

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

TUESDAY, SEPTEMBER 13, 2022
2:00 PM AT THE MUNICIPAL BUILDING,
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

1. Call to order

2. Pledge of Allegiance

3. Public Comments and Announcements

This is an opportunity for citizens to speak to Committee Members relating to agenda or non-agenda items. Speakers are required to address Committee Members at the podium and give their name before addressing their concerns. [Note: State law will not permit the Committee Members 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 Committee meeting]

4. Approve Consent Agenda

4.1. Approve the meeting minutes for the August 16, 2022 regular meeting. (Hasbun)

4.2. Approve the excused absences for Committee Member Ryan O'Byrne for the August 16, 2022 meeting. (Hasbun)

4.3. Approve the post-event reports for the following events: (Hasbun)
*Texas International Fishing Tournament 2022
*Ladies Kingfish Tournament 2022

5. Regular Agenda

5.1. Discussion and possible action to approve the funding request for Texas State Surfing Championship in April 2023. (Brown)

5.2. Discussion and possible action to approve the funding request for Texas Beach Ultimate Festival in April 2023. (Brown)

5.3. Discussion and possible action regarding the approved funding for the Roar by the Shore Airshow and Space Expo in August 2022. (Brown)



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

6. Adjourn

NOTE:

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

DATED THIS DAY, THURSDAY, SEPTEMBER 8, 2022



Ema Jaramillo, CVB Management Assistant

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE ABOVE NOTICE OF MEETING OF THE SPECIAL EVENTS COMMITTEE OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT CITY HALL/MUNICIPAL BUILDING ON THURSDAY, SEPTEMBER 8, 2022, AT/OR BEFORE 5:00 PM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.



Ema Jaramillo, CVB Management Assistant

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



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

MEETING DATE: September 13, 2022

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Special Events Committee

ITEM

Approve the meeting minutes for the August 16, 2022 regular meeting. (Hasbun)

ITEM BACKGROUND

NA

BUDGET/FINANCIAL SUMMARY

NA

COMPREHENSIVE PLAN GOAL

NA

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

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

THURSDAY, AUGUST 16, 2022
2:00 PM AT THE MUNICIPAL BUILDING,
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

1. Call to order

The Special Events Committee of the City of South Padre Island, Texas, held a regular meeting on Tuesday, August 16, 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, Sean Slovinsky, and Cody Pace were present. Committee Member Ryan O'Byrne was absent.

CVB staff members present were CVB Director Blake Henry, Operation and Services Manager Lori Moore, Special Events Manager April Brown, and Administrative Assistant Silvia Sanchez.

City officials present were: City Council Member Ken Medders and City Secretary Nikki Soto.

2. Pledge of Allegiance

SEC Chairman Christian Hasbun led the Pledge of Allegiance.

3. Public Comments and Announcements

4. Approve Consent Agenda

- 4.1. Approve the meeting minutes for the August 16, 2022 regular meeting. Committee Member Meg Clifton made a motion to approve and seconded by Committee Member Amy Salander. Motion carried unanimously.
- 4.2. Approve the excused absences for Committee Members Amy Salander, Sean Slovinsky and Ryan O'Byrne for the July 14, 2022 meeting. Committee Member Meg Clifton made a motion to approve and seconded by Committee Member Amy Salander. Motion carried unanimously.
- 4.3. Approve the Special Events Committee post-event reports for the following events:
(Hasbun)
* Ron Hoover Fishing Tournament 2022
Committee Member Meg Clifton made a motion to approve and seconded by Committee Member Amy Salander. Motion carried unanimously.

5. Regular Agenda

Chairman Hasbun announced that agenda item 5.1 would be moved to the end of the agenda.

- 5.1 Discussion and action concerning the new meeting date for September 2022. Chairman Hasbun announced the next meeting is scheduled for September 20 at 2:00 PM.
- 5.2 Discussion and possible action to approve the funding request for Aurora Fest in September 2022. This agenda item was pulled.
- 5.3 Discussion and possible action to approve the funding request for Hallowings in October 2022. Event Promoter Christin and Javi spoke at the podium to answer questions regarding the event. Chairman Christian Hasbun made a motion to approve \$2,000 in funding, seconded by Committee Member Meg Clifton. Motion carried unanimously.

6. Adjourn

The meeting was adjourned at 2:15 PM.

Ema Jaramillo, CVB Management Assistant

Approved by:

Christian Hasburn, SEC Chairman

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

MEETING DATE: September 13, 2022

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve the excused absences for Committee Member Ryan O'Byrne for the August 16, 2022 meeting. (Hasbun)

ITEM BACKGROUND

NA

BUDGET/FINANCIAL SUMMARY

NA

COMPREHENSIVE PLAN GOAL

NA

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: September 13, 2022

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

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

*Texas International Fishing Tournament 2022

*Ladies Kingfish Tournament 2022

ITEM BACKGROUND

NA

BUDGET/FINANCIAL SUMMARY

NA

COMPREHENSIVE PLAN GOAL

NA

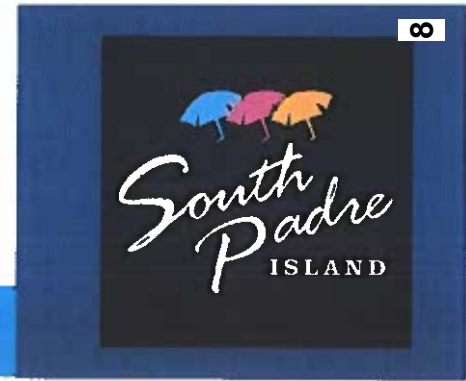
LEGAL REVIEW

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: 9/8/22

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: Texas International Fishing Tournament

Address: P.O. Box 2715

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

Full Name:
Kristi Collier

E-Mail:
info@tift.org

Office Number:
956-943-8438

Cell Phone Number:

EVENT INFORMATION

Name of Event: Texas International Fishing Tournament

Date(s) of Event:
August 3-7, 2022

Primary Location of the Event:
South Padre Island Convention Center

How many years have you held this event on South Padre Island? 81

EVENT FUNDING INFORMATION

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

Amount Requested: \$25,000

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?

Yes. Net profits go towards providing scholarships.

EVENT ATTENDANCE INFORMATION

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

1200

What was the actual attendance at the event? 986

How many of the participants were from another city or county? 646

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

725

How many room nights were **actually generated** by attendees of this event? 147

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?

ADDITIONAL EVENT INFORMATION

Please note any other success indicators of your event:
The partnership with the Sport Fishing Championship created additional advertising and promotional opportunities across all platforms.

What South Padre Island businesses did you utilize for food, supplies, printing, etc.?
Louie's Backyard, Blue Marlin, Alex Avalos Printing,

What was the weather like during the event?
Hot and sunny

Were there any other factors that may have affected the event?
The partnership with SFC allowed TIFT to reach new anglers and promote SPI across new channels.

Authorized Signature

Date

Print Name

Texas International Fishing Tournament

Budget vs. Actuals: FY2022 - FY22 P&L

January - December 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
Bucket Auction	21,904.83	13,000.00	8,904.83	168.50 %
Challenge Donations	96,296.00	80,000.00	16,296.00	120.37 %
Corporate Sponsor Income	159,900.00	175,000.00	-15,100.00	91.37 %
Merchandise Income	53,034.13	50,000.00	3,034.13	106.07 %
Miscellaneous Income		100.00	-100.00	
Meals	850.00		850.00	
Total Miscellaneous Income	850.00	100.00	750.00	850.00 %
Registration Fees	82,545.00	85,000.00	-2,455.00	97.11 %
Trophy Income	22,725.00	19,000.00	3,725.00	119.61 %
Total Income	\$437,254.96	\$422,100.00	\$15,154.96	103.59 %
GROSS PROFIT	\$437,254.96	\$422,100.00	\$15,154.96	103.59 %
Expenses				
Advertising	24,052.85	30,000.00	-5,947.15	80.18 %
Bank Service Charges	641.37	3,500.00	-2,858.63	18.32 %
Bonus	18,750.00	20,000.00	-1,250.00	93.75 %
Challenge Expense	2,137.06	1,000.00	1,137.06	213.71 %
Challenge Labor	5,300.00	5,000.00	300.00	106.00 %
Challenge Office Supplies	268.61	500.00	-231.39	53.72 %
Challenge Printing	1,225.30	1,000.00	225.30	122.53 %
Total Challenge Expense	8,930.97	7,500.00	1,430.97	119.08 %
Charitable Contributions		5,000.00	-5,000.00	
Contract Labor	35,153.29	45,000.00	-9,846.71	78.12 %
Data Processing	17,115.92	12,000.00	5,115.92	142.63 %
Dock Supplies	20,047.07	25,000.00	-4,952.93	80.19 %
Dues and Subscriptions	515.00	1,000.00	-485.00	51.50 %
Equipment Rental	4,000.00	5,000.00	-1,000.00	80.00 %
Insurance	2,301.80	7,000.00	-4,698.20	32.88 %
Meetings & Entertainment	8,196.88	20,000.00	-11,803.12	40.98 %
Merchandise Expense	40,410.71	35,000.00	5,410.71	115.46 %
Miscellaneous	3,294.88	750.00	2,544.88	439.32 %
Office Supplies	712.00	2,500.00	-1,788.00	28.48 %
Photography	3,500.00	3,500.00	0.00	100.00 %
Playday	7,913.30	8,000.00	-86.70	98.92 %
Postage and Delivery	1,762.90	2,000.00	-237.10	88.15 %
Printing and Reproduction	10,443.34	12,000.00	-1,556.66	87.03 %
Professional Fees		1,000.00	-1,000.00	
Registration Expense	53,997.73	55,000.00	-1,002.27	98.18 %
Rent	26,339.28	20,000.00	6,339.28	131.70 %
Repairs				
Equipment Repairs		10,000.00	-10,000.00	
Total Repairs		10,000.00	-10,000.00	

