

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

TUESDAY, AUGUST 15, 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 July 11, 2023 regular meeting. (Hasbun)
- 4.2 Approve the excused absences for Committee Members Ryan O’Byrne for the July 11, 2023 meeting. (Hasbun)
- 4.3 Approve the post-event reports for the following events: (Hasbun)
 - *SPI Beach Bash Skate Jam 2023
 - *Ron Hoover Fishing Tournament 2023

5. Regular Agenda

- 5.1 Discussion and possible action to approve the funding request for Lighted Boat Parade and Children’s Wonderland in November 2023. (Brown)
- 5.2 Discussion and action concerning the new meeting date for September 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, AUGUST 11, 2023

Agenda: AUGUST 15, 2023 - SPECIAL EVENTS COMMITTEE REGULAR MEETING




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, AUGUST 11, 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: August 22, 2023

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Special Events Committee

ITEM

Approve the meeting minutes for the July 11, 2023 regular meeting. (Hasbun)

ITEM BACKGROUND

Approve the meeting minutes for the July 11, 2023 regular meeting.

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, JULY 11, 2023

1. Call to order

The Special Events Committee of the City of South Padre Island, Texas, held a regular meeting on Tuesday, July 11, 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, Bella Hernandez, and Cody Pace.

City staff present: CVB Services and Operations Manager Lori Moore, Special Events Manager April Brown, Events Experience Coordinator Luis Rios, Management Assistant Ema Jaramillo, Director of Sales Harmony Heard, Fire Chief Jim Pigg, Beach Patrol Lieutenant Pedro Casillas, Parks and Recreation Manager Debbie Huffman, and City Manager Randy Smith.

2. Pledge of Allegiance

Chairman Hasbun led the pledge of allegiance.

3. Public Comments and Announcements

No public comments or announcements were made.

4. Approve Consent Agenda

Vice-Chairwoman Lisa Graves made a motion, seconded by Amy Salander, to approve consent agenda. Motion passed unanimously.

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)

Fire Chief Jim Pigg answered questions regarding the event. The last time South Padre Island hosted this event was in 2021 and brought in hundreds of people from across the nation. The event is held during the week resulting in room nights mid week.

Committee member Amy Salander made a motion, seconded by Cody Pace, to approve the \$25,000 licensing fee. Motion passed unanimously.

- 5.2 Discussion and possible action to approve the funding request for United States Lifesaving Association National Lifeguard Championship in August 2024. (Brown)

Vice-Chairwoman Lisa Graves made a motion, seconded by Bella Hernandez, to approve up to \$65,000 in funds for the United States Lifesaving Association National Lifeguard Championship. Motion passed unanimously.

- 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)

CVB Services and Operations Manager Lori Moore presented and answered questions at the podium regarding the Chrome in the Sand Festival. Event was last held in Galveston but is being brought here since SPI has not had a bike fest in several years. Chrome in the Sand will be held in the offseason and is expecting 500 visitors.

Committee member Amy Salander made a motion, seconded by Vice-Chairwoman Lisa Graves, to approve up to \$25,000 in marketing funds for Chrome in the Sand Festival. Motion passed unanimously.

- 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)

CVB Services and Operations Manager Lori Moore answered questions regarding SPI Craft Beer and Wings Festival. Committee recommended to make event a two day festival to bring in more heads and beds.

Committee member Cody Pace made a motion, seconded by Vice-Chairwoman Lisa Graves, to approve up to \$25,000 in marketing for the South Padre Island Craft Beer and Wings Festival. Motion passed unanimously.

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

Management Assistant, Ema Jaramillo, announced the next meeting date will be Tuesday, August 15, 2023 at 2:00 PM.

6. Adjourn

There being no further business, Chairman Hasbun adjourned the meeting at 2:35 PM.

Prepared By:

Ema Jaramillo, CVB Management Assistant

Approved by:

Christian Hasburn, SEC Chairman

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

MEETING DATE: August 22, 2023

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Special Events Committee

ITEM

Approve the excused absences for Committee Members Ryan O’Byrne for the July 11, 2023 meeting. (Hasbun)

ITEM BACKGROUND

Approve the excused absences for Committee Members Ryan O’Byrne for the July 11, 2023 meeting.

