

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

**TUESDAY, OCTOBER 18, 2022  
2:00 PM AT THE MUNICIPAL BUILDING,  
CITY COUNCIL CHAMBERS, 2ND FLOOR  
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS**

1. Call to order
2. Pledge of Allegiance
3. Public Comments and Announcements

*This is an opportunity for citizens to speak to the Committee relating to agenda or non-agenda items. Speakers are required to address the Committee at the podium and give their name before addressing their concerns. [Note: State law will not permit the Committee to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to City Staff or may be placed on the agenda of a future Special Events Committee meeting]*

4. Approve Consent Agenda

- 4.1 Approve the meeting minutes for the September 13, 2022 regular meeting. (Hasbun)
- 4.2 Approve the excused absences for Committee Member Ryan O'byrne, Meg Clifton, and Sean Slovinsky for the September 13, 2022 meeting. (Hasbun)
- 4.3 Approve the post-event reports for the following events: (Hasbun)
  - \*Wahoo Classic Fishing Tournament 2022
  - \*SPIsland Games 2022

5. Regular Agenda

- 5.1 Discussion and possible action to approve the funding request for the Texas State Surfing Championship in April 2023. (Brown)
- 5.2 Discussion and possible action to approve the funding request for the Ron Hoover Fishing Tournament in July 2023. (Brown)
- 5.3 Discussion and action concerning the new meeting date for November 2022. (Hasbun)

6. Adjourn



*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 FRIDAY, OCTOBER 14, 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 FRIDAY, OCTOBER 14, 2022, AT/OR BEFORE 4:00 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:** October 18, 2022

**NAME & TITLE:** Ema Jaramillo, Management Assistant

**DEPARTMENT:** Special Events Committee

**ITEM**

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

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

None

**LEGAL REVIEW**

Sent to Legal:

Approved by Legal:

**RECOMMENDATIONS/COMMENTS:**

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

**TUESDAY, SEPTEMBER 13, 2022**

**1. CALL TO ORDER**

The Special Events Committee of the City of South Padre Island, Texas, held a regular meeting on Tuesday, September 13, 2022, at the South Padre Island City Council Chambers, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Christian Hasbun called the meeting to order at 2:00 pm. A quorum was present: Vice Chairwoman Lisa Graves, Committee Members Amy Salander and Cody Pace were present. Committee Member Ryan O'Byrne, Meg Clifton, and Sean Slovinsky were 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 staff members present were City Secretary/Public Information Officer Nikki Soto and City Manager Randy Smith were present.

City officials present were: City Council Member Ken Medders and City Council Member Kerry Schwartz

**2. PLEDGE OF ALLEGIANCE**

Chairman Hasbun led the pledge of allegiance and Texas pledge.

**3. PUBLIC COMMENTS AND ANNOUNCEMENTS**

Chairman Hasbun announced that agenda items 5.1 and 5.3 had been pulled from the agenda.

**4. APPROVE CONSENT AGENDA**

Lisa Graves made a motion, seconded by Cody Pace. Motion passed unanimously

- 4.1. Approve the meeting minutes for the August 16, 2022 regular meeting. (Hasbun)
- 4.2. Approve the excused absences for Committee Member Ryan Obyrne 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 the Texas State Surfing Championship in April 2023. (Brown)  
This agenda was pulled from the meeting.

Agenda: September 13, 2022

- 5.2. Discussion and possible action to approve the funding request for the Texas Beach Ultimate Frisbee Festival in April 2023. (Brown)  
Chris Johnson, Chris Dawkins, and AJ Beard presented and answered questions regarding event and funding request for \$10,000. CVB recommendation was \$5,000 for funding request. Vice Chairman Lisa Graves made a motion to approve, seconded by Committee Member Amy Salander. Motion passed unanimously.
- 5.3. Discussion and possible action concerning the Roar by the Shore Airshow and Space Expo in August 2022. (Brown)  
This item was pulled from the agenda.
- 5.4. Discussion and action concerning the new meeting date for October 2022. (Hasbun)  
Chairman Hasbun announced next meeting date would be Tuesday, October 18, 2022 at 2:00 PM.

6. Adjourn

There being no other business, Chairman Hasbun adjourned the meeting at 2:20 PM.

Prepared By:

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Emma Jaramillo, CVB Management Assistant

Approved by:

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Christian Hasburn, SEC Chairman

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

**MEETING DATE:** October 18, 2022

**NAME & TITLE:** Ema Jaramillo, Management Assistant

**DEPARTMENT:** Special Events Committee

**ITEM**

Approve the excused absences for Committee Members Ryan O'Byrne, Meg Clifton, and Sean Slovinsky for the September 13, 2022 meeting. (Hasbun)

**ITEM BACKGROUND**

None

**BUDGET/FINANCIAL SUMMARY**

None

**COMPREHENSIVE PLAN GOAL**

None

**LEGAL REVIEW**

Sent to Legal:

Approved by Legal:

**RECOMMENDATIONS/COMMENTS:**

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

**MEETING DATE:** October 18, 2022

**NAME & TITLE:** Ema Jaramillo, Management Assistant

**DEPARTMENT:** Special Events Committee

**ITEM**

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

\*Wahoo Classic Fishing Tournament 2022

\*SPIsland Games 2022

**ITEM BACKGROUND**

None

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

None

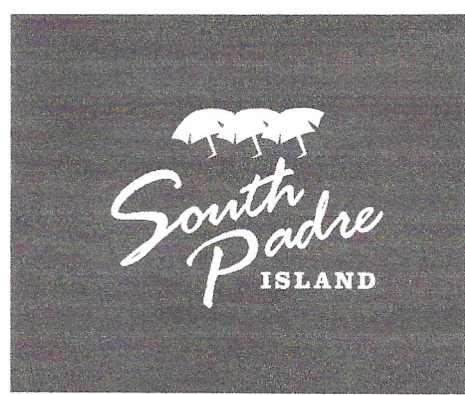
**LEGAL REVIEW**

Sent to Legal:

Approved by Legal:

**RECOMMENDATIONS/COMMENTS:**

# SOUTH PADRE ISLAND EVENT FUNDING **POST EVENT REPORT**



Date Report Submitted: 10-7-22

**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 Wahoo Classic, Inc.

Address: PO Box

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

Full Name:  
\_\_\_\_\_

E-Mail:  
bigairter@gmail.com, deep.sea.dave@hotmail.com

Office Number:  
\_\_\_\_\_

Cell Phone Number:  
303-517-9419



**EVENT INFORMATION**

Name of Event: SPI Wahoo Classic

Date(s) of Event:  
9-17-22 thru 9-19-22

Primary Location of the Event:  
Painted Marlin/The Greens

How many years have you held this event on South Padre Island? 6 years

**EVENT FUNDING INFORMATION**

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

Amount Requested: \$1,250

Total Amount to be Received: \$5,000

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 each boat paid \$350 to enter the tournament

F/S's are not completed yet but any net profit will go next years tournament

**EVENT ATTENDANCE INFORMATION**

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

250

What was the actual attendance at the event? estimated at 200

How many of the participants were from another city or county? 12

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

30

How many room nights were **actually generated** by attendees of this event? 25

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: 25

Two Years Ago: 0

Last Year: 15

Three Years Ago: 15

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.)?

survey at registration

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, no minimum required

### 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 \$: 17,000

Website \$: 500

Radio \$: 0

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

TV \$: 0

Other Digital Advertising \$: 0

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?

Yes a block of rooms for those who wanted to stay overnight

**ADDITIONAL EVENT INFORMATION**

Please note any other success indicators of your event:

31 boats in 2021 this year in 2022 we had 44 boats an increase of 42%

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

Painted Marlin, Toucan Graphics, Skydiving Spi, LLC, Dollar Tree, SPI Chamber,

Tom and Jerry's

What was the weather like during the event?

Perfect, sunny and warm with some brief passing showers

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

When we can keep the original date most captains will sign up as they can block out our tournament around their schedule

  
\_\_\_\_\_

**Authorized Signature**

Terence W Chase

**Print Name**

10-7-22

**Date**



<b>Skydive SPI, LLC</b> <b>DBA, SPI DESIGNS</b> PO Box 2686 South Padre Island, TX 78597 Phone 956-744-5867	<b>INVOICE</b>  INVOICE #1011 DATE: 05/20/2022

<b>TO: Diane</b>
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**COMMR SPECIAL INSTRUCTIONS:**

SALESPERSON	P.O. NUMBER	REQUISITION ER	SHIPPED VIA	F.O.B. POINT	TERMS
Frank					Due on receipt

QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL
265 Sm-XL- Youth LG	Screen print Shirts	15.80	4187.00
40 2XL		16.80	672.00
15 3XL		17.80	267.00
25	Staff shirts	9.80	245.00

SUBTOTAL	5371.00
SALES TAX	443.10
Credit card convenience fee 3%	174.42
<b>TOTAL DUE</b>	<b>5988.52</b>

Make all checks payable to Skydive SPI, LLC  
 If you have any questions concerning this invoice, contact Frank Shisler 956-744-5867



# SOUTH PADRE ISLAND EVENT FUNDING POST EVENT REPORT

Please complete all sections.

Date Report Submitted: 10/11/2022

## 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: Rojolin LLC

Address: 1206 E. Colony Dr.

City, State, Zip: Pharr, TX 78577

Full Name:  
Rocky Lozano

E-Mail:  
spislandgames2022@gmail.com

Office Number:  
956.878.6157

Cell Phone Number:  
956.878.6157

**EVENT INFORMATION**Name of Event: SPIsland Gams 2022Date(s) of Event:  
September 16-18, 2022Primary Location of the Event:  
Beachpark at Isla BlancaHow many years have you held this event on South Padre Island? 2**EVENT FUNDING INFORMATION****Please attach an actual event budget showing all revenues including sponsorships and expenses.**Amount Requested: \$25,000.00Total Amount to be Received: \$2,000.00

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. No, there was not a net-profit (this is the 2nd year of the event).**EVENT ATTENDANCE INFORMATION**How many people did you **predict** would attend this event? (Number submitted in the application)?3,000What was the actual attendance at the event? 2,000How many of the participants were from another city or county? 99% - 1 participantHow many room nights did you **predict** in your application would be generated by attendees of this event?50% of participantsHow many room nights were **actually generated** by attendees of this event? 290

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: 290 Two Years Ago: \_\_\_\_\_  
 Last Year: Not funded 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 used a survey upon check-in for each participant

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 - Host hotel was Holiday Inn Resort

## 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 \$: 5,000.00 Website \$: \_\_\_\_\_  
 Radio \$: 6,000.00 Social Media \$: 500.00  
 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? Yes \_\_\_\_\_

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

Multiple posts were made regarding room blocks and group rates

\_\_\_\_\_

for our host hotel.

\_\_\_\_\_

### **ADDITIONAL EVENT INFORMATION**

Please note any other success indicators of your event:

We held the first all inclusive division of special needs children (ages (10-18)).

\_\_\_\_\_

\_\_\_\_\_

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

SOS printing, Beachpark at Isla Blanca, SPI Sessions, Dona Carmen's,

\_\_\_\_\_

and other restaurants on the island.

\_\_\_\_\_

What was the weather like during the event?

Sunny, rainy, sunny

\_\_\_\_\_

\_\_\_\_\_

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

No

\_\_\_\_\_

\_\_\_\_\_



\_\_\_\_\_

**Authorized Signature**

Ramiro Rocky Lozano

\_\_\_\_\_

**Print Name**

10-15-22

\_\_\_\_\_

**Date**





JOHN SANCHEZ  
 (956) 460-5435  
 IGRAFXMEDIA@GMAIL.COM

# Invoice #000181

**Bill To**  
 amiro lozano  
 ISLAND GAMES  
 twolstudios@gmail.com  
 156-878-6157  
 25 E Nolana Ave  
 McAllen, 78503

Item	Quantity	Price	Amount
Vinyl Banners 63x180 <i>Grommet Holes and Wind Slits</i>	5	\$400.00	\$2,000.00
Subtotal			\$2,000.00
<b>Total Due</b>			<b>\$2,000.00</b>



Timestamp	Name (Last)	City	State	What is your zip code?	Name of the property you	Number of Rooms	How many nights?
9/16/2022 14:31:51	Gonzalez	Edinburg	Texas	78542	Holiday in	1	1
9/16/2022 14:36:22	Alberto G Garcia	Weslaco	Texas	78596	Holiday inn	1	3
9/16/2022 14:36:42	Alvarado	Weslaco	Texas	78599	Holiday Inn	1 Room	2 nights
9/16/2022 14:37:49	De Los Rios David	Donna	Texas	78537	Pearl	1	3
9/16/2022 14:40:04	Zapata	San Antonio	Texas	78253	Holiday Inn Resort	1	2
9/16/2022 14:40:05	Freddy Garcia	Rancho viejo	Texas	78575	Suites at sun chase	1	2
9/16/2022 14:40:18	Velbz	San Antonio	TX	78254	Holiday Inn Resort	1	2
9/16/2022 14:40:34	Leon	Corpus Christi	TX	78412	Holiday inn resort	1	1
9/16/2022 14:42:14	Rudder	Brownsville	Texas	78520	Home	0	0
9/16/2022 14:42:24	Gomez	Corpus Christi	Texas	78413	The Inn	210	2
9/16/2022 14:43:02	Garza	Corpus Christi	Texas	78521	Holiday inn	2	2
9/16/2022 14:44:16	Murphy	Brownsville	Texas	77546	Los Marinas	1	4
9/16/2022 14:44:19	Murphy	Friendswood	Texas	77546	Las Marinas	1	4
9/16/2022 15:05:51	Shea	Friendswood	Texas	78413	Airbnb	4	3
9/16/2022 15:05:56	Alvarado	Corpus Christi	Texas	78520	Holiday inn	1	1
9/16/2022 15:06:12	Garza	Brownsville	Texas	78520	Holiday inn	1	1
9/16/2022 15:14:33	Jasso	San benito	Texas	78599	Hotel	3	4
9/16/2022 15:19:01	Luna	Weslaco	TEXAS	78504	Airbnb	2	2
9/16/2022 15:19:02	Nifo	MCALLEN	Texas	78539	Acapulco Star	2	2
9/16/2022 15:23:23	Partida	Edinburg	TX	78537	Condo	2	2
9/16/2022 15:23:37	Partida	Donna	TX	78537	Condo	2	2
9/16/2022 15:24:36	Cantu	Donna	TX	78537	Condo	2	2
9/16/2022 15:25:02	Soto	Lyle	TX	78052	Spi beach house	3	3
9/16/2022 15:25:13	Shafler	Los fresnos	TX	78566	Airbnb	2	2
9/16/2022 15:25:21	Pizana	Rio Hondo	Texas	78583	Home	0	0
9/16/2022 15:25:41	Leal	Brownsville	Texas	78575	Casa del sol	2	2
9/16/2022 15:27:59	Lozoya	Brownsville	Texas	78521	Casa del sol	2	2
9/16/2022 15:28:43	Lozoya - Moreno	Los Fresnos	Texas	78566	Holiday Inn near beach pi	1	2
9/16/2022 15:28:50	Ramirez	Los Fresnos	TX	78566	Holiday Inn	1	2
9/16/2022 15:29:48	Herevia	Brownsville	Texas	78526	South padre island lodge	1	1
9/16/2022 15:31:54	Martinez	Pharr	Texas	78577	Heaven on Earth Condi	2	2
9/16/2022 15:36:50	Garza Marquez	Los Fresnos	Texas	78566	Gulf point condominiums	1	2
9/16/2022 15:36:58	Moo	Brownsville	Tx	78521	Gulf Coast Condominium:	1	2
9/16/2022 15:37:17	Limon	Matamoros	Tamaulipas	87300	Gulf coast	2	2
9/16/2022 15:43:38	Bergeaux	Matamoros	Tamaulipas	78520	Gulf coast condos	2	1
9/16/2022 15:45:41	Goff	Brownsville	TX	78520	Holiday Inn Resort	1	2
9/16/2022 15:47:32	Trevino	Bastrop	Texas	78602	Condo	1	3
9/16/2022 15:48:55	Breton	Mcallen	Texas	78504	Holiday inn resort	1	2
9/16/2022 15:48:55	Galindo	Corpus Christi	TX	78414	Holiday Inn	1	1
9/16/2022 15:49:45	Wenke	Corpus Christi	Texas	78418	Holiday Inn	1	1
		Giddings	Texas	78942	Condo	1	3

Timestamp	Name (Last)	City	State	What is your zip code?	Name of the property you	Number of Rooms	How many nights?
9/16/2022 15:50:20	Rodriguez	Harlingen	Texas	78552	Los Cabos	3	2
9/16/2022 15:52:25	Welker	Corpus Christi	Tx	78418	Hilton	1	2
9/16/2022 15:52:28	Koziolek	Corpus christi	Texas	78413	Hilton	1	2
9/16/2022 15:53:02	Rangel	Brownsville	Texas	78575	Home	Home	All the time
9/16/2022 16:02:47	Yanez	Donna	Tx	78537	Ramada	1	2
9/16/2022 16:07:55	Thomas	Brownsville	Texas	78520	Na	Na	Na
9/16/2022 16:08:22	Busch	Brownsville	TX	78521	Wfnd water hotel and mar	1	2
9/16/2022 16:12:57	Flores	McAllen	Texas	78501	Marriot	1	2
9/16/2022 16:15:04	Rosalaz	Harlingen	Texas	78550	Los Cabos III Condominit	3	2
9/16/2022 16:16:23	Garza	Los fresnos	Texas	78566	South padre lodge	1	1
9/16/2022 16:16:24	Atkinson	Harlingen	TX	78550	Condo	3	2
9/16/2022 16:18:03	Olvera	Brownsville	Texas	78520	Lighthouse Inn	1	2
9/16/2022 16:26:29	Villarreal	Mcallen	Texas	78501	Air bnb	1	2
9/16/2022 16:26:30	Rathore	Pharr	TX	78577	Airbnb	1	2
9/16/2022 16:27:14	Gonzales	Primera	TX	78552	Airbnb	5	2
9/16/2022 16:28:53	Garcia	Mission	Texas	78572	Holiday Inn	1	2
9/16/2022 16:29:59	Flores	Brownsville	Tx	78526	NA	NA	NA
9/16/2022 16:32:04	Hernandez	Brownsville	Texas	78526	Hotel 8	1	1
9/16/2022 16:32:06	Hernandez	Brownsville	Texas	78526	Hotel 8	1	1
9/16/2022 16:36:04	Saenz	Weslaco	Texas	78596	Holiday Inn Resort	1	2
9/16/2022 16:37:54	Longoria	Harlingen	TX	78552	Holiday Inn	1	2
9/16/2022 16:38:39	Villarreal	Weslaco	Texas	78599	Holiday inn resort	335	2
9/16/2022 16:39:06	Loredo	Edcouch	Texas	78538	Holiday inn	1	2
9/16/2022 16:42:01	Santos	San Benito	TX	78586	Parkland	1	2
9/16/2022 16:42:44	Barron	South Padre Island	TX	78569	Lighthouse Inn	1	2
9/16/2022 16:53:31	Luna	Donna	Texas	78537	Casa Rosa Inn	1	2
9/16/2022 16:55:59	Granado	Brownsville	Texas	78526	HOME	0	0
9/16/2022 17:09:48	Vela	Mcallen	Texas	78501	Personal	4	Indefinitely
9/16/2022 17:13:14	Tomes	Brownsville	Tx	78526	Peninsula	1	2
9/16/2022 17:14:36	Solo	Fomey	TX	75126	Cynthia	1	3
9/16/2022 17:15:09	Boen	San Antonio	TX	78254	Sunchase	1	2
9/16/2022 17:18:19	Ramos	Donn	Texas	78537	Holiday inn	2	3
9/16/2022 17:23:49	Alvarez	San Antonio	Texas	78221	SPI beach house	3	2
9/16/2022 17:24:44	Castro	Los Fresnos	Texas	78566	N/A	0	0
9/16/2022 17:25:55	Anderson	Coppell	TEXAS	75019	Holiday inn resort	1	3
9/16/2022 17:26:11	Williams	Bayview	TX	78566	My house	5	All nights
9/16/2022 17:30:13	Eddie Sada	Weslaco	Texas	78596	Beach house	5	3
9/16/2022 17:33:51	Patton	San Marcos	Texas	78666	Air bnb	4	2
9/16/2022 17:34:22	Villarreal	Edcouch	Texas	78538	Ramada inn	1	1
9/16/2022 17:34:24	Patton	Beeville	Texas	78102	Air bnb	3	2

Timestamp	Name (Last)	City	State	What is your zip code?	Name of the property you	Number of Rooms	How many nights?
9/16/2022 17:34:27	Monroy	Edinburg	TX	78542	south padre island lodge	1	2
9/16/2022 17:37:59	Elliott	Corpus Christi	Texas	78414	Gulfview 1	1	2
9/16/2022 17:38:08	Brittain	Katy	Tx	77493	Holiday inn resort	1	2
9/16/2022 17:41:02	Perez	Brownsville	Tx	78521	House	N/A	2
9/16/2022 17:41:36	Solis	Brownsville	Tx	78526	House	4	2
9/16/2022 17:44:37	Rangel	Brownsville	Texas	78526	Beach house	4	2
9/16/2022 17:44:54	Erik hermandez	Mission	Texas	78572	Micasa	2	3
9/16/2022 17:50:15	Cardenas	Santa rosa	Texas	78593	El deifin	1	2
9/16/2022 17:50:59	Fernandez III	Weslaco	Texas	78599	Hilton inn	1	2
9/16/2022 17:51:18	Bethel	Brownsville	Texas	78526	Home	0	0
9/16/2022 17:52:35	Velasquez	Brownsville	TEXAS	78520	3 Conquistador St	1	3
9/16/2022 17:52:45	Rodriguez	Brownsville	Texas	78521	Condo	3	2
9/16/2022 17:53:27	Siles	Harlingen	Texas	78550	No where	0	0
9/16/2022 17:53:35	Reyes	Brownsville	Texas	78520	Home	1	3
9/16/2022 17:54:02	Martinez	Brownsville	TX	78526	Brownsville	1	1
9/16/2022 17:54:02	Cordova	Brownsville	Texas	78526	Holiday Inn	1	1
9/16/2022 17:54:10	Rodriguez	Brownsville	Texas	78521	NA	NA	1
9/16/2022 17:57:13	Vela	Brownsville	TX	78521	Home	3	NA
9/16/2022 18:05:49	Ramirez	Edinburg	Texas	78539	Pacificca	1	2
9/16/2022 18:08:58	Dorsett	Los Fresnos	Texas	78566	N/A	2	2
9/16/2022 18:09:01	montenegro	Mission	Tx	78574	Sapphire	1	2
9/16/2022 18:18:44	Gonzalez	Brownsville	Tx	78526	Airbnb	2	2
9/16/2022 19:31:38	Michael Ginez	Donna	TX	78537	109 East Retama Street #	2	2
9/16/2022 19:53:59	Lindsey	CORPUS CHRISTI	TEXAS	78412	Airbnb	1	1
9/17/2022 10:13:44	Jose Fonseca	Edinburg	TX	78542	None	0	0

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

**MEETING DATE:** October 18, 2022

**NAME & TITLE:** Ema Jaramillo, Management Assistant

**DEPARTMENT:** Special Events Committee

**ITEM**

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

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N

**COMPREHENSIVE PLAN GOAL**

None

**LEGAL REVIEW**

Sent to Legal:

Approved by Legal:

**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**

**Date**

**Kristen Darden**

**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](http://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](http://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:** October 18, 2022

**NAME & TITLE:** Ema Jaramillo, Management Assistant

**DEPARTMENT:** Special Events Committee

**ITEM**

Discussion and possible action to approve the funding request for the Ron Hoover Fishing Tournament in July 2023.  
(Brown)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

None

**LEGAL REVIEW**

Sent to Legal:

Approved by Legal:

**RECOMMENDATIONS/COMMENTS:**

SOUTH PADRE ISLAND EVENT FUNDING  
**APPLICATION**



*To apply for funding please complete all questions.*

**ORGANIZATION INFORMATION**

Date Application Submitted: 10/1/2022

Name of Organization: RON HOOVER CO

Address: 655 RON HOOVER DR

City, State, Zip: DONNA, TX 78537

Full Name:  
DUSTIN HOOVER/ OMAR FUENTES

E-Mail:  
DUSTIN@RONHOOVER.COM / OMAR@RONHOOVER.COM

Office Number:  
956-464-4403

Cell Phone Number:  
361-548-5194

Website for Event or Sponsoring Entity : WWW.RONHOOVERFISHING.COM

Non-Profit or For-Profit Status:  
NON-PROFIT BENEFITING MAKE A WISH, RGV

Tax ID #:  
\_\_\_\_\_

Primary Purpose of Organization:  
RAISE MONEY FOR MAW-RGV THROUGH FAMILY FUN AND FISHING ON  
ON SOUTH PADRE ISLAND WITH OUR CUSTOMER BASE

**EVENT INFORMATION**

Name of Event: 3RD ANNUAL RON HOOVER FISHING TOURNAMENT

Date(s) of Event:  
JULY 14-15TH, 2023

Primary Location of the Event:  
SPI CONV CENTER-PRIMARY / JIMS PIER- SECONDARY

Amount Requested: \$35,000

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

BASED ON THE AMOUNT OF MONEY GIVEN TO OTHER TOURNAMENTS

WITH CONSIDERATION OF OUT OF AREA ATTENDANCE AND SPI MARKETING PERFORMED

Primary Purpose of Event:

RAISE MONEY FOR MAKE A WISH, RGV

LAST YEAR WE RAISED \$18,865

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

PROMOTING SPI AND FISHING OUR BAYS

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

NO

### **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:

\$: ALL MONEY WILL GO TOWARDS MARKETING EXPENSE

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? 3

Attendance for previous year (if applicable): 1,500 APPROXIMATELY

How many of the attendees are expected to be from more than 75 miles away?  
APPROXIMATELY 1/2, 750

How many people attending the event will use South Padre Island lodging establishments?  
AT LEAST HALF

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, WE BELIEVE SO

Where and how many rooms will be blocked?  
WILL TALK TO COURTYARD BY MARRIOT

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>AUGUST 2021</u>	<u>\$0</u>	<u>1,000</u>
<u>JULY 2022</u>	<u>\$10K</u>	<u>1,200</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.)?  
SURVEY AT REGISTRATION

Please list other sponsors, organizations, and grants that have offered financial support to your event:  
RV & MARINE SUPPLIERS AND BANKS

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

**YES, \$500 PER TEAM OF 4**

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 LOST ABOUT \$30,000 NOT FACTORING LABOR**

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

Print \$: 20,000

Website \$: 3,000

Radio \$: 0

Social Media \$: 40-50K

TV \$: 6,000

Other Digital Advertising \$: 0

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?

IN STORE MARKETING, BROCHURES GIVEN TO EVERY CUSTOMER AT DELIVERY , PHONE CALLS

INVITES, PROMOTION DURING EVERY BOAT SHOW ACROSS TX WE PARTICIPATE IN

Who is your target audience?

MEN & WOMEN WHO ENJOY FISHING AND OUTDOOR RECREATION

What geographic region(s) are you marketing to?

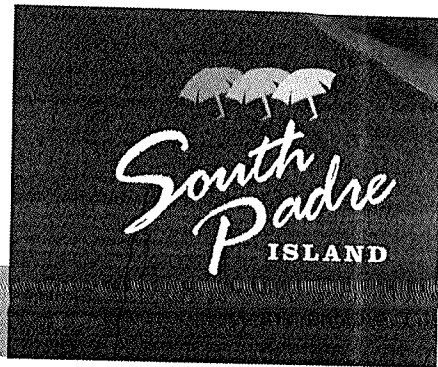
**REGIONAL- ALL ACROSS TEXAS**

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

**TRUE RISK ADVISORS (AGENT) -TEXAS MUTUAL**

*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: 3RD ANNUAL RON HOOVER FISHING TOURNAMENT

- 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

10.6.22  
Date

Dustin Hoover / Omar Fuentes  
Print Name

**2ND ANNUAL**

OVER 150K  
IN CASH & PRIZES

UNLIMITED CASH  
PRIZES & EQUIPMENT



**RON HOOVER**

**RV & MARINE CENTERS**

FISHING TOURNAMENT

CONCERT FEATURING

THE JEWEL & COMPANY  
JULY 29TH ONLY

South Padre Island

**SPI CONVENTION CENTER**

BENEFITING  
Make A Wish. **JULY 29-30**

COME REGISTER AT  
**RON HOOVER**  
RV & MARINE CENTERS  
OR OUR WEBSITE  
**WWW.HOOVERFISHING.COM**

CONTACT INFORMATION

OMAR 956-393-8051	JOHNNY 956-821-4731	JERRY 956-314-4459
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**RON HOOVER RV & MARINE  
FISHING TOURNAMENT**

**SCHEDULE OF EVENTS**

**REGISTRATION**

- Friday July 29, 2022
- Registration at SPI Convention Center
- 5:00 pm - 8:00 pm On site registration and check in
  - 6:00 pm - 8:00 pm Hors D'oeuvres Sponsored by Starcraft
  - 7:00 pm - 7:30 pm Mandatory Team Captain's meeting
- Tournament rules/ Hoover Challenge
- 7:30 pm - 9:00 pm Kevin Fowler Live Concert  
Sponsored By Forrest River

**FISHING**

- Saturday July 30, 2022
- 6:00 am - 2:00 pm Fishing Time
  - 12:00 pm - 2:00 pm Weigh in at Jim's Pier  
(Must be in line by 2:00 pm NO EXCEPTIONS)

**AWARDS**

- 5:30 pm - Doors open at SPI Convention Center
  - 6:00 pm - 8:00 pm - Dinner Sponsored by Bad Boy & Veritex Bank
  - 6:30 pm - 7:00 pm - Comedian Juan Villarreal  
Sponsored by Lippert
  - 7:00 pm - 7:30 pm - Awards/Trophys Presentation  
Sponsored by Blue Wave Boats
  - 7:30 pm - 9:00 pm - Door Prize give-a-aways  
followed by Grand Prize give-a-ways
- New Majek 18 M2 & New Viking RV**  
(must be present to win)



# 3<sup>rd</sup> Annual Ron Hoover Fishing Tournament

July 14-15, 2023  
South Padre Island



# South Padre Island promotional merchandise and swag items

## Tournament Shirts

- 1,500 Tournament shirts given to registered anglers promoting South Padre Island for years to come.



# South Padre Island promotional merchandise and swag items : **Posters and Pamphlets**

**RON HOOVER RV & MARINE FISHING TOURNAMENT**  
TOP SPONSORS

**PLATINUM**  
SUZUKI InTopStag MAJEK BOATS Family FUNDing South Padre ISLAND FOREST RIVERS

**GOLD**  
AUCTIONEERS

THANK YOU TO ALL OUR SPONSORS FOR YOUR CONTRIBUTIONS AND SUPPORT

**2<sup>ND</sup> ANNUAL**  
OVER 15K IN CASH & PRIZES INCLUDING NEW MAJEK M2 & VIKING RV

**RON HOOVER RV & MARINE CENTERS FISHING TOURNAMENT**

**SCHEDULE OF EVENTS**

**REGISTRATION**  
Friday July 29, 2022  
Registration at SPI Convention Center  
• 5:00 pm - 8:00 pm On site registration and check in  
• 6:00 pm - 8:00 pm Hors D'oeuvres Sponsored by Starcraft  
• 7:00 pm - 7:30 pm Mandatory Team Captain's meeting  
Tournament rules/ Hoover Challenge  
• 7:30 pm - 9:00 pm Kevin Fowler Live Concert  
Sponsored By Ferner Boat

**FISHING**  
Saturday July 30, 2022  
• 6:00 am - 2:00 pm Fishing Time  
• 12:00 pm - 2:00 pm Weigh in at Jim's Pier  
(Must be in line by 2:00 pm NO EXCEPTIONS)

**AWARDS**  
• 5:30 pm - Doors open at SPI Convention Center  
• 6:00 pm - 8:00 pm - Dinner sponsored by Bad Day & Herbie Bank  
• 6:30 pm - 7:00 pm - Comedian Juan Villarreal  
Sponsored by Uppert  
• 7:00 pm - 7:30 pm - Awards/Trophys Presentation  
Sponsored by Blue Wave Boats  
• 7:30 pm - 9:00 pm - Door Prize give-a-ways  
followed by Grand Prize give-a-ways  
New Majek 18 M2 & New Viking RV  
(must be present to win)

COME REGISTER AT  
**RON HOOVER RV & MARINE CENTERS**  
ON OUR WEBSITE  
[WWW.HOOVERFISHING.COM](http://WWW.HOOVERFISHING.COM)

COME REGISTER AT  
**RON HOOVER RV & MARINE CENTERS**  
OR OUR WEBSITE  
**JULY 29-30**  
[WWW.HOOVERFISHING.COM](http://WWW.HOOVERFISHING.COM)

CONTACT INFORMATION  
OMAR 956-393-8051 JOHNNY 956-821-4731 JERRY 956-314-4459

**OVER 150K IN CASH & PRIZES INCLUDING NEW MAJEK M2 & VIKING RV**

**2<sup>ND</sup> ANNUAL**

**RON HOOVER RV & MARINE CENTERS FISHING TOURNAMENT**

CONCERT FEATURING KEVIN FOWLER JULY 29TH ONLY BENEFITING MAKE-A-WISH

South Padre ISLAND

**SCHEDULE OF EVENTS**

**REGISTRATION**  
Friday July 29, 2022  
Registration at SPI Convention Center  
• 5:00 pm - 8:00 pm On site registration and check in  
• 6:00 pm - 8:00 pm Hors D'oeuvres Sponsored by Starcraft  
• 7:00 pm - 7:30 pm Mandatory Team Captain's meeting  
Tournament rules/ Hoover Challenge  
• 7:30 pm - 9:00 pm Kevin Fowler Live Concert  
Sponsored By Ferner Boat

**FISHING**  
Saturday July 30, 2022  
• 6:00 am - 2:00 pm Fishing Time  
• 12:00 pm - 2:00 pm Weigh in at Jim's Pier  
(Must be in line by 2:00 pm NO EXCEPTIONS)

**AWARDS**  
• 5:30 pm - Doors open at SPI Convention Center  
• 6:00 pm - 8:00 pm - Dinner sponsored by Bad Day & Herbie Bank  
• 6:30 pm - 7:00 pm - Comedian Juan Villarreal  
Sponsored by Uppert  
• 7:00 pm - 7:30 pm - Awards/Trophys Presentation  
Sponsored by Blue Wave Boats  
• 7:30 pm - 9:00 pm - Door Prize give-a-ways  
followed by Grand Prize give-a-ways  
New Majek 18 M2 & New Viking RV  
(must be present to win)

COME REGISTER AT  
**RON HOOVER RV & MARINE CENTERS**  
ON OUR WEBSITE  
**JULY 29-30**  
[WWW.HOOVERFISHING.COM](http://WWW.HOOVERFISHING.COM)

CONTACT INFORMATION  
OMAR 956-393-8051 JOHNNY 956-821-4731 JERRY 956-314-4459

- 5,000 pamphlets distributed throughout 15 Ron Hoover RV & Marine Locations across Texas
- 1,000 posters distributed throughout 15 Ron Hoover RV & Marine Locations across Texas and displayed by many of our vendors and sponsors.



# South Padre Island promotional merchandise and swag items : **Tournament Backdrops**



- South Padre Island displayed as top sponsor both of days of the event
- Digital back drop throughout ceremony and traditional back drop at the weigh in

# Television Advertisement

- 60 spots on local TV commercials advertising tournament on News Valley Central
- Texas Outdoor Lifestyle TV episodes on News Valley Central, also found on YouTube
- 100 Spanish Television Networks

[TOL S10 E11 Ron Hoover 2022 Fishing Tournament - YouTube](#)



## Social Media

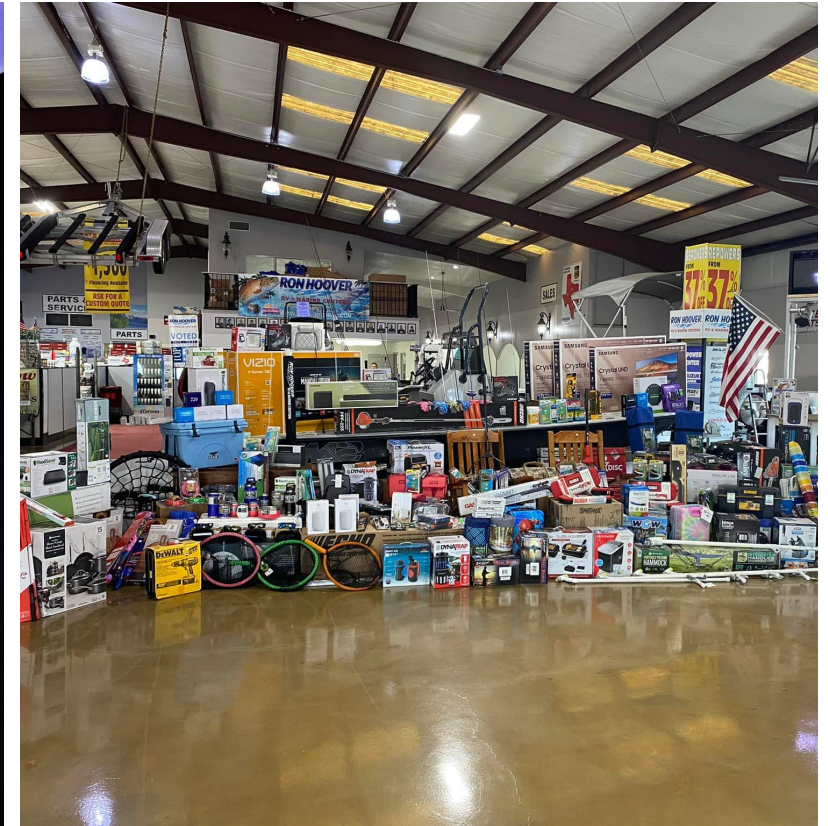
- Official tournament webpage [www.hooverfishing.com](http://www.hooverfishing.com)
- Facebook page hooverfish
- Instagram
- Youtube
- Advertising displayed at Annual Ron Hoover Boat Expo in February



The Spazmatics  
1<sup>st</sup> Annual Tournament



Kevin Fowler  
2<sup>nd</sup> Annual Tournament



Over \$30,000 worth of door prizes

## Main Attractions: Concert and Big Prize Giveaways

# Main Attraction: Boat and RV Raffle



New 2022 Viking RV  
Valued at \$30,000



2022 Majek 18M2  
Valued at \$65,000

# Attendance

- Over 210 boat registrations
- Over 1,300 people in attendance
- Over half of attendees traveled over 75 miles to participate
- Two nights of family fun activities
- Maxed out capacity at SPI convention center



# FACTS

Based on UTRGV Journal of Management and Marketing Research statistics show each participant will spend an average of \$1,000 out of pocket expenses on a fishing tournament based out of South Padre Island. In addition, a non angler would spend about \$86 per day according to TPW.

840 anglers would generate approximately \$840,000

660 non anglers would generate approximately \$90,000

For a total of \$930,000 in out of pocket revenue for two days for one event.

[Tpwd.Texas.gov](http://tpwd.texas.gov)

[Tournament Survey Final 3-23-10 \(texas.gov\)](http://tpwd.texas.gov)

[Scholarworks.utrgv.edu](http://scholarworks.utrgv.edu)

[Scenario economic impact & marketing implications for south Texas saltwater fishing tournaments \(utrgv.edu\)](http://scholarworks.utrgv.edu)

# Tournament Recognition:

## The TOP 6 Saltwater Fishing Tournaments in Texas 2022

#2. [Ron Hoover Fishing Tournament](#): July 29-30, 2022: South Padre Island, TX

This tournament is highly committed to both local causes and impressive prizes. The organizers advertise a plethora of door [prizes](#) and giveaways, amounting to over \$150K: this year, two lucky anglers will win a Majek 18M2 powerboat and a Viking travel trailer. Participants will also enjoy a catered meal and a full comedy set by comedian Juan Villarreal. Proceeds from these social events and anglers' entry fees benefit the Make-A-Wish Foundation of the Rio Grande Valley. While this saltwater tournament emphasizes charity and community, the fish themselves remain a crucial part of the tournament, and anglers in all divisions compete for the longest and heaviest red fish and trout.



July 14-15, 2023

## Conclusion

Asking for \$35,000 to help fund a small portion of the advertising expenses for the 3<sup>rd</sup> Annual Ron Hoover RV & Marine Fishing Tournament.

Hope to see each and everyone of you all out there!

**Thank you.**



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

**MEETING DATE:** October 18, 2022

**NAME & TITLE:** Ema Jaramillo, Management Assistant

**DEPARTMENT:** Special Events Committee

**ITEM**

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

**ITEM BACKGROUND**

N

**BUDGET/FINANCIAL SUMMARY**

None

**COMPREHENSIVE PLAN GOAL**

None

**LEGAL REVIEW**

Sent to Legal:

Approved by Legal:

**RECOMMENDATIONS/COMMENTS:**