Texas International Fishing Tournament

Budget vs. Actuals: FY2022 - FY22 P&L

January - December 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Scholarship	52,000.00	20,000.00	32,000.00	260.00 %
Security	9,240.00	10,000.00	-760.00	92.40 %
Software/Computer Expense	1,485.20	9,000.00	-7,514.80	16.50 %
Sponsorship Expense	24,443.67	25,000.00	-556.33	97.77 %
Taxes		4,500.00	-4,500.00	
Telephone	1,549.20	2,100.00	-550.80	73.77 %
Trophy	22,623.51	14,000.00	8,623.51	161.60 %
Volunteer Expense	7,233.01	6,000.00	1,233.01	120.55 %
Total Expenses	\$406,653.88	\$421,350.00	\$ -14,696.12	96.51 %
NET OPERATING INCOME	\$30,601.08	\$750.00	\$29,851.08	4,080.14 %
NET INCOME	\$30,601.08	\$750.00	\$29,851.08	4,080.14 %

SOUTH PADRE ISLAND EVENT FUNDING POST EVENT REPORT



Please complete all sections.

Date Report Submitted: 08/25/22_____

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: SPI Chamber of Commerce/Ladies Kingfish Tournament

Address: 321 Padre Blvd

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

Full Name:
Alita Bagley

E-Mail:
alita@spichamber.com

Office Number:
956-761-4412

Cell Phone Number:
956-243-1920

EVENT INFORMATION

Name of Event: Ladies Kingfish Tournament_____

Date(s) of Event:

August 11 – 14, 2022

Primary Location of the Event:

SPI Convention Center/South Point Marina

How many years have you held this event on South Padre Island? 41**EVENT FUNDING INFORMATION****Please attach an actual event budget showing all revenues including sponsorships and expenses.**Amount Requested: \$5,000 Marketing event

Total Amount to be Received: Rec'd to date \$3750 remaining \$1250_____

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? There is a registration fee to participate in our event, \$100.00-\$105.00 per angler, \$30.00/\$35.00 per captain, deck hand, and boat guest and \$40.00 - \$45.00 youth angler. The event is planned to make a net profit. The net profit provides income necessary to sustain this event and supports the Chamber's operational expenses throughout the year. The SPI Chamber is a 501(c) 6 non profit membership organization.

EVENT ATTENDANCE INFORMATIONHow many people did you **predict** would attend this event? (Number submitted in the application)? 500

What was the actual attendance at the event? Friday reg 460 Saturday dock 525 Sunday awards 400 Total anglers 223 – captains/crew 203 -

How many of the participants were from another city or county? 172

How many room nights did you **predict** in your application would be generated by attendees of this event? 200

How many room nights were **actually generated** by attendees of this event? 202

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: 202 _____ Two Years Ago: Covid _____

Last Year: 208 _____ Three Years Ago: 145 _____

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 survey participants on each registration form and compile zipcode information for attendees. Out of area (Participants = 168) add 20% for additional family members/crew/captains = 201 201/2 = 101 x 2 night stay = 202 room nights

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 \$: 1009 _____ Website \$: 240 _____

Radio \$: _____ Social Media \$: 600 _____

TV \$: 400 (Discounted 1320 sponsor) Other Digital Advertising \$: 2660 _____

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? CVB logo used on all. Utilized the CVB logo with link wherever possible. The links on our website spichamber.com are perpetual for all event sponsors. Our Chamber website and the Guide to South Padre Island actively promote local lodging year round, as well as for LKT. Event appeared on the sopadre website event page. We also posted LKT Lodging opportunities on our FB page

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

ADDITIONAL EVENT INFORMATION

Please note any other success indicators of your event:

We had a record number of anglers at weigh in. Event sponsorship was exceeded.

What South Padre Island businesses did you utilize for food, supplies, printing, etc.? S.O.S. Printing , Karla's Katering, Beach Park SPI, , SPI Designs, Toucan Graphics, A Clean Portoco, Rental World, Coastal Current, Port Isabel Press, Sea Ranch Marina II at SouthPoint, Laguna Madre, Rudy's BBQ

What was the weather like during the event?

There were a few rain showers off shore and in the bay but overall good weather

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

School early start dates and student activities in schools starting early – Fuel Prices Storms were predicted which may have caused some cancellations, however, our angler registration was up this year and the weather ended up being great. We had a record number of anglers at weight in.

Alita Bagley

08/25/22

Authorized Signature

Date

Alita Bagley

Print Name

11:43 AM
08/25/22
Cash Basis

South Padre Island Chamber of Commerce
Custom Summary Report
October 2021 through September 2022

	Oct '21 - Sep 22
Ordinary Income/Expense	
Income	
450000 · Ladies Kingfish Tournament -	
411050 · Reg. Fees	26,370.00
412050 · Sponsorship	46,995.00
Total 450000 · Ladies Kingfish Tournament -	73,365.00
Total Income	73,365.00
Gross Profit	73,365.00
Expense	
620000 · Ladies Kingfish Tournament	
500050 · Promotion	4,242.65
502050 · Awards/Prizes/Trophies	1,013.08
522050 · Food/Drink	4,387.12
562050 · Misc.	2,878.91
Total 620000 · Ladies Kingfish Tournament	12,521.76
Total Expense	12,521.76
Net Ordinary Income	60,843.24
Net Income	60,843.24

Bay	78541
Bay	78542
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Offshore	78597
Bay	78598
Bay	78598
Bay	78598
Bay	78602
Bay	78704
Bay	78704
Bay	78704
Bay	78704
Bay	78704
Offshore	78727
Bay	78734
Offshore	78735
Bay	78738
Bay	78749
Bay	78972
Offshore	85204

TOTAL ANGLER 223

OUT OF AREA 168

CAPTAIN/CREW

FOR IMMEDIATE RELEASE:**FOR MORE INFORMATION CONTACT:**

Dianna L. Harvill
 956.761.4412 (office)
 956.455.1830 (cell)
 dianna@spichamber.com

Lady Anglers Are Ready To Fish The 41st Annual Ladies Kingfish Tournament

The 41st Annual Ladies Kingfish Tournament week is here! The committee has worked hard to produce a tournament packed full of fun, and of course, the Chamber has ordered awesome weather for fishing on Saturday August 13th. Pre-registration can be done until noon on Friday, August 12th and registration forms are available on the Chamber's website at www.spichamber.com.

Everyone loved the changes to the tournament last year, so we are going to do it again. Come hungry because you do not want to miss out on the BBQ and all the trimmings, and of course just an all-around FUN evening! Not to worry, we will still have a Continental Breakfast on Sunday prior to the Awards Ceremony, and of course full service bars at both events.

The other change or addition actually, last year was the addition of the Youth Division. The committee is still committed to educating our future lady anglers about the joy of fishing and about conversation. One change this year to the Youth Division is a change in age. All young ladies age 10 (was 12 last year) on August 13th (fishing day) or younger, will enter in the Youth Division. Anglers in the Youth Division can fish in the Bay Division for Redfish, Trout or Flounder or in the Offshore Division for Kingfish, Blackfin Tuna, Bonito or Dolphin. First place trophies will be awarded for each species. Fish in the Youth Division will not count toward Grand Champion or the Challenge.

One other change this year is the committee decided to move the Kingfish back into the overall offshore division. The adult ladies tournament continues to be divided into two divisions, Bay and Offshore. Anglers fishing in the Bay Division will vie for trophies in the categories of Redfish, Trout and Flounder, while anglers in the Offshore Division compete in the categories of Kingfish, Bonito, Blackfin Tuna and Dolphin. Trophies will be awarded to the first three places in each category and Grand Champion Bay and Grand Champion Offshore winners will also receive trophies.

The tournament kicks off Friday, August 12th with check-in and on-site registration from 4:00 p.m. to 7:00 p.m. at the SPI Convention Centre. The bars, food, and vendors will be available until 8:00 p.m. again this year to give everyone a little more time to visit and shop. On Saturday, fishing begins at 6:30 a.m. and Sea Ranch Marina II at SouthPoint is where all the action will be with Bay division weigh-in from 2:00 p.m. to 4:00 p.m. and Offshore weigh-in from 4:00 p.m. to 7:00 p.m. Sea Ranch Marina II at SouthPoint provides a large viewing and parking area for family and friends, and anyone else that would like to see who brings in the biggest fish. The Sunday Awards Ceremony and Continental Breakfast will be held at SPI Convention Centre beginning at 11:00 a.m. All participants are invited to attend.

Registration fees are \$105 per angler, and includes an event bag, Friday night BBQ and Continental Breakfast at the Sunday Awards Ceremony. Registration fee for captains/boat operators/deck hands/guests is \$35 and includes, Friday night BBQ and Continental Breakfast at the Awards Ceremony on Sunday. **All anglers and all captain/boat operators/deckhands/guests on the boat must be paid registrants of the tournament, and have completed release forms on file with the SPI Chamber of Commerce.** Tickets may also be purchased at the Merchandise Booth for the Friday night BBQ for \$30 and Sunday for \$15.00 per person for those not registered on a boat. Food will be available only with a ticket.

Sponsors are the most essential element of a tournament because without them we could not have LKT! The sponsors of this year's tournament are: **Elite Sponsor:** Courtyard Marriott/ Hilton Garden Inn/La

Copa/La Quinta; **Title Sponsors:** Friends of RGV Reef (paid by anonymous donor), Shallow Sport Boats, The Sportsman, and South Padre Island Convention & Visitors Bureau; **Gold Sponsors:** Sea Ranch II at SouthPoint, Texas Sportsman TV Show & Magazine and Texas Outdoor Lifestyles TV Show; **Silver Sponsors:** Exceptional Emergency Center and Sutherlands; **Bronze Sponsors:** AEP, Generous Anonymous Donor, Isla Grand Beach Resort, McAfee Agency, NextDecade, Palms Resort and Cafe on the Beach, Pirate's Landing Fishing Pier, Rudy's Country Store & BBQ and Sisters Interiors; **BBQ Dinner Sponsor:** Furcron Inc., REALTORS® and Property Mgmt. Co.; **Awards Breakfast Sponsor:** Cactus Flower Interiors; **Friend Sponsors:** A Clean Portoco, Blackbeards', Blue Marlin Supermarket, Breakaway Cruises, Cameron County Insurance Center, Inc., CAS-CPA, LLC, First National Bank-SPI, Holiday Inn Resort, International Bank of Commerce, Padre Island Brewing Co., Pearl South Padre, Port Isabel-South Padre Press, Republic Services, Rio Grande Valley Abstract, S.O.S. Services, Sea Ranch Restaurant, and Shepard Walton King; and **Patron Sponsors:** Ibis Insurance, Karla's Katering, Law Office of Ed Cyganiewicz, SPI Designs, Strong A/C and Refrigeration, and Stronghold Security.

Join us for the 41st Anniversary Ladies Kingfish Tournament, bring your daughter, granddaughter, niece, neighbor or friend, and start your own Island tradition.

If you would like additional information about the tournament please contact the South Padre Island Chamber of Commerce at 956.761.4412 or info@spichamber.com

Press Release Updated: August 8, 2022

She's A Winner!

South Padre Island Chamber of Commerce



41st Ladies Kingfish Tournament

Diana L. Howell © 2022

Elite Sponsor



Elite Sponsors



August 12-14, 2022



Elite Sponsor



Title Sponsors



Download Registration
Forms and Rules at
www.spichamber.com

Follow us on Facebook & Instagram
@ladieskingfishtournament

SOUTH PADRE ISLAND, TX

August 12-14, 2022

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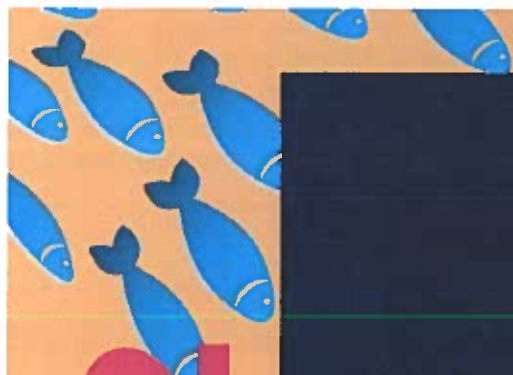


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SOUTH PADRE ISLAND, TX





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and



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

MEETING DATE: September 13, 2022

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for Texas State Surfing Championship in April 2023.
(Brown)

ITEM BACKGROUND

NA

BUDGET/FINANCIAL SUMMARY

NA

COMPREHENSIVE PLAN GOAL

NA

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: 8.31.22

Name of Organization: Texas Gulf Surfing Association

Address: 15009 Dasmarias Dr

City, State, Zip: Corpus Christi, TX, 78418

Full Name:
Kristen Darden

E-Mail:
dardenkristen@yahoo.com

Office Number:
n/a

Cell Phone Number:
361-815-4567

Website for Event or Sponsoring Entity : surftgsa.org

Non-Profit or For-Profit Status:
Non-Profit 501c3

Tax ID #:
742549298

Primary Purpose of Organization:

To promote the sport and spirit of surfing on the Texas coast through healthy competition with an emphasis on good sportsmanship, education and environmental awareness.

EVENT INFORMATION

Name of Event: Texas State Surfing Championship

Date(s) of Event:
April 15&16, 20&21,29&30

Primary Location of the Event:
Isla Blanca Park

Amount Requested: \$5,000

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

Primary Purpose of Event:

culmination of the 2022-2023 competitive season where state titles will be determined

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

Event t-shirts, trophies, Cameron county fees, marketing merchandise including banners for display at the event

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:

\$: _____

Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category:

\$: 5,000 (100%)

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this event? 33

Attendance for previous year (if applicable): 250

How many of the attendees are expected to be from more than 75 miles away?
200

How many people attending the event will use South Padre Island lodging establishments?
200

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

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

Where and how many rooms will be blocked?
Hotel and rooms blocked TBD

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>April 2022</u>	<u>\$5000</u>	<u>80</u>
<u>May 2021</u>	<u>\$3500</u>	<u>50</u>
<u></u>	<u></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.)?

Link, QR code provided by CVB and written forms filled out by contestants on the beach

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

n/a

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

no admission fee competitors pay an entry fee we are a non profit the entry fees go towards paying staff to run the event

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

no last year we had a net loss of \$3,884.64

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

Print \$: 2000

Website \$: 500

Radio \$: -

Social Media \$: 1000

TV \$: -

Other Digital Advertising \$: 500

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?

We will partner with a local hotel to offer room blocks or a discount code and promote through our website, social media and email list

Who is your target audience?

Our members and spectators who have interest in outdoor events and water sports

What geographic region(s) are you marketing to?

The gulf coast regions with a focus in Corpus Christi, Galveston, Houston and outlying areas, Surfside, Matagorda, Port Aransas

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

Yes we obtain insurance through the John M Glover Agency and can provide a certificate of liability insurance naming the City of South Padre Island as the certificate holder as we did last year

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: Texas State Surfing Championship

- 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)

Kristen Darden Digitally signed by Kristen Darden
Date: 2022.08.31 09:01:09 -05'00'

8.31.22

Authorized Signature
Kristen Darden

Date

Print Name

Texas State Surfing Championships 2023
Detailed Budget

Income

Sponsorship- South Padre Island Visitors Bureau	\$5,000
Entries	\$8,000
Total:	\$13,000

Expenses

Trophies-Trophyland	\$3,500
T-shirts-Print the Planet	\$2,000
Supplies	\$200
Contest Crew Lunch from local resturant	\$300
Personnel fees including travel	\$7,000
Cash prizes for open divisions	\$1,000
Permits and lifeguard fees-Cmeron County	\$1,200
Total	\$15,200
projected loss	\$ (2,200)

Texas State Surfing Championships 2023

Planned activities and schedule of events

March 2023- Open registration for event

March 2023- Send out discount code for the Pearl to members through social media, website, and email for members to book hotel rooms

April 2023- Contest is on call for April 15 & 16, 20 & 21, 29 & 30 we will call the contest on based upon the wave forecast on Wednesday giving time for additional accommodation booking.