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: August 22, 2023

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Special Events Committee

ITEM

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

*SPI Beach Bash Skate Jam 2023

*Ron Hoover Fishing Tournament 2023

ITEM BACKGROUND

Approve the post-event reports for the following events:

*SPI Beach Bash Skate Jam 2023

*Ron Hoover Fishing Tournament 2023

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: 7/12/2023

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: TCA MEDIA STUDIO

Address: 3740 San Jacinto Dr

City, State, Zip: Brownsville, TX 78521

Full Name:
Michael De La Fuente

E-Mail:
michael.delafuente@tcamediastudio.com

Office Number:

Cell Phone Number:
956-203-8246

EVENT INFORMATIONName of Event: Beach Bash Skate Jam

Date(s) of Event:

June 22nd & June 23rd

Primary Location of the Event:

Tompkins Park, South Padre Island, TX 78597How 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: 3,000Total Amount to be Received: 1,000

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?

No Charge - No Profit**EVENT ATTENDANCE INFORMATION**How many people did you **predict** would attend this event? (Number submitted in the application)?200What was the actual attendance at the event? 40-100How many of the participants were from another city or county? 20-80How many room nights did you **predict** in your application would be generated by attendees of this event?1 night : An estimated total of 33 people stayed a night at SPIHow many room nights were **actually generated** by attendees of this event? 2 Nights

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: 36 Two Years Ago: _____
 Last Year: _____ Three Years Ago: _____

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

City Visitor Bureau provided a survey for our attendants

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

No room block was established for this event

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 \$: \$2,275 Website \$: \$125
 Radio \$: _____ Social Media \$: \$600
 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?

To promote our event and boost hotel and convention activity, we implemented several innovative marketing strategies. Firstly, we established contact with a local radio station to enhance the visibility of our event and SPI (insert full form of SPI) to a broader audience.

Additionally, we collaborated with a renowned podcast that covered the event, providing a unique platform to showcase its highlights and generate interest among their listeners.

To further amplify our promotional efforts, we partnered with a prominent jeweler from Houston who actively promoted the event through their influential network and social media channels, attracting attention from potential attendees.

Recognizing the significance of location-based marketing, we embarked on a promotional tour to Houston's largest skateparks. By engaging with the skateboarding community directly, we generated excitement and spread the word about our event, compelling skate enthusiasts to participate and stay at the affiliated hotels.

These novel marketing initiatives successfully expanded the reach of our event, capturing the interest of diverse audiences and creating a buzz within the hotel and convention industry.

ADDITIONAL EVENT INFORMATION

Please note any other success indicators of your event:

In addition to the previously mentioned achievements, our event showcased various other success indicators that reflect its positive impact. One notable accomplishment was the collaboration with a highly regarded woodworker based in Houston, who skillfully crafted our unique and distinguished trophies. Their involvement not only added prestige to the event but also highlighted the significance of craftsmanship and local talent.

Furthermore, the South Padre Press featured our event multiple times, providing extensive coverage that helped to create widespread awareness and generate public interest. The repeated promotion by a reputable media outlet amplified the event's visibility and contributed to its overall success.

Even after the event, the positive feedback and enthusiastic response on social media platforms continue to reverberate. Attendees and participants alike have taken to various social channels to express their satisfaction, share memorable experiences, and recommend the event to others. This organic, ongoing conversation demonstrates the event's lasting impact and indicates a high level of attendee engagement and satisfaction.

These additional success indicators, including the involvement of a prominent woodworker, consistent coverage by the South Padre Press, and ongoing social media buzz, collectively illustrate the event's overall triumph and its resonance within the community.

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

City Parks and Recreation

What was the weather like during the event?

