

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

**TUESDAY, JULY 11, 2023**

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 June 20, 2023 regular meeting. (Hasbun)
- 4.2 Approve the excused absences for Committee Members Ryan O’Byrne for the June 20, 2023 meeting. (Hasbun)
- 4.3 Approve the post-event reports for the following events: (Hasbun)  
\*Jailbreak South Padre 2023

5. Regular Agenda

- 5.1 Discussion and possible action to approve the funding request for United States Lifesaving Association Licensing Fee for August 2024. (Brown)
- 5.2 Discussion and possible action to approve the funding request for United States Lifesaving Association National Lifeguard Championship in August 2024. (Brown)
- 5.3 Discussion and possible action to approve the funding request for the South Padre Island Chrome in the Sand Festival in October 2023. (Moore)
- 5.4 Discussion and possible action to approve the funding request for the South Padre Island Craft Beer and Wings Festival in November 2023. (Moore)



5.5 Discussion and action concerning the new meeting date for August 2023. (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, JULY 7, 2023



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, JULY 7, 2023, 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:** July 11, 2023

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

**DEPARTMENT:** Special Events Committee

**ITEM**

Approve the meeting minutes for the June 20, 2023 regular meeting. (Hasbun)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**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, JUNE 20, 2023**

1. Call to order

The Special Events Committee of the City of South Padre Island, Texas, held a regular meeting on Tuesday, May 16, 2023 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: Chairman Christian Hasbun, Vice Chairman Lisa Graves, Amy Salander, Meg Clifton, Bella Hernandez, and Cody Pace.

City staff present: CVB Services and Operations Manager Lori Moore, Special Events Manager April Brown, CVB Director Blake Henry, Events Experience Coordinator Luis Rios, and Management Assistant Ema Jaramillo.

2. Pledge of Allegiance

Chairman Hasbun led the pledge of allegiance.

3. Public Comments and Announcements

Public comments given at this time.

4. Approve Consent Agenda

Chairman Hasbun announced Jailbreak South Padre 2023 did not submit their paperwork on time therefore they requested to be pulled from agenda. Committee member Meg Clifton, seconded by Cody Pace, made a motion to approve consent agenda items (minus Jailbreak). Motion passed unanimously.

- 4.1 Approve the meeting minutes for the May 16, 2023 regular meeting. (Hasbun)
- 4.2 Approve the excused absences for Committee Members Ryan O’Bryne for the May 16, 2023 meeting. (Hasbun)
- 4.3 Approve the post-event reports for the following events: (Hasbun)
  - \*Sea Turtle Inc. Kemp Krawl 5K 2023
  - \*Shallow Sport Owners Fishing Tournament 2023
  - \*Jailbreak South Padre 2023

5. Regular Agenda

- 5.1 Discussion and possible action to approve the funding request for Sandcastle Days in October 2023. (Brown)

Agenda: JUNE 20, 2023 - SPECIAL EVENTS COMMITTEE REGULAR MEETING



Mr. Clayton Brashear presented at the podium regarding his event, Sandcastle Days. He mentioned how Sandcastle Days is one of the longest running events on South Padre Island, a family friendly event during the off season, and according to a study done in 2019 by UTRGV, Sandcastle Days has one of the best return on investment.

Vice-Chairwoman Lisa Graves made a motion, seconded by Meg Clifton, to approve \$40,000 for Sandcastle Days. Motion passed unanimously.

5.2 Discussion and possible action to approve the funding request for the SPI Muzicians Run in November 2023. (Brown)

Ms. Angie Juarez presented a video highlighting SPI Muzicians Run and answered questions pertaining to room block and estimated attendance.

Committee member Amy Salander made a motion, seconded by Bella Hernandez, to approve \$13,500 in marketing funds for SPI Muzician's Run. Motion passed unanimously.

5.3 Discussion and possible action to approve the funding request for the South Padre Island Double Causeway Cross in February 2024. (Brown)

Committee member Meg Clifton made a motion, seconded by Amy Salander, to approve \$2,500 in marketing funds contingent on approval from the Texas Department of Transportation. Motion passed unanimously.

5.4 Discussion and action concerning the new meeting date for July 2023. (Hasbun)

Chairman Hasbun announced the next meeting date will be Tuesday, July 11, 2023.

6. Adjourn

There being no further business, Chairman Hasbun adjourned the meeting at 2:38 PM.

Prepared By:

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Ema 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:** July 11, 2023

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

**DEPARTMENT:** Special Events Committee

**ITEM**

Approve the excused absences for Committee Members Ryan O’Byrne for the June 20, 2023 meeting. (Hasbun)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal:

Approved by Legal:

**RECOMMENDATIONS/COMMENTS:**

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

**MEETING DATE:** July 11, 2023

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

**DEPARTMENT:** Special Events Committee

**ITEM**

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

\*Jailbreak South Padre 2023

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal:

Approved by Legal:

**RECOMMENDATIONS/COMMENTS:**

# SOUTH PADRE ISLAND EVENT FUNDING POST EVENT REPORT



Please complete all sections.

Date Report Submitted: 7/2/2023

## 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: Jailbreak Race Events

Address: 15080 FM 156

City, State, Zip: Justin, Texas 76247

Full Name:  
Tim Scrivner

E-Mail:  
tim@runspi.com

Office Number:  
940.453.6231

Cell Phone Number:  
940.453.6231

**EVENT INFORMATION**

Name of Event: Run the Jailbreak - SPI

Date(s) of Event:  
5/20/2023 & 5/21/2023

Primary Location of the Event:  
Andie Bowie Parl to Beach Access 5

How many years have you held this event on South Padre Island? 11

**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: \$18,750

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 participant paid a fee to register for the event. - The net profit for the event was - \$ 21,542.66 This will be used for obstacle repair, maintenance, and land operations.

**EVENT ATTENDANCE INFORMATION**

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

5,000+

What was the actual attendance at the event? 6,000+ over 2 days

How many of the participants were from another city or county? 2,940

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

1,000+

How many room nights were **actually generated** by attendees of this event? 1,287

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:	<u>1,287</u>	Two Years Ago:	<u>1000+</u>
Last Year:	<u>1,249</u>	Three Years Ago:	<u>700+</u>

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.)?

Historical Statistics: Total attendance formula provided 2018 UTRGV Survey: ( 47.8% reported lodging =1 night; 27.4%=2 nights;

3.3%=3 nights; 1.3%=4 nights) Half of our participants leave their phone in their car as to not lose them on their run.

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?

Worked with CVB sales team to establish courtesy rates for hotels.

## 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 \$:	<u>\$403.45</u>	Website \$:	<u>2,000.00</u>
Radio \$:	<u>\$420.00 - EMV (TRADE)</u>	Social Media \$:	<u>14,582.16</u>
TV \$:	<u></u>	Other Digital Advertising \$:	<u>8,400.00</u>

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?

Constant Contact (email marketing), Print Media delivered to gyms in RGV,

Social Media, Website, Radio, Magazine interviews

## ADDITIONAL EVENT INFORMATION

Please note any other success indicators of your event:

This year was the 1st year we hosted a 2-day event. One notable observation was the distinct participant characteristics between Saturday and Sunday. Saturday's participants

were primarily driven by the desire for a high-energy, competitive experience. Sunday's participants exhibited a deliberate choice to enjoy the obstacles without the larger crowds

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

SPI Rentals, Toucan Graphics, SOS, Ace Hardware, Tropical Smoothie, Russos,

Clayton's Beach Bar, Kelly's Pub, Blue Marlin, Yummies

What was the weather like during the event?