April 2023- Meet & greet on Friday & Saturday night for competitors, family and friends at local restaurants to encourage out of town competitors to stay additional nights. Last year we used Tequila Sunset.

April 2023-Two day event Saturday and Sunday. We have 24 surfing divisions including shortboard, longboard and Stand-Up Paddle. Saturday will be for preliminary heats Sunday will include finals for all divisions.

TGSA Texas State Championship 2023

Marketing & Promotion Plan

August 2022- Schedule released on surftgsa.org with on call dates for Texas State Championships at Isla Blanca Park for April 15 & 16, 20 & 21, 29 & 30.

August 2022-South Padre Island logo and link to sopadre.com added to the sponsor section of the website

March 2023- T-shirts designed and ordered with South Padre Island as presenting sponsor

March 2023- Registration link set up on website with details added regarding the State Championships which will include hotel discount code, meet and greet details and tentative schedule of events.

March 2023- Registration opens and all members who are eligible receive email invite letting them know they are eligible to compete at the Texas State Surfing Championships with hotel discount code included.

March 2023- Social media posts start on Instagram and Facebook announcing open registration for State tagging South Padre Island as the presenting sponsor.

April 2023- Social media posts promoting the meet and greet on Friday and Saturday tagging local restaurant and South Padre Island.

April 2023- Email, website and social media update calling the contest on tagging South Padre Island.

April 2023- Schedule of heats sent out via email, posted on the website and to social media including South Padre Island as the presenting sponsor.

April 2023- Event held during one of the on-call weekends with banner displayed at event for South Padre Island as presenting sponsor, t-shirts given out to competitors with South Padre Island as presenting sponsor.

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

MEETING DATE: September 13, 2022

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for Texas Beach Ultimate Festival in April 2023. (Brown)

ITEM BACKGROUND

NA

BUDGET/FINANCIAL SUMMARY

NA

COMPREHENSIVE PLAN GOAL

NA

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: 08/15/2022

Name of Organization: Houston Ultimate Community (HUC)

Address: 2223 Shakespeare St

City, State, Zip: Houston TX 77030

Full Name:
Chris Johnson

E-Mail:
bloomer98@gmail.com

Office Number:
7132066114

Cell Phone Number:
7132066114

Website for Event or Sponsoring Entity : www.houston-ultimate.com

Non-Profit or For-Profit Status:
non-profit

Tax ID #:
30-0173400

Primary Purpose of Organization:
Grow the sport, reflect and celebrate Houston's diversity, encourage active lifestyles, provide equal access, make Houston and the surrounding region a destination for competitive events.

EVENT INFORMATION

Name of Event: Texas Beach Ultimate Festival

Date(s) of Event:
April 14-16, 2023

Primary Location of the Event:
Isla Grand Hotel/Beachfront, Isla Blanca Beach

Amount Requested: \$10,000

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

n/a, first year

Primary Purpose of Event:

To fulfill our organization's mission, broaden our reach, create a flagship beach event similar "Lei Out",

a Los Angeles based beach event that has been very successful, draw national to SPI.

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

Mostly for marketing, some operations. We will promote the event using a variety of media and partner

organizations. We also will use about 20% of the funds to assist with beach prep and other operations.

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

We are discussing working with the city on the beach raking (preparation) and cleaning. Our participants

will also spend time cleaning the beach, but equipment is also helpful in this process. Any cost reduction

would be helpful here.

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:

\$: 3000

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:

\$: 7000

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this event? 30 years in Galveston, this is first year SPI

Attendance for previous year (if applicable): 300

How many of the attendees are expected to be from more than 75 miles away?
100%

How many people attending the event will use South Padre Island lodging establishments?
100%. They will likely use hotels as well as Airbnb/VRBO.

How many nights do you anticipate the majority of the tourists will stay? 2 or 3.

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

Where and how many rooms will be blocked?

Isla Grand, we anticipate around 30-40. Some teams may choose to use AirBnb/VRBO or other rentals.

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>N/A -previously local</u>	<u>_____</u>	<u>_____</u>
<u>_____</u>	<u>_____</u>	<u>_____</u>
<u>_____</u>	<u>_____</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.)?

We will ask registrants to list where they are staying and conduct a post-event survey.

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

N/A

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

Yes, each team pays an fee to play. Team of 10, \$500

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

Yes, but it greatly depends on the number that attend. Most of our costs are fixed, so marketing is key

for us. We are hoping in year one to turn a small profit and use that to further our mission.

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

Print \$: _____

Website \$: 1000

Radio \$: _____

Social Media \$: 2000

TV \$: _____

Other Digital Advertising \$: 4000

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?

Social media, direct email outreach, collaboration with other national ultimate and beach ultimate

organizations, USAU collaboration, other regional/city organizing groups

Who is your target audience?

Players & teams sourced mostly regionally, some nationally. Demographics included in attached PDF.

What geographic region(s) are you marketing to?

North America

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

Yes; State Farm

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: Texas Beach Ultimate Festival

- Received and understood the separate Special Events Policy (REQUIRED)
- Received and understood the separate HOT Funding Guidelines (REQUIRED)
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- Enclosed an advertising/marketing and promotion plan (REQUIRED)
- In Room night projections, with back-up, for the Funded Event (REQUIRED)
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- 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

Chris Johnson

Print Name

September 6th, 2022

Date

Texas Beach Ultimate Fest

Houston Ultimate Community

Presentation to SPI SEC



Who Are We?

The Houston Ultimate Community (HUC) is a non-profit organization established to:

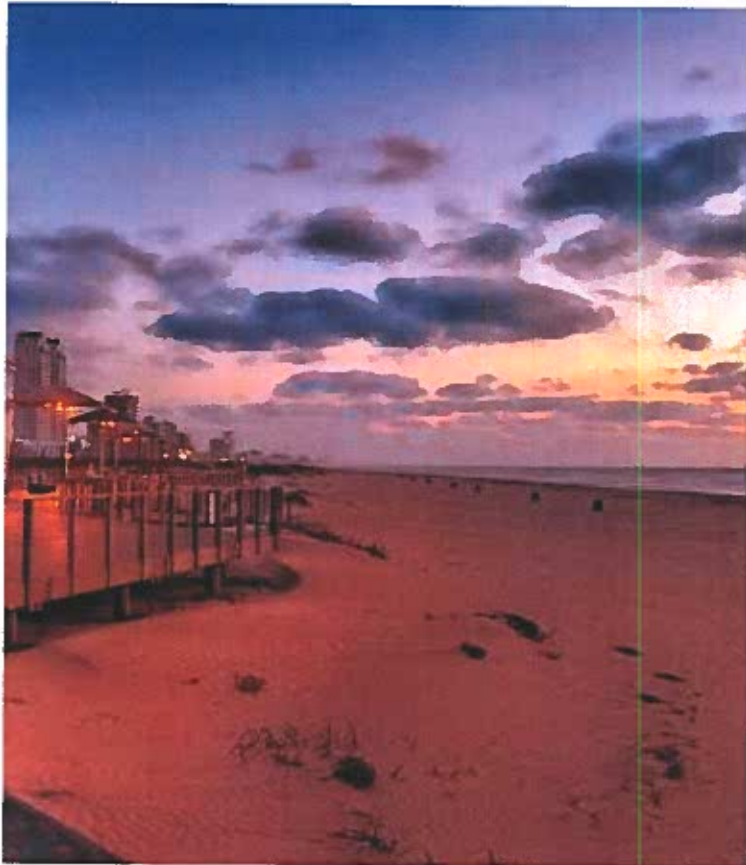
- **Grow the Sport** of Ultimate Frisbee by supporting and nurturing youth, college and adult players to find a lifetime sport and community.
- **Reflect and Celebrate Houston's Diversity** by expanding Ultimate awareness through Houston's diverse community to welcome players of all backgrounds.
- **Encourage Active Lifestyles** to promote healthy living
- **Eliminate Income Barriers** for all players so that everyone has an equal opportunity to participate.



What is our Goal?

We have hosted our annual Texas Beach Ultimate Fest in Galveston for the last 30 years. We want to move it to SPI for a variety of reasons:

- **World-class beaches** with gorgeous weather which attracts teams from across the nation
- Access to **well-priced hotels and restaurants**
- **Ability to grow** – while we have been conservative in our estimates for 2023 of 20 teams, our peer tournaments routinely attract ~200 teams (~3,000 people) from around the nation
 - Anticipate that we could grow to this size over the long-term
 - Anticipate that **all** of these tourists will require lodging



Proposed Event Schedule

South Padre Island 2023 TBUF – Mock Schedule

(All times Central, times may be adjusted for operational reasons)

Friday

4:00 PM – Captain’s Check-in Opens

5:00 PM to 6:00 PM – Opening Showcase Game (Powerpool Elite 2 vs Elite 3) ***(Streamed)***

6:00 PM to 7:00 PM – Texas Women’s Sand Showcase ***(Streamed)***

Saturday (Hour long rounds, 15 min break)

8:00 AM – Flight 1, Pool Play Game 1

9:15 AM – Flight 1, Pool Play Game 2

10:30 AM – Flight 1, Pool Play Game 3

12:00 PM – Flight 2, Pool Play Game 1

1:15 PM – Flight 2, Pool Play Game 2

2:30 PM – Flight 2, Pool Play Game 3

Saturday (con’t)

4:00 PM – Bar / Food Opens at Isla Grande

4:30 PM – Elite Pool Showcase Game (Powerpool Elite 1 vs Elite 4) ***(Streamed)***

6:00 PM – Color of Ultimate Showcase Game ***(Streamed)***

7:30 PM to 10:00 PM – Band / Entertainment at Isla Grande directly adjacent to Showcase Field

10:00 PM to Bedtime – Quarter Deck Lounge with live music

Sunday (Hour long rounds, 15 min break, all brackets to be determined based on teams participating)

8:00 AM – Lower Brackets Quarterfinals

9:15 AM – Lower Brackets Semis / Loser Bracket Semis

10:30 AM – Upper Bracket Quarterfinals / Lower Bracket Finals

12:00 PM – Upper Bracket Semis ***(Streamed)*** / Loser Bracket Semis

1:15 PM – Upper Bracket Finals ***(Streamed)*** / 3rd and 4th Place / Consolation Games



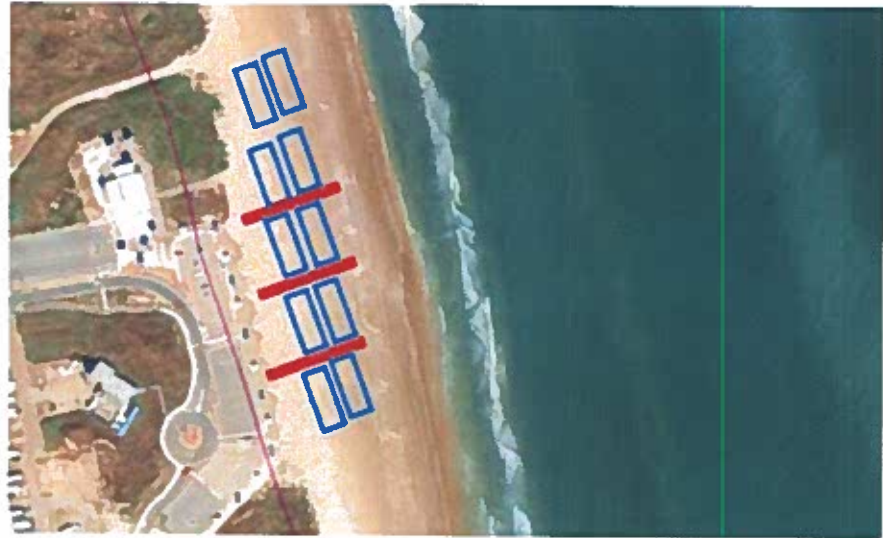
Proposed Event Map

Illustrative Showcase Field at Isla Grande



1. *Showcase Fields*
2. *Streaming to be set-up along beach*
3. *Anticipate working with Isla Grande to host a party with band and bar on location*

Illustrative 10-Field Layout at Isla Blanca



1. *Red lines show public beach access points*
2. *Illustrative field space map – would prefer to set up the 10 fields at best sand quality in front of one of the pavilions. Said another way, this is shown at the north pavilion, but if there is better / softer sand in front of the south pavilion, we would prefer to set up there.*
3. *Open to move field locations to allow for better public access – would like to keep close to a pavilion for shade, restroom and food / drink access*



Projected Event Budget

Houston Ultimate Community TBUF Budget

Income	
Bid Fee	\$11,000.0
Total Income	\$11,000.0
Expenses	
Field Preparation*	(\$500.0)
Field Carts*	(\$1,200.0)
Medical	(\$2,500.0)
Medical Supplies	(\$100.0)
Tournament Food	(\$500.0)
Ice	(\$200.0)
Event Bar / Band	(\$5,000.0)
Website Marketing*	(\$1,000.0)
Social Media Marketing*	(\$2,000.0)
Digital Ads / Streaming*	(\$4,000.0)
Merchandise*	(\$2,000.0)
Total Expenses	(\$19,000.0)

<i>Bid Fee Calculation</i>	
Early Registration	\$500
Early Teams	10
Regular Registration	\$600
Regular Teams	10
Total Bid Fees	\$11,000

Notes:

1. Requested funding detailed on next page
2. 20 team Bid Fee calculation is conservative by design given significant move from Galveston. We are hopeful we can attract a national audience and begin a strong build towards our long-term goal of ~200 teams

*Funded fully or partially by amount requested.



Advertising, Marketing and Promotion

Budget Item	Amount	Detailed Description
Website Marketing	\$1,000	Commissioning of new logos and graphics with South Padre Island branding consistent with marketing guidelines to be used on website and across total marketing funnel
Social Media Marketing	\$2,000	Purchase of ads across Facebook, Instagram, Reddit, USAU, and Ultiworld as key Ultimate marketing funnels as well as potential partnerships with large ultimate social media accounts to offer cross-segment marketing (Color of Ultimate, AUDL, PUL, Leiout, Wildwood and Sandblast)
Digital Ads / Streaming	\$4,000	We intend to stream 6 to 8 hours of games at the tournament. These streams will have announcers and offer advertising breaks during which we intend to run SPI focused tourism ads. These streams will be broadcast live with audiences between the mid-100's and low-1,000's of live viewers and will be maintained on YouTube as a year-round advertisement for the tournament and South Padre
Merchandise	\$2,000	Purchase of new merchandise with South Padre logos and island inspired designs.
Field Preparation	\$500	Dragging and cleaning the beaches – operational cost that is beneficial to the island
Field Carts	\$500	Partial subsidization of rental of field golfcarts to ferry water, trainers for medical emergencies and generally run the tournament



In Room Projections

Commentary

- All below demographics based on 2019 USAU Nationwide Survey (was not conducted during 2020 / 2021 due to COVID)
- Majority of Ultimate players are college educated (74.9%) and employed (88.6%)
- 49% of players make more than \$75,000 and 75% make more than \$50,000
 - 25% make more than \$100,000 annually
- We anticipate that players will attempt to room with their teams and have conservatively said 4 players per room
- We anticipate that some teams will defer to Airbnb's
 - We have attempted to dissuade that by hosting events at a hotel and putting tournament at south end of island where there are few Airbnb's within walking distance

	<u>First Year Projections</u>		
	Downside	Base	Upside
Teams	20	30	40
Average Team Members	10	10	10
Total Players	200	300	400
Player Per Room	4	4	4
Total Rooms	50	75	100



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

MEETING DATE: September 13, 2022

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action regarding the approved funding for the Roar by the Shore Airshow and Space Expo in August 2022. (Brown)

ITEM BACKGROUND

N/a

BUDGET/FINANCIAL SUMMARY

NA

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:



Contract Approval Form

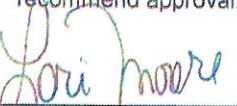
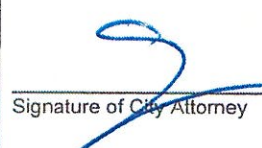

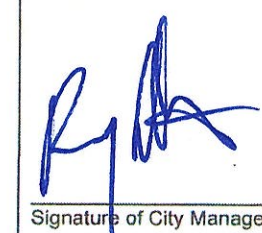
NEW
 RENEWAL

This form is to be used to route contracts through the review and approval process and must be attached to the contract when presented to the City Attorney for review and to the City Manager/City Council for approval.