Sunny / Extreme heat (Heatwave)

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

It being a 2 day event, not able to have vendor selling booths



7/12/23

Authorized Signature

Date

Michael De La Fuente

Print Name



INVOICE

13889

DATE
5/18/23

Ph. 956.546.1722 / Fax 956.546.1729
205 Paredes Ln. Rd. Brownsville TX 78521

COMPANY / NAME: Technology Created Arts

ADDRESS:

PH: 956 203 8246 E-MAIL: Michael De La Fuente

QTY.	DESCRIPTION	UNIT PRICE	SUBTOTAL
50	Printing Posters 11x17" Full color 1 side	3.00	150.00
150	Postcards 4x6" UVI. w Full color 2 sides		09.00
PAID			
249.00			
SPECIAL INSTRUCTIONS		SUBTOTAL	\$ 249.00
FONT:		TAX	\$ 20.94
COLOR:		TOTAL	\$ 269.94
SIZE:		DEPOSIT	\$
APPROVED BY:	DATE:	BALANCE	\$
PICKED UP BY:	DATE:		



Order summary

#R374782667 | 05/31/23



Glitter stickers

Size: 3" x 3"

Quantity: 50

\$80.00

Subtotal	\$80.00
Promotion (Glitter stickers 053023)	-\$61.00
Shipping	\$0.00
Sales tax	\$1.52
Total	\$20.52

Customer information

Shipping address

TCA Media Studio
Attn: Michael De La Fuente
3740 San Jacinto Dr
Brownsville, TX 78521

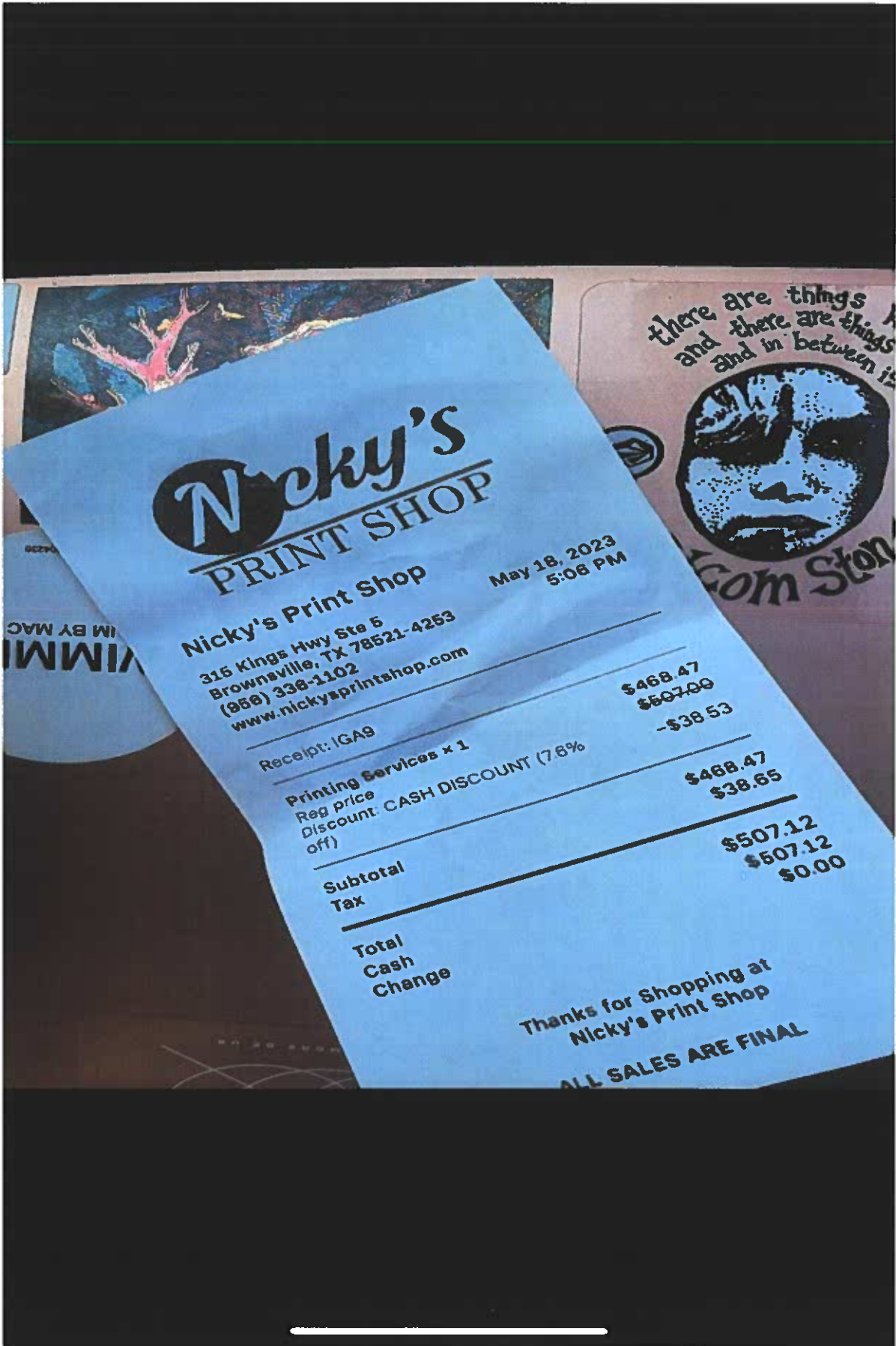
Billing address

TCA Media Studio
Attn: Michael De La Fuente
3740 San Jacinto Dr
Brownsville, TX 78521

[Edit address](#)

Payment method

Ending in 9140



Nicky's PRINT SHOP

Nicky's Print Shop
315 Kings Hwy Ste 5
Brownsville, TX 78521-4253
(956) 338-1102
www.nickysprintshop.com

May 18, 2023
5:08 PM

Receipt: IGA9

Printing Services x 1

Reg price
Discount: CASH DISCOUNT (7.6%
off)

\$468.47
~~\$507.09~~
-\$38.53

Subtotal
Tax

\$468.47
\$38.65

Total
Cash
Change

\$507.12
\$507.12
\$0.00

Thanks for Shopping at
Nicky's Print Shop

ALL SALES ARE FINAL

10:10

LTE



Netbrands Media Corp.

14550 Beechnut St.
Houston, TX 77063

INVOICE

Order #BMA73BA27844
Order Time: 06/09/23 10:07 AM
PO Number: N/A

Bill To

TCA Media Studio
Michael De La Fuente
3740 San Jacinto Dr
Brownsville, TX 78521
Email: mdelafuente66@yahoo.com

Ship To

TCA Media Studio
Michael De La Fuente
3740 San Jacinto Dr
Brownsville, TX 78521
Phone: (956) 203-8246

#	Order Items	Qty	Total
1	Custom Full Color Microfiber Rally Towel - 11 x 18 Inch <ul style="list-style-type: none"> • Style Type: Custom • Product Color: Fluorescent Pink (+\$0.10) • Print Orientation: Vertical • Print Position: Front Side Only • Number Of Imprint Colors: Full Imprint Colors (+0.75) • Customized In: China • Artwork Type: Upload My Artwork • Artwork: Artworks/n9owiqmog2zplnshu8 • Proof Charge: No • Comments: Please Center Image • Estimated Delivery Date: Monday Jun 19, 2023 (+0.89) (RUSH) (6) * 	60	\$184.35

* All of production time and shipping time are in business days. Production starts from the day that all of the production requirements are satisfied.

** The selected delivery date is only an estimation assuming the order experiences no delay due to order waiting for approval, proof request, incomplete payment, or any other issue that needs to be confirmed and resolved.

*** All checks require the order number to be written on the check's memo. Any check without the order number will be deposited but the order will not go in production until identified. Production will start after the check has cleared the bank and the order is identified.

**** Please verify your shipping address carefully upon the receipt of this invoice. Any address change or address correction requested after the order goes into the production might not be guaranteed and requires an additional charge of \$35 per tracking number, which will also be automatically charged to the original payment form if the shipping carrier(s) identifies the incomplete or incorrect address issue and successfully makes the correction for the shipment delivery.

***** Customers will assume complete responsibility to obtain all required permissions for the legal reproduction of logos, trademarks, copyrights and from local or government authorities for the use, display, and distribution of the products. By agreeing to print any submitted artwork, Netbrands Media Corp, doing business as 24HourWristbands.Com, will not be held liable under any circumstances.

***** By approving your order and the invoice, you have agreed to our Terms & Conditions

SUBTOTAL	\$184.35
COUPON DISCOUNT	-\$20.98
HANDLING & FEES	\$0.00
SALES TAX	\$13.48
ORDER TOTAL	\$176.85

#	Transaction Date	Type	Reason	Amount	Reference
1	6/9/23 10:10 AM	CHARGE		\$176.85	x

24hourwristbands.com



Printdrop Digital Printing & Embroidery llc
 114 n lake arthur ave
 Jennings, La 70546
 956-624-2473
 printdroptx@hotmail.com



INVOICE

BILL TO
 MICHAEL DE LA FUENTE

INVOICE # 648
DATE 06/07/2023

DATE	QTY	RATE	AMOUNT
SCREEN PRINTING 50 shirts printed front and back white shirt Please send payment thru ZELLE OR CASHAPP ZELLE- 956-257-3198 (no fee) CASHAPP- \$Printdropmcallen1 (4% trans. Fee) Debit over phone (4% trans. Fee)	1	433.00	433.00

CLIENT MUST PAY MINIMUM 75% OF TOTAL BALANCE (non Refundable) BEFORE DESIGNER WORKS ON PROJECT(S). TOTAL BALANCE MUST BE PAID BEFORE WORK IS RELEASED. ARTWORK CAN BE APPROVED VIA TEXT EMAIL, PHONE OR PERSON.

NO WORK WILL BE PROCESSED FOR PRINTING UNTILL CLIENT APPROVES ARTWORK.
 DELIVERY MAY BE SUBJECT TO CHANGE, DUE TO HOLIDAYS, UPS DELAYS, OR ANY INCIDENTS BEYOND OUR CONTROL (INCLUDING 2-3 JOBS)

I understand that my document will print exactly as it appears on final approved artwork. I cannot make any changes once order is placed and that I assume all responsibility for typographic errors, graphic placed on card, design layout.

RE-ORDERS FOR ANY REASON WILL HAVE AN ADDITIONAL SHIPPING FEE OF : \$25.00

4% ON ALL NONE CASH TRANSACTIONS.

Please note on all promo business cards we reserve the back side for our use. (could be our Ad or any other Ad)

\$35 FEE FOR ANY BOUNCED CHECKS NO EXCEPTIONS!

IN GOD WE TRUST!

SUBTOTAL 433.00
TAX 0.00
TOTAL 433.00
BALANCE DUE **\$433.00**

Printdrop Digital printing & Embroidery or its employees will not be held liable for any problem with your order or Any garment brought for embroidery or printing.

TECHNOLOGY CREATED ARTS TCA
3740 San Jacinto Dr
Brownsville, TX 78521



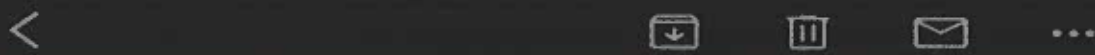
BEACH BASH SKATE JAM

INVOICE

Invoice # 1005
Invoice Date 06/01/2023
Due Date 06/01/2023

Item	Description	Unit Price	Quantity	Amount
Service	Group design costs (Towels, Tee Shirts, Banners, Lanyard Cards, Updated Flags, Flyer Revision, PostCard Revision.	152.03	5.00	760.15
Service	Half Year Social Media Design Content	33.00	15.00	495.00
Service	Video Costs	120.27	1.00	120.27
Subtotal				1,375.42
Total				1,375.42
Amount Paid				0.00
Balance Due				\$1,375.42

6:46



Your receipt from Cameo Inbox



Cameo Mar 29
to me



Your receipt from Cameo

Order #641f8ed86a13e6e35cc29dcb

Order summary

Cameo	\$90.93
Total	\$90.93

Payment method

DISCOVER 0734 March 26, 2023

Description

If you have any questions, contact us at
hello@cameo.com.



< SETTINGS

Billing

Subscriptions

Payment Information

Invoices

Invoices

View the invoices for this account.

2023

June 23, 2023
\$0.00



May 25, 2023
\$35.72



April 25, 2023
\$35.72



March 25, 2023
\$20.00



March 25, 2023
\$35.72



< 1-5 >

Your website subscription has expired.

6:59

◀ Search

◀ Back



SERVICES
Facebook

5/1/23	1% Daily Cash	\$2.00	>
		+\$0.02	

Transaction History

4/5/23	Card Number Used	\$2.00	>
		1%	
4/4/23	Card Number Used	\$2.00	>
		1%	
4/3/23	Card Number Used	\$2.00	>
		1%	
4/2/23	Card Number Used	\$2.00	>
		1%	

May Total	Total Daily Cash
\$2.00	\$0.10



DESIGN PRINT BANNER LLC
595 OLD NORCROSS RD STE G
LAWRENCEVILLE GA 30046-7667
Phone: (800) 971-2669
Sales Tax No: 32077656398

INVOICE
#BS292243551686080946-715495

Date 06. Jun. 2023

TO:	SHIP TO:
Michael Delafuente company 3740 San Jacinto Road Brownsville, Texas, 78521 United States T: 9562038246	Michael Delafuente company 3740 San Jacinto Road Brownsville, Texas, 78521 United States T: 9562038246

PAYMENT METHOD:	DELIVERY DETAILS:
Credit Card Credit Card Type Credit Card Number Credit Card Number xxxx-7803	Estimated delivery Fri, Jun 16th 2023 - Express

Items	Qty	Subtotal
Vinyl Banners SKU: BBVBVB00	6	\$123.54

Page Type : Upload Your Artwork Order
Size (W X H): 6 x 3 (FT) | \$23.40
Choose Material: Vinyl
Hanging Options: Metal grommets |
\$11.23
Estimated delivery Fri, Jun 16th 2023
Comments: Each corner to have
grommet - please center image

Subtotal	\$123.54
Discount (NEWORDER)	-\$24.71
Tax	\$9.63
Shipping	\$21.51
Grand Total	\$129.97

Best Regards,
BestOfSigns
sales@bestofsigns.com

Share your



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

MEETING DATE: August 22, 2023

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Special Events Committee

ITEM

Discussion and possible action to approve the funding request for Lighted Boat Parade and Children’s Wonderland in November 2023. (Brown)

ITEM BACKGROUND

SPI CVB is requesting \$25,000

BUDGET/FINANCIAL SUMMARY

Amount has been budgeted for FY 22/23.

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: 08/01/2023

Name of Organization: South Padre Island CVB

Address: 7355 Padre BLVD.

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

Full Name:
SPI CVB

E-Mail:
info@sopadre.com

Office Number:
956-761-3000

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:
Provide family friendly entertainment in support of the City's Holiday Program, and to continue 30+ year long-standing tradition of the lighted boat parade.

EVENT INFORMATION

Name of Event: Lighted Boat Parade / Children's Wonderland

Date(s) of Event:
November 25, 2023

Primary Location of the Event:
Entertainment District / The Green

Amount Requested: \$25,000

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

Primary Purpose of Event:

Provide family friendly entertainment in support of the City's Holiday Program.

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

To Support the operations of the lighted boat parade and Children's Wonderland

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:

\$: \$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? 5 years

Attendance for previous year (if applicable): 1,000+

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

How many people attending the event will use South Padre Island lodging establishments?
100

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

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

Where and how many rooms will be blocked?

The South Padre Island CVB will package this event with local hotels and VRMs.

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>December 2021</u>	<u>\$7,000</u>	<u></u>
<u>December 2020</u>	<u>\$7,000</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.)?

Surveys and room block information

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

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

No

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

No

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

Print \$: In House

Website \$: N/A

Radio \$: In House

Social Media \$: In House

TV \$: In House

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?

LBP flyers in all CVB Sponsored fishing tournaments from August - November

Sopadre website, Facebook, Tik Tok, and Instagram.

Who is your target audience?

Families

What geographic region(s) are you marketing to?

Rio Grande Valley, Central TX

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

Yes

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.

Lighted Boat Parade 2023

Budget

Expenses	Details	Budget
Boat Numbers	2 reflective banners for numbers 1-30	\$800.00
Awards Dinner	Captain's Dinner	\$1,600.00
Social Media Marketing / TV spot	Marketing pre-budgeted	\$2,500.00
Print Ad - Marketing	Inserts	\$2,000.00
Operations	Tents, Portapotties, Tables, Chairs, etc.	\$5,000.00
Awards	Thank you gifts/awards	\$1,500.00
Banner	Banners about event and sponsors (if any)	\$2,100.00
Bleacher	Rentals for viewing	\$4,000.00
Fireworks	End of boat parade show	\$2,500.00
Photo Ops		\$2,500.00
DJ & MC		\$800.00
TOTAL		\$25,300.00

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

MEETING DATE: August 22, 2023

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Special Events Committee

ITEM

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

ITEM BACKGROUND

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

BUDGET/FINANCIAL SUMMARY

n/a

COMPREHENSIVE PLAN GOAL

n/a

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS: