents work full-time (62.1%), although 8.7% work part-time and 21.6% are retired as seen in Figure 13.

## Household income level



**FIGURE 14. HOUSEHOLD INCOME LEVEL**

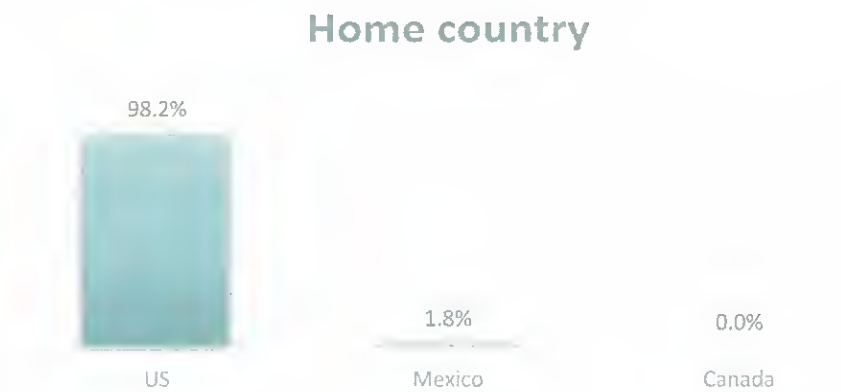
Most SANDCASTLE DAYS study participants reported having a higher-than-average household income level: 62.3% indicated an annual household income above \$50,000 (Figure 14).



**FIGURE 15. ETHNICITY**

Respondents were also asked to indicate their ethnicity but could select as many ethnicities as appropriate. Results in Figure 15 show that 65.8% of respondents considered themselves Hispanic while 29.3% indicated being White.

Finally, respondents were asked to indicate their home country and current residence zip/postal code. Most respondents reported the United States as their home country (98.2%) and 1.8% indicated being from Mexico as shown in Figure 16.



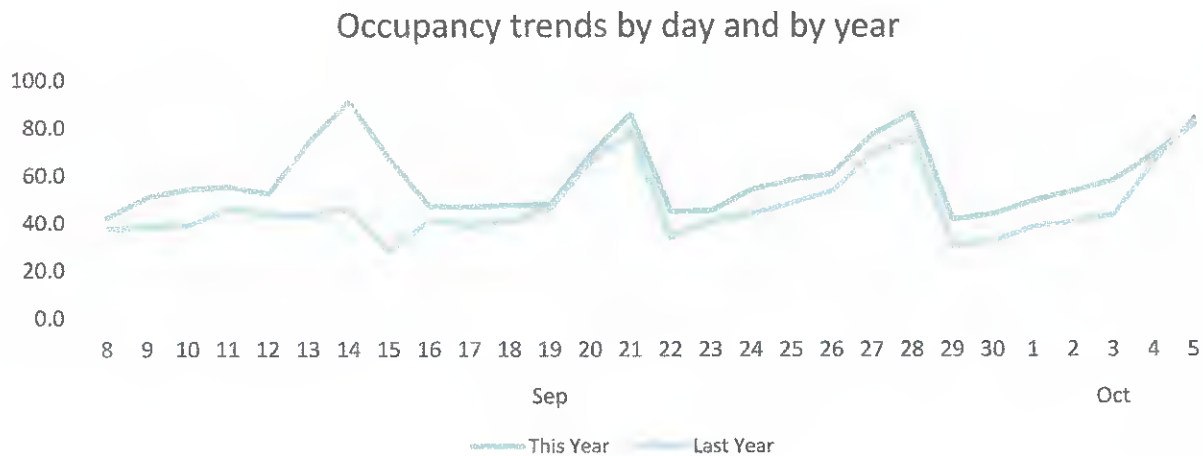
**FIGURE 16. HOME COUNTRY**

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



## STR Report

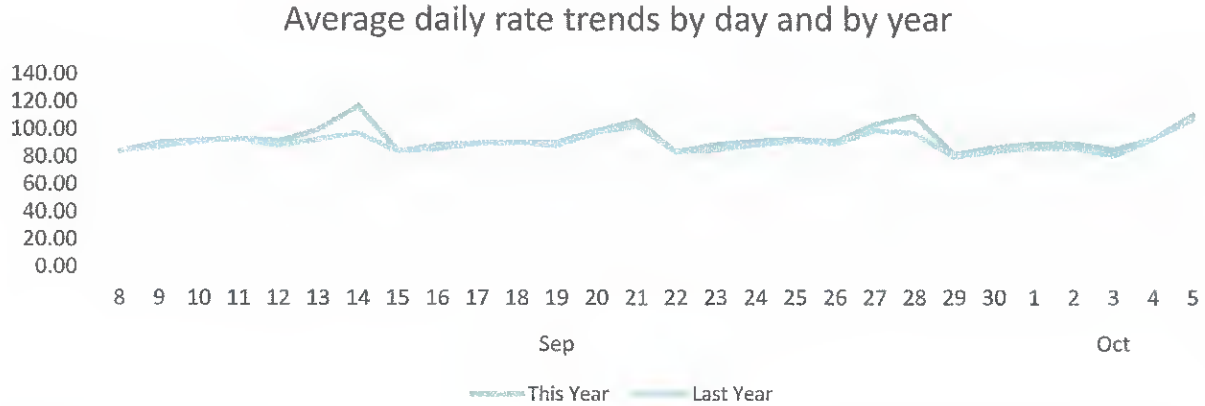
Additional data to provide evidence about the impact of an event on the SPI economy comes from the STR Destination Report provided to the SPI CVB. STR is a “global data benchmarking, analytics and marketplace insights” firm that gathers, analyzes and reports data from hotel owners/operators for benchmarking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



**FIGURE 17. STR OCCUPANCY RATES BY DAY AND YEAR**

Sandcastle Days was held on Oct 3 – 6<sup>th</sup>. This means that event attendees could have spent a total of four nights on SPI. The following figures show the hotel metrics for the event period (the month trend) for this year and for the same period as last year (the year trend).

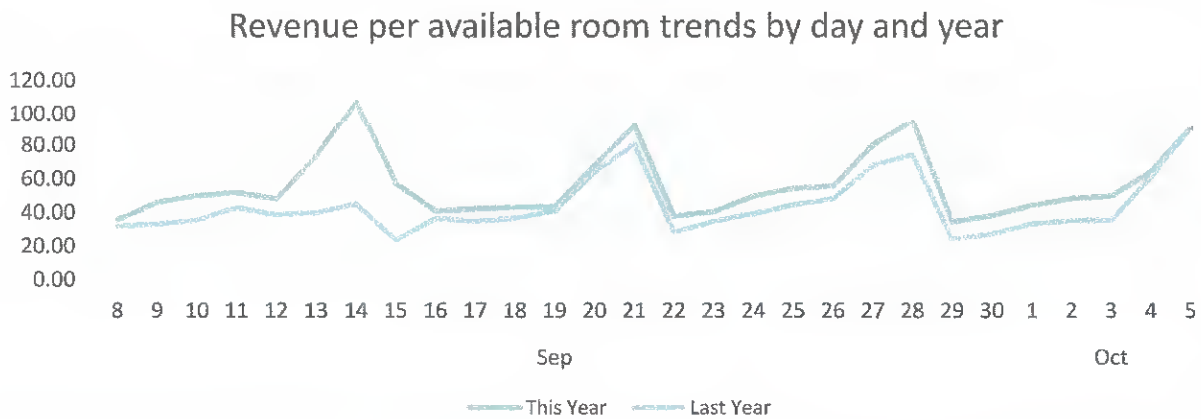
The occupancy rate for the four-night period this year was 65.5%, as compared to 58.3% last year, which is 17.1% above the same day-period last year. This year’s event period was above the week average (56.6%) as well as the 28-day rate of 59.1% as seen in Figure 17.



**FIGURE 18. AVERAGE DAILY RATE**

The average daily rate (ADR) of rooms for this year’s event period was \$95, 3% above room rates compared to \$92, the same time last year. The average room rate for this year’s event period was also higher than the rate for the week (\$92.95) and almost the same as the 28-day period (\$95.32) as shown in Figure 18.

Figure 19 shows the revenue per available room (RevPAR) for the same year/month-long time period. The average RevPAR for the four nights of the event was \$63, which is 20.8% above last year’s same-period average of \$55. This year’s RevPAR was also above the average week rate (52.61) and this year’s 28 day-period rate of 56.31.



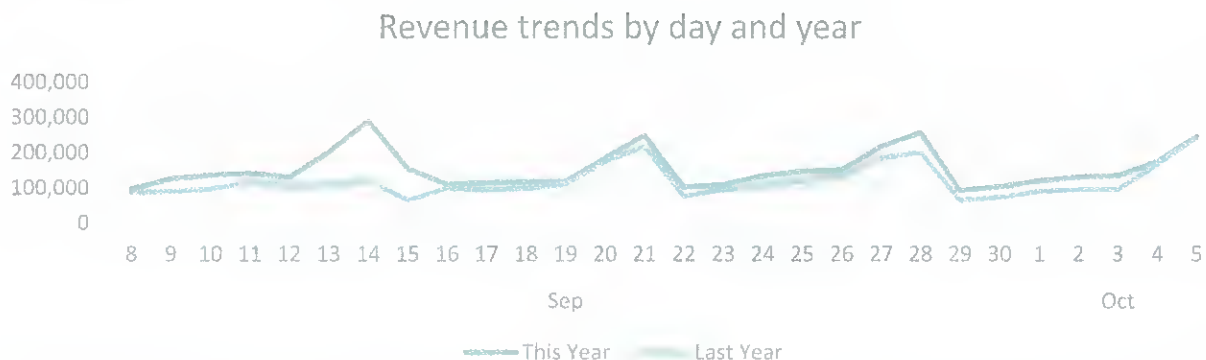
**FIGURE 19. STR REVPAR BY DAY AND YEAR**



**FIGURE 20. STR DEMAND TRENDS BY DAY AND YEAR**

The demand trend in Figure 20 shows an increase this year over last year. Room demand for this year’s event period was 1,780 rooms as compared to last year’s same four-day period average of 1,585 rooms, an increase of 17.1%. Room demand during event night. It was also above the daily average demand for the month (1,606) and for the week (1,538).

Total lodging revenue for this year’s event-period was also higher than last years by 20.9%. This year’s SANDCASTLE DAYS four-night revenue averaged \$171,507 whereas last year’s same-day revenue was \$150,644 as seen in Figure 21. The average revenue is also higher than this year’s month average revenue (\$153,043) and for the week (\$142,983).



**FIGURE 21. STR REVENUE TRENDS BY DAY AND YEAR**

### STR hotel trend data Comparison of same day this year to last

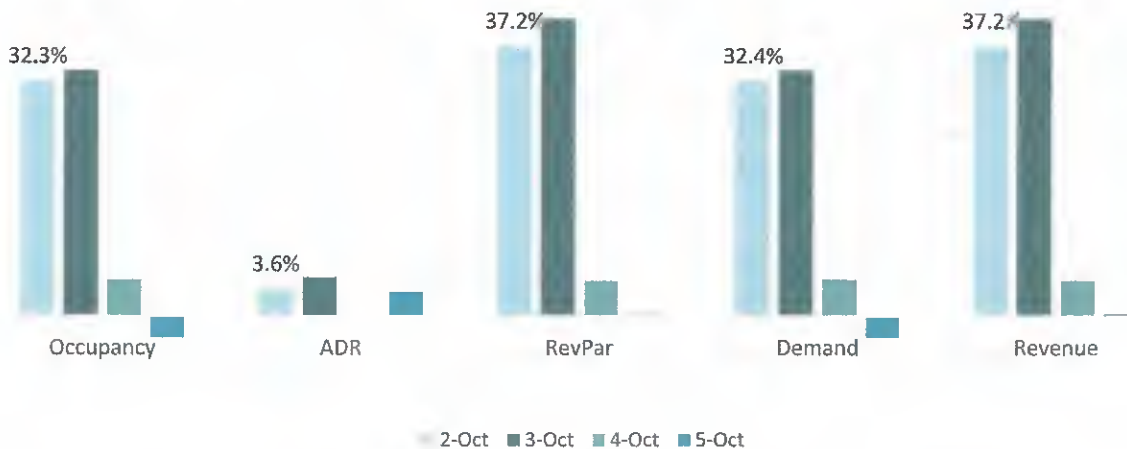


FIGURE 22. STR HOTEL TREND DATA 4-DAY COMPARISON

Finally, Figure 22 summarizes the average percent change in hotel occupancy, ADR, RevPAR, Demand, and Revenue for the final nights of that SANDCASTLE DAYS attendees would have spent the night on the Island were positive.

The STR data suggests that SANDCASTLE DAYS could have resulted in an increase in lodging occupancy and rates over the week or month period as compared to the same four-day period as last year. In addition, other events held during the same four-day period this year or last year may have resulted differences in STR metrics.

**Note:** The STR data is derived from 11 hotel owner/operator reporting data for this year and last year. This represents 35.5% of the census of 31 open hotels listed in the STR Census and 31.4% of the hotel rooms listed, thus all results should be interpreted accordingly without a high degree of assurances of generalizability.

# Appendix A: Survey

### Sandcastle Days 2019

This survey is to understand your household experience and spending during Sandcastle 2019. *The one person, older than 18, best able to report on spending for all people in your household* at the event should complete this survey. Responses are very important to planning future events. As a thank you, you may enter a drawing for a 2-night stay at the Schlitterbahn Beach Resort. Responses are confidential and individual information will not be included in survey results or shared with others.

- Have you or someone else in your household already completed this survey?  Yes  No If yes, return this survey.
- Did you come to South Padre Island specifically for Sandcastle Days?  Yes  No
- \*\*About how many miles did you travel to attend this event? \_\_\_\_\_ miles
- Which of the following best describes your participation at this event? (Check all that apply)
  - Registrant/Sandcastle Competitor
  - Spectator  Event volunteer/staff
  - Event sponsor/vendor  Did not attend
  - Other \_\_\_\_\_ (write in answer)
- \*\*Including yourself, how many people from your household attended the event? \_\_\_\_\_ Number in household
- How many nights did you (or will you) spend on South Padre Island while attending this event? \_\_\_\_\_ nights
- \*\*Where are you staying (or did stay) while on South Padre Island for this event?
  - Hotel/motel  Rented condo/beach house
  - Campground/RV park  Rented a room
  - My own SPI residence  Friend/family residence (unpaid)
  - Not spending the night  Other (please specify) \_\_\_\_\_
- \*If Hotel/Motel selected, provide name \_\_\_\_\_
- Which Sandcastle days did you attend and/or will you attend? (check all that apply)
  - WED OCT 2<sup>nd</sup>
  - THU OCT 3<sup>rd</sup>
  - FRI OCT 4<sup>th</sup>
  - SAT OCT 5<sup>th</sup>
  - SUN OCT 6<sup>th</sup>
- \*\*Please give your best estimate of the total amount you and your household spent (or will spend) during your entire time in South Padre Island for Sandcastle.  
(List only total dollar amounts spent on SPI)

Food & beverages (restaurants, concessions, snacks, etc.)	\$
Night clubs, lounges & bars (cover charges, drinks, etc.)	\$
Lodging expenses (hotel, motel, condo, room)	\$
Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)	\$
Retail shopping (souvenirs, gifts, film, etc.)	\$
Transportation (gas, oil, taxi, etc.)	\$
Parking fees	\$
SPI Admission fees	\$
Clothing or accessories	\$
Groceries	\$
Other (please specify)	\$

- On a scale from 0-10, how likely are you to recommend South Padre Island as a place to visit to a friend or colleague?  
Not at all likely 0 1 2 3 4 5 6 7 8 9 10 Extremely likely
- How likely are you to return to South Padre Island for a vacation at some time in the future?  
 Extremely likely  Somewhat likely  Neutral  
 Somewhat unlikely  Extremely unlikely
- How satisfied are you with your overall South Padre Island experience?  
 Extremely satisfied  Somewhat satisfied  Neutral  
 Somewhat dissatisfied  Extremely dissatisfied
- How satisfied are you with the event?  
 Extremely satisfied  Somewhat satisfied  Neutral  
 Somewhat dissatisfied  Extremely dissatisfied
- \*\*What suggestions do you have for improving Sandcastle Days or your stay in South Padre Island? (write on back)
- What is your home zip or postal code? \_\_\_\_\_
- What is your home country?  
 US  Mexico  Canada  Other \_\_\_\_\_
- What is your age? \_\_\_\_\_ (years of age)
- What is your gender?  Male  Female  Gender diverse  
 Prefer not to answer
- What is your marital status?  
 Married  Single  Widowed  Divorced/separated
- What is your highest educational attainment?  
 Less than high school  Associate's degree  
 High school graduate  Bachelor's degree  
 Some college, no degree  Graduate/professional degree
- What is your current employment status?  
 Work full-time  Retired within past year  
 Work part-time  Retired more than 1 year  
 Unemployed (looking for a job)  Other (Please specify)
- What is your combined annual household income?  
 less than \$20,000  \$60K-\$69,999  
 \$20K-\$29,999  \$70K-\$79,999  
 \$30K-\$39,999  \$80K-\$99,999  
 \$40K-\$49,999  \$100K-\$149,999  
 \$50K-\$59,999  \$150,000 or more
- What is your ethnicity? (Select all that apply)  
 White  Hispanic  Mixed  
 Black  Asian  Other

Enter the drawing for a 2-night stay at the Schlitterbahn Beach Resort. Contact information is confidential and will be deleted after the drawing.  
Name \_\_\_\_\_  
Phone number: \_\_\_\_\_  
Email: \_\_\_\_\_  
Winners will be notified no later than 1 week after event.

## Appendix B: Zip code map

The following showcases the Sandcastle Sculptors zip codes and names provided by the 2019 Sandcastle Days sponsor.

<u>2019 Master Sculptors:</u>	<u>ZIP CODES OR COUNTRY:</u>
Abe Waterman	94122
Andrew Daily	34231
Bruce Q Peck	34212
Christy Atkinson	77856
Edith Van De Wetering	Hoofdstraat 6g 9968 AB Pieterburen, Holland
Emerson Schreiner	49506
Greg J Grady	03038
John Joaquin Cortez	76446
Lucinda Wierenga	78597
Ludo Roders	3022 RE Rotterdam, Holland
Walter C McDonald	78597
Wilfred Stijger	Hoofdstraat 6g 9968 AB Pieterburen, Holland
<u>2019 Amateau Sculptors:</u>	<u>Zip Codes:</u>
Magic Tables Mamas/J Schmidt	79414
Los Morrocayos/M Mendoza	78665
Phrank's Phun/F Elkins	74131
Sand Pitty/S Nagy	76513
Sand Camp/M Miller	78578
Sandbaggers/A Lucio	78728
Beach Bum/B Reynolds	78566
San Marcos Suns/M Foster	78666
Suns of San Marcos/C Martin	78155

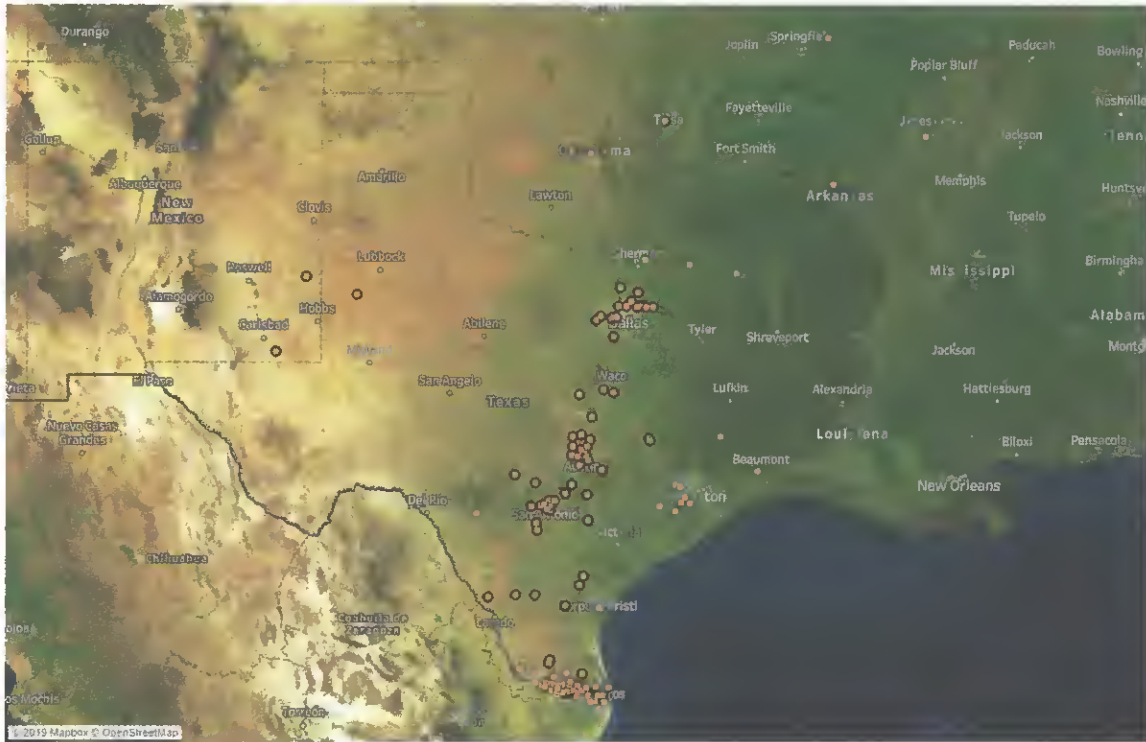
*The following showcases the zip codes gathered by the SPI Survey Team at Sandcastle Days 2019.*

SURVEYS ZIPCODES



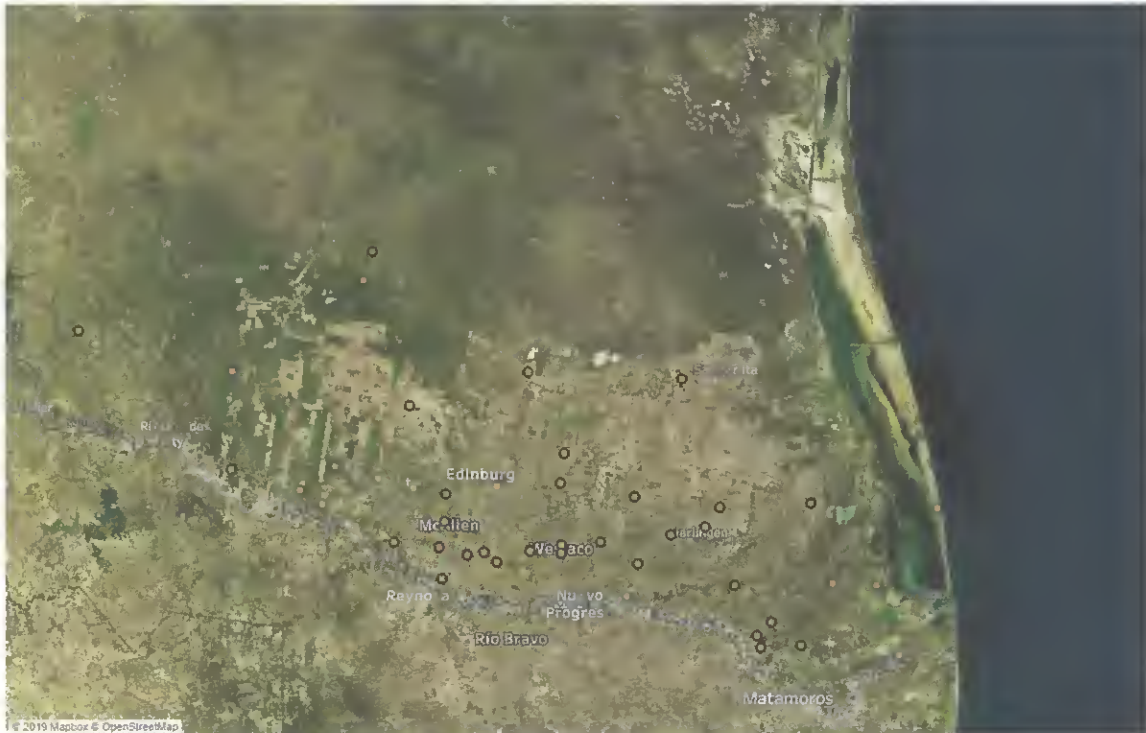
Map based on Longitude (generated) and Latitude (generated). Details are shown for Survey Zipcodes. The view is filtered on Survey Zipcodes, which keeps multiple members.

SURVEYS ZIPCODES



Map based on longitude (generated) and latitude (generated). Details are shown for Survey Zipcodes. The view is filtered on Survey Zipcodes, which keeps multiple members.

SURVEYS ZIPCODES



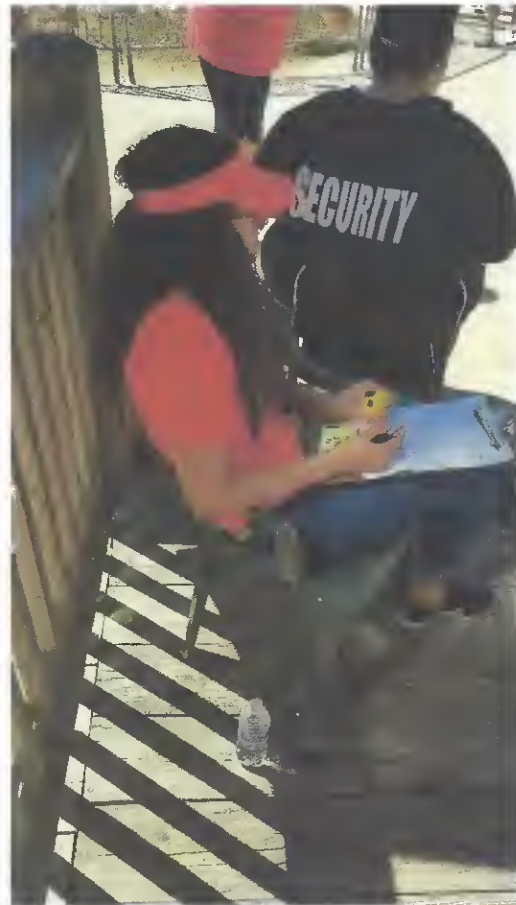
Map based on longitude (generated) and latitude (generated). Details are shown for Survey Zipcodes. The view is filtered on Survey Zipcodes, which keeps multiple members.



## Appendix C: Survey Picture Evidence







# Sandcastle Days 2019 Drone Picture Analysis



**Beginning of the event for the day. 131 people pictured.**



People are arriving to see the almost finished products. 143 people pictured.



In just 1 hour, the amount more than doubles. Sandcastles are nearing completion. 344 people pictured.



SPI - Sandcastle Days  
Saturday, Oct. 5, 2019  
11:30 a.m  
Count : 345

**Crowd remains steady. Influx has slowed down. 345 people present.**



SPI - Sandcastle Days  
Saturday, Oct. 5, 2019  
12:30 p.m  
Count : 445

**Crowd picks up once again. Some of the sand artworks are completed. Sandcastle building class also attracts a small crowd. 445 people pictured.**





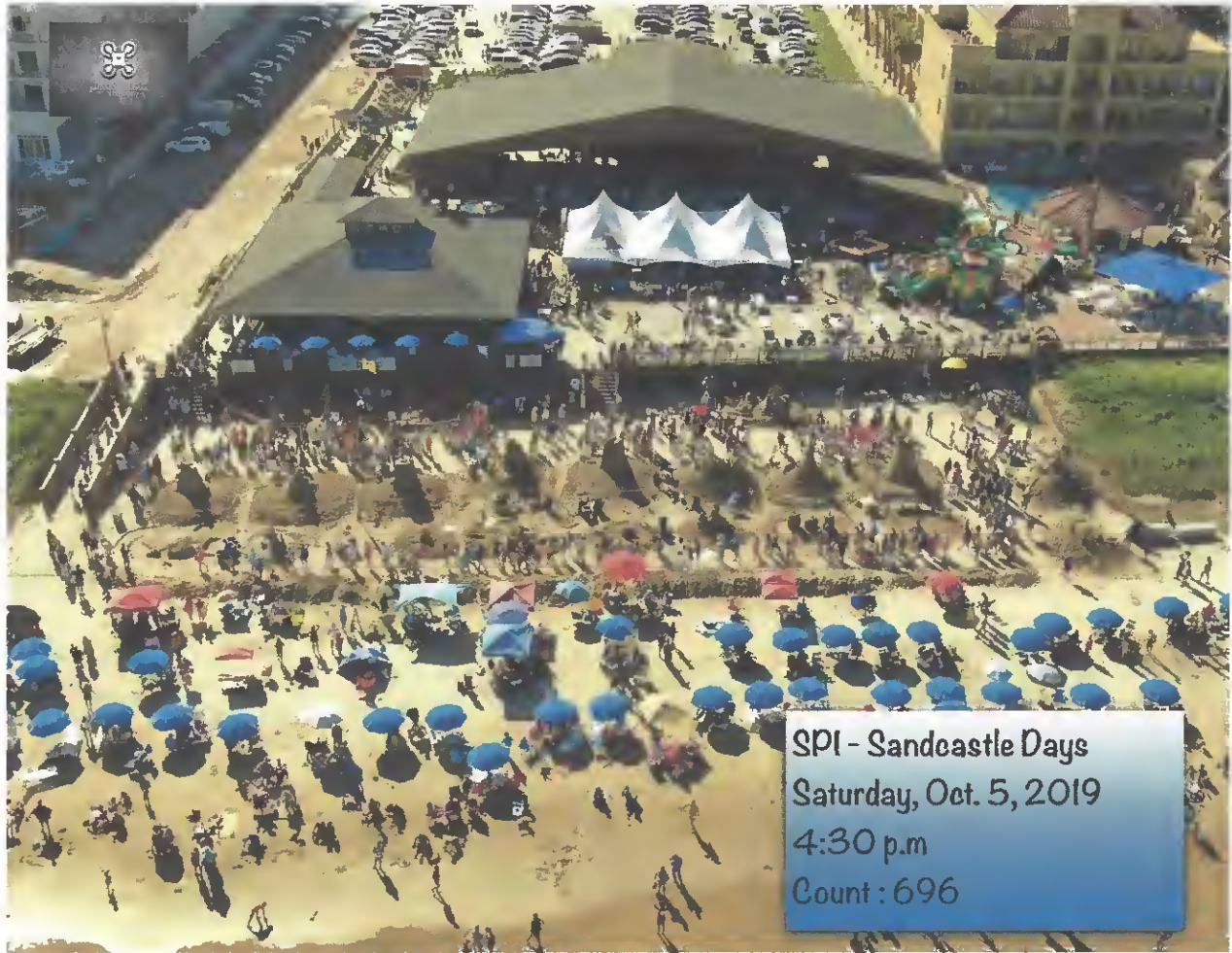
People keep pouring in to see the finished products. There are still some incomplete, but most are now done. 553 people pictured.



More people are still arriving. Announcement is made that a local band will perform shortly, so some head to the stage area. 568 people pictured.



**Spectators are still arriving to admire the sandcastles. Most are complete. Local band is also performing. 547 people pictured.**



People still continue to pour in to the event. Local band continues to perform along with a pause for an environmental awareness show. 696 people pictured.



**Beginning of the event for the day. 113 people pictured.**



**Crowd sized almost triples as people come to view the finished products. 301 people pictured.**



SPI - Sandcastle Days  
Sunday, Oct. 6, 2019  
11:30 a.m  
Count : 355

Crowd increases steadily as more people arrive to view the artwork. 355 people pictured.



Crowd continues to grow and announcement is made that the bar is once again open. 406 people present.





Local band shows up once again. Announcement to support local vendors is made. Crowd shifts back toward the stage area. 348 people pictured.



SPI - Sandcastle Days  
Sunday, Oct. 6, 2019  
2:30 p.m  
Count : 394

Saturday Oct. 6, 2019, 2:30 pm: Crowd once again picks up to see the finished sandcastles as well as the music entertainment. 394 people pictured.



Crowd dwindles as event is nearing closure. 278 people pictured.

Drone videos and on the ground interview evidence were also recorded at the event on Saturday Oct 5<sup>th</sup> and Sunday Oct 6<sup>th</sup>. They will be provided to the CVB team in the upcoming weeks.

Videos will be finally posted on the Business and Tourism Research Center at the University of Texas Rio Grande Valley YouTube account. Click the link to stay alert for the latest videos.

<https://www.youtube.com/channel/UCmhZTG8c4y5iiB-RDacRPCw>

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

**MEETING DATE:** July 14, 2022

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

**DEPARTMENT:** Special Events Committee

**ITEM**

Discussion and possible action to approve the funding request for Aurora Fest in September 2022. (Brown)

**ITEM BACKGROUND**

First time event requesting \$49,000 for 2022

**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 EVENT FUNDING APPLICATION

To apply for funding please complete all questions.

## ORGANIZATION INFORMATION

Date Application Submitted: June 07, 2022

Name of Organization: A-Town Productions

Address: 16630 Martinez-Losoya Rd

City, State, Zip: San Antonio, texas 78221

Full Name:  
Arturo Rios

E-Mail:  
abcc.rios7@gmail.com

Office Number:  
210-574-1299

Cell Phone Number:  
210-574-1299

Website for Event or Sponsoring Entity : \_\_\_\_\_

Non-Profit or For-Profit Status:  
\_\_\_\_\_

Tax ID #:  
356661103

Primary Purpose of Organization:  
Music & Family Event

## EVENT INFORMATION

Name of Event: "Aurora Festival" - Show of Stars and Lights

Date(s) of Event:  
Sept. 24, 2022

Primary Location of the Event:  
Cameron County Amphitheater

Amount Requested: \$49,000.00

If greater than previous year funded (if applicable), please explain the increase being requested:

Primary Purpose of Event:

To have an annual Music and Family event during off peak periods  
in South Padre Island

How will the hotel tax funds be used? Please attach a list of the hotel tax funded expenditures.

Marketing purposes, Radio spots, TV Ads, Flyers, Banners,  
Web-Site, Social Media DJ's, and Social Media.

Are you asking for any cost reductions for city facility rentals or city services?  
Please quantify and explain.

#### **AMOUNT REQUESTED UNDER EACH CATEGORY**

Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category:

\$: \$49,000.00

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:

\$: 0

**QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES**

How many years have you held this event? will be 1st

Attendance for previous year (if applicable): \_\_\_\_\_

How many of the attendees are expected to be from more than 75 miles away?  
1,500

How many people attending the event will use South Padre Island lodging establishments?  
1,500 - 2,500

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

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

Where and how many rooms will be blocked?  
40 Rooms @ Ramada, 50 Rooms @ Padre South,

40 Rooms @ Holiday Inn, 20 Rooms @ Light House

List other years (over the last three years) that you have hosted your event, please include the amount of assistance given from HOT funding and the number of hotel rooms used:

Month/Year Held	Assistance Amount	# of Hotels Used
_____	_____	_____
_____	_____	_____
_____	_____	_____

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

Cameron County Box Office, On-Line ticket sales, and Web-site, Room Block Package.

Please list other sponsors, organizations, and grants that have offered financial support to your event:

Pending

Will the event charge admission? If so, what is the cost per person/group?

**General Admission \$25, - VIP \$75, \$55, and \$45.**

---

Do you anticipate a net profit from the event? If so, what is the anticipated amount and how will it be used?

If profit is established, we would use \$20% for next event to continue to bring persons to Island for Music events during off-peak periods.

---

Please list all promotion efforts your organization is planning and the amount estimated for each media outlet. **Please attach a detailed marketing budget.**

Print \$: \$10,000.00

Website \$: \$4,000.00

Radio \$: \$25,000.00

Social Media \$: \$2,500.00

TV \$: \$5,000.00

Other Digital Advertising \$: \$2,500.00

A link to the CVB **must be** included on your promotional handouts and on your website for booking hotel nights during this event.

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

**Sponsors, Bill Boards, TV Ads, - Texas and Mexico Markets**

---

Who is your target audience?

State of Texas, Dallas, Austin, San Antonio, Corpus Christi, Valley and Mexico

---

What geographic region(s) are you marketing to?

**North Texas, Central Texas, South Texas Valley and Mexico**

---

Have you obtained the insurance required and who is the carrier?

**\$3,000.00 - Eventsured**

---

*During the term of this agreement, the event organizer shall procure and keep in force insurance with limits of \$1,000,000 per occurrence and 2,000,000 general aggregate. The policy must contain a policy endorsement that names "The City of South Padre Island, its elected officials, representatives, employees or agents" as additionally insured. Applicant must provide a copy of the actual endorsement.*





# SOUTH PADRE ISLAND EVENT FUNDING CHECKLIST

To apply for funding please provide all the required documents.

Name of Event: On the Island October Super Music Fest

- Received and understood the separate Special Events Policy (REQUIRED)
- Received and understood the separate HOT Funding Guidelines (REQUIRED)
- Completed the South Padre Island Event Funding Application form (REQUIRED)
- Enclosed a description of all planned activities or schedule of events (REQUIRED)
- Enclosed a complete detailed budget (REQUIRED)
- Enclosed an advertising/marketing and promotion plan (REQUIRED)
- In Room night projections, with back-up, for the Funded Event (REQUIRED)
- I agree: 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 in accordance. (REQUIRED)
- I agree: The SPICVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event. (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 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
- Indicated the amount of financial support (if requested)

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

# A-Town Productions

<b>ARTIST</b> - Kingz One - Michael Salgado, - La Sombra	<b>SCALING</b> 78 tickets @ \$ \$75
<b>Date(s) of Show</b> September 24 <sup>th</sup> , 2022	182 tickets @ \$ \$55
<b>VENUE</b> Cameron County Amphitheater	536 tickets @ \$ \$45
Venue Address 53550 Dolphin Cove South Padre Island Texas 78597	4044 tickets @ \$ \$30
Venue Manager Arturo Rios	50 Artist Comps
Venue Phone 210-574-1299	100 Venue Comps
Venue Website ?	100 Media Comps
<b>Show Schedule</b>	5,000 <b>Total Capacity</b>
Door Time 6:00pm	<b>Day of Show Ticket Price</b> \$25
Support 1 Name La Sombra	<b>Artist Billing</b> (circle) Headline OR Support
Support 2 Name Michael Salgado	Show Time 7:30pm
Headliner Name Kingz One	Show Time 9:00pm
	Show Time 10:30pm

## PAYMENT TERMS

\$ \_\_\_\_\_ guarantee  
 Plus OR Versus (circle) \_\_\_\_\_ % OVER \$ \_\_\_\_\_ \*Plus/VS deals please fill out pg. 3  
 Additional terms as discussed with Agent (meals, hotels, airfare/travel, backline, etc.) \_\_\_\_\_

## MISC. DEAL NOTES (Please fill out completely)

Describe the event Family Music Super Fest

Age Limit +18 Indoor OR Outdoor Show (circle)  
 If outdoor, will the stage be covered? YES Is this a Rain or Shine event? NO  
 Venue History (Previous Acts that have performed at Venue) No

Production Contact (Name / Contact numbers/Email - ) First Born Productions

Adolf Garcia 956-346-8626

Ticket Counts Contact (Name / Contact numbers/Email) Cameron County Amphitheater

Radio (List call letters) KLMO (San Antonio, Houston, Victoria, Austin) - Super Tejano 102.1

(Valley), - Latino (Austin) 102.7- La Mega 105.9 XHNA (Matamoros)

Stage Size 91 feet x 50 feet

Number of Dressing Rooms 4

Ticket Purchase (Location(s)/Website) Cameron County Amphitheater Box office and Website

# A-Town Productions

**BUYER INFORMATION**

Buyer Company \_\_\_\_\_

Care Of \_\_\_\_\_

Contract Signatory \_\_\_\_\_

Phone(s) \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Address \_\_\_\_\_

All A-Town Productions clients require a 20% deposit due upon receiving contracts unless otherwise agreed to.

All merchandise rates are 100% to Artist unless otherwise agreed to.

Purchaser to provide and pay for sound, lights and Artist rider as required by Artist.

Purchaser to provide ticket counts to A-Town Productions on Mondays and Thursdays. Counts should be called in to 210-574-1299 or e-mailed to [abcc.rios77@gmail.com](mailto:abcc.rios77@gmail.com) by 12:00 Noon CST on ticket count days.

Sponsorships including radio station and/or "Presents" must be approved in writing by Artist's management.

By my signature below, I represent and warrant that I have the right and authority to submit this offer on behalf of my company or client. I understand that this offer is binding upon verbal confirmation of Artist.

AUTHORIZED SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

# A-Town Productions

Return completed form to Arturo Rios (210) 574-1299 or e-mail [arcc.rios7@gmail.com](mailto:arcc.rios7@gmail.com) A-Town Productions

## EXPENSES

TYPE	Amount (USD)	Per Ticket (USD)	Percent	Budget Max Amount (USD)
Advertising	\$49,000.00			\$100,000.00
ASCAP/BMI / SESAC				
Backline	\$			
Barricades				
Box Office				
Catering				
Cleanup	\$2,000.00			
Credit Cards				
Equip. Rental				
Forklift				
Hotels	\$3,500.00			
House Expense				
Insurance	\$3,000.00			
Licenses/Permits				
Loaders				
Medical				
Monitors				
Parking				
Phone				
Police	\$4,000.00			
Power				
Production Mgr.	\$2,500.00			
Production	\$16,000.00			
Rent	\$10,000.00			
Riggers				
Runners				
Security				
Security T- Shirt	\$2,500.00			
Setup				
Sound & Lights				
Staffing	\$1,000.00			
Stage				
Stagehands				
Support				
Ticket Printing				
Ticket Takers				
Towels				
Transportation	\$1,000.00			
Travel	\$1,000.00			
Ushers	\$1,000.00			
EMS	\$1,000.00			
Artist Fees	\$37,500.00			
<b>Total</b>	<b>\$135,000.00</b>			<b>\$100,000.00</b>



**Cameron County Amphitheater Event Center**  
**53550 Dolphin Cove, South Padre Island, Texas 78597**

## **VENUE SPECIFICATIONS**



The Cameron County Amphitheater and Event Center is situated in the Dolphin Cove area in South Padre Island, Texas inside Isla Blanca Park. The Amphitheater is surrounded with tropical landscaping overseeing the Brazos Santiago Ship Channel with a spectacular view of the Laguna Madre and the Gulf of Mexico.

This open-air facility is approximately 41,095 square feet with a seating capacity for approximately 5,000 spectators. It includes 824 - 1,124 reserved stone shade seating and 4,176 lawn seating. This innovated outdoor venue will be utilized for events such as concerts, performing arts, school events, festivals and other outdoor events. The Amphitheater will also serve as a great location to view the SpaceX launches.



**Contact Information**

**Raul N. Garcia**      **Director of Marketing and Management  
of County Venues**      [raul.garcia@co.cameron.tx.us](mailto:raul.garcia@co.cameron.tx.us)

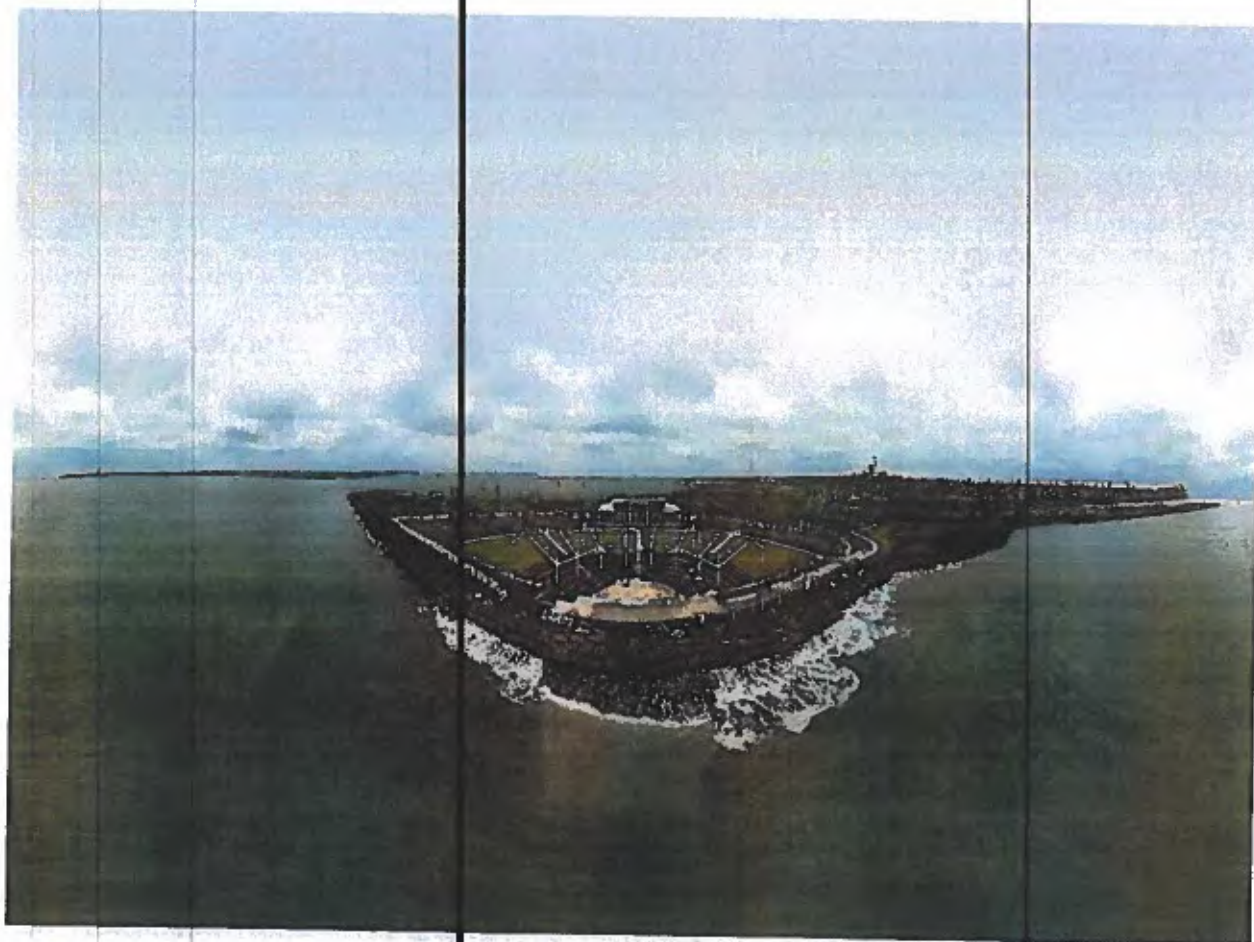
Office 956-356-6275

Cell 956-590-1771

**Liza Dominguez**      **Office Specialist**      [liza.dominguez@co.cameron.tx.us](mailto:liza.dominguez@co.cameron.tx.us)

Office 956-356-6277

Cell 956-517-5056

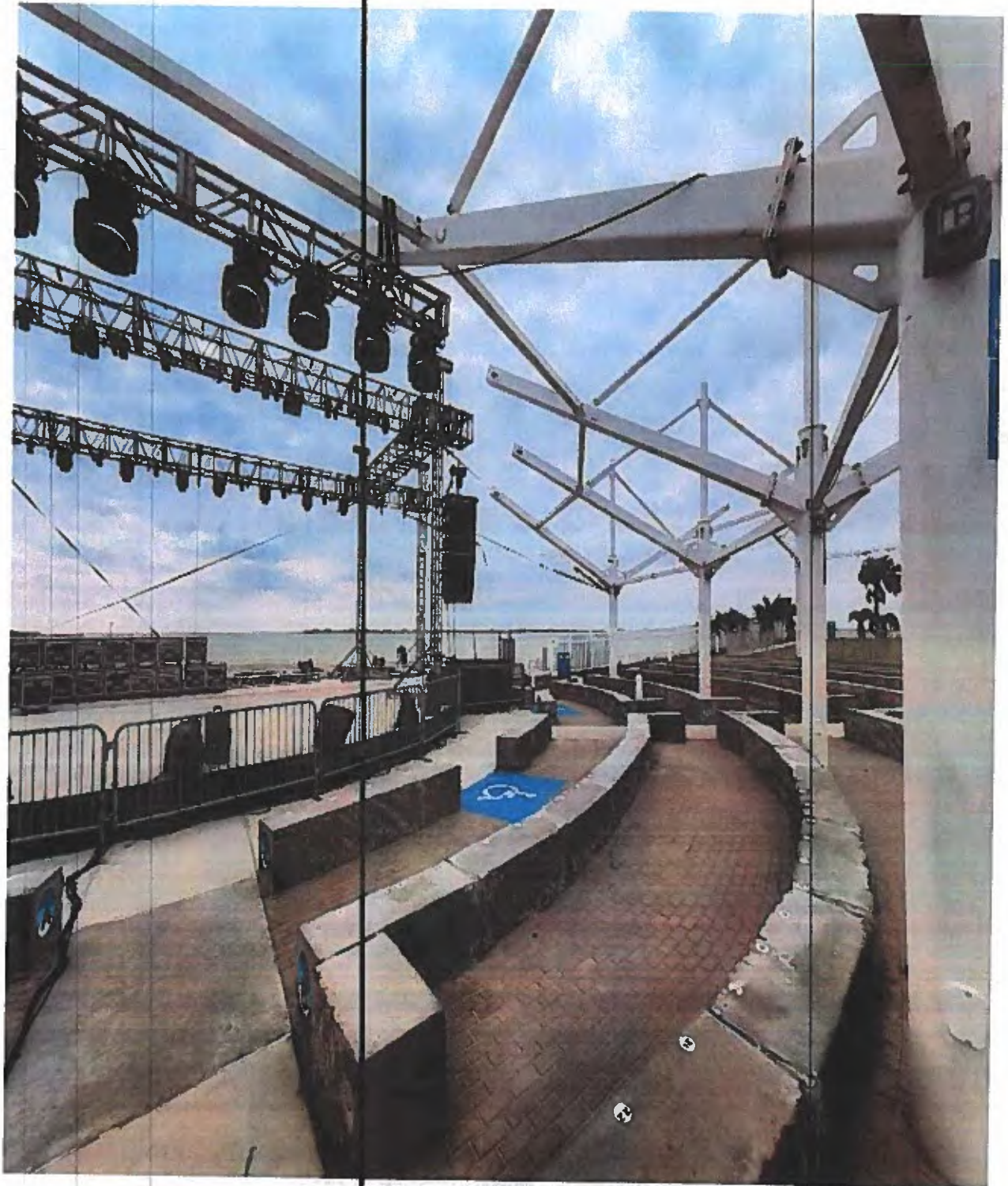


# STAGE

**Front View Stage**



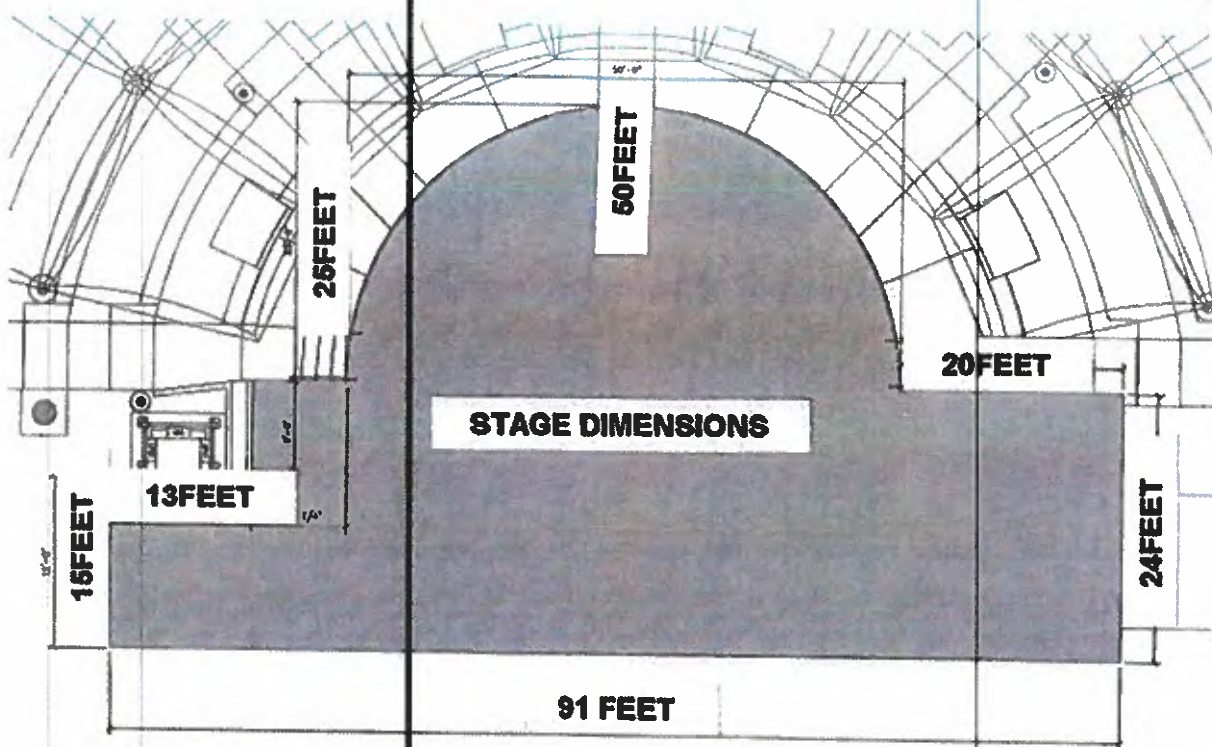
## South Stage View





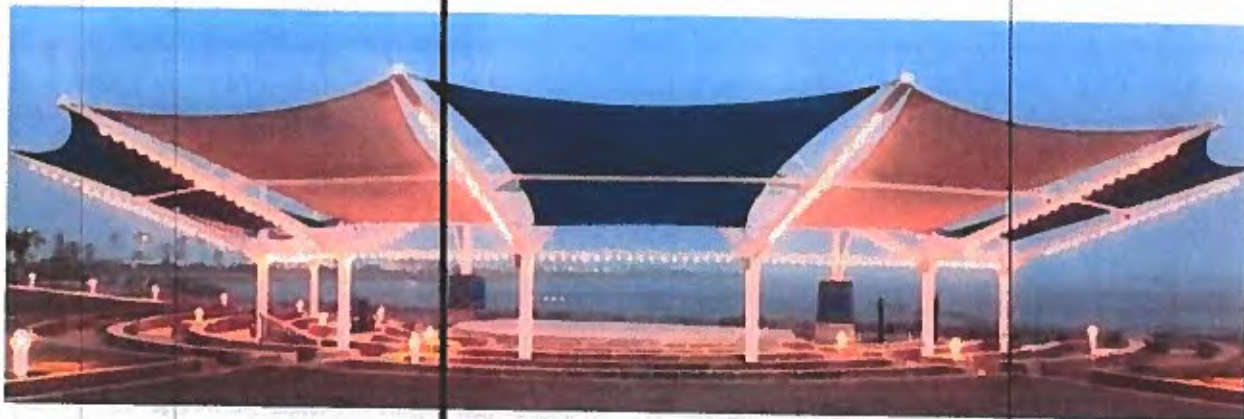
**Northside Stage View**





## STAGE SPECS

Venue Type	Open Air Amphitheater
Stage Material	Concrete
Stage Dimensions	91' wide X 50' deep to longest part of stage (please refer to image above)
Stage Left Wing	20' wide X 15' deep (please refer to image above)
Stage Right Wing	20' wide X 20' deep (please refer to image above)
Stage Height	1' 6"
Stage Roof	Production Company will provide 40' x 32'x30' ground support with wings 16'x30' can be up stage or down stage



#### POWER

- One (1) 600 Amp 3-Phase, 5 wire lug, Side stage right (75ft distance)
- Two (2) 200 Amp 3 Phase, 5 wire lug, Side stage right (75ft distance)
- One (1) 200 Amp 3 Phase, 5 wire lug, Upstage left
- One (1) 400 Amp 3 Phase, 5 wire lug, Upstage left



#### FOH Mix Position

Dimensions	8' wide X 4' deep
Location	130' from downstage center
Cable Run to FOH	172'

**NOTE: All cables are to utilize outlets that go underground from FOH to stage. It becomes a liability when cables are exposed.**



**DRESSING ROOMS**

There is a total of 3 trailers that are provided as dressing rooms. These trailers come with all the amenities needed for any/all artist.

**NOTE:** Additional trailers will be provided upon request.

**INTERNET ACCESS**

WIFI                      Throughout Venue/Backstage

**BACKSTAGE & LOADING DOCK ACCESS**

The access road to backstage is located approximately 700' south of Isla Blanca Park main entrance on 33174 State Park Rd 100. The road is accessible to trailers up to 53' in length. Due to space limitations, Semis need to come in and be staged before buses arrive. There is one loading dock and is at stage level with a 50' straight push onto stage right.





### **BUS PARKING & SHORE POWER**

Two (2) buses can park in the alley immediately North from the main stage and three (3) additional buses or trucks can fit within the backstage production parking area just Northwest of the loading dock/stage. Shore power will be provided. (See reference below)



**NOTE:** There is an UBER & LIFT Pick up/Drop off area available at the entrance of Isla Blanca Park as well as at the entrance of the Amphitheater.



# Stone Seating/Lawn Capacity

**SECTION 1**

- Row A 1-6 (plus 2 handicaps in between)
- Row B. 1-14
- Row C. 1-18
- Row D. 1-23
- Row E. 1-26
- Row F. 1-31
- Row G. 1-33
- Row H 1-35

**SECTION 1 TOTAL = 188**

**SECTION 2**

- Row A 1-10 (plus 2 handicaps in between)
- Row B 1-19
- Row C 1-23
- Row D 1-27
- Row E 1-31
- Row F. 1-35
- Row G.1-37
- Row H 1-40

**SECTION 2 TOTAL = 224**

**SECTION 3**

Mirrors Section2

**SECTION 3 TOTAL = 224**

**SECTION 4**

Mirrors Section 1

**SECTION 4 TOTAL = 188**

**STONE SEATING = 824**

**ADDITIONAL FOLDING SEATS (OPTIONAL) = 300**

**TOTAL STONE/FOLDING SEATING= 1124**

**LAWN AREA SEATING = 3876**

**TOTAL CAPACITY 5000**



The Cameron County Amphitheater is located inside Isla Blanca Park in South Padre Island, Texas. The main entrance and box office are located at 53550 Dolphin Cove South Padre Island, Texas, 78597. The main entrance and address for Isla Blanca Park is 33174 State Park Rd 100, South Padre Island, Texas, 78597.

## Isla Blanca Park - South Padre Island



### Map Legend

- Points of Interest
- Parking Areas

Shuttle Service to and from parking areas will be available during amphitheater events.

#### Phone Numbers

- Isla Blanca Park Office (956) 761-5494
- CC Amphitheater & Event Ctr (956) 356-6277
- Sheriff's Dept (956) 554-6700
- Park Ranger (956) 761-5263



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

**MEETING DATE:** July 14, 2022

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

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action to approve the funding request for Concerts on the Greens in September/October 2022.  
(Brown)

**ITEM BACKGROUND**

First time event requesting

**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:** July 14, 2022

**NAME & TITLE:** Silvia Sanchez

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and action concerning the new meeting date for August 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:**