Contract Summary (Highlights the important features and purpose of the contract):

Roar by the Shore Air and Space Expo- City of South Padre Island Agreement *-Revised Contract 4/14/22*
with Letter of Intent

Contract Beginning Date: February 23, 2022 Contract End Date: August 28, 2022
 Dollar Value of Contract: \$50,000 GL Account Affected: 2-593-8099
 Parties: City of South Padre Island Vendor Name: Roar by the Shore Air and Space Expo
 Department: Convention & Visitors Bureau

DEPARTMENT	CITY ATTORNEY	FINANCE	CITY MANAGER	CITY SECRETARY
<input type="checkbox"/> Form 1295 received and acknowledged. I have read this contract, provided the contract summary and recommend approval.  Signature of Department Director Date: <u>3-1-22</u>	<input checked="" type="checkbox"/> Approved <input type="checkbox"/> Rejected <i>Approved on 4/5/22</i>  Signature of City Attorney Date: <u>4/1/22</u>	<input checked="" type="checkbox"/> Approved <input type="checkbox"/> Rejected  Signature of Chief Financial Officer Date: <u>4/12/22</u>	<input checked="" type="checkbox"/> Approved <input type="checkbox"/> Rejected  Signature of City Manager Date: <u>04-19-2021</u>	<input type="checkbox"/> Approved <input type="checkbox"/> Rejected Signed, fully executed contract received. Signature of City Secretary Date: _____

Notarized Form 1295 - Texas Ethics Commission

Received: _____
 Acknowledged: _____

This contract must follow Purchasing Policy and Procedures.



Corporate Headquarters
David Schultz Airshows LLC
365 Sunset Ridge Road
Clearfield, PA 16830
Tel 610-724-3300
Fax 814-765-8531

Regional Offices
David Schultz Airshows - Atlanta
213 Grant Road
Brooks, GA 30205
Tel 770-355-0070

David Schultz Airshows - Oklahoma
1003 N Mississippi Avenue
Ada, OK 74820-2211
Tel 580-421-7132

Email: airboss@schultzairshows.com
www.schultzairshows.com

South Padre Island, TX (2022)

April 04, 2022

Reference **Letter of Intent - 2022 Roar by the Shore Air and Space Expo
South Padre Island, TX 26-28 August 2022**

It is here by the intent of the Roar by the Shore Air and Space Expo and David Schultz Airshows to produce and conduct operations, and execution of the 2022 Roar by the Shore Air and Space Expo along the South Padre Island Beachfront on 26 August and concluding on 28 August 2022.

2022 Schedule of Events Airshow

1130 Airshow TFR Stars
1145 All Veterans Parachute Team Streamer Drop
1200 Opening Ceremony
1208 All Veterans Parachute Team Jump Flag Jump w/National Anthem
1210 Rob Holland MXS Aerobatic Teaser
1214 All Veterans Parachute Team Mass Exit Show
1222 USAAC C-47 Flight (3 passes)
1230 USAAC B-25 Flight (3 passes)
1236 Vampire Airshows
1251 USCG SAR Demo
1300 Matt Younkin Airshows
1314 USN History Flight (SB2C Helldiver & F4U Corsair)
1320 Corsair Aerobatic Demo
1326 USN F-18 West Coast Rhino Demo
1338 USN Legacy Flight (F-18 & F4U Corsair)
1346 USN T-45/T-6/T-44 Flight (2 passes)
1354 USAF E-3C Sentry Flyby
1356 Acemaker T-33 Demo
1410 Rob Holland MXS Aerobatics
1424 FighterJets MiG-17 Demo
1438 USAF F-22 Raptor Demo
1452 USAF Heritage Flight (F-22 & P-51)
1505 Airshow Ends
1600 TFR Ends

Based upon the events above, Schultz Airshows plans on bringing a world class aviation event to the South Padre Island Beachfront. Along with the possible inclusion of SpaceX and other aviation related industries in the region, we believe that this event can grow to include a major military jet team like the Blue Angels and Thunderbirds in future years. The 2022 event scored the USAF F-22 Raptor Demo Team for their headliner, and this will be one of only 18 locations for the demo team in 2022. We also plan to have US Navy support, US Coast Guard Support, additional USAF Support, and some of the best civilian performers and vintage warbird aircraft performances in the USA today. Over 4 hours of flying are planned daily. Aircraft would arrive at the local airports on the Thursday prior to the event with a practice taking place on Friday afternoon and public show dates on Saturday and Sunday. We anticipate a full day of activity with flying starting at noon and concluding around 4pm.

The event presents great opportunities for Armed Forces Recruiting, advertising for regional hot spots and attractions, showcasing the best of aviation and space technologies in the area, and for showing why South Padre Island is one of the to-go vacation spots in Texas each year. We want this to be a major community event with lots of community involvement.

We have seen significant economic impact at each one of these locations where we have done beachfront airshows in the past 20 years. We expect to see the same with South Padre Island as well as the Brownsville and Port Isabel regions as we bring this event to area. We want to extend the Beachfront Season one more major weekend prior to Labor Day in this location. Increases in Hotel occupancy, shopping/restaurant revenues, **56**



Corporate Headquarters
David Schultz Airshows LLC
365 Sunset Ridge Road
Clearfield, PA 16830
Tel 610-724-3300
Fax 814-765-8531

Regional Offices
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213 Grant Road
Brooks, GA 30205
Tel 770-355-0070

David Schultz Airshows - Oklahoma
1003 N Mississippi Avenue
Ada, OK 74820-2211
Tel 580-421-7132

Email: airboss@schultzairshows.com
www.schultzairshows.com

tax revenues, and the positive exposure to the region to tens of thousands of new airshow fans to this region of the country will allow this event to grow into an annual event that will rival any Spring Breaks of the past.

Our company will be actively working with the US Coast Guard, TX DOT, DHS, CBP, the Brownsville International Airport and the FBOs at the airport, other local airports, and numerous government agencies, CVBs, etc. to make this event SAFE and successful for the region. In the past few years where COVID has shut many events down, a beachfront event is a natural location for social distancing while enjoying the surf and sand and adding the aviation excitement to each afternoon.

This airshow, like any event, is successful when we have a great sponsor base, a highly supportive Visitors Bureau, excitement from Economic Development, and the dedication of local Governmental entities. This will be a regional endeavor. We hope that the City of South Padre Island, and the numerous other communities will be supportive of this new event for the region as we've seen it be successful in other parts of the United States and the Caribbean and know that South Padre Island can quickly become another premier airshow on each year's airshow calendar.

Schultz Airshows supports over 2 dozen events annually from coast to coast, Alaska, and the Caribbean. We are a full time Airshow Company that is in the Business of Airshows which a reputation that is second to none. We plan on supporting this event from all three of our office locations listed in our letterhead.

Our 28-year history is a result of providing proven, reliable results to each of our locations. Whether we do a small show in Marshall, MO, a huge airshow at Eielson AFB, Alaska, an international airshow like Santo Domingo, this year's airshow at NAS Kingsville, or this new airshow at South Padre Island, Schultz Airshows brings the "WOW" Factor to each one of these events and our Professional Tools and Talent to each one of our venues.

If there are any questions, please do not hesitate to contact me via cell or email.

Thank you.

Sincerely,

David Schultz, President
David Schultz Airshows LLC

Appendix A

Information about the planned 2022 Roar by the Shore Air and Space Expo airshow.

The following document contains the details on the agreement between the City of South Padre Island and the Roar by the Shore Air and Space Expo. All of the contents listed below are as follows and are intended for public use including the map attached as a reference point for the setting of the event.

Table of Contents

1. Parties
2. Mission
3. Location
 - 3.1 Schedule of Events
4. Agreement
5. Payment
6. IRS Disclosure Statement
7. Cancellation or Refunds
8. Indemnity
9. Terms Used in Agreement
10. Name and Image Usage

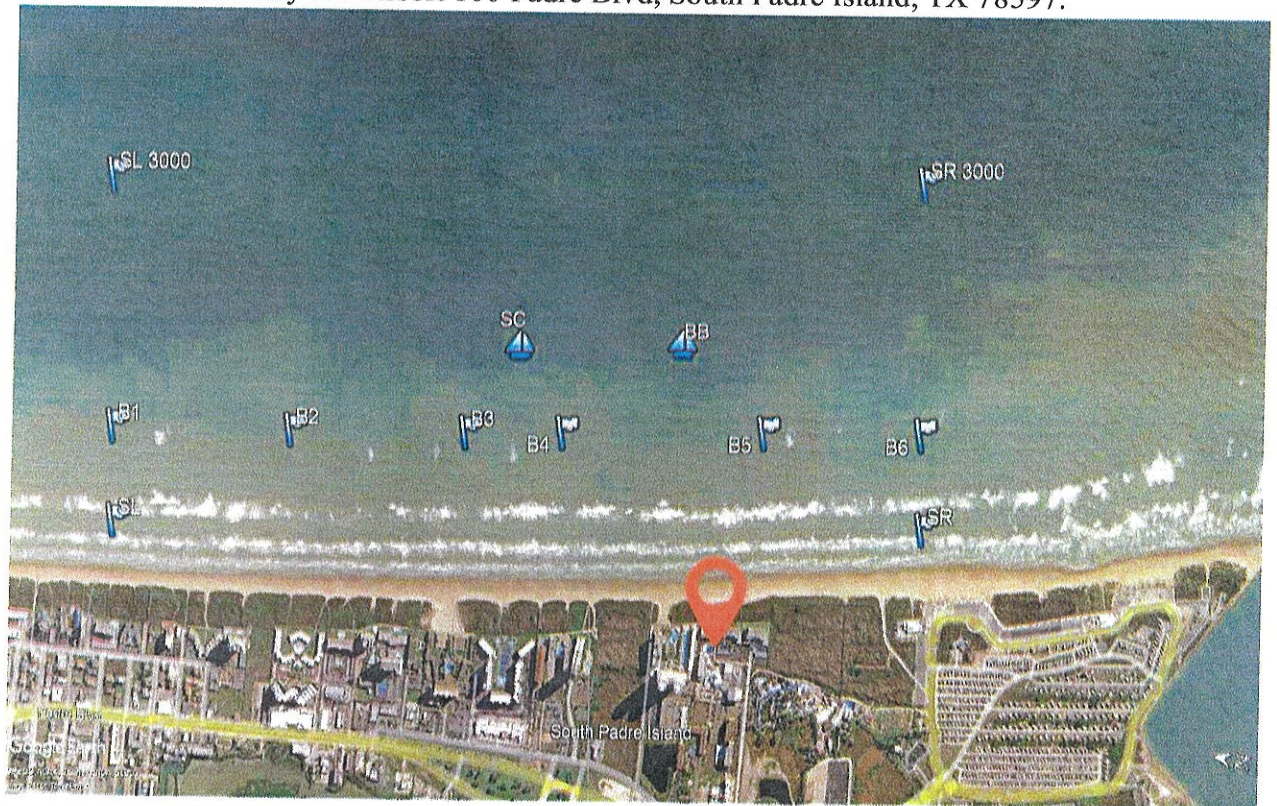
Roar by the Shore Air and Space Expo – City of South Padre Island Agreement

This Agreement was made April,04 2022 between the City of South Padre Island and Air Show. (hereinafter “Roar by the Shore Air and Space Expo”). The parties to this Agreement agree as follows:

1. Parties. Roar by the Shore Air and Space Expo is a nonprofit corporation that is producing an Air Show to be held at South Padre Island, Texas on August 26-28, 2022 (hereinafter “Event”). The purpose of the Event is to help educate the community on the importance aviation.

2. Mission. To raise the capital needed to present the air show, Roar by the Shore Air and Space Expo has agreed to provide certain benefits to Sponsor in exchange for Sponsor’s agreement to provide funds to Air Show as described herein. Roar by the Shore Air and Space Expo will take place on Saturday August 27-Sunday August 28, 2022, with Friday August 26, 2022, being a Rehearsal Day. Airshow will start each day at approximately 12:00 PM and run for a total 3-4 hours with the airshow concluding no later than 4:30 PM each day. The airshow will NOT have or provide any static displays to the public. The following schedule of events and performers are confirmed for the 2022 Roar by the Shore Air and Space Expo. The estimated attendance for the August 27-28, 2022, airshow weekend is expected to be around 50,000 spectators.

3. Location. Show Center for the 2022 Roar by the Shore Air and Space Expo will be located at the Holiday Inn Resort 100 Padre Blvd, South Padre Island, TX 78597.



3.1 Airshow Schedule of Events as of April 01, 2022

- 1130 Airshow TFR Starts
- 1145 All Veterans Parachute Team Streamer Drop
- 1200 Opening Ceremony
- 1208 All Veterans Parachute Team Flap Jump w/National Anthem
- 1210 Rob Holland MXS Aerobatic Teaser
- 1214 All Veterans Parachute Team Mass Exit Show
- 1222 USAAC C-47 Flight (3 passes)
- 1230 USAAC B-25 Flight (3 passes)
- 1236 Vampire Airshows
- 1251 USCG SAR Demo
- 1300 Matt Younkin Airshows
- 1314 USN History Flight (SB2C Helldiver & F4U Corsair)
- 1320 Corsair Aerobatic Demo
- 1326 USN F-18 West Coast Rhino Demo
- 1338 USN Legacy Flight (F-18 & F4U Corsair)
- 1346 USN T-45/T-6/T-44 Flight (2 passes)
- 1354 USAF E-3C Sentry Flyby
- 1356 ACEMAKER T-33 Demo
- 1410 Rob Holland MXS Aerobatics
- 1424 FighterJets MiG-17 Demo

Roar by the Shore Air and Space Expo – City of South Padre Island Agreement

- 1438 USAF F-22 Raptor Demo
- 1452 USAF Heritage Flight (F-22 & P51)
- 1505 Airshow Ends
- 1600 TFR Ends

4. Agreement. Upon signing this Agreement, Sponsor agrees to pay Air Show the sum of \$50,000 to be used towards Air Show's marketing related expenses only. Roar by the Shore Air and Space Expo will display a static logo on any livestreams of the airshow including live broadcasts over the internet or television. Roar by the Shore Air and Space Expo will also include the City of South Padre Island logo on all promotional material including print, digital media.
5. Payment. Payment of 75% of the Sponsor's agreed sum of \$50,000 is due upon the signing of this Agreement. Remaining 25% will be awarded after the event if the post event report is approved by city council. Post event report will include all paid marketing receipts to show where any of the sponsorship monies were allocated.
6. IRS Disclosure Statement. Air Show is a nonprofit corporation organized under 501(c)(3) of the Internal Revenue Code. Contributions, sponsorships, and expenditures may be deductible as charitable contributions for federal income tax purposes. They may be deductible as a sponsorship or advertising expense.
7. Cancellation or Refunds. The parties agree that the Air show will refund any dispersed funds by the City of South Padre Island and will honor this agreement in the rise of any cancellation of the proposed event. Air show shall reschedule event due to any cancellation beyond the air shows control with a suggested new date at the recommendation of City Council and the Special Events Committee. In the event of any delay or denial of any waivers or permits from the USCG or the FAA, the airshow will notify the City of South Padre and reschedule the event. If the event is cancelled on the airshow's behalf the City of South Padre Island is entitled to a full refund of the disbursed monies.
8. Indemnity. Airshow, at its own cost and expense, agrees to indemnify, defend (with counsel acceptable to the City of South Padre Island), release and hold the City of South Padre Island harmless from any damages incurred in connection with the Air Show which are caused, directly or indirectly, by Sponsor or its officers, employees, agents, guests, invitees, vendors, successors, and assigns. "Damages" means any and all losses,

Roar by the Shore Air and Space Expo – City of South Padre Island Agreement

damages, liabilities, fines, penalties, charges, administrative and judicial proceedings and orders, judgments, remedial action requirements, enforcement, and clean-up, and all expenses incurred by the Air Show in connection therewith.

9. Terms Used in Agreement, “ Air Show” means Roar by the Shore Air and Space Expo, its directors, partners, officers, agents, representatives, successors, and assigns.

10. Name and Image Usage: The Air Show reserves the right to use the Sponsor name and images taken within and during all air show related events for future advertising campaigns to promote the Air Show program.

Signatures

Roar by the Shore Air and Space Expo.

By Miguel Sandoval

Authorized Representative

Miguel Sandoval, Director of Operations Sponsor

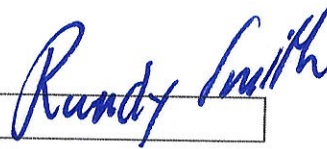
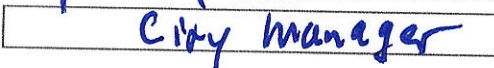


By Sponsor's Digital Signature

Authorized Representative

Name

Title



Your check may be sent to Roar by the Shore Air & Space Expo, 2121 Story Ln, Mission TX 78573

**MINUTES OF CITY COUNCIL REGULAR MEETING
CITY OF SOUTH PADRE ISLAND**

WEDNESDAY, FEBRUARY 2, 2022

1. CALL TO ORDER

The City Council Members of the City of South Padre Island, Texas held a Regular Meeting on Wednesday, February 2, 2022 at the Municipal Complex Building, 2. Floor, 4601 Padre Boulevard, South Padre Island, Texas. Mayor McNulty called the meeting to order at 5:31 p.m. A quorum was present: Mayor Patrick McNulty, Council Members, Ken Medders, Joe Ricco, Kerry Schwartz, Lydia Caballero, and Eva-Jean Dalton.

City staff members present were City Manager Randy Smith, Police Chief Claudine O'Carroll, Public Works Director Alex Sanchez, Assistant Public Works Director Jon Wilson, Fire Operations Captain Oziel Garcia, Public Information Coordinator Selena Trevino, CVB Operations & Services Manager Lori Moore, CVB Senior Marketing & Communications Manager Teresa Rodriguez, CVB Special Events Manager April Brown, and City Secretary Angelique Soto.