Sunny

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

The Active registration platform was still having issues calculating people who were registering under

our 4-team category. After several attempts to fix this on the backend, we still had to calculate the #s manually, totaling over 252+ participants.

*Timothy Scriver*

**Authorized Signature**

Tim Scriver

**Print Name**

7/2/2023

**Date**

## Run the Jailbreak – SPI 2023

15080 FM 156  
Justin, Texas 76247

### Profit & Loss Statement

#### Income

Sales: \$119,860

Sponsorship: \$27,500

**Total: \$147,360**

#### Expenses

Advertising & Promotion: \$25,385.61

Property/Permitting: \$6,900

Charitable Contributions: \$2,000

Equipment Rental: \$10,182.56

Event Expense: \$62,332.40

Obstacle Repair/Maintenance: \$5,371.27

Travel Expense: \$5,145.50

Year-Round Event Staff: \$8,500

**Total: \$125,817.34**

**Net Profit: \$21,542.66**

**Total Reg Runners:** 3,004 (Saturday & Sunday)

**Runner Attendance:** 2,711 (Saturday and Sunday)

**Total Attendance:** 6,126 over two days (runner attendance x 2.26 per UTRGV 2018 JB SPI Survey)

**Estimated Room Nights:**

1287 (per UTRGV 2018 JB SPI Survey: 47.8% reported Hotel/Motel lodging, 29.4% 1 night, 27.4% 2 nights, 3.3% 3 nights, 1.3% 4 nights)





# MARKETING SUMMARY

## Total Marketing Spend

**2023: \$21,385.61**

including Marketing Staff:

**\$25,385.61**



## PRINT/EMAIL MARKETING

**2% & 21%**

Posters & Flyers were sent to Border Patrol, Lonestar National Bank, and gyms in the RGV. Emails were sent through Constant Contact

## WEBSITE

**9%**

Website maintenance and updates.



## SOCIAL MEDIA

**68%**



## TOTAL REACH:

**1,541,995**



## TOTAL POST ENGAGEMENTS:

**39,492**

## TOTAL LINK CLICKS:

**17,475**



# 11TH ANNUAL JAILBREAK BEACH ESCAPE

BE A PART OF 11TH ANNUAL  
SOUTH PADRE ISLAND  
JAILBREAK BEACH ESCAPE!

**BORDER  
PATROL  
DISCOUNT**



**5K + Obstacles**

**MAY 20TH & 21ST 2023**

TO REGISTER, PLEASE EMAIL  
[NORMA.RODRIGUEZ@CBP.DHS.GOV](mailto:NORMA.RODRIGUEZ@CBP.DHS.GOV)

THEN GO TO [RUNTHEJAILBREAK.COM](http://RUNTHEJAILBREAK.COM) AND  
ENTER: 2023BP!

DEADLINE TO REGISTER IS: SUNDAY, MAY, 14, 2023





# 11TH ANNUAL JAILBREAK BEACH ESCAPE

BE A PART OF 11TH ANNUAL  
SOUTH PADRE ISLAND  
JAILBREAK BEACH ESCAPE!

LONESTAR  
NATIONAL BANK  
EMPLOYEE  
DISCOUNT



**5K + Obstacles**

**MAY 20TH & 21ST, 2023**

TO REGISTER, PLEASE EMAIL  
[YBARRAE@LONESTARNATIONALBANK.COM](mailto:YBARRAE@LONESTARNATIONALBANK.COM)  
THEN GO TO [RUNTHEJAILBREAK.COM](http://RUNTHEJAILBREAK.COM) AND  
ENTER **2023LSNB!**

DEADLINE TO REGISTER IS: SUNDAY, MAY, 14, 2023





# DO YOU HAVE THE FITTEST BOX IN THE RGV?



## JAILBREAK *11th Annual* BEACH ESCAPE

# MAY 21, 2023

9:00am EXCLUSIVE BOX WAVE



Follow  
-US-



[RUNTHEJAILBREAK.COM](http://RUNTHEJAILBREAK.COM)





[Print](#)

**Billing Activity - Invoices**

***Jailbreak Racing Events***

*Attn: Tim Scrivner  
7417 faith ln  
argyle TX 76226  
US  
P: 9404536231*

**Today's Date: 06/17/2023**

**User Name:**

**Invoices from 06/01/2022 to 06/17/2023**

Date	Description	Charge Amount	Credit Amount
05/22/2023	Invoice #1673232119		\$387.45
	<b>Constant Contact - Email Plus</b>		
	35001-50000 Contacts	\$369.00	
	Max Period Contacts: 41920		
	<b>Tax</b>	\$18.45	
04/22/2023	Invoice #1670621739		\$387.45
	<b>Constant Contact - Email Plus</b>		
	35001-50000 Contacts	\$369.00	
	Max Period Contacts: 46322		
	<b>Tax</b>	\$18.45	
03/22/2023	Invoice #1667963323		\$387.45
	<b>Constant Contact - Email Plus</b>		
	35001-50000 Contacts	\$369.00	
	Max Period Contacts: 46017		
	<b>Tax</b>	\$18.45	
02/22/2023	Invoice #1665540547		\$351.75
	<b>Constant Contact - Email Plus</b>		
	35001-50000 Contacts	\$335.00	
	Max Period Contacts: 45843		
	<b>Tax</b>	\$16.75	
01/22/2023	Invoice #531765482		\$351.75
	<b>Constant Contact Toolkit - Email Plus</b>	\$0.00	
	<b>Contacts</b>		
	35001 - 50000 contacts:		
	Max Period Contacts:44546	\$335.00	
	<b>State Taxes</b>		\$16.75

Date	Description	Charge Amount	Credit Amount
12/22/2022	Invoice #516627295	\$351.75	
	<b>Constant Contact Toolkit - Email Plus</b>	\$0.00	
	<b>Contacts</b>		
	35001 - 50000 contacts		
	Max Period Contacts:45571	\$335.00	
	<b>State Taxes</b>	\$16.75	
11/22/2022	Invoice #515815826	\$357.11	
	<b>Constant Contact Toolkit - Email Plus</b>	\$0.00	
	<b>Contacts</b>		
	35001 - 50000 contacts		
	Max Period Contacts:45319	\$335.00	
	<b>State Taxes</b>	\$16.75	
	<b>City Taxes</b>	\$4.02	
	<b>District Taxes</b>	\$1.34	
10/22/2022	Invoice #507039232	\$357.11	
	<b>Constant Contact Toolkit - Email Plus</b>	\$0.00	
	<b>Contacts</b>		
	35001 - 50000 contacts		
	Max Period Contacts: 45245	\$335.00	
	<b>State Taxes</b>	\$16.75	
	<b>City Taxes</b>	\$4.02	
	<b>District Taxes</b>	\$1.34	
09/22/2022	Invoice #502137994	\$357.11	
	<b>Constant Contact Toolkit - Email Plus</b>	\$0.00	
	<b>Contacts</b>		
	35001 - 50000 contacts		
	Max Period Contacts: 45245	\$335.00	
	<b>State Taxes</b>	\$16.75	
	<b>City Taxes</b>	\$4.02	
	<b>District Taxes</b>	\$1.34	

Date	Description	Charge Amount	Credit Amount
08/22/2022	Invoice #595569294	\$357.11	
	<b>Constant Contact Toolkit - Email Plus</b>	\$0.00	
	<b>Contacts</b>		
	35001 - 50000 contacts		
	Max Period Contacts: 45249	\$335.00	
	<b>State Taxes</b>		
	<b>City Taxes</b>	\$16.75	
	<b>District Taxes</b>	\$4.02	
		\$1.34	
07/22/2022	Invoice #586175947	\$357.11	
	<b>Constant Contact Toolkit - Email Plus</b>	\$0.00	
	<b>Contacts</b>		
	35001 - 50000 contacts		
	Max Period Contacts:45251	\$335.00	
	<b>State Taxes</b>		
	<b>City Taxes</b>	\$16.75	
	<b>District Taxes</b>	\$4.02	
		\$1.34	
06/22/2022	Invoice #577122465	\$357.11	
	<b>Constant Contact Toolkit - Email Plus</b>	\$0.00	
	<b>Contacts</b>		
	35001 - 50000 contacts		
	Max Period Contacts:45259	\$335.00	
	<b>State Taxes</b>		
	<b>City Taxes</b>	\$16.75	
	<b>District Taxes</b>	\$4.02	
		\$1.34	

**Billing questions?** [Contact Support](#)

Constant Contact - 1601 Trapelo Road - Waltham, MA 02451 US

972-955-2196  
jillcoreymiller@gmail.com

SPEAKER • WRITER • DESIGNER  
JILLCOREYMILLER.COM

# INVOICE

## INVOICE FOR

Scrivner  
Jailbreak Race Events

Justin, TX

## PAYABLE TO

Jill Miller

## PROJECT

Marketing

## INVOICE #

22023

## DUE DATE








DESCRIPTION	QTY	UNIT PRICE	TOTAL PRICE
Website Maintenance		\$2,000.00	\$2,000.00
Event Marketing & Social Media		\$4,000.00	\$4,000.00







## Notes:

Subtotal **\$6,000.00**  
Adjustments \$0.00

**\$6,000.00**















Search	Completed	Clear				Jan 1, 2023 - May 31, 2023
Ads			Reach	Objective	Amount spent	
Boosted Facebook post  May 18 • Created by Timothy Scriv... <b>Post engagements</b> Clayton's is ready are you? #Wal...	Completed		6,178 Reach	644 Post engagements	\$40.00 Spent of \$40.00	View results
Boosted Facebook post  May 15 • Created by Timothy Scriv... <b>Post engagements</b> The countdown is on! Only 5 d	Completed		6,980 Reach	264 Post engagements	\$70.00 Spent of \$70.00	View results
Boosted Facebook post  May 15 • Created by Timothy Scriv... <b>Post engagements</b> ONLY 6 DAYS LEFT TIL RACE DA	Completed		11,732 Reach	998 Post engagements	\$70.00 Spent of \$70.00	View results
Boosted Facebook post  May 10 • Created by Timothy Scriv... <b>Post engagements</b> THIS YEAR'S MEDAL IS ONE FOR...	Completed		23,592 Reach	764 Post engagements	\$200.00 Spent of \$200.00	View results
Boosted Facebook post  May 6 • Created by Timothy Scrivner <b>Post engagements</b> 2 WEEKS!! We are just 2 WEEKS	Completed		27,732 Reach	639 Post engagements	\$200.00 Spent of \$200.00	View results
Boosted Facebook post  May 2 • Created by Timothy Scrivner <b>Video views</b>	Completed		4,498 Reach	4,071 ThruPlays	\$100.00 Spent of \$100.00	View results
Boosted Facebook post  May 19 • Created by Ma... <b>Post engagements</b> Making a Differ...	Completed		3,755 Reach	191 Post engagements	\$50.00 Spent of \$50.00	View results







Search	Completed	Clear				Jan 1, 2023 - May 31, 2023
Ads			Reach	Objective	Amount spent	
Boosted Facebook post  Apr 29 • Created by Timothy Scriv... <b>Post engagements</b> WE ARE 3 WEEKS AWAY FROM R	Completed		5,526 Reach	157 Post engagements	\$60.00 Spent of \$60.00	View results
Boosted Facebook post  Apr 28 • Created by Timothy Scriv... <b>Post engagements</b> There is still time to register for	Completed		18,761 Reach	492 Post engagements	\$200.00 Spent of \$200.00	View results
Boosted Facebook post  Apr 26 • Created by Timothy Scriv... <b>Link clicks</b>	Completed		30,520 Reach	593 Link clicks	\$200.00 Spent of \$200.00	View results
Boosted Facebook post  Apr 20 • Created by Marisa Amaya <b>Link clicks</b> LET THE COUNTDOWN BEGIN!	Completed		27,088 Reach	514 Link clicks	\$200.00 Spent of \$200.00	View results
Boosted Facebook post  Apr 6 • Created by Timothy Scrivner <b>Post engagements</b> The Jailbreak Beach Escape S...	Completed		8,827 Reach	337 Post engagements	\$100.00 Spent of \$100.00	View results
Boosted Instagram media  Apr 6 • Created by Marisa Amaya <b>Boosted Instagram media</b>	Completed		18,124 Reach	315 Link clicks	\$149.90 Spent at \$30.00 per day	View results







Search	Completed	Clear	Reach	Objective	Amount spent	
Booster Facebook post	Completed	15,536 Reach	276 Link clicks	\$100.00 Spent of \$100.00	View results	
Booster Facebook post	Completed	45,416 Reach	1,422 Post engagements	\$500.00 Spent of \$500.00	View results	
Booster Instagram media	Completed	19,040 Reach	322 Link clicks	\$100.00 Spent at \$100.00 per day	View results	
Booster Facebook post	Completed	93,504 Reach	655 Link clicks	\$500.00 Spent of \$500.00	View results	
Booster Facebook post	Completed	17,116 Reach	348 Post engagements	\$200.00 Spent of \$200.00	View results	
Booster Facebook post	Completed	18,320 Reach	374 Link clicks	\$100.00 Spent of \$100.00	View results	







Search	Completed	Clear	Reach	Objective	Amount spent	
Booster Facebook post	Completed	7,976 Reach	447 Post engagements	\$50.00 Spent of \$50.00	View results	
Booster Facebook post	Completed	3,791 Reach	94 Post engagements	\$50.00 Spent of \$50.00	View results	
Booster Facebook post	Completed	4,148 Reach	101 Post engagements	\$50.00 Spent of \$50.00	View results	
Booster Facebook post	Completed	4,372 Reach	97 Post engagements	\$50.00 Spent of \$50.00	View results	
Booster Facebook post	Completed	32,904 Reach	713 Post engagements	\$300.00 Spent of \$300.00	View results	
Booster Facebook post	Completed	26,077 Reach	678 Post engagements	\$300.00 Spent of \$300.00	View results	







Search	Completed	Clear			Jan 1, 2023 – May 31, 2023
<b>Ads</b>			<b>Reach</b> ↑↓	<b>Objective</b> ↑↓	<b>Amount spent</b> ↑↓
Boosted Facebook post  Mar 17 • Created by Timothy Scriver <b>Link clicks</b> Celebrate St. Patrick's Day in s...	Completed		42,555 Reach	721 Link clicks	\$300.00 Spent of \$300.00
Boosted Facebook post  Mar 9 • Created by Timothy Scriver <b>Post engagements</b> Are you ready to Break Free?	Completed		29,832 Reach	571 Post engagements	\$300.00 Spent of \$300.00
Boosted Facebook post  Mar 9 • Created by Timothy Scriver <b>Post engagements</b> Are you ready to Break Free?	Completed		31,960 Reach	578 Post engagements	\$300.00 Spent of \$300.00
Boosted Facebook post  Mar 2 • Created by Timothy Scriver <b>Post engagements</b> WE ARE SO EXCITED TO OPEN U...	Completed		31,840 Reach	867 Post engagements	\$300.00 Spent of \$300.00
Boosted Facebook post  Feb 27 • Created by Timothy Scriver <b>Post engagements</b> The Jailbreak is SO MUCH FUN t...	Completed		7,134 Reach	346 Post engagements	\$100.00 Spent of \$100.00
Boosted Facebook post  Feb 26 • Created by Timothy Scriver <b>Post engagements</b> GUESS WHAT? It's for the FIRST...	Completed		30,200 Reach	808 Post engagements	\$300.00 Spent of \$300.00

Search	Completed	Clear			Jan 1, 2023 – May 31, 2023
<b>Ads</b>			<b>Reach</b> ↑↓	<b>Objective</b> ↑↓	<b>Amount spent</b> ↑↓
Boosted Facebook post  Feb 21 • Created by Timothy Scriver <b>Link clicks</b> Due to the overwhelming deman...	Completed		57,280 Reach	1,405 Link clicks	\$500.00 Spent of \$500.00
Boosted Facebook post  Feb 15 • Created by Timothy Scriver <b>Post engagements</b> THE PERFECT VALENTINE'S DAY...	Completed		4,948 Reach	226 Post engagements	\$100.00 Spent of \$100.00
Boosted Facebook post  Feb 11 • Created by Timothy Scriver <b>Post engagements</b> There has never been a better ti...	Completed		18,952 Reach	456 Post engagements	\$300.00 Spent of \$300.00
Boosted Facebook post  Feb 10 • Created by Timothy Scriver <b>Post engagements</b> There is nothing better than cro...	Completed		20,684 Reach	541 Post engagements	\$300.00 Spent of \$300.00
Boosted Facebook post  Feb 5 • Created by Timothy Scriver <b>Post engagements</b> The beach... the perfect place t...	Completed		17,003 Reach	914 Post engagements	\$300.00 Spent of \$300.00
Boosted Facebook post  Feb 3 • Created by Timothy Scriver <b>Post engagements</b> The beach is calling... What bet...	Completed		22,962 Reach	755 Post engagements	\$300.00 Spent of \$300.00

Search	Completed	Clear	Jan 1, 2023 - May 31, 2023		
Ads		Reach	Objective	Amount spent	
Boosted Facebook post  Feb 2 • Created by Timothy Scriver <b>Post engagements</b> You know you want to- just get re	Completed	43,161 Reach	2,118 Post engagements	\$500.00 Spent of \$500.00	View results
Boosted Instagram media  Feb 1 • Created by run_the_jailbreak <b>Boosted Instagram media</b>	Completed	9,806 Reach	134 Link clicks	\$120.00 Spent of \$120.00	View results
Boosted Facebook post  Jan 31 • Created by Timothy Scriver <b>Post engagements</b> 4 WAVES FULL! PRICE GOE	Completed	53,280 Reach	588 Post engagements	\$500.00 Spent of \$500.00	View results
Boosted Facebook post  Jan 31 • Created by Timothy Scriver <b>Post engagements</b> 4 WAVES FULL! PRICE GOE	Completed	64,240 Reach	523 Post engagements	\$500.00 Spent of \$500.00	View results
Boosted Facebook post  Jan 31 • Created by Timothy Scriver <b>Post engagements</b> 4 WAVES FULL! PRICE GOE	Completed	65,200 Reach	501 Post engagements	\$500.00 Spent of \$500.00	View results
Boosted Instagram media  Jan 31 • Created by run_the_jailbre... <b>Boosted Instagram media</b>	Completed	25,480 Reach	266 Link clicks	\$300.00 Spent of \$300.00	View results

Search	Completed	Clear	Jan 1, 2023 - May 31, 2023		
Ads		Reach	Objective	Amount spent	
Boosted Facebook post  Jan 31 • Created by Timothy Scriver <b>Post engagements</b> BEAT THE PRICE INCREASE TONL	Completed	35,416 Reach	664 Post engagements	\$300.00 Spent of \$300.00	View results
Boosted Facebook post  Jan 30 • Created by Timothy Scriver... <b>Post engagements</b> 3 WAVES FULL! PRICE CHA	Completed	26,008 Reach	551 Post engagements	\$228.91 Spent of \$300.00	View results
Boosted Facebook post  Jan 30 • Created by Timothy Scriver... <b>Post engagements</b> LAST DAY TO REGISTER before t	Completed	26,328 Reach	651 Post engagements	\$300.00 Spent of \$300.00	View results
Boosted Facebook post  Jan 29 • Created by Timothy Scriver... <b>Post engagements</b> 2 MORE DAYS before our Price In	Completed	36,200 Reach	720 Post engagements	\$300.00 Spent of \$300.00	View results
Boosted Facebook post  Jan 29 • Created by Timothy Scriver... <b>Post engagements</b> 2 MORE DAYS before our Price In	Completed	7,322 Reach	1,477 Post engagements	\$105.52 Spent of \$300.00	View results
Boosted Facebook post  Jan 28 • Created by Timothy Scriver... <b>Post engagements</b> That's a lot of HAPPY, HEALTHY L	Completed	4,376 Reach	160 Post engagements	\$300.00 Spent of \$300.00	View results

Search	Completed	Clear	Jan 1, 2023 - May 31, 2023		
Ads		Reach ↑↓	Objective ↑↓	Amount spent ↑↓	
Boosted Facebook post  Jan 27 • Created by Timothy Scrivner <b>Post engagements</b> 2 WAVES ARE CLOSED ALREA...	Completed	3,771 Reach	115 Post engagements	\$100.00 Spent of \$100.00	View results
Website promotion  Jan 24 • Created by Marisa Amaya <b>Website visitors</b> 9am wave is Filling Fast! If you di...	Completed	12,957 Reach	506 Link clicks	\$73.92 Spent at \$15.00 per day	View results
Boosted Facebook post  Jan 22 • Created by Marisa Amaya <b>Link clicks</b> Early bird rates and in 8 days!...	Completed	3,741 Reach	104 Link clicks	\$14.00 Spent of \$14.00	View results
Boosted Facebook post  Jan 21 • Created by Timothy Scrivner <b>Post engagements</b> Early Bird rates end 1/31! Registe...	Completed	12,332 Reach	522 Post engagements	\$100.00 Spent of \$100.00	View results
Boosted Facebook post  Jan 19 • Created by Timothy Scrivner <b>Link clicks</b> Welcome to 2023.. now GET MO...	Completed	53,648 Reach	954 Link clicks	\$300.00 Spent of \$300.00	View results
Boosted Facebook post  Jan 19 • Created by Timothy Scrivner <b>Post engagements</b> Take action today! Secure your J...	Completed	18,100 Reach	386 Post engagements	\$200.00 Spent of \$200.00	View results

Search	Completed	Clear	Jan 1, 2023 - May 31, 2023		
Ads		Reach ↑↓	Objective ↑↓	Amount spent ↑↓	
Boosted Facebook post  Jan 19 • Created by Timothy Scrivner <b>Post engagements</b> Break Free with friends and save...	Completed	17,120 Reach	375 Post engagements	\$200.00 Spent of \$200.00	View results
Boosted Facebook post  Jan 14 • Created by Timothy Scrivner <b>Post engagements</b> Break Free! Early wave times ARE...	Completed	-- Reach	-- Post engagements	\$0.00 Spent of \$150.00	View results
Boosted Facebook post  Jan 11 • Created by Timothy Scrivner <b>Post engagements</b> Break Free with friends and save...	Completed	37,544 Reach	2,045 Post engagements	\$500.00 Spent of \$500.00	View results
Boosted Facebook post  Jan 9 • Created by Timothy Scrivner <b>Post engagements</b> Take action today! Secure your J...	Completed	26,880 Reach	5,301 Post engagements	\$499.92 Spent of \$500.00	View results
Boosted Facebook post  Jan 9 • Created by Timothy Scrivner <b>Post engagements</b> Welcome to 2023.. now GET MO...	Completed	29,536 Reach	4,477 Post engagements	\$299.99 Spent of \$300.00	View results
Boosted Facebook post  Jan 1 • Created by Timothy Scrivner <b>Link clicks</b> Welcome to 2023.. now GET MO...	Completed	150.8K Reach	10,175 Link clicks	\$1,000.00 Spent of \$1,000.00	View results

**TOUCAN GRAPHICS**

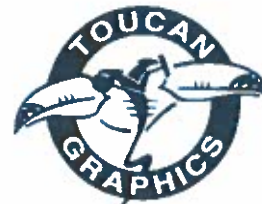
Accounting Dept.

14725 S Padre Island Dr., Unit 4

Corpus Christi, TX 78418 US

(361)949-1400

accounting@toucangraphics.net



# INVOICE

**BILL TO**

Jennifer Steele

Jailbreak Racing Events

PO Box 74

Argyle, TX 76226

**INVOICE #** 35723**DATE** 01/24/2023**DUE DATE** 01/24/2023**TERMS** Due on receipt

ACTIVITY	QTY	RATE	AMOUNT
<b>Design</b> Art Services: Social Media Ad for Clayton	1	10.00	10.00T
<b>Xcolor</b> Printing: 11x17 Posters	50	1.85	92.50T

SUBTOTAL 102.50

TAX (8.25%) 8.46

TOTAL 110.96

**BALANCE DUE \$110.96**



**TOUCAN GRAPHICS**

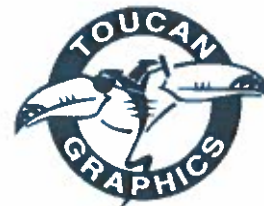
Accounting Dept.

14725 S Padre Island Dr., Unit 4

Corpus Christi, TX 78418 US

(361)949-1400

accounting@toucangraphics.net



# INVOICE

**BILL TO**

Jennifer Steele

Jailbreak Racing Events

PO Box 74

Argyle, TX 76226

**INVOICE #** 36645**DATE** 05/19/2023**DUE DATE** 05/19/2023**TERMS** Due on receipt**P.O. NUMBER**

Marissa

ACTIVITY	QTY	RATE	AMOUNT
<b>Xcolor</b> Printing: Saturday Registration: 3 sets of 95 pages 1/0	285	0.10	28.50T
<b>Xcolor</b> Printing: Sunday Registration: 7 sets of 8 pages 1/0	56	0.10	5.60T
<b>Xcolor</b> Printing: Jailbreak Patrol: 3 sets of 3 pages	9	0.10	0.90T
<b>Xcolor</b> Printing: 2023 LSBN: 2 sets of 4 pages	8	0.10	0.80T
<b>Xcolor</b> Printing: Course Maps: 4/4 laminated	80	2.23	178.40T
<b>Xcolor</b> Printing: Contact sheets: (80) 1/4 page 4/0 laminated	1	56.00	56.00T

SUBTOTAL	270.20
TAX (8.25%)	22.29
TOTAL	292.49
<b>BALANCE DUE</b>	<b>\$292.49</b>



**South Padre Island Police Department  
4601 Padre Blvd. South Padre Island, TX. 78597**

**Quote**

**Contact Person:** Tim Scrivner  
15080 S. HWY 156  
Justin, Tx. 76247  
Cell - 940-453-6231

**Reference:** Police Security / Traffic Control - 11th Annual Jailbreak Beach Escape 2023

**Date:** 5/20/2023 - 5/21/2023

On May 20 and May 21, 2023 two SPIPD Officers and three traffic officers are requested for traffic control purposes in the following function - Jailbreak 2023 competition. Traffic Control will be in front of Claytons Beach Bar located at 6900 Padre Blvd.

The following Officers worked the function

Officer(s)	Date	Times	Hours
One Officer	05/20/23	8a - 12p	4
One Officer	05/20/23	8a - 12p	4
Traffic Officer	05/20/23	8a - 12p	4
Traffic Officer	05/20/23	8a - 12p	4
Traffic Officer	05/20/23	8a - 12p	4
One Officer	05/21/23	8a - 11a	3
One Officer	05/21/23	8a - 11a	3
Traffic Officer	05/21/23	8a - 11a	3
Traffic Officer	05/21/23	8a - 11a	3
Traffic Officer	05/21/23	8a - 11a	3
Total Hours - Police	14	@ \$40.00	\$560.00
Total Hours - Traffic	21	@ \$20.00	\$420.00
Total			\$980.00

G. Silva - Lieutenant  
(W) 956-761-8145  
(C) 956-433-7242  
[gsilva@myspi.org](mailto:gsilva@myspi.org)



## South Padre Island Fire Department

1116 W. Palovina Street  
 South Padre Island, TX 79591  
 361-747-1111



# Invoice No. 0026

Submitted on 05/09/2023

### Invoice for

Jailbreak Beach Escap  
 Tim Scrivner  
 C/O Marisa Amaya  
 PO Box 74  
 Argyle, TX 78666

### Payable to

City of South Padre Island

### Invoice #

0026

### Event Name

Jailbreak Beach Escape  
 Clayton's Beach Bar & Grill/County Bez

### Due date

May 10, 2023

Description		Qty	Time	Unit price	Total price
EMT's standby Saturday, May 20, 2023	8 AM to 12 PM	2	4.00	\$60.00	\$480.00
EMT's standby Sunday, May 21, 2023	8 AM to 11 AM	2	3.00	\$60.00	\$360.00
					\$0.00
				<b>Total Due</b>	<b>\$840.00</b>



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

**MEETING DATE:** July 11, 2023

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

**DEPARTMENT:** Special Events Committee

**ITEM**

Discussion and possible action to approve the funding request for United States Lifesaving Association Licensing Fee for August 2024. (Brown)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**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: 06/26/23

Name of Organization: United States Lifesaving Association

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Full Name:

Jim Pigg

E-Mail:

jpigg@myspi.org

Office Number:

956-761-3831

Cell Phone Number: \_\_\_\_\_

Website for Event or Sponsoring Entity :

Sopadre.com

Non-Profit or For-Profit Status:

Non-profit

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

Primary Purpose of Organization:

The United States Lifesaving Association is America's nonprofit, professional association of beach lifeguards and open water rescuers.

## EVENT INFORMATION

Name of Event: 2024 USLA Licensing Fee (USLA Nationals 2024)

Date(s) of Event:

August 7 - 10, 2024

Primary Location of the Event:

TBD

Amount Requested: \$25,000

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

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Primary Purpose of Event:

Generate overnight stays, mid-week

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---

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

\$25,000 will be for licensing fee for USLA

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

Yes- with permitting

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#### **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:

\$: \$25,000



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

No

---

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

N/A

---



---

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

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

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

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

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

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

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

SoPadre Website, Facebook, Instagram, Twitter, and Zimmeran Agency assistance.

---



---

Who is your target audience?

Lifeguard associations and families

---

What geographic region(s) are you marketing to?

All lifeguards across the nation

---

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

We will through city's TML.

---

*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.*

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

**MEETING DATE:** July 11, 2023

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

**DEPARTMENT:** Special Events Committee

**ITEM**

Discussion and possible action to approve the funding request for United States Lifesaving Association Licensing Fee for August 2024. (Brown)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**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: 06/26/23

Name of Organization: United States Lifesaving Association

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Full Name:  
Jim Pigg

E-Mail:  
jpigg@myspi.org

Office Number:  
956-761-3831

Cell Phone Number: \_\_\_\_\_

Website for Event or Sponsoring Entity : Sopadre.com

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

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

Primary Purpose of Organization:  
The United States Lifesaving Association is America's nonprofit, professional association of beach lifeguards and open water rescuers.

## EVENT INFORMATION

Name of Event: 2024 USLA National Lifeguard Championships

Date(s) of Event:  
August 7 - 10, 2024

Primary Location of the Event:  
TBD

Amount Requested: up to \$65,000



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

---



---

Primary Purpose of Event:

Generate overnight stays, mid-week

---



---

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

\$65,000 will be used for operations and marketing of the event.

---



---

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

Yes- with permitting

---



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#### **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:

\$: \$65,000

**QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES**

How many years have you held this event? 1

Attendance for previous year (if applicable): 1,400

How many of the attendees are expected to be from more than 75 miles away?  
95%

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

The multi day event is typically held on the east or west coast. This year, the event is held in the central US, prompting more attendance. Nearly all attendees must travel to compete, prompting over night stays.

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

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

Where and how many rooms will be blocked?

The SPI CVB will work to create multiple room blocks.

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>\$65,000</u>	<u>391</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.)?

Survey and room block information

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

USLA will get their normal USLA sponsors, in 2021 Island business also participated.

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

No

---

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

N/A

---

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

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

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

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

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

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

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

SoPadre Website, Facebook, Instagram, Twitter, and Zimmeran Agency assistance.

---

Who is your target audience?

Lifeguard associations and families

---

What geographic region(s) are you marketing to?

All lifeguards across the nation

---

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

We will through city's TML.

---

*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.*

## USLA 2021 Expenses

Description	Actual
<b>Awards</b>	
	\$ 330.82
<b>Office Supples</b>	
<b>COVID PPE</b>	
Neck Gaitors	\$ 2,999.00
<b>Competitor Writbands</b>	
	\$ 391.00
<b>Course Flags</b>	
- Express Flags	\$ 400.00
- Flags Importer	\$ 75.50
- Flags Center	\$ 427.52
- Wood Oars	\$ 335.70
- Flags Center	\$ 383.32
<b>Buoys</b>	
	\$ 2,569.64
	\$ 1,964.00
	\$ 1,622.88
<b>Crowd Control Barriers</b>	
	\$ 5,166.50
<b>1,500 Event Programs</b>	
	\$ 5,325.00
<b>Course Rentals</b>	
Light Towers	\$ 983.68
ATVs	\$ 693.64
<b>Tent Rental</b>	
	\$ 7,570.00
<b>Bleachers</b>	
	\$ 4,100.00
<b>Miscellaneous Tools for Equipment</b>	
Generator	\$ 629.00
Rope	\$ 2,257.06
Engineered Spec	\$ 800.00
PVC Pipes	\$ 1,746.62
<b>Staff/Volunteer Shirts</b>	
	\$ 931.00
<b>Signs</b>	
	\$ 3,549.65
	\$ 1,730.80
<b>Cable/Wifi</b>	\$ -
<b>Audio Visual</b>	\$ 5,687.00
<b>Overnight Security</b>	
	\$ 1,680.00
	\$ 1,014.00
<b>Miscellaneous</b>	
<b>Food and Beverage</b>	\$ 17,000.00

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

**MEETING DATE:** July 11, 2023

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

**DEPARTMENT:** Special Events Committee

**ITEM**

Discussion and possible action to approve the funding request for the South Padre Island Chrome in the Sand Festival in October 2023. (Moore)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal:

Approved by Legal:

**RECOMMENDATIONS/COMMENTS:**



SOUTH PADRE ISLAND EVENT FUNDING  
**APPLICATION**

**SUBMIT COMPLETED APPLICATION TO:**

April Brown, Special Events Manager  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd., South Padre Island, TX 78597  
Phone: (956) 761-3000  
Email: [april@sopadre.com](mailto:april@sopadre.com)

# SOUTH PADRE ISLAND EVENT FUNDING APPLICATION



To apply for funding please complete all questions.

## ORGANIZATION INFORMATION

Date Application Submitted: 6/29/23

Name of Organization: South Padre Island Convention Center

Address: 7355 Padre BLVD.

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

Full Name:  
Lori Moore

E-Mail:  
lori@sopadre.com

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

Cell Phone Number:  
956-761-3000

Website for Event or Sponsoring Entity : SoPadre.com

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

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

Primary Purpose of Organization:  
Bring events to South Padre Island during the off-season

## EVENT INFORMATION

Name of Event: South Padre Island Chrome in the Sand Festival

Date(s) of Event:  
October 19-21, 2023

Primary Location of the Event:  
SPI Convention Center

Amount Requested: \$25,000 in Marketing

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

---



---

Primary Purpose of Event:

Bring tourist to South Padre Island during the fall.

---

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

They will be used for marketing the event.

---

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

The SPI Convention Center at no cost.

---



---

#### **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:

\$: \$25,000

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:

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



**QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES**

How many years have you held this event? 1st Year

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

How many of the attendees are expected to be from more than 75 miles away?  
30%

How many people attending the event will use South Padre Island lodging establishments?  
30%

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

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

Where and how many rooms will be blocked?  
We will work with the assigned CVB Sales manager.

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

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

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

Room block information and intercept surveys.

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

CVB Director of Marketing and Sponsorships will assist with obtaining sponsorships.

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

Event is free admission

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

No

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

Print \$: \_\_\_\_\_

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

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

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

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

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

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

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

Digital billboards in the RGV, radio commercials, KRGV buy.

Who is your target audience?

Families

What geographic region(s) are you marketing to?

Rio Grande Valley and Central Texas

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

Not yet

*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: South Padre Island Chrome in the Sand Festival

- Received and understood the separate Special Events Policy (REQUIRED)
- Received and understood the separate HOT Funding Guidelines (REQUIRED)
- Completed the South Padre Island Event Funding Application form (REQUIRED)
- Enclosed a description of all planned activities or schedule of events (REQUIRED)
- Enclosed a complete detailed budget (REQUIRED)
- Enclosed an advertising/marketing and promotion plan (REQUIRED)
- In Room night projections, with back-up, for the Funded Event (REQUIRED)
- I agree: Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be in accordance. (REQUIRED)
- I agree: The SPICVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event. (REQUIRED)
- Enclosed a sponsor list (categorized by "confirmed" and "pending")
- Enclosed a vendor/exhibitor list (categorized by "confirmed" and "pending")
- Enclosed an event map
- Enclosed security/safety plans
- Enclosed copies of promotional materials (if available)
- Enclosed a summary of previous special event experience of organizer(s)
- Enclosed a history of event (if previously produced)
- Indicated the type(s) of assistance requested
- Indicated the amount of financial support (if requested)

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

\_\_\_\_\_  
Date

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





*South  
Padre*  
ISLAND

**FALL CVB EVENTS**

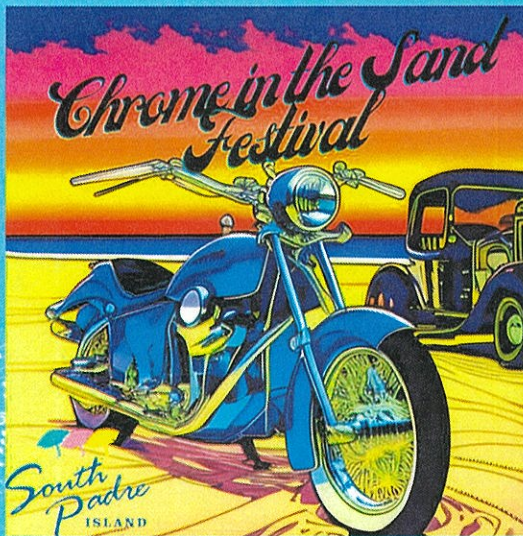


# EVENT THEMES

## Tacos and Tequila Fest::

Tacos and Tequila Fest brings the best of Mexico's contributions to the food and beverage industry.

Designed with both foodies and tequila connoisseurs in mind with Live Music & Much More.



## SPI Chrome In the Sand Festival :

Witness the stunning display of chrome and horsepower as magnificent motorcycles and classic cars converge in a celebration of automotive excellence. Marvel at the gleaming machines, each one a testament to craftsmanship and style.

## Craft Beer & Wings Festival

Savor mouthwatering wings and craft beers at the Beer and Wing Festival in South Padre Island, Texas. Indulge in flavorful bites, sample refreshing brews, and enjoy live music and entertainment in a vibrant atmosphere. Don't miss this ultimate celebration of culinary delights!





# EVENT

## GOALS



OUR GOALS ARE TO ATTRACT DIVERSE EVENTS, BOOST TOURISM, MAXIMIZE ECONOMIC IMPACT, ENHANCE THE ISLAND'S REPUTATION, AND CREATE MEMORABLE EXPERIENCES FOR VISITORS WHILE PRESERVING THE NATURAL BEAUTY OF THE DESTINATION.

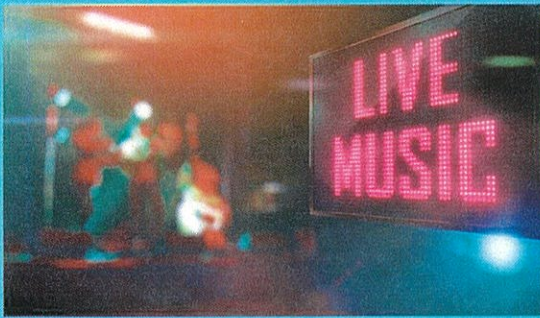




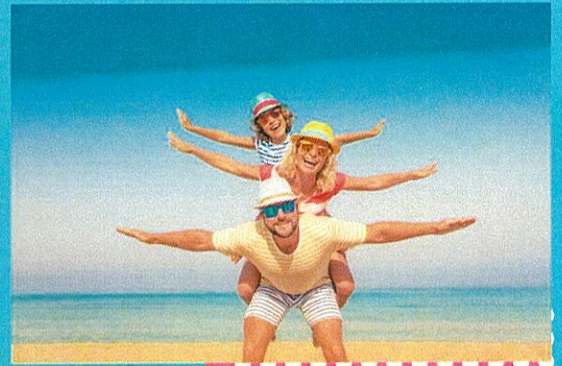
# EVENT

## ACTIVITIES

### LIVE MUSIC



### FAMILY ACTIVITIES



### FOOD TRUCKS



### FIREWORKS



AND MUCH MORE !





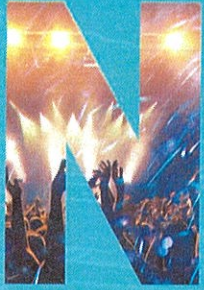
# DATE AND TIME



01. TACOS AND TEQUILA FEST  
SEPTEMBER 2-3, 2023  
3.00 PM - 11.00 PM



02. CHROME IN THE SAND  
FESTIVAL  
OCTOBER 19-21, 2023  
TIMES: TBD



03. CRAFT BEER AND WING  
FESTIVAL  
NOVEMBER 17-18, 2023  
4.00 PM - 12.00 PM







CHROME IN  
THE SAND  
2023  
MEDIA BUY

RIO GRANDE VALLEY

UNIVISION TV 48

Q94.5FM RADIO

BI MEDIA ULTRA 104.9 FM

KTEX 100.3 FM COUNTRY

KVLY 107.9FM ADULT CONTEMPORARY

KBFM 104.1 FM WILD HIP HOP

HOUSTON

KBXX 97.9 FM HIP-HOP

KHPT 106.9 FM CLASSIC ROCK

KGLK 107.5 FM CLASSIC ROCK

BILLBOARDS WHERE AVAILABLE

SAN ANTONIO

KWEX-DT UNIVISION TV 41

KABB FOX NEWS 29 TV

KVBH 107.5FM CL. HIP-HOP

KTKX 106.7 FM CLASSIC ROCK

KISS 99.5 FM ROCK

SPECTRUM ANY MARKET

SOCIAL MEDIA INFLUENCERS

ROCK N ROLL JAMES





This image  
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under CC0

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## LAREDO RADIO STATIONS

XHBR-TDT TELEVISA TV

KLDO UNIVISION TV

KXOF-CD FOX TV

KNEX HOT 106.1FM

KRRG BIG BUCK COUNTRY 98.1FM

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

**MEETING DATE:** July 11, 2023

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

**DEPARTMENT:** Special Events Committee

**ITEM**

Discussion and possible action to approve the funding request for the South Padre Island Craft Beer and Wings Festival in November 2023. (Moore)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal:

Approved by Legal:

**RECOMMENDATIONS/COMMENTS:**





SOUTH PADRE ISLAND EVENT FUNDING  
**APPLICATION**

**SUBMIT COMPLETED APPLICATION TO:**

April Brown, Special Events Manager  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd., South Padre Island, TX 78597  
Phone: (956) 761-3000  
Email: [april@sopadre.com](mailto:april@sopadre.com)

# SOUTH PADRE ISLAND EVENT FUNDING APPLICATION



To apply for funding please complete all questions.

## ORGANIZATION INFORMATION

Date Application Submitted: 6/29/23

Name of Organization: South Padre Island Convention Center

Address: 7355 Padre BLVD.

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

Full Name:  
Lori Moore

E-Mail:  
lori@sopadre.com

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

Cell Phone Number:  
956-761-3000

Website for Event or Sponsoring Entity :

SoPadre.com

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

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

Primary Purpose of Organization:

Bring events to South Padre Island during the off-season

## EVENT INFORMATION

Name of Event: South Padre Island Craft Beer and Wings Festival

Date(s) of Event:  
November 17-18, 2023

Primary Location of the Event:  
SPI Convention Center

Amount Requested: \$25,000 in Marketing

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

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Primary Purpose of Event:

Bring tourist to South Padre Island during the fall.

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---

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

They will be used for marketing the event.

---

---

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

The SPI Convention Center at no cost.

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---

**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:

\$: \$25,000

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:

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

**QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES**

How many years have you held this event? 1st Year

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

How many of the attendees are expected to be from more than 75 miles away?  
30%

How many people attending the event will use South Padre Island lodging establishments?  
30%

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

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

Where and how many rooms will be blocked?  
We will work with the assigned CVB Sales manager.

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

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

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

Room block information and intercept surveys.

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

CVB Director of Marketing and Sponsorships will assist with obtaining sponsorships.

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

Only for Beer Flight VIP - Event is free admission

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

No

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

Print \$: \_\_\_\_\_

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

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

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

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

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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?

Digital billboards in the RGV, radio commercials, KRGV buy.

Who is your target audience?

Families

What geographic region(s) are you marketing to?

Rio Grande Valley and Central Texas

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

Not yet

*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.

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- Enclosed a history of event (if previously produced)
- Indicated the type(s) of assistance requested
- Indicated the amount of financial support (if requested)

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

\_\_\_\_\_  
Date

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





*South  
Padre*  
ISLAND

**FALL CVB EVENTS**

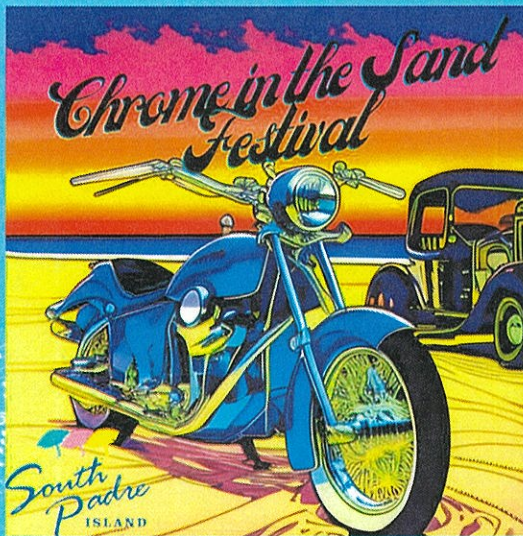


# EVENT THEMES

## Tacos and Tequila Fest::

Tacos and Tequila Fest brings the best of Mexico's contributions to the food and beverage industry.

Designed with both foodies and tequila connoisseurs in mind with Live Music & Much More.



## SPI Chrome in the Sand Festival :

Witness the stunning display of chrome and horsepower as magnificent motorcycles and classic cars converge in a celebration of automotive excellence. Marvel at the gleaming machines, each one a testament to craftsmanship and style.

## Craft Beer & Wings Festival

Savor mouthwatering wings and craft beers at the Beer and Wing Festival in South Padre Island, Texas. Indulge in flavorful bites, sample refreshing brews, and enjoy live music and entertainment in a vibrant atmosphere. Don't miss this ultimate celebration of culinary delights!





# EVENT

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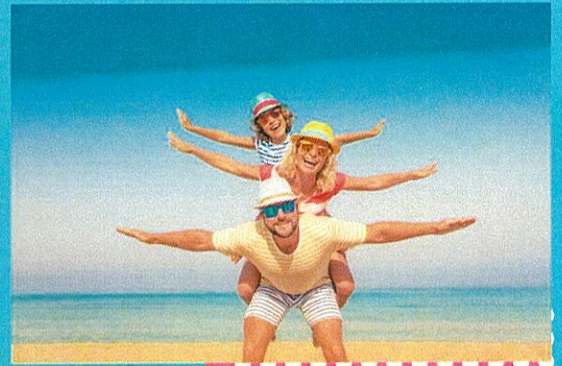
# EVENT

## ACTIVITIES

### LIVE MUSIC



### FAMILY ACTIVITIES



### FOOD TRUCKS



### FIREWORKS



AND MUCH MORE !





DATE



AND  
TIME



01. TACOS AND TEQUILA FEST  
SEPTEMBER 2-3, 2023  
3.00 PM - 11.00 PM



02. CHROME IN THE SAND  
FESTIVAL  
OCTOBER 19-21, 2023  
TIMES: TBD



03. CRAFT BEER AND WING  
FESTIVAL  
NOVEMBER 17-18, 2023  
4.00 PM - 12.00 PM





# CRAFT & BEER & WINGS



20 23

# FESTIVAL

SOUTH PADRE ISLAND, TEXAS



### UNIVISION TV 48

10x (:30s) Commercials Monday-Sunday 6A-12A (5 spots per week)  
1x (:30s) Commercials Monday-Sunday 6A-12A \*Added Value\* (1 spot per week)

### Q94.5FM RADIO

8x (:10s) Commercials Monday-Friday from 6A-10A (3 spots per week)  
8x (:30s) Commercials Monday-Friday from 10A-3P (3 spots per week)  
8x (:60s) Commercials Monday-Friday from 3P-7P (3 spots per week)  
10x (:10s) Commercials Monday-Friday from 7P-12A (5 spots per week)  
12x (:30s) Commercials Saturday and Sunday from 7A-12A (6 spots per week)  
4x (:30s) Commercials Monday-Sunday from 5A-12M \*Added Value\* (2 spots per week)

### BI MEDIA ULTRA 104.9 FM

- 90X :30 Second Spots Monday-Sunday 7am-7pm
- 4 Social Media Post
- 10x :15 Live Mentions

### SUPER TEJANO 102.1 FM

- 30X :30 Second Spots Monday-Sunday 7am-10pm

### BANDTANGO RADIO 106.5FM (CORPUS CHRISTY)

45X :30 Second Spots Monday-Sunday 7am-10pm

### La Ley 102.5FM

25X :30 Second Spots Monday-Sunday 7am-10pm









SAN ANTONIO

KWEX-DT UNIVISION TV 41

KABB FOX NEWS 29 TV

KROM 92.9FM REGIONAL MEXICAN

KVBH 107.5FM CL. HIP-HOP

KTKX 106.7 FM CLASSIC ROCK

SPECTRUM (Any Market)

SOCIAL MEDIA:

Facebook

Instagram

TikTok



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

**MEETING DATE:** July 11, 2023

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

**DEPARTMENT:** Special Events Committee

**ITEM**

Discussion and action concerning the new meeting date for August 2023. (Hasbun)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal:

Approved by Legal:

**RECOMMENDATIONS/COMMENTS:**