2. PLEDGE OF ALLEGIANCE

Mayor McNulty led the Pledge of Allegiance and the Texas Pledge.

3. PUBLIC COMMENTS AND ANNOUNCEMENTS:

Public comments and announcements were given at this time.

4. PRESENTATIONS AND PROCLAMATIONS:

4.1. PRESENTATION: COMPREHENSIVE PLAN (MCNULTY, DELGADO)

5. APPROVE CONSENT AGENDA:

Council Member Schwartz made a motion, seconded by Council Member Caballero to approve Consent Agenda Items 5.1 through 5.3. Motion carried unanimously.

5.1. APPROVE INVOICES FOR PAYMENT. (GIMENEZ)

Invoices approved for payment by General Fund check numbers 151310 through 151400 and EFT payments totaling \$454,997.57.

5.2. APPROVE A BUDGET AMENDMENT IN THE AMOUNT OF \$23,275 FROM THE BEACH MAINTENANCE FUND FOR PORTABLE RESTROOMS. (BOBURKA)

- 5.3. **APPROVE THE MINUTES FROM THE JANUARY 19, 2022 REGULAR CITY COUNCIL MEETING. (SOTO)**

6.REGULAR AGENDA

- 6.1. **PRESENTATION, DISCUSSION AND POSSIBLE ACTION OF THE RGV CHAPTER OF THE TEXAS MASTER NATURALISTS REGARDING A POLLINATOR GARDEN AT SPI CONVENTION CENTRE. (MCNULTY, MEDDERS)**

Council Member Medders made a motion, seconded by Council Member Ricco to authorize the City Manager to execute an agreement with the RGV Chapter of the Texas Master naturalists regarding a Pollinator Garden at the Convention Centre and approve up to ten thousand dollars (\$10,000) to fund the project. Motion carried unanimously.

- 6.2. **DISCUSSION AND POSSIBLE ACTION TO APPROVE PLANNING ASSISTANCE TO STATES PLANNING INFORMATION FOR SOUTH PADRE ISLAND ON FLOOD RISK AND WATER QUALITY AGREEMENT BETWEEN THE DEPARTMENT OF THE ARMY AND CITY OF SOUTH PADRE ISLAND. (SANCHEZ)**

Council Member Dalton made a motion, seconded by Council Member Caballero to authorize City Manager to execute an agreement and authorize the Mayor to sign the certifications with the Department of the Army for the Planning Assistance to States Planning Information for South Padre Island for Flood Risk and Water Quality. Motion carried unanimously.

- 6.3. **DISCUSSION AND POSSIBLE ACTION TO APPROVE A BUDGET AMENDMENT UP TO \$132,500 FROM GENERAL FUND EXCESS RESERVES TO FUND THE PLANNING ASSISTANCE TO STATES PLANNING INFORMATION FOR SOUTH PADRE ISLAND ON FLOOD RISK AND WATER QUALITY AGREEMENT. (SANCHEZ)**

Council Member Dalton made a motion, seconded by Council Member Caballero to approve a budget amendment up to \$132,500 from General Fund Excess Reserves to fund the Planning Assistance to States Planning Information for South Padre Island on Flood Risk and Water Quality agreement. Motion carried unanimously.

- 6.4. **DISCUSSION AND POSSIBLE ACTION TO APPROVE A BUDGET AMENDMENT UP TO \$24,800 FROM GENERAL FUND EXCESS RESERVES FOR THE SYNCHRONIZATION THE TRAFFIC SIGNALS ALONG PR 100 (PADRE BOULEVARD) ON THE NORTH SIDE OF THE ISLAND. (SANCHEZ)**

Council Member Ricco made a motion, seconded by Council Member Schwartz to approve a budget amendment up to \$24,800 from General Fund Excess Reserves for the synchronization of the traffic signals along PR 100 (Padre Boulevard) on the north side of the Island. Motion carried unanimously.

- 6.5. DISCUSSION AND POSSIBLE ACTION TO APPROVE A BUDGET AMENDMENT UP TO \$100,000 FROM EXCESS RESERVES GENERAL FUND TO INSTALL NEW REFLECTORS AND ARMADILLOS TO FURTHER ENHANCE PEDESTRIAN SAFETY IN HIGH TRAFFIC AREAS ALONG GULF BOULEVARD. (WILSON)**

Council Member Ricco made a motion, seconded by Council Member Dalton to approve a budget amendment up to \$100,000 from General Fund Excess Reserves to install new reflectors and armadillos to further enhance pedestrian safety in high traffic areas along Gulf Boulevard. Motion carried unanimously.

- 6.6. DISCUSSION AND ACTION TO APPROVE A BUDGET AMENDMENT IN THE AMOUNT OF \$139,055 FROM EXCESS RESERVES GENERAL FUND TO UPGRADE THE CITY'S NETWORK INFRASTRUCTURE. (MARTINEZ)**

Council Member Dalton made a motion, seconded by Council Member Ricco, to approve a budget amendment in the amount of \$139,055 from General Fund Excess Reserves to upgrade the City's network infrastructure. Motion carried unanimously.

- 6.7. DISCUSSION AND POSSIBLE ACTION TO APPROVE THE FUNDING REQUEST FOR THE ROAR BY THE SHORE AIR SHOW IN AUGUST 2022. (MOORE/BROWN)**

Council Member Ricco made a motion, seconded by Council Member Caballero to approve the funding request for the Roar by the Shore Air Show in August 2022. Motion carried unanimously.

- 6.8. DISCUSSION AND POSSIBLE ACTION TO APPROVE THE KVUE/TEGNA 3 MONTH MARKETING CAMPAIGN FOR TEXAS FOR FY 2021/2022. (RODRIGUEZ/MOORE)**

Council Member Ricco made a motion, seconded by Council Member Medders to approve the KVUE/TENGA 3 month marketing campaign for Texas FY 2021/2022. Motion carried unanimously.

- 6.9. DISCUSSION AND POSSIBLE ACTION TO APPROVE THE ZIMMERMAN AGENCY MEDIA PLAN FOR FY 21/22. (MOORE)**

Council Member Schwartz made a motion, seconded by Council Member Caballero to approve the Zimmerman Agency Media Plan for FY 21/22. Motion carried unanimously.

6.10. DISCUSSION AND POSSIBLE ACTION TO APPROVE A BUDGET AMENDMENT OF \$800,000 FROM HOTEL OCCUPANCY TAX EXCESS RESERVES FUND TO BE USED FOR MEDIA PLACEMENT IN FY 21/22. (MOORE)

Council Member Dalton made a motion to approve a budget amendment of \$300,000 from Hotel Occupancy Tax Excess Reserves Fund to be used for media placement for Mexico and the Rio Grande Valley. Motion failed due to a lack of a second.

Council Member Caballero made a motion, seconded by Council Member Dalton to approve \$100,000 from Hotel Occupancy Tax Excess Reserves Fund to be used for media placement for Mexico and the Rio Grande Valley. Motion failed on a 3 to 3 vote with Council Members Ricco, Schwartz, and Medders casting a nay vote.

7.EXECUTIVE SESSION:

7.1. CLOSED EXECUTIVE SESSION: PURSUANT TO SECTIONS 551.071, CONSULTATION WITH ATTORNEY; 551.072, DELIBERATIONS ABOUT REAL PROPERTY; A CLOSED SESSION WILL BE HELD TO DISCUSS REAL PROPERTY AND DISCUSSION OF LEGAL ISSUES REGARDING A LEASE AGREEMENT BETWEEN THE SOUTH PADRE ISLAND HISTORICAL FOUNDATION AND THE CITY REGARDING THE PROPERTY WHICH IS LOCATED AT 610 PADRE BOULEVARD. (MCNULTY)

This item was pulled.

8.OPEN SESSION:

8.1. DISCUSSION AND POSSIBLE ACTION TO APPROVE THE FIRST READING OF ORDINANCE NO. 22-01 AUTHORIZING A LEASE AGREEMENT WITH THE SOUTH PADRE ISLAND HISTORICAL FOUNDATION OF THE CITY OWNED PROPERTY LOCATED AT 610 PADRE BOULEVARD FOR THE OPERATION OF A HISTORICAL MUSEUM. (MCNULTY)

This item was pulled.

9.ADJOURN.

There being no further business, Mayor McNulty adjourned the meeting at 6:45 p.m.

Angelique Soto, City Secretary

APPROVED

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

MEETING DATE: September 13, 2022

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

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

ITEM BACKGROUND

NA

BUDGET/FINANCIAL SUMMARY

NA

COMPREHENSIVE PLAN GOAL

NA

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS: