

NOTICE OF REGULAR MEETING
CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS ADVISORY BOARD

NOTICE IS HEREBY GIVEN THAT THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS WILL HOLD A REGULAR MEETING ON:

Wednesday, January 25, 2017
9:00 A.M. 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 announcements and comments: *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns. (Note: State law will not permit the Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).*
- 4) Consent Agenda:
 - a. Approval of minutes November 30, 2016 Regular Meeting.
- 5) Discussion and action concerning the Election of Officers for the 2017 calendar year- Board Chair, Board Vice-Chair.
- 6) Discussion and action regarding application for funding requests on new or returning special events:
 - a. Wahoo Fishing Tournament (September 2017)
 - b. SPI Chamber-Ladies Kingfish Tournament (August 2017)
 - c. Lantern Festival (September 2017)
 - d. Port Isabel Chamber of Commerce (June 2017)
3rd Annual Longest Causeway Run & Fitness Walk
 - e. Valley Haven Fishing Tournament (August 2017)
 - f. Open Water-Triton South Padre (May 2017)
 - g. Open Water-SPI Open Water Festival (**November 2017**)
 - h. Run in Texas-Sand Crab Nighttime Beach 5k & 10k (April 2017)
/Kids Mile and Morning Beach Bike
 - i. Heat Wave Inc.-Spring Break Jam (March 2017)
 - j. Texas Gulf Surfing Association (September 2017)
 - k. Run the Jailbreak (May 2017)
 - l. Jailbreak Race Events-South Padre Marathon (**November 2017**)
 - m. Hino Electric RGV Scholarship Fund- SPI Bike Rally (April 2017)
- 7) Presentation and possible discussion concerning the CVB Director's Summary Report. (Arnold)
 - a. Departmental Updates
 - *Administrative Updates
 - *Group Sales Updates

- * Financial Updates
- * Communication Updates

- 8) Presentation and possible discussion concerning the Atkins Group Monthly Marketing Performance Report.
- 9) Set new meeting date for February 2017.
- 10) Adjourn.

DATED THIS THE 20th DAY OF JANUARY 2017.


Rosa Zapata, CVB Executive Services Specialist

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE NOTICE OF MEETING OF THE GOVERNING BODY 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 THE CITY HALL/MUNICIPAL BUILDING ON January 20, 2017, at/or before 5:00 P.M. AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.


Rosa Zapata, CVB Executive Services Specialist

THERE MAY BE ONE OR MORE MEMBERS OF THE SOUTH PADRE ISLAND CITY COUNCIL ATTENDING THIS MEETING, AND IF SO, THIS STATEMENT SATISFIES THE REQUIREMENTS OF THE OPEN MEETINGS ACT.



**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD
CONSENT AGENDA**

MEETING DATE: January 25, 2017

ITEM DESCRIPTION

NOTE: All matters listed under Consent Agenda are considered routine by the Advisory Board of the City of South Padre Island and will be enacted by one motion. There will not be separate discussion of these items. If discussion is desired, that item will be removed from the Consent Agenda and considered separately.

Items to be considered are:

- a. Approval of minutes November 30, 2016 Regular Meeting.

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

**MINUTES
CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS ADVISORY
REGULAR MEETING**

WEDNESDAY, NOVEMBER 30, 2016

I. CALL TO ORDER.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Regular Meeting on Wednesday, November 30, 2016 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Wally Jones called the meeting to order at 9:00 a.m. A full quorum was present: Joe Ricco, Bill Donahue, Jimmy Hawkinson, Will Greenwood, Arnie Creinin, and Sean Till. Also present Ex-Officio Michael Jones, Jose Mullet and Robert Salinas.

City Council Members present were Dennis Stahl, Alita Bagley, and Paul Munarriz

City staff members present were Susan Guthrie, City Manager, Keith Arnold, CVB Director, Lori Moore, Michael Flores, Nancy Botello, Judith Lehn, Randy Smith, Police Chief.

II. PLEDGE OF ALLEGIANCE.

Chairman Wally Jones led the Pledge of Allegiance.

III. PUBLIC ANNOUNCEMENTS AND COMMENTS:

No public comments were given at this time.

IV. CONSENT AGENDA:

- a. Approval of minutes October 26, 2016 Regular Meeting.

Board Member Donahue made the motion, seconded by Board Member Creinin to approve the Consent Agenda. Motion carried on a unanimous vote.

V. PRESENTATION OF POST REPORT FROM SPECIAL EVENTS:

- a. Wahoo Fishing Tournament

Dave Hollenbeck gave the Board an update on the Wahoo Fishing Tournament.

- b. Coastal Conservation Association-Take a Kid Fishing

John Blaha updated the Board concerning this event.

- c. Run the Jailbreak-SPI Marathon

Tim Scrivner updated the Board concerning SPI Marathon Post Report. He briefly went over the total room pick up, advertising, event dates.

- d. Open Water Planet

Casey Taker updated the Board concerning Open Water Planet Post Report. She briefly went

over the 2016 Event Report Cheat Sheet-Demographics.

e. Sand Castle Trail
No presentation was given.

VI. DISCUSSION AND ACTION REGARDING APPLICATION FOR FUNDING REQUESTS ON NEW OR RETURNING SPECIAL EVENTS:

a. Sand Castle Trail
No presentation was given.

b. Splash
Board Member Till made the motion, seconded by Board Member Creinin to fund April Splash in the amount of \$25,000 with \$5,000 in kind allocated to work with The Atkins Group on digital marketing. Board Member Donahue requested to approve the funding based on having one of the entertainers mentioned.

Board Member Till amended his motion, seconded by Board Member Creinin to fund April Splash for \$25,000 with \$5,000 in kind allocated to work with The Atkins Group on digital marketing contingent upon artist being mentioned at this meeting being delivered. Motion passed unanimously.

VII. DISCUSSION AND POSSIBLE ACTION REGARDING THE PROPOSED BEACH EVENTS PERMIT REQUIREMENTS.

Chairman Jones made the motion, seconded by Board Member Hawkinson: “The CVA Board recommends to the City Council, that the Council discuss this document we have today, and the draft from 2012, along with appropriate edits, with the objective being to adopt the comprehensive Mass Gathering Ordinance for South Padre Island.” The motion passed unanimously, with Vice-Chairman Ricco abstaining.

After the motion was made and passed, Vice-Chairman Ricco asked to hear the motion again. At that moment he requested to change his vote from abstaining to nay.

VIII. PRESENTATION AND POSSIBLE DISCUSSION CONCERNING THE ATKINS GROUP REPORT.

Steve Atkins and Ryan Hudnall briefly went over the Spring Break and Winter Texan Marketing Overviews.

- a. Spring Break Marketing Overview
- b. Winter Texan Marketing Overview

IX. PRESENTATION AND POSSIBLE DISCUSSION CONCERNING THE CVB DIRECTOR'S SUMMARY REPORT.

Keith Arnold, CVB Director briefly went over the Director's Summary Report.

- a. Departmental Updates
- b. Administrative Updates

- c. Group Sales Updates
- d. Financial Updates
- e. Communication Updates

X. SET NEW MEETING DATE FOR JANUARY 2017.

New meeting date was set for January 25, 2017.

X. ADJOURN.

There being no further business, Chairman Jones adjourned the meeting at 12:25 p.m.

Rosa Zapata, CVB Executive Services Specialist

Wally Jones, CVA Chairman

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 25, 2017

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action concerning the Election of Officers for the 2017 calendar year- Board Chair, Board Vice-Chair.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 25, 2017

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding requests on new or returning special events:

- a. Wahoo Fishing Tournament (September 2017)
- b. SPI Chamber-Ladies Kingfish Tournament (August 2017)
- c. Lantern Festival (September 2017)
- d. Port Isabel Chamber of Commerce (June 2017)
3rd Annual Longest Causeway Run & Fitness Walk
- e. Valley Haven Fishing Tournament (August 2017)
- f. Open Water-Triton South Padre (May 2017)
- g. Open Water-SPI Open Water Festival (**November 2017**)
- h. Run in Texas-Sand Crab Nighttime Beach 5k & 10k (April 2017)
/Kids Mile and Morning Beach Bike
- i. Heat Wave Inc.-Spring Break Jam (March 2017)
- j. Texas Gulf Surfing Association (September 2017)
- k. Run the Jailbreak (May 2017)
- l. Jailbreak Race Events-South Padre Marathon (**November 2017**)
- m. Hino Electric RGV Scholarship Fund- SPI Bike Rally (April 2017)

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 25, 2017

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding request on the Wahoo Fishing Tournament. (September 2017)

ITEM BACKGROUND

Wahoo Fishing Tournament is requesting \$40,000 in funding.

BUDGET/FINANCIAL SUMMARY

\$40,000 was awarded in 2015/16 FY.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Application

Date: JAN 12, 2017

Organization Information

Name of Organization: Wahoo Classic INC.

Address: P.O. Box 2312

City, State, Zip: South Padre Island Texas 78597

Contact Name: DAVE HOLLENBECK Contact Office Phone Number: 303-517-9419

Contact Cell Phone Number: _____

Web Site Address for Event or Sponsoring Entity _____

Non-Profit or For-Profit status: Non-Profit Tax ID #: 81-2193734

Entity's Creation Date: 4/12/16

Purpose of your organization: BRING ANGLERS TO SPI TO COMPETE
in a Wahoo Fishing Tournament

Event Information

Name of Event or Project: Wahoo Classic

Date of Event or Project: SEPT 8-10 2017

Primary Location of Event or Project: JIM'S PIER SPI

Amount Requested: \$ 40,000

Primary Purpose of Funded Activity/Facility:

Advertising and Prizes

How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures)

- ① ADVERTISING IN MAGAZINES, ADVERTISING AND PRINTING
COST OF T-SHIRTS, HATS, BAGS, MUGS. LOCAL RANCHO ADS,
② \$ PRIZE AWARDS TO ANGLERS

Percentage of Hotel Tax Support of Related Costs

75 Percentage of Total Event Costs Covered by Hotel Occupancy Tax

NONE Percentage of Total Annual Facility Costs Covered by Hotel Occupancy Tax for the Funded Event

NONE Percentage of Annual Staff Costs Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities NONE %

Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain:

NO, NONE

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

- ☐ a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ NONE
- ☐ b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ NONE
- ☐ c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ 20,000
- ☐ d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that

the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms : \$ NONE

- ☐ e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: \$ NONE

- ☒ f) 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:
\$ UNKNOWN

How many attendees are expected to come to the sporting related event? 250

How many of the attendees at the sporting related event are expected to be from another city or county? 75

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

Advertising outside our local area, The Valley,
as far as Houston should bring anglers
that will need hotels.

- ☐ g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding. Amount requested under this category: \$ NONE

What sites or attractions will tourists be taken to by this transportation? N/A

Will members of the general public (non-tourists) be riding on this transportation? N/A

What percentage of the ridership will be local citizens? N/A

- ☐ h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category: \$ NONE

What tourist attractions will be the subject of the signs?

N/A

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 1
2. Expected Attendance: 250
3. How many people attending the Event or Project will use South Padre Island lodging establishments? 75

7. Please list other organization, government entities, and grants that have offered financial support to your project: NONE

8. Will the event charge admission? NO

9. Do you anticipate a net profit from the event? yes

10. If there is a net profit, what is the anticipated amount and how will it be used?

ANY LEFT-OVER REVENUE WILL BE USED AS FOLLOWS
DEPENDING ON THE AMOUNT, A PORTION WILL BE DONATED
TO A LOCAL CHARITABLE ORGANIZATION SUCH AS WE DID
LAST YEAR. THE REMAINING WILL BE HELD OVER FOR YEAR 3

11. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper:

\$ _____

Radio:

\$ _____

TV:

\$ _____

Website, Social Media:

\$ _____

Other Paid Advertising:

\$ _____

} TBD

Anticipated Number of Press Releases to Media 3

Anticipated Number Direct Mailings to out-of-town recipients 300

Other Promotions _____

12. Will 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

13. Will you negotiate a special rate or hotel/event package to attract overnight stays?

yes

14. What other marketing initiatives will you utilize to promote hotel and convention activity for this event?

15. What geographic areas does your marketing, advertising and promotion reach:

Coastal Texas, SPI to Houston

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? 200 (each media source ought to be able to quantify this number for applicants)

17. If the funding requested is related to a permanent facility (e.g. museum, visitor center):

Expected Visitation by Tourists Monthly/Annually: N/A

Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: N/A % (use a visitor log that asks them to check a box if they are staying at an area lodging facility)

18. What amount of event insurance do you have for your event and who is the carrier:

1,000,000 Chambers County Ins.
a. (Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured)

19. 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 submitted with at least ___ weeks advance notice for approval by the South Padre Island CVB.
20. Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

Submit to: Mike Flores, Business Development Director, Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-8199, michael@sopadre.com

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 25, 2017

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding request on the South Padre Island Chamber of Commerce-Ladies Kingfish Tournament. (August 2017)

ITEM BACKGROUND

LKT is requesting \$2,000 in funding.

BUDGET/FINANCIAL SUMMARY

\$2,000 was awarded in 2015/16 FY.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Application

Date: December 1, 2016

Organization Information

Name of Organization: South Padre Island Chamber of Commerce – Ladies Kingfish Tournament

Address: 610 Padre Blvd.

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

Contact Name: Roxanne Harris, President/CEO Contact Office Phone Number: 956-761-4412

Contact Email: Roxanne@spichamber.com

Contact Cell Phone Number: 956-545-4379

Web Site Address for Event or Sponsoring Entity: spichamber.com

Non-Profit or For-Profit status: 501 (c) 6 Tax ID #: 74-2572775

Entity's Creation Date: December 18, 1992

Purpose of your organization: Membership based non-profit business organized to advance the business interests of our members, making South Padre Island a premier location to live, work, vacation and do business. To fulfill our mission we facilitate programs, services, promotional opportunities, advocacy and networking opportunities.

Event Information

Name of Event or Project: 2017 – 36th Annual Ladies Kingfish Tournament

Date of Event or Project: August 11,12,13, 2017

Primary Location of Event or Project: South Padre Island Convention Centre, Gulf of Mexico, Laguna Madre Bay, Sea Ranch's SouthPoint Marina

Amount Requested: \$2000 to support our in-house marketing plan, in-kind use of SPI Convention Centre facilities, and as available additional promotional support through SPI Convention Centre's advertising agency.

Primary Purpose of Funded Activity/Facility:

Promote South Padre Island as a leisure travel destination, and as a premier fishing destination, targeting women anglers. Create a positive experience for these women and their families in order to encourage future return visits to South Padre Island for years to come. With this being a three day event it is always our purpose to contribute to booked hotels nights; restaurant and retail sales. Additionally our efforts will promote fishing charters, captains, and marine related businesses and activities.

In response to a suggestion by City of South Padre Island leaders, our Chamber and LKT event management has also been recruited to share our expertise and to assist with the Wahoo Classic, a new island fishing tournament held in September. We are honored to assist in this effort to bring more attention to the fabulous fishing at South Padre Island and were proud the first year was a solid success.

How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures) The \$2000 will be used exclusively to advertise our event and promote South Padre Island as a fishing destination. A list of expenditures can be found in Item #11 of this application.

Percentage of Hotel Tax Support of Related Costs – All monies are used for marketing and promotion not operations.

_____ Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

_____ Percentage of Total Annual **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

_____ Percentage of Annual **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities _____%

Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain:

We request in kind donation of the Convention Centre facilities for event registration on Friday and for the Awards Luncheon on Sunday (2016 est. \$9950). This of course requires setup time on the front end and we will occupy the space on Saturday although no activities are being conducted. As with all events conducted at the Convention Center, staff time will also be needed.

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

☐ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$_____

☐ **b) Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$_____

XX **c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$2000

☐ **d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests

at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms : \$_____

- ☐ **e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$_____

- ☐ **f) 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: \$_____

How many attendees are expected to come to the sporting related event? _____

How many of the attendees at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

- ☐ **g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.** Amount requested under this category: \$_____

What sites or attractions will tourists be taken to by this transportation? _____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

- ☐ **h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.** Amount requested under this category: \$_____

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 36 (2017)
2. Expected Attendance: 450 Friday, 510 Saturday, 230 Sunday

3. How many people attending the Event or Project will use South Padre Island lodging establishments? 45% as a conservative estimate.

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

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: We don't book blocks because most all hotels , motels and condo and property management companies are SPI Chamber members, making it difficult to choose. In lieu of promoting a room block, we strongly encourage participants to go to our Chamber website and the Convention Centre website to seek lodging options.
5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
August 2015	\$2000	_____
August 2014	\$2000	_____
August 2013	\$2000	_____

We must defer to the Convention Centre staff for the estimate of room nights used. The lodging survey mentioned in item #6 below should provide the means to make an estimate. But a conservative estimate using 300 anglers, 45%, divided by 4 (group), makes 34 single night or 68 two night. Even at \$100 per night for party of 4, they are spending a conservative \$3400 or \$6800, either figure exceeds the \$2000 in advertising, but comes up short if we consider the \$9000 plus in kind use of the convention facilities.

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? Our event registration form includes a lodging survey block at the bottom. For many years we have gathered and delivered those forms to the Convention Centre staff for review and numbers compilation.
7. Please list other organization, government entities, and grants that have offered financial support to your project: Our event has an extensive list of tournament and trophy sponsors that represent about 45% of our total operational income. Title sponsors include the SPI Convention and Visitors Bureau, LaQuinta/LaCopa/Hilton Garden Inn, Shallow Sport/The Sportsman, Sea Ranch Marina/Southpoint, Rental World, First National Bank SPI, Schlitterbahn, Louie's Backyard, L & F Distributors and KVEO. For our 2016 tournament we have the pleasure of welcoming Fruia Motors Brownsville as a new Title sponsor.

Some sponsor support is financial and some is in kind. Miscellaneous income comes from product sales and raffles.

8. Will the event charge admission? Registration fees are required of anglers and captains, and comprises 42% of total operational income.
9. Do you anticipate a net profit from the event? Yes

10. If there is a net profit, what is the anticipated amount and how will it be used? The event is intended to make a profit of approximately \$30,000 which goes into the Chamber operational budget and provides us the resources necessary operate and to carry out the tournament each year.

11. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet: Our 2016 promotional campaign includes:

Newspaper:	<u>\$575 and like trade Coastal Current 5 ads every other week color and B/W; \$440 and like trade South Padre Parade 5 ads every other week color and B/W</u>
Radio:	<u>\$ 0</u>
TV:	<u>\$ 1500 trade with KVEO</u>
Website, Social Media:	<u>\$250, PI/SPI Guides Association website home page listing with link for 1 year; \$500 Lonestar Outdoors website home page listing June/July</u>
Other Paid Advertising:	<u>\$632 Texas Saltwater Fishing Magazine July ½ page ad; \$600 trade Digital Media ad on electronic billboards around the valley.</u>

New 2016 Title Sponsor Luke Fruia will be promoting our tournament using some of their advertising resources also.

Anticipated Number of Press Releases to Media: 5-10 during May, June, July
Anticipated Number Direct Mailings to out-of-town recipients 1200 registration forms (May)

Other Promotions: Street banner (CVB), event posters, Chamber website, dedicated LKT webpage, regular Facebook postings.

12. Will 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? As a Title Sponsor the CVB will receive related benefits, including website links and listings on major promotional materials. We want to do everything we can for our sponsors and to place visitors in our Island lodging properties.

13. Will you negotiate a special rate or hotel/event package to attract overnight stays? No, it is still high summer season and we want properties to charge rates of their choosing.

14. What other marketing initiatives will you utilize to promote hotel and convention activity for this event? Chamber website will be fully utilized, as will Facebook. Frequent email blasts and poster distribution. We are hoping to be included in the CVB's new advertising efforts to further promote South Padre Island as a fishing destination.

15. What geographic areas does your marketing, advertising and promotion reach: The mailing of over 1200 registration forms in May reaches anglers statewide, website reaches larger audience interested in fishing, most of other advertising reaches the Rio Grande Valley. Some of our mailings do go outside the State.

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? Estimated 40% based on our historical angler zip code data collection
17. If the funding requested is related to a permanent facility (e.g. museum, visitor center):
Expected Visitation by Tourists Monthly/Annually: NA
- Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: (use a visitor log that asks them to check a box if they are staying at an area lodging facility)
18. What amount of event insurance do you have for your event and who is the carrier: \$1,000,000 general liability with Accord through Cameron County Insurance Center, with City of South Padre Island, Convention and Visitors Bureau listed as additional insured.
- a. **(Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured)**
19. 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 submitted with at least weeks advance notice for approval by the South Padre Island CVB. We utilize the current CVB logo art.
20. Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event. We are willing to provide whatever information is requested.

Submit to: Mike Flores, Sales Manager Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-8199, michael@sopadre.com

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 25, 2017

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding request on the SPI Lantern Festival.
(September 2017)

ITEM BACKGROUND

SPI Lantern Festival is requesting \$35,000 in sponsorship.

BUDGET/FINANCIAL SUMMARY

\$20,000 was awarded in 2015/16 FY.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Application

Date: 1/12/2017

Organization Information

Name of Organization: South Padre Island Convention and Visitor's Bureau

Address: 7355 Padre Blvd

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

Contact Name: Mike Flores

Contact Office Phone Number: 956-761-8199

Contact Cell Phone Number: 956-207-9972

Web Site Address for Event or Sponsoring Entity www.lanternfestival.com

Non-Profit or For-Profit status: _____ Tax ID #: _____

Entity's Creation Date: 1/1/2013

Purpose of your organization: The Lantern Fest was founded in 2014 with the hope of bringing to America a family oriented festival that featured all the magic, peace, and excitement of the event that had previously only been done in Asia. Over the course of the last two years the Lantern Fest has visited over 45 cities and brought millions of dollars of economic development to local businesses, entertainers, and concessioners.

Event Information

Name of Event or Project: 2017 SPI Lantern Festival

Date of Event or Project: 22 and 23 September, 2017

Primary Location of Event or Project: Andie Bowie North Flats & SPI CC

Amount Requested: \$35,000.00

Primary Purpose of Funded Activity/Facility:

To generate 6,000 attendees (3,000 per evening/event) and 1,000 overnight visitors. To increase visibility of special event activities during off-season weekends for the City of South Padre Island.

How will the hotel tax funds be used: _(please attach a list of the hotel tax funded expenditures)

A licensing fee and sponsorship of the operational and marketing requirements to host the host event in the amount \$15,000 per night plus an additional \$2,500 per night in support operations-refuse disposal, labor and traffic control.

Percentage of Hotel Tax Support of Related Costs

95% Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

5% Percentage of Total Annual **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

_____ Percentage of Annual **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities _____%

Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain:

Additional traffic control officers from SPIPD will be requested through the City's SOP policy in order to maximize safe egress from the SPI CC immediately after the event. Temporary fencing and traffic control barricades will also be requested from PW through the same channel.

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

- ☐ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$_____
- ☐ **b) Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$_____
- ☐ **c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$35,000.00
- ☐ **d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording,

and other arts related to the presentation, performance, execution, and exhibition of these major art forms : \$ _____

☐ **e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ _____

☐ **f) 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: \$ _____

How many attendees are expected to come to the sporting related event?

How many of the attendees at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

☐ **g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.** Amount requested under this category: \$ _____

What sites or attractions will tourists be taken to by this transportation? _____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ **h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.** Amount requested under this category: \$ _____

What tourist attractions will be the subject of the signs?

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

- at which hotels: Hilton Garden Inn, La Quinta Inn and Suites, The Tiki, Holiday Inn Express, Schlitterbahn Beach Resort, Isla Grand Beach Resort, La Copa Inn, Suites at Sunchase, the Inn at South Padre, Ramda Limited, Pearl South Padre, Blue Bay Inn and Comfort Suites

- | Month/Year Held | Assistance Amount | Number of Hotel Rooms Used |
|----------------------|-------------------|----------------------------|
| <u>December/2016</u> | <u>\$20,000</u> | <u>486</u> |
| <u> </u> | <u> </u> | <u> </u> |
| <u> </u> | <u> </u> | <u> </u> |

-

Please list other organization, government entities, and grants that have offered financial support to your project: Cameron County Parks

7. Will the event charge admission? Yes

8. Do you anticipate a net profit from the event? No

9. If there is a net profit, what is the anticipated amount and how will it be used?

10. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper:	\$ _____
Radio:	\$ _____
TV:	\$ _____
Website, Social Media:	<u>\$500</u>
Other Paid Advertising:	\$ _____

Anticipated Number of Press Releases to Media 5

Anticipated Number Direct Mailings to out-of-town recipients _____

Other Promotions SPI SM channels: Facebook (live), Twitter and Snapchat

11. Will 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

12. Will you negotiate a special rate or hotel/event package to attract overnight stays?

Yes

13. What other marketing initiatives will you utilize to promote hotel and convention activity for this event?

14. What geographic areas does your marketing, advertising and promotion reach:

15. How many individuals will your proposed marketing reach who are located at least 50 miles away? _____ (each media source ought to be able to quantify this number for applicants)

16. If the funding requested is related to a permanent facility (e.g. museum, visitor center):

Expected Visitation by Tourists Monthly/Annually: _____

Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: _____% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)

17. What amount of event insurance do you have for your event and who is the carrier:

_____.

a. (Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured)

18. 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 submitted with at least _____ weeks advance notice for approval by the South Padre Island CVB.

19. Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

Submit to: Mike Flores, Business Development Director, Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-8199, michael@sopadre.com

LANTERN FESTIVAL SNAPSHOT

HOW LANTERNS WORK:

We use authentic Thai Lanterns used in the Yi Peng Lantern Festival in Thailand. They are 28in x 14in and are 100% biodegradable. Just as a hot air balloon rises when filled with hot air, lanterns float as their density decreases. Lanterns can reach about 3,000 ft, (though 1000ft is more common) and descend to the ground when the fuel cell has burnt out. In our experience, the majority of lanterns typically travel 0.25 miles to 0.50 miles and tend to collect in the same area—helping us isolate any impact.

PRELAUNCH PREPARATION:

- Participants are assigned to a specific area, where they can roast marshmallows, enjoy on site festivities, and chat with family and friends.
- Launch times are determined by sunset and weather conditions, but lanterns are usually lit and set afloat between the hours of 6:30pm-9pm.

THE LAUNCH:

Lighting a lantern is a two person job. The Tiki torches and Lighters provided are what we use to light the fuel cell.

First gently open the lantern similar to opening a plastic bag (this will be demonstrated).

One person will hold the top part or paper part and the second person will hold the bamboo ring of the lantern over the tiki torch until the fuel cell maintains a flame.

Once the fuel cell ignites step away from the tiki torch.

As the fuel cell continues to burn the hot air will fill up the paper part of the lantern, and just like a hot air balloon the lantern will begin to expand and rise.

Hold on to the lantern until you feel it start to tug on your hands and pull upward.

When you feel the lantern start tugging you can let it go and enjoy the beautiful sky.

Launches will last anywhere from 20-30 minutes. The participant readies their lantern (15 minutes), lights the lantern (2 minutes), launches their lantern (2 minutes) and watches it fly in the sky to a sea of stars (25 minutes).

POST LAUNCH:

Half of the participants typically leave after the initial launch. The other half will enjoy the entertainment listed above and trickle out until the last few groups are asked to leave at the end of designated event time.

RECOVERY PROCEDURES

Our recovery plan for this event consists of three separate phases: immediately after the lantern launch, two to three hours post launch, and the morning after the lantern launch.

DURING AND IMMEDIATELY AFTER THE LAUNCH

We will station a lantern spotter somewhere in the venue where they will have good visibility of the lantern landing area. As soon as the lanterns are launched, we will send a truck with at least 3 individuals equipped with fire extinguishers to the area where the lanterns are beginning to land. They will be equipped with walkie talkies

and will remain in that general area for the duration of the launch and will stay there for at least an hour after the launch. The SPI CVB will also be assisting with 15-20, 1-person kayaks to help in the recovery of any water landings.

TWO TO THREE HOURS POST LAUNCH

The crew will be at the North Flats until at least midnight. From 9 pm to Midnight we will keep a spotter stationed while we clean up the track and surrounding area. Before returning to the hotel at midnight, we will send a number of my crew through the lantern landing area to ensure none of the lanterns are still warm.

MORNING AFTER THE LAUNCH

We will arrive back at the North Flats at 6:30 am with a crew of at least 10 volunteers. Over the next 5 hours we will scour the lantern landing area and pick up all the lanterns that were released the evening before.

SAFETY

Each event and individual venue will need it's own customized safety and fire procedures, but at a minimum the following procedures and precautions will be taken at each venue. The Lantern Fest coordinates all of it's safety and fire procedures with local fire authorities and follows the guidance and expertise of city, county, or municipality officials in the weeks and days preceding the event. Work closely with local fire authority to ensure all proper permitting and regulations requirements are correctly fulfilled. Coordinate with venue managers to ensure their standard fire/safety policies and procedures are in place and functioning. Coordinate with local fire authority 3 days before the event, and then again on the day of the event, to ensure there are no burn bans, unforeseen fire hazards, or adverse weather conditions. Request final authorization from fire authority before the actual lantern launch. Ensure that all participants and spectators within the venue are accounted for and have signed waivers. Provide instruction to participants regarding the proper way to light and release lanterns. We send the participants an instructional video upon registration, and then provide several additional instructional opportunities during the event. Ensure that all sources of flames at the event are properly and safely secured, protected, and accounted for by volunteers during the entirety of the event. Per the advice of fire authorities, no participants under the age of 16 are allowed to light or handle the lit lanterns. Participants under 16 years of age wear a separate wristband helping staff identify their age. Each event will be staffed with no less than the number of volunteers/personnel suggested by the local fire authority, but under no circumstances will The Lantern Fest have less than 40 volunteers and fulltime staff supervising the lantern launch. During the entirety of the event, each volunteer will be in the possession of an individual fire suppression device. A total of 50 fire suppression devices will be easily accessible to participants and volunteers. Use exclusively sourced, 100% biodegradable, flame retardant lanterns with a limited burn time of 4 to 5 minutes. Each volunteer will be responsible for a preassigned segment of the launch area and will have access to a dedicated walkie talkie in the event they need to call for assistance. Licensed paramedics will be on call at each event. They will have a privacy tent and ambulance on site. If required or suggested by the local fire authority, a licensed pyrotechnic expert will be at the event. The Lantern Fest will ensure that a proper number of safety/security professional will be at each event. If requested by local fire authorities, a number of local fire professionals will be in attendance with either a brush or water truck. They will also be in possession of their own fire suppression units. (The Lantern Fest provides discounted/free attendance for local firefighters). Entrances and Exits (including Emergency Exit) signs shall be posted. Every participant will sign a waiver and agree to all previously stated safety precautions. The Lantern Fest carries, at a minimum, a one million dollar per event insurance policy. The Lantern Fest receives a Letter of No Objection from the FAA for every scheduled event.



SOUTH PADRE ISLAND
CONVENTION AND VISITORS BUREAU
7355 Padre Blvd.,
South Padre Island, TX 78597
(956) 761-3000 * (956) 761-3024 fax

Contact:
Nancy Botello, nancy@sopadre.com, 956.793.9917

NOTICE: TRAFFIC CONTROL AND POST-EVENT CLEANUP FOR SOUTH PADRE ISLAND LANTERN FEST

South Padre Island, TX – Nov. 29, 2016: On Saturday, Dec. 3 beginning at 3 p.m., the South Padre Island Convention & Visitors Bureau will be hosting a Lantern Fest event at the South Padre Island Convention Centre located at 7355 Padre Blvd.

The City of South Padre Island Police Department will be assisting with traffic control, pedestrian crossings and parking by utilizing traffic cones and barrels and traffic control personnel in front of the Convention Centre and Clayton's Beach Bar & Grill.

Parking for the event will be available for \$5 at the South Padre Island Convention Centre and Clayton's Beach Bar & Grill, \$10 at the SPI Birding & Nature Center and for free at Andy Bowie Park and the Transit Center Parking Lot on the south end of the Island. Island Metro buses will be transporting attendees to and from the Convention Centre free of charge. (Please see the attached map.)

Immediately upon the launch of the lanterns, conservation and cleanup efforts will begin. Official Lantern Fest cleanup crews equipped with fire extinguishers are sent to isolate and monitor the general area where lanterns will be landing. After all lanterns have launched and landed, the Lantern Fest crew and volunteers will clean the venue and surrounding area while a small crew continues to monitor the landing area. The morning after the launch, cleanup crews will return to perform a final sweep of the landing area to recover any remaining lanterns.

All official Lantern Fest lanterns are specifically designed and engineered with biodegradable fuel cells that have a burn time of three to four minutes, ensuring that each fuel cell is completely extinguished before touch down.

Any lanterns that do not get picked up, despite the massive cleanup efforts, are designed to disintegrate upon contact with water.

Lantern Fest officials have, and continue to work closely with the City of South Padre Island staff and event coordinators to ensure the safety and security of all event participants as well as the local community.

For more information regarding lantern recovery please visit <http://new-site.thelanternfest.com/sustainability/>, for event information please visit <http://www.sopadre.com/event/south-padre-island-holiday-celebration-and-lantern-festival/>.

###

SOUTH PADRE ISLAND

SOUTH PADRE ISLAND CONVENTION CENTRE
7355 Padre Blvd.


ANDY BOWIE PARK

JOHN L. TOMPKINS PARK

LAGUNA MADRE BAY

CITY HALL
4601 Padre Blvd

PARKING AREAS

-  **SPI Convention Center**
\$5/car
-  **Andy Bowie Park**
FREE
-  **Clayton's Beach Bar & Grill**
\$5/car
-  **Birding & Nature Center**
\$10/car
-  **City of South Padre Island Transit Center Parking Lot**
FREE

Fire Ambulance



Queen Isabella Memorial Bridge

SOUTH PADRE ISLAND VISITORS CENTER
610 Padre Blvd.

ISLA BLANCA COUNTY PARK

The Jetties



956-761-3000
1-800-SO-PADRE
www.sopadre.com



7355 PADRE BLVD.
SOUTH PADRE ISLAND, TX 78597
PHONE: 1-800-657-2373
PHONE: 956-761-3000
FAX: 956-761-3024
www.sopadre.com

January 20, 2017

Attn: Mr. Joe E. Vega

Park Director

Cameron County Parks & Recreation

The South Padre Island Convention & Visitors Bureau would like to formally request use of the Andy Bowie Park North Flats on Friday, September 22nd, 2017 and Saturday, September 23rd, 2017 from 8:00AM to 11:59PM.

The SPI CVB will be inviting the Lantern Festival to execute a one day, family-friendly event in conjunction with the South Padre Island Holiday Marketplace. The Lantern Festival Group will sell an estimated less than 1,000 tickets (combination of adult and child) for entrance to the event.

Each lantern will be a red and green-colored, rice paper hollow box with bamboo stick-supports. The fuel source is a soy wax-based 1" x 2" cube which self-extinguishes after approximately 5 minutes of burn time. Natural convention lifts the lanterns approximately 600 ft. off the ground and once the fuel source expires they begin to float back to ground level.

The Lantern Festival Group, along with the SPI CVB and local volunteers will be responsible for all set up, tear down and lantern recovery. Ticket purchase will include entrance to the event, 4 s'mores per person, access to live bands and entertainment, 1 lantern and marker and free parking. There will not be any vendors on County property.

Mike Flores
Business Development Director
South Padre Island Convention and Visitor's Bureau



**THE LANTERN FEST
LET IT GLOW**

The Lantern Fest was founded in 2014 with the hope of bringing to America a family-oriented festival that featured all the magic, peace, and excitement of the event that had previously only been done in Asia. Over the course of the last two years the Lantern Fest has visited over 45 cities and brought millions of dollars of economic development to local businesses, entertainers, and concessioners. We also have partnered with local charities and will donate well over \$10,000 to those charities this year alone. With your help and support we know that The Lantern Fest will continue to be a successful and important event. The following packet contains information about the event, our safety and fire procedures, and letters of recommendation from local businesses and vendors.

WHY PEOPLE COME

“I will be lighting lanterns in memory of my grandparents who have passed away within the last year.”

▪ Nicole

“I’m lighting mine for anyone in this world that needs a reason to forge ahead! In work or personal, maybe they need to watch their pain float away with a hope that something will be better tomorrow than it was today!”

▪ Sally

“I’m lighting one for my brother, grandma, and aunt who were all killed in a car accident in the snow on our way to surprise my uncle for his 40th birthday. It’s been a hard two years and it’s been even harder for my mom losing 3 generations all at once. Hopefully this will help guide us through the next year”

▪ Hannah

“For my mother and I because it’s been a hard year and we both have lost so much.”

▪ Diamond

“For my Grandpa, my hero. [I] lost him in 2009. I continue to look for signs that he is around. Although I know he is always watching, I would like to send a message telling him it is ok to get in touch.”

▪ Shannon



EVENT SUMMARY

THE EVENT:

Historically lanterns were used to symbolize good fortune, request favorable weather, and to celebrate the life of a loved one. Regardless of the motivation for lighting a lantern, families and friends can dance to the music, roast marshmallows for their s'mores, munch on snacks provided by local vendors, and of course, send off their lanterns and watch them float away in a spectacular release.

CHARITY:

Part of the proceeds from The Lantern Fest will be donated to a local charity that partners with us in the event.

PARTICIPANTS:

3,000 to 6,000 people attend our events. It's an all ages event, but only those 16 and older are allowed to participate in the lighting of the lanterns; all others can attend as spectators.

HOW IT'S DONE:

PRE-LAUNCH PREPARATION:

- Participants are assigned to a specific area, where they can roast marshmallows, enjoy on site festivities, and chat with family and friends.
- Launch times are determined by sunset and weather conditions, but lanterns are usually lit and set afloat between the hours of 6:30pm-9pm.

Entertainment

- *Food from local vendors or concessions*
- *Live Music or DJ*
- *Lantern decorating*
- *Making S'mores*
- *Face painting*
- *Balloon making*
- *Kids Favorite Character Impersonators*
- *Creating memories*
- *Kids Entertainment (including competitions)*

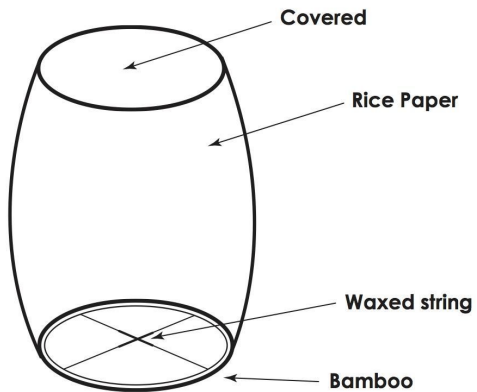


Safety is our #1 one priority

- All staff and volunteers are trained on lantern assembly and launch;
- Trained staff are assigned specific areas and hold 2.5 gallon water class A fire extinguisher in case of emergency;
- Airports are contacted prior to the event to inform them of the time and location when the lanterns will be afloat (same as if it were a fireworks show);
- Lanterns are made from rice paper, bamboo, and string. Both the string and the rice paper are flame retardant;
- Lighting stations are approximately 20x20 feet apart;
- Instructional videos are emailed prior to the Event to pre-registered participants;
- Written instructions sheets and Waivers are provided at the Event;
- The Lantern Fest is a fully insured event;
- Fire Marshalls and/or their representatives are standing by with fire trucks and/or equipment

THE LANTERNS

HOW LANTERNS WORK:



We use authentic Thai Lanterns used in the Yi Peng Lantern Festival in Thailand. They are 28in x 14in and are 100% biodegradable. Just as a hot air balloon rises when filled with hot air, lanterns float as their density decreases. Lanterns can reach about 3,000 ft, (though 1000ft is more common) and descend to the ground when the fuel cell has burnt out. In our experience, the majority of lanterns typically travel 0.25 miles to 0.50 miles and tend to collect in the same area—helping us isolate any impact.

THE LAUNCH:

- Lighting a lantern is a two person job. The Tiki torches and Lighters provided are what we use to light the fuel cell.
- First gently open the lantern similar to opening a plastic bag (this will be demonstrated.)
- One person will hold the top part or paper part and the second person will hold the bamboo ring of the lantern over the tiki torch until the fuel cell maintains a flame.
- Once the fuel cell ignites step away from the tiki torch.
- As the fuel cell continues to burn the hot air will fill up the paper part of the lantern, and just like a hot air balloon the lantern will begin to expand and rise.
- Hold on to the lantern until you feel it start to tug on your hands and pull upward.
- When you feel the lantern start tugging you can let it go and enjoy the beautiful sky.

Launches will last anywhere from 20-30 minutes. The participant readies their lantern (5-15 minutes), lights the lantern (2 minutes), launches their lantern (2 minutes) and watches it fly in the sky to a sea of stars (2-5 minutes).

POST LAUNCH:

Half of the participants typically leave after the initial launch. The other half will enjoy the entertainment listed above and trickle out until the last few groups are asked to leave at the end of designated event time.

ENVIRONMENT:

The Lantern Fest is a leave no trace event. Not only do we pick up the Lanterns, but we pick up all the trash we can find along the way. Lanterns are 100% biodegradable. They are made from rice paper, bamboo, and string. Trashcans and recycling bins will be dispersed throughout the venue. Staff are on trash duty throughout the event and will continue to gather garbage after participants have gone home for the evening. Lantern Chasers follow the lanterns and collect them at sunrise the following day.

ADDITIONAL QUESTIONS:

Please review our FAQs on our website at www.thelanternfest.com/faq/. The site is interactive and most questions can be answered with ease.

SAFETY AND FIRE PROCEDURES

Each event and individual venue will need it's own customized safety and fire procedures, but at a minimum the following procedures and precautions will be taken at each venue. The Lantern Fest coordinates all of it's safety and fire procedures with local fire authorities and follows the guidance and expertise of city, county, or municipality officials in the weeks and days preceding the event.

- Work closely with local fire authority to ensure all proper permitting and regulations requirements are correctly fulfilled.
- Coordinate with venue managers to ensure their standard fire/safety policies and procedures are in place and functioning.
- Coordinate with local fire authority 3 days before the event, and then again on the day of the event, to ensure there are no burn bans, unforeseen fire hazards, or adverse weather conditions.
- Request final authorization from fire authority before the actual lantern launch.
- Ensure that all participants and spectators within the venue are accounted for and have signed waivers.
- Provide instruction to participants regarding the proper way to light and release lanterns. We send the participants an instructional video upon registration, and then provide several additional instructional opportunities during the event.
- Ensure that all sources of flames at the event are properly and safely secured, protected, and accounted for by volunteers during the entirety of the event.
- Per the advice of fire authorities, no participants under the age of 16 are allowed to light or handle the lit lanterns. Participants under 16 years of age wear a separate wristband helping staff identify their age.
- Each event will be staffed with no less than the number of volunteers/personnel suggested by the local fire authority, but under no circumstances will The Lantern Fest have less than 40 volunteers and full-time staff supervising the lantern launch.
- During the entirety of the event, each volunteer will be in the possession of an individual fire suppression device. A total of 50 fire suppression devices will be easily accessible to participants and volunteers.
- Use exclusively sourced, 100% biodegradable, flame retardant lanterns with a limited burn time of 4 to 5 minutes.
- Each volunteer will be responsible for a pre-assigned segment of the launch area and will have access to a dedicated walkie talkie in the event they need to call for assistance.

- Licensed paramedics will be on call at each event. They will have a privacy tent and ambulance on site.
- If required or suggested by the local fire authority, a licensed pyrotechnic expert will be at the event.
- The Lantern Fest will ensure that a proper number of safety/security professional will be at each event.
- If requested by local fire authorities, a number of local fire professionals will be in attendance with either a brush or water truck. They will also be in possession of their own fire suppression units. (The Lantern Fest provides discounted/free attendance for local firefighters).
- Entrances and Exits (including Emergency Exit) signs shall be posted.
- Every participant will sign a waiver and agree to all previously stated safety precautions.
- The Lantern Fest carries, at a minimum, a one million dollar per event insurance policy.
- The Lantern Fest receives a Letter of No Objection from the FAA for every scheduled event.

Recovery Procedures

Our recovery plan for this event consists of three separate phases: immediately after the lantern launch, two to three hours post launch, and the morning after the lantern launch.

DURING AND IMMEDIATELY AFTER THE LAUNCH

We will station a lantern spotter somewhere in the venue where they will have good visibility of the lantern landing area. As soon as the lanterns are launched, **We will send a truck with at least 3 individuals equipped with fire extinguishers to the area where the lanterns are beginning to land.** They will be equipped with walkie talkies and will remain in that general area for the duration of the launch and will stay there for at least an hour after the launch.

TWO TO THREE HOURS POST LAUNCH

The crew will be at the speedway until at least midnight. From 9 pm to Midnight we will keep a spotter stationed while we clean up the track and surrounding area. **Before returning to the hotel at midnight, we will send a number of my crew through the lantern landing area to ensure none of the lanterns are still warm.**

MORNING AFTER THE LAUNCH

We will arrive back at the speedway at 6:30 am with a crew of at least 10 volunteers. Over the next 5 hours we will scour the lantern landing area and **pick up all the lanterns that were released the evening before.**

LETTERS OF RECOMMENDATION

To Whom It May Concern,

My name is Jacob Stotz and I am the Client Services Coordinator at Kentucky Speedway in Sparta, KY.

I am writing to wholeheartedly recommend Lantern Fest LLC, their owners, event directors, and the event they produce- The Lantern Fest.

I have put on multiple events with different event companies each year, and I can confidently say The Lantern Fest is one of the most professional, communicative, and easy to work with companies I have partnered with. I am impressed by their commitment to making our venue shine while ensuring a magical, safe, and successful evening for the participants.

The Lantern Fest first contacted us in the summer of 2015 about hosting their event at our venue. Several months earlier they staged the first lantern release in North America. At first we were a bit hesitant to host an event like theirs at our venue, but after meeting with our local fire authorities and The Lantern Fest's directors and owners, we felt confident they could put on a safe and successful event. In the last year, they produced two events at our venue- both have been magical, fun, and incredibly beautiful.

The Lantern Fest has been an absolute success for our venue. The Lantern Fest comes in self-contained and leaves a very small footprint. The deliver on all their promises regarding maintaining the track, venue, and ensuring neighborhood clean-up. They are receptive of feedback and quickly implement any changes and venue specific suggestions we have had for them. The event itself has been a great source of revenue for our venue and a great family activity for our community. I look forward to a long and successful partnership with their company.

If you have any questions, please don't hesitate to contact me.

Thanks,

Jacob Stotz
Client Service Director
Kentucky Speedway
1 Speedway Drive | Sparta, KY 41086
(o) 859.578.2688 | (m) 734.735.3661
jastotz@kentuckyspeedway.com

LETTERS OF RECOMMENDATION

To Whom it may concern:

I am the Fire Chief for the Pacific Junction, Iowa Fire and Rescue Department, and along with Gary Graves, the Assistant Chief, we are writing to you to express our support for the Lantern Fest events.

While, in the beginning, we had our concerns because we were not familiar with the event itself, after talking to the event directors and the race track owner and manager, we decided we would put our department's support behind them and offer whatever help we could to help make it a success for all involved.

We had meetings with the staff of the event and with our own fire and rescue crew, to discuss and plan for every possible emergency we could think of, including fires on or off the property, medical emergencies, traffic control in the event of any emergency, weather- dry or wind, crew needed- numbers and duties, cleanup of the property and surrounding farms and fields.

The event was incredibly successful. I have only heard good things about how fun it was for the attendees and my crew and how smoothly it seemed to go. Our Assistant Fire Chief said everyone had a great time and there were no major issues of any kind that occurred.

It appears to us that the event was a success and went off as planned and promised. Volunteers arrived early the next day, at first light, to locate and collect as many lanterns as possible and permission was sought to enter private property to collect them.

If you have any questions about our part in the event, don't hesitate to call.

Thanks for your coverage,

Joe Liddick
Fire Chief and Emergency Services Director
Pacific Junction Fire Department
712-542-7525

EVENT VENUE

(PARKING)

REGISTRATION

STAGE



S'MORES STATIONS



TIKI TORCHES

20FT BETWEEN THE S'MORES STATIONS

10FT FROM THE TIKI TORCHES TO THE S'MORES STATION

The Lantern Fest

Crew Information

Host

Responsibilities

Date: 2016

SET UP (NIGHT BEFOR EVENT)

- (30 min) Unload equipment to designated locations
 - Registration; tents, chairs, tables, etc.
 - Merchandise; tents, chairs, tables, etc.
- (60Min) Help Registration or Merchandise
- Charge radios at hotel.

EVENT DAY (SET UP)

- On location at determined time.
- Distribute Radios
- Collect all items not associated with event.
 - Extra equip. shipping containers etc. staged inside box truck.
- Cover piles of wood with provided tarps.
- Help where needed
- **EVENT DAY (START TO END)**
- Maintain flow of event from a stage presence.
 - Entertain, brief, and instruct on event activities.
 - Listen on radio and respond expediently to needs and announcements as they arise.
 - Maintain a enjoyable environment.
- 45 min before launch
 - Describe the evening's events and introduce entertainer
- Launch
 - With the help of 2 managers describe and execute an example of releasing a lantern.

- Execute launch
- After 90% of lanterns launched explain evenings events.
- Clean up
 - (60 min) Collect into groups, Fire pits/ tiki torches. (allow to burn out)
 - (30 min) Collect, depressurize and empty all fire extinguishers
 - (60 min) Break down and inventory **ALL** equipment into shipping containers (**KEEP DETAILED RECORD**)

EVENT CLEANUP (SUNDAY)

- Pack truck (**INVENTORY**)

Infield 1,2,3 / Parking

Responsibilities

SET UP (NIGHT BEFOR EVENT)

- (30 min) Unload equipment to designated locations
 - Registration; tents, chairs, tables, etc.
 - Merchandise; tents, chairs, tables, etc.
 - Infield equipment, tiki torches, stands, canisters.
- (30 Min) Distribute Fire pits utilizing trucks.
- (60 min) Build & Fill Tiki torch equipment, and distribute.
 - Tiki canisters to be filled up halfway

EVENT DAY (SET UP)

- On location at determined time.
- (60 min) Place & Bag trash cans throughout complex
- (30 min) Distribute wood to stage
- (30 min) Apply 1 Ticket to bottom of each fire pit. (*Ticket is to be exchanged for firewood when instructed.*)
- (60 min) Fill, pressurize & distribute Fire Extinguishers

- Help where needed

EVENT DAY (START TO END)

- Maintain infield
 - Answer questions
 - Help those in need
 - Maintain event flow
 - Help with event games
- 45 min before launch
 - Distribute and ignite firewood (volunteers will be provided for help)
- Launch
 - If windy, located with extinguishers at determined locations.
 - Prevent possible fires.
 - Help those in need of assistance.
 - Maintain a enjoyable environment.
- Clean up
 - (60 min) Collect into groups, Fire pits/ tiki torches. (allow to burn out)
 - (30 min) Collect, depressurize and empty all fire extinguishers
 - (60 min) Break down and inventory **ALL** equipment into shipping containers (**KEEP DETAILED RECORD**)

EVENT CLEANUP (SUNDAY)

- Lantern Retrieval (1-4 hours)
- Help where needed.

Parking (Sat. Start time to launch)

- Rotate throughout day taking money and sending cars to designated areas.

Merchandise

Responsibilities

SET UP (NIGHT BEFORE EVENT)

- (10 min) Unload equipment at merch. location
 - Merchandise, tents, chairs, tables, etc.
- (30 Min) Set up tents, tables, banners.
- (60 min) Organize Merch, setup display, hang lighting.

EVENT DAY (SET UP)

- On location at determined time.
- Manage volunteers during kit building.
 - Kits will be built at registration or in the vicinity of registration.
- Help where needed

EVENT DAY (START TO END)

- Maintain merchandise tent (volunteers will be provided for help)
 - Answer questions
 - Sell product
 - Utilize card reader
 - Handle all cash throughout event (fannypack works well)
- Launch
 - Move product and tent to main exit route (use trucks and volunteers)
 - Sell Product until exiting rush is over.
- Clean up
 - (30 min) Separate and palletize all unopened boxes. **Keep Detailed Record**
 - (60 min) If box is opened, count all contents and record amount on box, as well as inventory sheet.
 - (60 min) Palletize all merchandise, wrap for transportation.
 - **(KEEP DETAILED RECORD)**

- Account for all radios.

EVENT CLEANUP (SUNDAY)

- Lantern Retrieval (1-4 hours)
- Help where needed.

Registration Responsibilities

SET UP (NIGHT BEFORE EVENT)

- (10 min) Unload equipment at Registration location
 - Lanterns, kits, tents, chairs, tables, etc.
- (30 Min) Set up tents, tables, banners.
- (60 min) Organize materials, hang lighting.

EVENT DAY (SET UP)

- On location at determined time.
- Manage volunteers during kit building.
 - Kits will be built at registration or in the vicinity of registration.
- Find your most competent volunteers to help with registration.
 - Outgoing, confident, friendly etc.
- Train volunteers how to use check in equipment.

EVENT DAY (START TO END)

- Maintain registration tent (volunteers will be provided for help)
 - Check in participants via computers and scanners.
 - Sell day of tickets
 - Answer questions
 - Distribute kits
 - Utilize card reader
 - Handle all cash throughout event (fannypack works well)

- Maintain smooth flow of participants
- Launch
 - Start breaking down
- Clean up
 - (30 min) Separate and palletize all unopened boxes. **Keep Detailed Record**
 - (60 min) If box is opened, count all contents and record amount on box, as well as inventory sheet.
 - (60 min) Palletize all existing kits and lanterns, wrap for transportation.
 - **(KEEP DETAILED RECORD)**
 - Account for all electronics and Misc.

EVENT CLEANUP (SUNDAY)

- Lantern Retrieval (1-4 hours)
- Help where needed.

Equipment



Behrens Fire Pit
1 per 15 participants.



Tiki Torches
1 per 5 participants.



Tiki Stand
1 per Tiki Torch.



Fire Extinguisher
50-70



Enviro Wood
2 Per Firepit



Roasting Stick.
1 Per S'mores Kit



Lantern Box.
1 Per Adult



Lantern Kit.



Walkie Talkie.
1 Per Staff



Ipod W/ Camera
1 per 500 participants



Ipad
1-2 At Merchandise Table
1-2 At Registration Table

Description

Behrens 17 gal. Galvanized Utility Tub (1 for every 15 participants)
Tiki Torches (1 for every 5 participants)
Tiki Stands (1 for every tiki torch)
Fire Extinguishers, refillable. (50-70 Total)
Enviro Log (2 logs per Firepit)
Lantern Kit. (1 Chocolate, 4 marshmallows, 1 graham cracker, 1 lighter, 1 marker)
Roasting Sticks (1 for every adult)
WristBands (1 for every participant)
Walkie talkie and headset for each crew member.
Ipad with camera to check participants in
Ipad selling items. (Card reader)
1 Large Tent (20'x20' high peak Frame Tent)
2 Small Lantern Fest pop up tents
10 Tables (5' Centerfold Table)
12 Tablecloths (lantern Logo)
15 Chairs



Registration Tent



Entry Way



Merchandise



In-Field



Sound & Stage

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 25, 2017

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding request on the Port Isabel Chamber of Commerce-3rd Annual Summer Longest Causeway Run & Fitness Walk. (June 2017)

ITEM BACKGROUND

PI/SPI Chamber is requesting \$15,000 in funding.

BUDGET/FINANCIAL SUMMARY

\$15,000 was awarded in 2015/16 FY.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



Port Isabel Chamber of Commerce
421 Queen Isabella Blvd
Port Isabel, TX 78578

Betty Wells
President
956-943-2262
956-561-1052

Phone: (956) 943-2262
Toll Free: 1-800-527-6102



Fax: (956) 943-4001
director@portisabel.org

Keith Arnold, Executive Director
SPI Convention & Visitors Bureau Advisory Board
City of South Padre Island
4601 Padre Blvd.
South Padre Island, TX 78597

Jan. 16, 2017

Dear Mr. Arnold and Board Members:

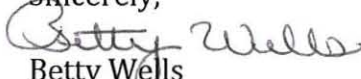
The Port Isabel Chamber of Commerce is seeking the support of the South Padre Island Convention and Visitors Bureau in our plans for the 3rd Annual Summer Longest Causeway Run & Fitness Walk, scheduled to be held on Saturday, June 3, 2017.

We are asking that the City consider funding the event at a level of \$15,000 and have attached our application outlining our request. This is the third year for this event, which showed a growth rate of 52% last year. Participants represented 18 states and three countries and registration totaled 1671. More than 51% of the total participants were from cities, states and countries more than 50 miles away from South Padre Island.

The runners will depart from the Schlitterbahn parking lot promptly at 8 am on the day of the event, running the loop through Isla Blanca Park and back to cross the Queen Isabella Memorial Bridge. We expect all runners and walkers will have cleared the bridge and be on the Port Isabel side by 10 am. The participants will end at the Port Isabel Event & Cultural Center shortly thereafter. An estimated 2,500 registrants are expected. Other demographics are represented in the post event report we prepared for you last July.

Please feel free to contact me if you have any additional questions.

Sincerely,


Betty Wells
President

Application

Date: Jan. 16, 2017

Organization Information

Name of Organization: Port Isabel Chamber of Commerce

Address: 421 E. Queen Isabella

City, State, Zip: Port Isabel, TX 78578

Contact Name: Betty Wells Contact Office Phone Number: 943-2262

Contact Cell Phone Number: 561-1052

Web Site Address for Event or Sponsoring Entity: www.portisabelchamber.com

Non-Profit or For-Profit status: Non-Profit Tax ID #: 74-2554298

Entity's Creation Date: 1993

Purpose of your organization: To stimulate the economic growth and development of Port Isabel and the Laguna Madre area and its business communities

Event Information

Name of Event or Project: 3rd Annual Summer Longest Causeway Run & Fitness Walk

Date of Event or Project: June 3, 2017

Primary Location of Event or Project: Port Isabel/South Padre Island

Amount Requested: \$15,000

Primary Purpose of Funded Activity/Facility:

To attract tourists to the area and encourage overnight stays that launch the summer season at the beginning of June rather than later in the month

How will the hotel tax funds be used: Advertising and promotions; event infrastructure

Percentage of Hotel Tax Support of Related Costs

30% Percent of Total **Event Costs** Covered by Hotel Occupancy Tax

_____ Percentage of Total Annual **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

_____ Percentage of Annual **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities _____%

Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain:

Cooperation from South Padre Island Police and Public Works Departments as provided last year and during our January event

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

- ☐ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ _____
- ☐ **b) Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ _____

☐
Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: \$15,000

- ☐ **d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms : \$ _____
- ☐ **e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ _____
- ☐ **f) 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: \$ _____

How many attendees are expected to come to the sporting related event? _____

How many of the attendees at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

- ☐ **g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding. Amount requested under this category: \$_____**

What sites or attractions will tourists be taken to by this transportation? _____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

- ☐ **h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category: \$_____**

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 2
2. Expected Attendance: 2500
3. How many people attending the Event or Project will use South Padre Island lodging establishments? 35%

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

4. Do you reserve a room block for this event at a area hotel and if so, for how many rooms and at which hotels: No

5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
6/2016	\$15,000	

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

7. Please list other organization, government entities, and grants that have offered financial support to your project: City of Port Isabel, Port Isabel EDC, Schlitterbahn, Subsea 7, Port Isabel-South Padre Press

8. Will the event charge admission? Yes

9. Do you anticipate a net profit from the event? Yes

10. If there is a net profit, what is the anticipated amount and how will it be used? _\$10,000 to be used as seed money for the 2018 event

11. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper:	\$ 3,000
TV:	\$10,500
Website, Social Media:	\$ 1,000
Other Paid Advertising:	\$ 2,500

Anticipated Number of Press Releases to Media 6

Anticipated Number Direct Mailings to out-of-town recipients 1

Other Promotions Website, online registrations & promotions, weekly e-blasts to a data base of runners and walkers in excess of 6,000

12. Will 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

13. Will you negotiate a special rate or hotel/event package to attract overnight stays?
Will coordinate with and through SPICVB

14. What other marketing initiatives will you utilize to promote hotel and convention activity for this event?

Virtual event bags that allow sponsors and hotel/motel properties to reach participants through coupons, special offers

15. What geographic areas does your marketing, advertising and promotion reach: Rio Grande Valley, Texas and Mexico

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? 50%_(each media source ought to be able to quantify this number for applicants)

17. If the funding requested is related to a permanent facility (e.g. museum, visitor center):

Expected Visitation by Tourists Monthly/Annually: _____

Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: _____% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)

18. What amount of event insurance do you have for your event and who is the carrier:
\$1,000,000/\$2,000,000 with City of South Padre Island named as an additional insured. Carrier: Nautilus Insurance Co.

a. (Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured)

19. 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 submitted with at least ____ weeks advance notice for approval by the South Padre Island CVB.

20. Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

Submit to: Mike Flores, Sales Manager Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-8199, michael@sopadre.com

Gold Level Sponsorship \$5,000

- 12 Complimentary Event Registrations
- 6 Complimentary Event T-Shirts
- Access to participants' contact information
- Promotional & Informational emails including Sponsor's Logo
- Company representative at Awards Ceremony for trophy presentation & special recognition
- Sponsorship participation announced during the event
- Event signage with large Sponsor Logo
- Sponsor Logo on event T-Shirt
- Sponsor Logo in event registration print material
- Event advertisement, including print & television with Sponsor Logo
- Event posters displayed in storefronts with Sponsor Logo
- Virtual Event Bags. Before, During & After event
- Website event material includes Sponsor Logo and link

2016 Summer Run Survey

Overnight Stay



**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 25, 2017

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding request on the Valley Haven Fishing Tournament. (August 2017)

ITEM BACKGROUND

VHFT is asking for \$40,000 in funding.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**HOTEL OCCUPANCY TAX USE GUIDELINES
UNDER TEXAS STATE LAW
SOUTH PADRE ISLAND HOTEL TAX FUNDING APPLICATION FORM**

State Law: By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

Chapter 351 of the Tax Code states that the use of HOT funds is limited to:

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts if the activity or facility can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may include showing that the art event or facility generated hotel nights or that guests who were already at hotels attended the arts event or facility.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** 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.
- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:**
 - 1. the commercial center of the city;
 - 2. a convention center in the city;
 - 3. other hotels in or near the city; or
 - 4. tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**

City Policy: The City of South Padre accepts applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted in writing and be accompanied by the official application by the below noted deadlines.

The application will be reviewed by the Convention and Visitors Advisory Board during one of two annual funding review periods. All applications must be presented at least two months prior to the date of the proposed event or expenditure.

Funding Application Deadline for Fall/Winter Activities: Wednesday, July 12th, 2017

Funding Application Deadline for Spring/Summer Activities: Wednesday, January 11th, 2017

Applications for funding will be submitted through the city application forms and reasonable attachments provided by the applicants. Review of the applications will be done by city staff and the Convention and Visitors Advisory Board solely through the written applications unless an in person presentation is requested by two or more of the committee members. In such a case, the applicant may be asked to be present at the meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

Eligibility and Priority for Hotel Tax Funds:

Impact: Funding priority will be given to those events and entities based on their ability to generate and sustain overnight visitors to South Padre Island. **The amount that you are requesting should not exceed more than the total amount of hotel night revenue that you are predicting will be created or sustained by your event or facility. Applicants must place a link to the South Padre Island CVB listing of hotels on the applicants website. Applicants for funding are strongly encouraged to attend one of the annual informational seminars on hotel occupancy tax funding.**

If an event or facility will not generate any meaningful hotel night activity or gain participation of existing hotel guests, it is not eligible for receipt of hotel occupancy tax funds.

Events can prove their potential to generate overnight visitors by:

- a) **Prior Impact: historic information on the # of room nights used during previous years of the same events;**

- b) **Current Room Block:** current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event and the actual “pick up/utilization” of the room block;
- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;

The City’s Convention and Visitor’s Bureau Department shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the staff shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board for both anchor events and non-anchor events. The Convention and Visitors Advisory Board may accept or amend the CVB staff’s recommendations by a majority vote of the Committee.

Four Year Cap on Reimbursements for Operational Costs Unless Anchor Event

There shall be a four year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses, unless the event is determined to be an “anchor event.”

Application to be an Anchor Event: There are certain events that have an established impact that warrants continued regular annual or seasonal funding of the event with hotel tax. **An Anchor Event shall be an event that generates or sustains over 500 hotel nights for the event and over 1,500 overnight visitors to South Padre Island for the event.** Preference for Anchor Event designation will be given to multi-day events. Each year, entities may apply to have their event funded as an anchor event and provide documentation to support this designation.

Anchor events shall be funded on a reimbursement basis once the event expenses have been incurred and the post event report is completed. It is within the discretion of the Convention and Visitors Advisory Board to proportionately reduce the amount of awarded hotel tax funding to reflect the actual impact of the event if the event does not meet its estimated impact on the funding application. The Convention and Visitors Advisory Board may take into consideration factors such as weather disturbances or other items that are beyond the control of the meeting planner in adjusting the funding.

Non-Anchor Events

Application to be a Standard Hotel Tax Funded Event: There are certain events that may not meet the requirements of an Anchor Event but still have a meaningful impact on tourism and hotel activity for South Padre Island.

Seed Money Limitation: Non-Anchor Event Funding from the hotel tax is to be treated as “seed money” with the intent that the event/facility program will eventually be able to fund it’s operational costs (other than marketing) from program revenues and non hotel tax sponsorships. Accordingly, hotel tax funding for operational costs other than marketing for non-anchor events is limited to no more than four consecutive years of Hotel Tax Funding. The Convention and Visitors Advisory Board will have the discretion to amend that limitation if deemed appropriate.

Non-Anchor Event hotel tax funding may be provided at the time of the award determination in order to facilitate the holding of the event. For the first year of a non-anchor event, the funding will not be reduced based on the actual impact of the event unless there is a substantial breach of the terms of the funding agreement by the applicant. For subsequent funding years, the funding will be provided on a reimbursement basis. For subsequent funding years, it is also within the discretion of the Convention and Visitors Advisory Board to proportionately reduce the awarded hotel tax funding amount to reflect the actual impact of the event if the event does not meet its estimated impact on the funding application. In all cases, the Convention and Visitors Advisory Board shall retain 25 % of the hotel tax funding award that will only be paid upon submission of the post event report and satisfactory performance on the terms of the funding agreement. The CVB staff shall be tasked to recommend whether full payment should be made for each funded event. The Convention and Visitors Advisory Board may take into consideration factors such as weather disturbances or other items that are beyond the control of the meeting planner in adjusting the funding.

Black Out Periods for Hotel Tax Funding

Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

The month of July

The Spring Break Period

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two-third vote, grant an event a variance from these blackout periods.

Use of Revenues from Event: A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. No other outside event(s), project, charity, etc., sponsored by the host organization may profit from the South Padre Island's funding of a particular event. This restriction can be waived by the Convention and Visitors Advisory Board for an event that has a substantial impact on tourism and hotel activity.

Supplemental Information Required With Application: Along with the application, please submit the following:



Proposed Marketing Plan for Funded Event



Schedule of Activities or Events Relating to the Funded Project

Post Event Report: Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

Submit to: Mike Flores, Business Development Director Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-8199, michael@sopadre.com

Application

Date: 1/9/2017

Organization Information

Name of Organization: Valley Haven Inc.

Address: 5501 W. Business 83

City, State, Zip: Harlingen, TX 78552

Contact Name: Kristen Millon

Contact Office Phone Number: 956-893-0422

Contact Cell Phone Number: 361-548-9614

Web Site Address for Event or Sponsoring Entity: www.valleyhaveninc.org/fishingtournament

Non-Profit or For-Profit status: Non-Profit

Tax ID #: 47-2987546

Entity's Creation Date: January 21, 2015

Purpose of your organization: Valley Haven is under construction to serve as the only Emergency Children's Shelter, in the Rio

Grande Valley of South Texas, for abused, neglected and abandoned children that Child Protective Services have removed from their

homes. Valley Haven's mission is to protect, guide, and nurture abused and neglected children by providing them a safe and loving home!

Event Information

Name of Event or Project: Valley Havens 3rd Annual Boat & Kayak Fishing Tournament

Date of Event or Project: August 18-19, 2017

Primary Location of Event or Project: Louie's Backyard @ South Padre Island

Amount Requested: \$ 40,000.00

Primary Purpose of Funded Activity/Facility:

The primary purpose of the funded event is to raise funds to donate to Valley Havens Emergency Childrens Shelter & help
spread awareness to the community in regards to the lack of resources available to children in the Rio Grande Valley.

How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures)

The hotel tax funds will be used towards the marketing and promotions of the tournament, angler entry gifts, plaques and prize payouts.

We would like to increase our tournament attendance and participation as well as promote the Kayak Division & Childs Division. Increasing

the payout amounts per each category and adding an available Grand Champion Tournament Prize appeals to anglers and will help with

the increase in registrants for the tournament.

Percentage of Hotel Tax Support of Related Costs

40% Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

0% Percentage of Total Annual **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

0% Percentage of Annual **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities 0 %

Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain:

N/A

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

- ☐ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$
- ☐ **b) Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$
- ☐ **c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$
- ☐ **d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that

the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms : \$ _____

☐ e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: \$ _____

☒ f) 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:
\$ 40,000.00

How many attendees are expected to come to the sporting related event? 350

How many of the attendees at the sporting related event are expected to be from another city or county? 250

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

Valley Havens Fishing Tournament will substantially increase the economic activity at hotels within South Padre Island due to the event

requiring all registered anglers to attend a captains meeting on August 18, 2017 as well as checking in by boat at 6 am August 19, 2017.

Due to the time restrictions, all of our previous registrants that do not live in South Padre, utilize the hotels at South Padre Island both nights.

☐ g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding. Amount requested under this category: \$ _____

What sites or attractions will tourists be taken to by this transportation? _____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category: \$ _____

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 3
2. Expected Attendance: 350
3. How many people attending the Event or Project will use South Padre Island lodging establishments? 300
How many nights do you anticipate the majority of the tourists will stay: 2
4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Valley Haven has previously reserved room blocks at the following
hotel locations, Comfort Inn & Suites- 15 rooms, The Inn at South Padre- 25 rooms,
Howard Johnson- 15 rooms, Ramada Hotel & Suites- 15 rooms, Holiday Inn Express - 15 rooms
5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u>N/A</u>	<u>N/A</u>	<u>N/A</u>
<u> </u>	<u> </u>	<u> </u>
<u> </u>	<u> </u>	<u> </u>

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

area hotel activity by room block usage information and including a hotel informative section on all angler registration forms that are required for each angler to fill out in order to participate in the tournament.

7. Please list other organization, government entities, and grants that have offered financial support to your project: N/A

8. Will the event charge admission? Yes

9. Do you anticipate a net profit from the event? Yes

10. If there is a net profit, what is the anticipated amount and how will it be used?
Valley Havens goal is to raise \$40,000.00 at our 2017 tournament. All funds raised will be donated to Valley Havens Emergency Childrens Shelter benefiting the children that have been removed from their homes by CPS.

11. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper:	<u>\$ 500.00</u>
Radio:	<u>\$ 1000.00</u>
TV:	<u>\$ 1000.00</u>
Website, Social Media:	<u>\$ 1500.00</u>
Other Paid Advertising:	<u>\$ 650.00</u>

Anticipated Number of Press Releases to Media 8

Anticipated Number Direct Mailings to out-of-town recipients 4

Other Promotions _____

12. Will 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

13. Will you negotiate a special rate or hotel/event package to attract overnight stays?
YES

14. What other marketing initiatives will you utilize to promote hotel and convention activity for this event?

Valley Haven is partnering with a marketing class at South Texas College to help promote the fishing tournament and hotel accommodations to the entire Rio Grande Valley.

15. What geographic areas does your marketing, advertising and promotion reach:

Rio Grande Valley, the State of Texas, and Texas Gulf Coast Towns and Cities

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? 20,000 (each media source ought to be able to quantify this number for applicants)

17. If the funding requested is related to a permanent facility (e.g. museum, visitor center):

Expected Visitation by Tourists Monthly/Annually: N/A

Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: _____% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)

18. What amount of event insurance do you have for your event and who is the carrier:

South Padre Island Minimum Event Insurance Coverage Minimums.

- a. (Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured)

19. 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 submitted with at least _____ weeks advance notice for approval by the South Padre Island CVB.

20. Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

Submit to: Mike Flores, Business Development Director, Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-8199, michael@sopadre.com

VALLEY HAVENS

3rd Annual FISHING TOURNAMENT!

@ Louie's Backyard!

\$100 per Angler & \$45 CHILD Angler Fee 12 & Under
(AMATEUR & GUIDED, BOAT & KAYAK Division's)

FRIDAY: 8/18/17

REGISTRATION: 5:00-9:00 PM
(Sign in, pick up team #'s, gift bags, door prizes)

CAPTAIN'S MEETING: 7:30 PM

SOCIAL EVENT: 6:00-9:00 PM

SATURDAY: 8/19/17

CHECK IN STARTS AT: 5:30 AM
Boat's @ Louie's Backyard
Kayak's @ Louie's Backyard

(EVERY BOAT & KAYAK must be checked in by water)

FISHING HOURS: 6:00 AM- 2:00 PM

WEIGH IN: 12:00 PM-2:00 PM

(MUST BE AT THE END OF LINE BY 2:00 PM!!!)

AWARDS BANQUET: 7:00-9:00 PM

FOR MORE INFORMATION CONTACT US @

www.ValleyHavenInc.org

<https://facebook.com/valleyhaveninc>

info@valleyhaveninc.org

956-893-0422 OR *361-548-9614*

Valley Haven
3rd Annual
Fishing
Tournament
Marketing
Plan

January 9,

2017

1. **Event Name:** Valley Haven 3rd Annual Boat & Kayak Fishing Tournament
2. **Event Date:** August 18-19, 2017
3. **Event Location:** Louie's Backyard- 2305 Laguna Blvd., South Padre Island, TX 78597
4. **Event Background:** Valley Havens Annual Fishing Tournament started in 2015 as a fundraiser to help open the only Emergency Childrens Shelter in the Rio Grande Valley. The board of Valley Haven voted to continue the event as a yearly fundraiser to raise awareness of Valley Haven in the community and to donate 100% of funds raised to benefit the children that will reside at the Emergency Childrens Shelter.
5. **Event Description:** The fishing tournament will have a boat category with a guided team and non-guided team division and a kayak category with an individual kayak division. The boat divisions will enter 1 Trout, 1 Red Fish and 1 Flounder species per boat and the kayak division will enter 1 Trout, 1 Red Fish and 1 Flounder species per individual kayak. Each division is competing for 1st, 2nd and 3rd place prizes within their own division.
6. **Objectives:**
 - Organizational Goal: To donate 100% of raised funds from the 3rd Annual Fishing Tournament to improve the lives of the children at Valley Havens Emergency Childrens Shelter.
 - Gain 100 new boat division angler entries
 - Gain 50 new kayak division angler entries
 - Gain 20 new child division angler entries
 - Raise \$40,000.00 to donate to Emergency Children's Shelter
 - Increase the prize payout amounts for all categories
 - Gain 20 new Sponsors
 - Add a Tournament Grand Champion Prize
 - Marketing Goals:
 - To build awareness of Valley Havens mission and vision as well as key issues.
 - To promote the Boat Division and Kayak Division of the Fishing Tournament to surrounding cities and counties.
 - To promote the Child Division to surrounding cities and counties.
 - To seed partnerships with corporate sponsors in the community.
 - To motivate 30 area residents to participate or attend the event and build their understanding of the purpose of Valley Havens Tournament and utilized them as effective advocates.
7. **Target Audience and Segments:**
 - Target audience: City residents, County residents, State residents
 - Build their understanding of Valley Haven's Mission and Vision, the purpose of the fishing tournament and how they can help improve the situation, so they are motivated to advocate for Valley Haven and the benefit of their 3rd annual fishing tournament.
 - Segments: Males and Females of all ages, singles, families, couples

8. Calls to Action:

- Goals for target audience-
 - Subscribe to Valley Haven website
 - Follow Valley Haven on Facebook, Twitter and Instagram
 - Participate in the promoting of Valley Havens Tournament
 - Share past tournament experiences to help increase angler registrants
 - Collaborate with Valley Haven and help spread the word about Valley Haven and its annual fundraiser event

9. Benefit Exchange and Barriers

- Benefit Exchange:
 - Seek to ensure that the children of the Rio Grande Valley have a safe haven to go to when they have been removed from their homes due to abuse, neglect and abandonment.
 - Want to be a part of an organization that benefits the local children of the community.
 - Take part in an event that has the potential to expand yearly and benefit the city as well as the organization.
- Barriers:
 - Some people in the community feel that this is not their problem and that the state should handle the situation.
 - Valley Haven gets confused with shelters for illegal immigrant children and some people in the community don't want to get involved.
 - Community members are already committed to other tournament events and do not want to help or participate with another tournament.

10. Situation Analysis:

- Competitive analysis:
 - The 2016 Tournament took place at the same time as 3 other tournaments. As of January 2017, there are no other tournaments scheduled for August 18-19, 2017.
- Audience research:
 - Valley Haven has gained their audiences trust with the way the tournament is ran and they really enjoy the custom plaques and the many division options.

11. Strategies

- Build the Network
 - Nurture relationships with prospective anglers and sponsors within relevant local organizations, businesses and volunteers.
- Message Development
 - Shape and deliver messages that will clarify for, connect with and engage our audiences. Consistent, memorable messaging helps our base to keep our organization top of mind, recognize its relevance to them, and spread the word about it.

12. Tactics

- Write the message platform
 - Audience Research
 - Write positioning statement
 - Tagline
 - Talking Points
 - Train volunteers and board members on messaging
 - Develop style guide
 - Launch
- Standards Guide

- Create a guide (PDF) for volunteers and board messengers to use to make decisions on messaging and “look and feel” of communications.
- Develop a one-page “leave behind” flyer summarizing the value of partnering for prospective sponsors, and a series of follow up emails (to follow in-person visits to prospective sponsorships).

13.Resources:

- Roles and Responsibilities
 - Committee Chairs will lead their committees and bring any concerns back to the board
 - Logistics Committee
 - Marketing Committee
 - Fundraising Committee
 - Promotional Item Committee
 - Sponsorship Committee
 - Decorations Committee
 - Set Up/ Tear Down Committee
 - Awards Committee
 - Registration Committee
- Budget
 - Attached to Marketing Outline

HOTEL TAX Expenditures- Valley Havens 3rd Annual Fishing Tournament

Budget Summary		Summary of Expenses and Income	
Total Expenses		Expenses	
\$ 40,000.00		Marketing Printing Materials	\$3,050
Total Actual Income		Publicity & Marketing	\$4,850
\$ 40,000.00		Event Printing	\$350
Balance		Angler Prizes	\$25,800
\$ -		Angler Registration Gifts	\$6,150
		Total	\$40,000

Expenses				
Description	Category	Quantity	Unit Cost	Amount
Photocopying	Marketing Printing Materials	2500	0.20	500.00
Postage	Marketing Printing Materials	1200	0.50	600.00
Invitations	Marketing Printing Materials	400	0.50	200.00
Save the Date Postcards	Marketing Printing Materials	400	0.50	200.00
Thank You Cards	Marketing Printing Materials	400	0.50	200.00
Flyers	Marketing Printing Materials	2000	0.25	500.00
Signs	Marketing Printing Materials	2	125.00	250.00
Posters	Marketing Printing Materials	300	2.00	600.00
Banners	Event Printing	2	125.00	250.00
Event Programs	Event Printing	500	0.20	100.00
Website Promotions	Publicity & Marketing	50	15.00	750.00
Social Media Event Ads	Publicity & Marketing	50	15.00	750.00
TV/ Radio Commercials	Publicity & Marketing	2	1000.00	2,000.00
Photography/Video	Publicity & Marketing	1	400.00	400.00
Press Releases	Publicity & Marketing	3	200.00	600.00
Trade Shows	Publicity & Marketing	1	150.00	150.00
Boat Non-Guided Division 1st Place	Angler Prizes	3	1000.00	3,000.00
Boat Non-Guided Division 2nd Place	Angler Prizes	3	800.00	2,400.00
Boat Non-Guided Division 3rd Place	Angler Prizes	3	600.00	1,800.00
Boat Guided Division 1st Place	Angler Prizes	3	1000.00	3,000.00
Boat Guided Division 2nd Place	Angler Prizes	3	800.00	2,400.00
Boat Guided Division 3rd Place	Angler Prizes	3	600.00	1,800.00
Kayak Division 1st Place	Angler Prizes	3	1000.00	3,000.00
Kayak Division 2nd Place	Angler Prizes	3	800.00	2,400.00
Kayak Division 3rd Place	Angler Prizes	3	600.00	1,800.00
Child Division	Angler Prizes	16	50.00	800.00
Grand Champion	Angler Prizes	1	2000.00	2,000.00
Cooler Bags	Angler Registration Gifts	400	6.00	2,400.00
Sublimated Long Sleeve Shirts	Angler Registration Gifts	250	15.00	3,750.00
Personalized Stone Plaques	Angler Prizes	40	35.00	1,400.00
Total Expenses				\$ 40,000.00

Income / Funding			
Description	Proposed Amount		Total Amount
South Padre Island HOT Funds	\$	40,000.00	\$40,000.00
Total			\$40,000.00

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 25, 2017

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding request on the Open Water Festival-Triton South Padre. (May 2017)

ITEM BACKGROUND

Open Water Festival is requesting \$25,000 in sponsorship. This is the 2nd event within the 2016/17 FY.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**HOTEL OCCUPANCY TAX USE GUIDELINES
UNDER TEXAS STATE LAW
SOUTH PADRE ISLAND HOTEL TAX FUNDING APPLICATION FORM**

State Law: By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

Chapter 351 of the Tax Code states that the use of HOT funds is limited to:

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts if the activity or facility can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may include showing that the art event or facility generated hotel nights or that guests who were already at hotels attended the arts event or facility.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** 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.
- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:**
 - 1. the commercial center of the city;
 - 2. a convention center in the city;
 - 3. other hotels in or near the city; or
 - 4. tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**

City Policy: The City of South Padre accepts applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted in writing and be accompanied by the official application by the below noted deadlines.

The application will be reviewed by the Convention and Visitors Advisory Board during one of two annual funding review periods. All applications must be presented at least two months prior to the date of the proposed event or expenditure.

Funding Application Deadline for Fall/Winter Activities: Wednesday, July 12th, 2017

Funding Application Deadline for Spring/Summer Activities: Wednesday, January 11th, 2017

Applications for funding will be submitted through the city application forms and reasonable attachments provided by the applicants. Review of the applications will be done by city staff and the Convention and Visitors Advisory Board solely through the written applications unless an in person presentation is requested by two or more of the committee members. In such a case, the applicant may be asked to be present at the meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

Eligibility and Priority for Hotel Tax Funds:

Impact: Funding priority will be given to those events and entities based on their ability to generate and sustain overnight visitors to South Padre Island. **The amount that you are requesting should not exceed more than the total amount of hotel night revenue that you are predicting will be created or sustained by your event or facility. Applicants must place a link to the South Padre Island CVB listing of hotels on the applicants website. Applicants for funding are strongly encouraged to attend one of the annual informational seminars on hotel occupancy tax funding.**

If an event or facility will not generate any meaningful hotel night activity or gain participation of existing hotel guests, it is not eligible for receipt of hotel occupancy tax funds.

Events can prove their potential to generate overnight visitors by:

- a) **Prior Impact: historic information on the # of room nights used during previous years of the same events;**

- b) **Current Room Block:** current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event and the actual “pick up/utilization” of the room block;
- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;

The City’s Convention and Visitor’s Bureau Department shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the staff shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board for both anchor events and non-anchor events. The Convention and Visitors Advisory Board may accept or amend the CVB staff’s recommendations by a majority vote of the Committee.

Four Year Cap on Reimbursements for Operational Costs Unless Anchor Event

There shall be a four year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses, unless the event is determined to be an “anchor event.”

Application to be an Anchor Event: There are certain events that have an established impact that warrants continued regular annual or seasonal funding of the event with hotel tax. **An Anchor Event shall be an event that generates or sustains over 500 hotel nights for the event and over 1,500 overnight visitors to South Padre Island for the event.** Preference for Anchor Event designation will be given to multi-day events. Each year, entities may apply to have their event funded as an anchor event and provide documentation to support this designation.

Anchor events shall be funded on a reimbursement basis once the event expenses have been incurred and the post event report is completed. It is within the discretion of the Convention and Visitors Advisory Board to proportionately reduce the amount of awarded hotel tax funding to reflect the actual impact of the event if the event does not meet its estimated impact on the funding application. The Convention and Visitors Advisory Board may take into consideration factors such as weather disturbances or other items that are beyond the control of the meeting planner in adjusting the funding.

Non-Anchor Events

Application to be a Standard Hotel Tax Funded Event: There are certain events that may not meet the requirements of an Anchor Event but still have a meaningful impact on tourism and hotel activity for South Padre Island.

Seed Money Limitation: Non-Anchor Event Funding from the hotel tax is to be treated as “seed money” with the intent that the event/facility program will eventually be able to fund it’s operational costs (other than marketing) from program revenues and non hotel tax sponsorships. Accordingly, hotel tax funding for operational costs other than marketing for non-anchor events is limited to no more than four consecutive years of Hotel Tax Funding. The Convention and Visitors Advisory Board will have the discretion to amend that limitation if deemed appropriate.

Non-Anchor Event hotel tax funding may be provided at the time of the award determination in order to facilitate the holding of the event. For the first year of a non-anchor event, the funding will not be reduced based on the actual impact of the event unless there is a substantial breach of the terms of the funding agreement by the applicant. For subsequent funding years, the funding will be provided on a reimbursement basis. For subsequent funding years, it is also within the discretion of the Convention and Visitors Advisory Board to proportionately reduce the awarded hotel tax funding amount to reflect the actual impact of the event if the event does not meet its estimated impact on the funding application. In all cases, the Convention and Visitors Advisory Board shall retain 25 % of the hotel tax funding award that will only be paid upon submission of the post event report and satisfactory performance on the terms of the funding agreement. The CVB staff shall be tasked to recommend whether full payment should be made for each funded event. The Convention and Visitors Advisory Board may take into consideration factors such as weather disturbances or other items that are beyond the control of the meeting planner in adjusting the funding.

Black Out Periods for Hotel Tax Funding

Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

The month of July

The Spring Break Period

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two-third vote, grant an event a variance from these blackout periods.

Use of Revenues from Event: A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. No other outside event(s), project, charity, etc., sponsored by the host organization may profit from the South Padre Island's funding of a particular event. This restriction can be waived by the Convention and Visitors Advisory Board for an event that has a substantial impact on tourism and hotel activity.

Supplemental Information Required With Application: Along with the application, please submit the following:

_____ Proposed Marketing Plan for Funded Event

_____ Schedule of Activities or Events Relating to the Funded Project

Post Event Report: Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

Submit to: Mike Flores, Business Development Director Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-8199, michael@sopadre.com

Application

Date: 1/10/17

Organization Information

Name of Organization: Open Water Planet

Address: 3109 Mid Pines Rd

City, State, Zip: Raleigh NC 27606

Contact Name: Casey Taker Contact Office Phone Number: _____

Contact Cell Phone Number: 615-948-5522

Web Site Address for Event or Sponsoring Entity www.southpadreswim.com

Non-Profit or For-Profit status: For Profit w/ Non Tax ID #: 81-2027665

Entity's Creation Date: 3/1/2016

Purpose of your organization: Open Water Planet is a aquatic fitness based lifestyle and event
company focused on creating opportunities for athletes in open water sports and travel.

Event Information

Name of Event or Project: Triton South Padre

Date of Event or Project: May 20-21, 2017

Primary Location of Event or Project: Laguna Madre Bay, Isla Blanca Park or Hotel Beach Front

Amount Requested: \$ 25,000.00

Primary Purpose of Funded Activity/Facility:

Saturday Lifeguard competition style events designed to promote overall beach fitness
with athletes. Open water swimming competitions on Sunday in the Laguna Madre Bay.
This event will be in partnership with the Padre Beach Rescue and a % of proceeds will go to
that organization.

How will the hotel tax funds be used: _(please attach a list of the hotel tax funded expenditures)

Please see event breakdown attached

Percentage of Hotel Tax Support of Related Costs

65% Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

100% Percentage of Total Annual **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

N/A Percentage of Annual **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities _____%

Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain:

Similar assistance compared to 2016 with water safety and boat control
services from Padre Beach Rescue, Parks & Rec, EMT and Police Department.

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

- ☐ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$_____
- ☐ **b) Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$_____
- ☐ **c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$_____
- ☐ **d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that

the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms : \$ _____

☐ **e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ _____

☒ **f) 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:
\$ 25,000.00

How many attendees are expected to come to the sporting related event? 300+

How many of the attendees at the sporting related event are expected to be from another city or county? 75%

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

See attached report

☐ **g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.** Amount requested under this category: \$ _____

What sites or attractions will tourists be taken to by this transportation? _____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ **h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.** Amount requested under this category: \$ _____

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 2
2. Expected Attendance: 300
3. How many people attending the Event or Project will use South Padre Island lodging establishments? 75%

How many nights do you anticipate the majority of the tourists will stay: avg 1.5

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u>2016</u>	<u>\$25,000.00</u>	<u>181</u>
<u></u>	<u></u>	<u></u>
<u></u>	<u></u>	<u></u>

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

7. Please list other organization, government entities, and grants that have offered financial support to your project: _____

8. Will the event charge admission? Yes, _____

9. Do you anticipate a net profit from the event? Year 1 No _____

10. If there is a net profit, what is the anticipated amount and how will it be used?
\$5000 will be used toward marketing and building out the fall event and the
spring event for the following year. Biggest goals with marketing are national
publications and on site destination awareness at similar events.

11. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper:	\$ _____
Radio:	\$ _____
TV:	\$ <u>4000</u>
Website, Social Media:	\$ <u>3000</u>
Other Paid Advertising:	\$ <u>3000</u>

Anticipated Number of Press Releases to Media 8

Anticipated Number Direct Mailings to out-of-town recipients 6

Other Promotions Days of Padre Promotion, Infusing PBR educational videos

12. Will 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 and title sponsorship

13. Will you negotiate a special rate or hotel/event package to attract overnight stays?
Yes

14. What other marketing initiatives will you utilize to promote hotel and convention activity for this event?

Entire weekend of events, on both the beach and bay sides of the island.

The marketing plan will focus on variety of water sports in SPI in addition to

water safety provided by the Padre Beach Rescue to our event and the community

15. What geographic areas does your marketing, advertising and promotion reach:

Nation-wide and into Canada, Mexico and Europe

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? 1 million + (each media source ought to be able to quantify this number for applicants)

17. If the funding requested is related to a permanent facility (e.g. museum, visitor center):

Expected Visitation by Tourists Monthly/Annually: _____

Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: _____% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)

18. What amount of event insurance do you have for your event and who is the carrier:

Carry a 1.5 Million Liability Policy

- a. **(Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured)**

19. 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 submitted with at least _____ weeks advance notice for approval by the South Padre Island CVB.

20. Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

Submit to: Mike Flores, Business Development Director, Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-8199, michael@sopadre.com

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 25, 2017

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding request on the SPI Open Water Festival.
(November 2017)

ITEM BACKGROUND

Open Water Festival is requesting \$25,000 in sponsorship. This is a returning event.

BUDGET/FINANCIAL SUMMARY

\$25,000 was awarded in 2016/17 FY.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**HOTEL OCCUPANCY TAX USE GUIDELINES
UNDER TEXAS STATE LAW
SOUTH PADRE ISLAND HOTEL TAX FUNDING APPLICATION FORM**

State Law: By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

Chapter 351 of the Tax Code states that the use of HOT funds is limited to:

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts if the activity or facility can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may include showing that the art event or facility generated hotel nights or that guests who were already at hotels attended the arts event or facility.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** 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.
- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:**
 - 1. the commercial center of the city;
 - 2. a convention center in the city;
 - 3. other hotels in or near the city; or
 - 4. tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**

City Policy: The City of South Padre accepts applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted in writing and be accompanied by the official application by the below noted deadlines.

The application will be reviewed by the Convention and Visitors Advisory Board during one of two annual funding review periods. All applications must be presented at least two months prior to the date of the proposed event or expenditure.

Funding Application Deadline for Fall/Winter Activities: Wednesday, July 12th, 2017

Funding Application Deadline for Spring/Summer Activities: Wednesday, January 11th, 2017

Applications for funding will be submitted through the city application forms and reasonable attachments provided by the applicants. Review of the applications will be done by city staff and the Convention and Visitors Advisory Board solely through the written applications unless an in person presentation is requested by two or more of the committee members. In such a case, the applicant may be asked to be present at the meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

Eligibility and Priority for Hotel Tax Funds:

Impact: Funding priority will be given to those events and entities based on their ability to generate and sustain overnight visitors to South Padre Island. **The amount that you are requesting should not exceed more than the total amount of hotel night revenue that you are predicting will be created or sustained by your event or facility. Applicants must place a link to the South Padre Island CVB listing of hotels on the applicants website. Applicants for funding are strongly encouraged to attend one of the annual informational seminars on hotel occupancy tax funding.**

If an event or facility will not generate any meaningful hotel night activity or gain participation of existing hotel guests, it is not eligible for receipt of hotel occupancy tax funds.

Events can prove their potential to generate overnight visitors by:

- a) **Prior Impact: historic information on the # of room nights used during previous years of the same events;**

- b) **Current Room Block:** current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event and the actual “pick up/utilization” of the room block;
- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;

The City’s Convention and Visitor’s Bureau Department shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the staff shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board for both anchor events and non-anchor events. The Convention and Visitors Advisory Board may accept or amend the CVB staff’s recommendations by a majority vote of the Committee.

Four Year Cap on Reimbursements for Operational Costs Unless Anchor Event

There shall be a four year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses, unless the event is determined to be an “anchor event.”

Application to be an Anchor Event: There are certain events that have an established impact that warrants continued regular annual or seasonal funding of the event with hotel tax. **An Anchor Event shall be an event that generates or sustains over 500 hotel nights for the event and over 1,500 overnight visitors to South Padre Island for the event.** Preference for Anchor Event designation will be given to multi-day events. Each year, entities may apply to have their event funded as an anchor event and provide documentation to support this designation.

Anchor events shall be funded on a reimbursement basis once the event expenses have been incurred and the post event report is completed. It is within the discretion of the Convention and Visitors Advisory Board to proportionately reduce the amount of awarded hotel tax funding to reflect the actual impact of the event if the event does not meet its estimated impact on the funding application. The Convention and Visitors Advisory Board may take into consideration factors such as weather disturbances or other items that are beyond the control of the meeting planner in adjusting the funding.

Non-Anchor Events

Application to be a Standard Hotel Tax Funded Event: There are certain events that may not meet the requirements of an Anchor Event but still have a meaningful impact on tourism and hotel activity for South Padre Island.

Seed Money Limitation: Non-Anchor Event Funding from the hotel tax is to be treated as “seed money” with the intent that the event/facility program will eventually be able to fund it’s operational costs (other than marketing) from program revenues and non hotel tax sponsorships. Accordingly, hotel tax funding for operational costs other than marketing for non-anchor events is limited to no more than four consecutive years of Hotel Tax Funding. The Convention and Visitors Advisory Board will have the discretion to amend that limitation if deemed appropriate.

Non-Anchor Event hotel tax funding may be provided at the time of the award determination in order to facilitate the holding of the event. For the first year of a non-anchor event, the funding will not be reduced based on the actual impact of the event unless there is a substantial breach of the terms of the funding agreement by the applicant. For subsequent funding years, the funding will be provided on a reimbursement basis. For subsequent funding years, it is also within the discretion of the Convention and Visitors Advisory Board to proportionately reduce the awarded hotel tax funding amount to reflect the actual impact of the event if the event does not meet its estimated impact on the funding application. In all cases, the Convention and Visitors Advisory Board shall retain 25 % of the hotel tax funding award that will only be paid upon submission of the post event report and satisfactory performance on the terms of the funding agreement. The CVB staff shall be tasked to recommend whether full payment should be made for each funded event. The Convention and Visitors Advisory Board may take into consideration factors such as weather disturbances or other items that are beyond the control of the meeting planner in adjusting the funding.

Black Out Periods for Hotel Tax Funding

Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

The month of July

The Spring Break Period

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two-third vote, grant an event a variance from these blackout periods.

Use of Revenues from Event: A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. No other outside event(s), project, charity, etc., sponsored by the host organization may profit from the South Padre Island's funding of a particular event. This restriction can be waived by the Convention and Visitors Advisory Board for an event that has a substantial impact on tourism and hotel activity.

Supplemental Information Required With Application: Along with the application, please submit the following:

_____ Proposed Marketing Plan for Funded Event

_____ Schedule of Activities or Events Relating to the Funded Project

Post Event Report: Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

Submit to: Mike Flores, Business Development Director Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-8199, michael@sopadre.com

Application

Date: 1/10/17

Organization Information

Name of Organization: Open Water Planet

Address: 3109 Mid Pines Rd

City, State, Zip: Raleigh NC 27606

Contact Name: Casey Taker Contact Office Phone Number: _____

Contact Cell Phone Number: 615-948-5522

Web Site Address for Event or Sponsoring Entity www.southpadreswim.com

Non-Profit or For-Profit status: For Profit w/ Non Tax ID #: 81-2027665

Entity's Creation Date: 3/1/2016

Purpose of your organization: Open Water Planet is a aquatic fitness based lifestyle and event
company focused on creating opportunities for athletes in open water sports and travel.

Event Information

Name of Event or Project: South Padre Island Open Water Festival

Date of Event or Project: Nov 6-7, 2017

Primary Location of Event or Project: Laguna Madre Bay,

Amount Requested: \$ 25,000.00

Primary Purpose of Funded Activity/Facility:

Open Water Year End Championship for the OWP Triton Series in addition to seminars
and water sports based demos and mini competitions throughout the weekend.

How will the hotel tax funds be used: _(please attach a list of the hotel tax funded expenditures)

Please see event breakdown attached

Percentage of Hotel Tax Support of Related Costs

65% Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

100% Percentage of Total Annual **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

N/A Percentage of Annual **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities _____%

Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain:

Similar assistance compared to 2016 with water safety and boat control
services from Padre Beach Rescue, Parks & Rec, EMT and Police Department.

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

- ☐ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$_____
- ☐ **b) Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$_____
- ☐ **c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$_____
- ☐ **d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that

the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms : \$ _____

☐ **e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ _____

☒ **f) 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:
\$ 25,000.00

How many attendees are expected to come to the sporting related event? 400+

How many of the attendees at the sporting related event are expected to be from another city or county? 75%

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

See attached report

☐ **g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.** Amount requested under this category: \$ _____

What sites or attractions will tourists be taken to by this transportation? _____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ **h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.** Amount requested under this category: \$ _____

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 2
2. Expected Attendance: 300
3. How many people attending the Event or Project will use South Padre Island lodging establishments? 75%

How many nights do you anticipate the majority of the tourists will stay: avg 1.5

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u>2016</u>	<u>\$25,000.00</u>	<u>181</u>
<u></u>	<u></u>	<u></u>
<u></u>	<u></u>	<u></u>

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

7. Please list other organization, government entities, and grants that have offered financial support to your project: _____

8. Will the event charge admission? Yes, _____

9. Do you anticipate a net profit from the event? Year 1 No _____

10. If there is a net profit, what is the anticipated amount and how will it be used?
\$5000 will be used toward marketing and building out the fall event and the
spring event for the following year. Biggest goals with marketing are national
publications and on site destination awareness at similar events.

11. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper:	\$ _____
Radio:	\$ _____
TV:	\$ <u>4000</u>
Website, Social Media:	\$ <u>3000</u>
Other Paid Advertising:	\$ <u>3000</u>

Anticipated Number of Press Releases to Media 8

Anticipated Number Direct Mailings to out-of-town recipients 6

Other Promotions Days of Padre Promotion, Infusing PBR educational videos

12. Will 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 and title sponsorship

13. Will you negotiate a special rate or hotel/event package to attract overnight stays?
Yes

14. What other marketing initiatives will you utilize to promote hotel and convention activity for this event?

Entire weekend of events, on both the beach and bay sides of the island.

The marketing plan will focus on variety of water sports in SPI in addition to

water safety provided by the Padre Beach Rescue to our event and the community

15. What geographic areas does your marketing, advertising and promotion reach:

Nation-wide and into Canada, Mexico and Europe

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? 1 million + (each media source ought to be able to quantify this number for applicants)

17. If the funding requested is related to a permanent facility (e.g. museum, visitor center):

Expected Visitation by Tourists Monthly/Annually: _____

Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: _____% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)

18. What amount of event insurance do you have for your event and who is the carrier:

Carry a 1.5 Million Liability Policy

- a. **(Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured)**

19. 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 submitted with at least ____ weeks advance notice for approval by the South Padre Island CVB.

20. Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

Submit to: Mike Flores, Business Development Director, Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-8199, michael@sopadre.com

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 25, 2017

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding request on the Run in Texas-Sand Crab Nighttime Beach 5k & 10K Run and Kids Mile and Morning Beach Bike. (April 2017)

ITEM BACKGROUND

Run in Texas is requesting \$8,000 in funding.

BUDGET/FINANCIAL SUMMARY

\$6,500 was awarded for Sand Crab Run in 2015/16 FY.
\$2,500 was awarded for Fat Tire Race in 2015/16 FY.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

SOUTH PADRE ISLAND HOTEL TAX FUNDING APPLICATION FORM

Application

Date: Jan. 16, 2017

Organization Information

Name of Organization: **Run In Texas**

Address: **9419 Bluebell Drive**

City, State, Zip: **Garden Ridge TX 78266**

Contact Name: **Bill Gardner** Contact Office Phone Number: **210-204-3564**

Contact Cell Phone Number: **210-204-3564**

Web Site Address for Event or Sponsoring Entity www.RunInTexas.com

Non-Profit or For-Profit status: **For-Profit** Tax ID #: **264310215**

Entity's Creation Date: **Jan. 2009**

Purpose of your organization: ***To create and produce running events across the state of Texas.***

Event Information

Name of Event or Project: ***South Padre Island Sand Crab Nighttime Beach 5k & 10k Run and Kids Mile AND Morning Beach Bike***

Date of Event or Project: ***April 29, 2017***

Primary Location of Event or Project: ***South Padre Island beach, Clayton's Beach Bar***

Amount Requested: ***\$8,000***

Primary Purpose of Funded Activity/Facility:

To create a fun, memorable and unique family-friendly running event and add a new level of challenge and fun with the addition of a beach bike ride on the morning before the nighttime beach run.

How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures)

Hotel tax funds will be used for marketing programs and to cover a portion of the costs of T-shirts for every registered participant, which includes the SPI CVB logo.

Percentage of Hotel Tax Support of Related Costs

Approx. 17% Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

_____ Percentage of Total Annual **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

_____ Percentage of Annual **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities _____%

Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain:

No

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

- ☐ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$_____
- ☐ **b) Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$_____
- ☐ **c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$_____
- ☐ **d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms : \$_____

☐ e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: \$ _____

X f) 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: **\$8000**

How many attendees are expected to come to the sporting related event? **700-800**

How many of the attendees at the sporting related event are expected to be from another city or county? **700-800**

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

As a nighttime running event, the South Padre Island Sand Crab 5k, 10k and Kids Mile has helped bring overnight guests to South Padre since its inception. The race takes place entirely at night with a start time of 8:30 p.m., followed by a post-race party and awards ceremony at Clayton's Beach Bar and Grill. Because this is a nighttime event that draws people from all over the Rio Grande Valley and beyond, many participants choose to stay on the Island rather than drive home after the event. Many participants bring their families and stay for the entire weekend. We have worked with La Quinta Inn and Suites as the event's host hotel for the last 5 years. They have provided a special room rate block for event participants that always sells out, which creates overflow that benefits other hotels as well.

In addition, we are hoping to increase the number of room nights that the event generates with the addition of a bike event on Saturday morning. Participants are incentivized to take the challenge of competing in both events in one day with a medal and special pricing for completing both events. This will contribute to room nights on the Friday night before the morning bike ride as well as Saturday after the running race.

☐ g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding. Amount requested under this category: \$ _____

What sites or attractions will tourists be taken to by this transportation? _____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category: \$ _____

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 5
2. Expected Attendance: **700-800**
3. How many people attending the Event or Project will use South Padre Island lodging establishments? **500-600**

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

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

La Quinta provides us with a special rate for event participants who request it and also provides 18 room nights for event staff and volunteers.

5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

While tracking the actual number of room nights associated with the event is difficult due to limited responses from participants, these are approximate numbers of room nights based on the data we have collected. Based on previous surveys, we conservatively estimate that room nights associated with the event is equal to 75% of the total number of runners.

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
April 2013	4000.00	Estimated 500
April 2014	4000.00	Estimated 315
April 2015	4000.00	Estimated 255
April 2016	6500.00	Estimated 475

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

We provide a survey field in the online registration form that most runners complete. Not all choose to respond to this question so it's not 100% accurate but captures info from maybe 20-25% of event registrants.

7. Please list other organization, government entities, and grants that have offered financial support to your project:

We have other business sponsors including Clayton's Beach Bar and Grill and beer sponsors who provide primarily in-kind donations.

8. Will the event charge admission? **Yes**

9. Do you anticipate a net profit from the event? **Yes**

10. If there is a net profit, what is the anticipated amount and how will it be used? ***In 2016 net profit was \$15,000. This is business revenue.***

11. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper:	\$0	We pursue PR opportunities to promote race in print venues
Radio:	\$0	We pursue PR opportunities to promote race in broadcast
TV:	\$0	We pursue PR opportunities to promote race, including TV appearances before the event and media coverage on the day of the event .
Website, Social Media:	\$ 1000.00	
Other Paid Advertising:	\$0	

Anticipated Number of Press Releases to Media **10**

Anticipated Number Direct Mailings to out-of-town recipients **0**

Other Promotions:

We will invest in social media marketing to promote the race, as well as e-newsletters to our online database of 13,000+ runners across Texas; public relations efforts to generate media coverage; promoting the event on running calendars and websites; producing rack cards and posters to promote the event.

12. Will 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**

13. Will you negotiate a special rate or hotel/event package to attract overnight stays?
Yes. Each year we work with La Quinta Inn and Suites as our race hotel. They extend a special rate to Sand Crab runners as well as provide room for our packet pick-up on the day of the event and provide room nights to race staff and volunteers.

14. What other marketing initiatives will you utilize to promote hotel and convention activity for this event?

Our marketing efforts include:

- ***Investing in social media marketing to promote the race***
- ***Multiple e-newsletters to our online database of 13,000+ runners across Texas***
- ***Public relations efforts to generate media coverage in advance of the event and day-of coverage***
- ***Promoting the event on statewide and local running calendars and websites***
- ***Producing rack cards for distribution at running events and running stores***
- ***Producing posters and banners to promote the event.***

15. What geographic areas does your marketing, advertising and promotion reach:

Our reach extends throughout Texas with a concentration on previous and potential Sand Crab participants in the Rio Grande Valley, San Antonio, Austin, Houston and Dallas.

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? **12,000 – 20,000** (each media source ought to be able to quantify this number for applicants)

17. If the funding requested is related to a permanent facility (e.g. museum, visitor center):

Expected Visitation by Tourists Monthly/Annually: _____

Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: _____% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)

18. What amount of event insurance do you have for your event and who is the carrier:

The event is insured through USATF. The insurance carrier is Entertainment & Sports Insurance eXperts (ESIX). The policy provides the following coverage: General Liability - \$3,000,000; Umbrella/ Excess Liability- \$10,000,000

- a. ***(Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured)***

19. 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 submitted with at least _____ weeks advance notice for approval by the South Padre Island CVB.

20. Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

Submit to: Mike Flores, Sales Manager Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau
7355 Padre Blvd.
956-761-8199
michael@sopadre.com

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 25, 2017

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding request on the Heat Wave-Spring Beak Jam. (March 2017)

ITEM BACKGROUND

Heat Wave Inc. is requesting \$10,000 in funding.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Application

Date: 12-1-16

Organization Information

Name of Organization: Heat Wave Inc

Address: 100 W Pflugerville Pkwy Suite 111

City, State, Zip: Pflugerville TX 78660

Contact Name: David MacDonald Contact Office Phone Number: 512 252 0283

Contact Cell Phone Number: 512 468 4129

Web Site Address for Event or Sponsoring Entity www.heatwave show. com

Non-Profit or For-Profit status: For Profit Tax ID #: 74-2703797

Entity's Creation Date: 1994

Purpose of your organization: _____

Event Information

Name of Event or Project: Spring Break Jam

Date of Event or Project: March 4-5 2017

Primary Location of Event or Project: South Padre Island Convention Centre

Amount Requested: \$ 10,000

Primary Purpose of Funded Activity/Facility: _____

How will the hotel tax funds be used: _(please attach a list of the hotel tax funded expenditures)

Percentage of Hotel Tax Support of Related Costs

_____ Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

_____ Percentage of Total Annual **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

_____ Percentage of Annual **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities _____%

Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain:

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

- ☐ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ _____
- ☐ **b) Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ _____
- ☒ **c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ _____
- ☐ **d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that

Purpose of organization: to provide show vehicle enthusiasts an opportunity to display their vehicles and compete with other enthusiasts in a fun family-oriented event.

Primary purpose of funded activity: to expand our advertising market beyond the South Padre Island and Rio Grande Valley area into larger markets such as San Antonio, Corpus Christi, Austin and Houston, etc.

How hotel tax funds will be used: The funds will be used to reach a greater audience by advertising to Time Warner subscribers throughout south Texas. Heat Wave plans to increase our social media campaign and possibly add billboard placements as well to expand the market we are able to reach beyond the current radio and television outlet.

the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms : \$_____

- ☐ e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: \$_____
- ☐ f) 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: \$_____

How many attendees are expected to come to the sporting related event? _____

How many of the attendees at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

- ☐ g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding. Amount requested under this category: \$_____

What sites or attractions will tourists be taken to by this transportation? _____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

- ☐ h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category: \$_____

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: _____
2. Expected Attendance: _____
3. How many people attending the Event or Project will use South Padre Island lodging establishments? _____

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

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and

at which hotels: The Inn
Comfort Suites
Travelodge

5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
_____	_____	_____
_____	_____	_____
_____	_____	_____

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

7. Please list other organization, government entities, and grants that have offered financial support to your project: _____

8. Will the event charge admission? yes

9. Do you anticipate a net profit from the event? _____

10. If there is a net profit, what is the anticipated amount and how will it be used?

11. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper: \$ _____
Radio: \$ _____
TV: \$ _____
Website, Social Media: \$ _____
Other Paid Advertising: \$ _____

Anticipated Number of Press Releases to Media _____

Anticipated Number Direct Mailings to out-of-town recipients _____

Other Promotions _____

12. Will 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

13. Will you negotiate a special rate or hotel/event package to attract overnight stays?

yes

14. What other marketing initiatives will you utilize to promote hotel and convention activity for this event?

15. What geographic areas does your marketing, advertising and promotion reach:

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? _____ (each media source ought to be able to quantify this number for applicants)

17. If the funding requested is related to a permanent facility (e.g. museum, visitor center):

Expected Visitation by Tourists Monthly/Annually: _____

Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: _____% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)

18. What amount of event insurance do you have for your event and who is the carrier:

\$1M - Al Boenker Insurance 800 842 6572

a. (Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured)

19. 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 submitted with at least _____ weeks advance notice for approval by the South Padre Island CVB.

20. Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

Submit to: Mike Flores, Sales Manager Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-8199, michael@sopadre.com

2:41 PM

01/05/17

Accrual Basis

HEAT WAVE INC

Profit & Loss by Class

January through December 2016

	Spring Break Jam Padre	TOTAL
Ordinary Income/Expense		
Income		
40000 · Income		
40100 · Vendor/Sponsor Income	53,154.58	53,154.58
40110 · Participants	27,950.26	27,950.26
40150 · T-Shirt Income (Taxable)	4,194.92	4,194.92
40175 · Income- Spectators	44,130.75	44,130.75
Total 40000 · Income	129,430.51	129,430.51
Total Income	129,430.51	129,430.51
Cost of Goods Sold		
50001 · Cost of Goods Sold	604.78	604.78
50500 · Show Expense		
50502 · Show Expense-Staff Labor	4,350.00	4,350.00
50500 · Show Expense - Other	300.00	300.00
Total 50500 · Show Expense	4,650.00	4,650.00
50600 · Show Entertainment	2,400.00	2,400.00
50650 · Show Equip. Rental		
50651 · Show Tents Rental	1,434.31	1,434.31
50650 · Show Equip. Rental - Other	7,264.13	7,264.13
Total 50650 · Show Equip. Rental	8,698.44	8,698.44
50675 · Show Venue Rent	10,000.00	10,000.00
50700 · Show Expense T-Shirts	5,063.50	5,063.50
50800 · Show Travel		
50801 · Show Travel Fuel	1,507.97	1,507.97
50802 · Show Travel Hotel/Air Fare	3,857.52	3,857.52
50803 · Show Travel Meals/Entertainmen	1,776.90	1,776.90
Total 50800 · Show Travel	7,142.39	7,142.39
50900 · Show Trophies/Awards	6,166.10	6,166.10
51000 · Show Security Expense		
51001 · Show Medical Expense	720.00	720.00
51000 · Show Security Expense - Other	5,975.49	5,975.49
Total 51000 · Show Security Expense	6,695.49	6,695.49
51100 · Show Supplies	1,557.82	1,557.82
Total COGS	52,978.52	52,978.52
Gross Profit	76,451.99	76,451.99
Expense		
60000 · Advertising and Promotion		
60104 · Adver-Magazine/Newspaper	1,280.00	1,280.00
60107 · Adver-Radio & TV	15,306.00	15,306.00
Total 60000 · Advertising and Promotion	16,586.00	16,586.00
60400 · Bank Service Charges	195.90	195.90
61850 · Credit Card Fees	784.29	784.29
62800 · Freight	100.00	100.00
63300 · Insurance Expense		
63310 · General Liability Insurance	1,687.22	1,687.22
Total 63300 · Insurance Expense	1,687.22	1,687.22

2:41 PM

01/05/17

Accrual Basis

HEAT WAVE INC
Profit & Loss by Class
January through December 2016

	Spring Break Jam Padre	TOTAL
63800 · Licenses & Permits Expense	714.00	714.00
66500 · Postage and Delivery	71.32	71.32
66600 · Printing and Reproduction	620.52	620.52
Total Expense	20,759.25	20,759.25
Net Ordinary Income	55,692.74	55,692.74
Net Income	55,692.74	55,692.74

Company	Source	2016 Budget	2017 Budget
Clear Channel	100.3 KTEX Wild-104 105.5 The X	\$ 4,600.00	\$ 5,000.00
Entravision Communications	94.5 The Rock 101.1	\$ 4,321.00	\$ 5,000.00
BMP Radio	La Lay 101.5 Digital	\$ 4,450.00	\$ 5,000.00
Valley Morning Star		\$ 1,280.00	\$ 1,500.00
Spectrum (Time Warner Cable)	Texas Select Markets		\$ 5,000.00
Action 4 News	KUTV	\$ 2,000.00	\$ 2,000.00
Billboard Signs	TBD		\$ 2,500.00
		\$ 16,651.00	\$ 26,000.00

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 25, 2017

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding request on the Texas Gulf Surfing Association. (September 2017)

ITEM BACKGROUND

TGSA is requesting \$2,500 in funding.

BUDGET/FINANCIAL SUMMARY

\$3,500 was awarded in 2015/16 FY.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Application

Date: 01-02-17

Organization Information

Name of Organization: Texas Gulf Surfing Association

Address: PO BOX 18616

City, State, Zip: Corpus Christi, Texas 78480

Contact Name: Aarin Hartwell Contact Office Phone Number: 455-5238

Contact Cell Phone Number: (956)455-5238

Web Site Address for Event or Sponsoring Entity: www.surftgsa.org

Non-Profit or For-Profit status: 501c3 Tax ID #: _____

Entity's Creation Date: 1988

Purpose of your organization: TbSA is the official governing body for amateur surfing in Texas. The organization promotes the sport of surfing, the Texas Coast, healthy competition and environmental awareness.

Event Information

Name of Event or Project: The South Padre Island Open

Date of Event or Project: April 1, 2017 - April 2, 2017

Primary Location of Event or Project: Isla Blanca Park

Amount Requested: \$ 2500

Primary Purpose of Funded Activity/Facility:

Promote SPI as a surfing destination through an eventful weekend of competition showcasing Texas' finest surfers.

How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures)

Production Expenses including staff and judges payment,
Event Supplies and Open Division Payment.

Percentage of Hotel Tax Support of Related Costs

20% Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

0 Percentage of Total Annual **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

80% Percentage of Annual **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities 40 %

Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain:

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

- ☐ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ _____
- ☐ **b) Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ _____
- ☐ **c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ _____
- ☐ **d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that

the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms : \$ _____

☐ e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: \$ _____

☒ f) 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: \$ _____

How many attendees are expected to come to the sporting related event? _____

How many of the attendees at the sporting related event are expected to be from another city or county? 97%

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

97% of the people who travel with TGSA. stay in hotels during surf competition. We hope to encourage friends, family and interested spectators to join us on the beach & overnight.

☐ g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding. Amount requested under this category: \$ _____

What sites or attractions will tourists be taken to by this transportation? _____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

☐ h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category: \$ _____

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 29
2. Expected Attendance: 200-250
3. How many people attending the Event or Project will use South Padre Island lodging establishments? 95%
How many nights do you anticipate the majority of the tourists will stay: 2-3
4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: TBD ROOM BLOCKS 90-100

5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u>4/2015-2016</u>	<u>\$2500</u>	<u>85</u>
<u>1/2014-2015</u>	<u>\$2500</u>	<u>90</u>
<u> </u>	<u> </u>	<u> </u>

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? Survey Monkey i.e. 4/2016 measurement

7. Please list other organization, government entities, and grants that have offered financial support to your project: Painted Marlin Grill -

Air Padre Kiteboarding -

8. Will the event charge admission? NO.

9. Do you anticipate a net profit from the event? NO.

10. If there is a net profit, what is the anticipated amount and how will it be used?

TO Fund another SPE OPEN.

11. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper: \$ _____

Radio: \$ _____

TV: \$ _____

Website, Social Media: \$ _____

Other Paid Advertising: \$ _____

Anticipated Number of Press Releases to Media _____

Anticipated Number Direct Mailings to out-of-town recipients _____

Other Promotions _____

12. Will 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? online

13. Will you negotiate a special rate or hotel/event package to attract overnight stays?

14. What other marketing initiatives will you utilize to promote hotel and convention activity for this event?

15. What geographic areas does your marketing, advertising and promotion reach:

Texas Gulf Coast Region

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? 100K+ (each media source ought to be able to quantify this number for applicants)

17. If the funding requested is related to a permanent facility (e.g. museum, visitor center):

Expected Visitation by Tourists Monthly/Annually: n/a

Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: n/a % (use a visitor log that asks them to check a box if they are staying at an area lodging facility)

18. What amount of event insurance do you have for your event and who is the carrier:

1MIL (The Camp Team)

- a. (Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured)

19. 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 submitted with at least ____ weeks advance notice for approval by the South Padre Island CVB.
20. Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

Submit to: Mike Flores, Business Development Director, Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-8199, michael@sopadre.com

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 25, 2017

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding request on the Jailbreak SPI-Run the Jailbreak Event. (May 2017)

ITEM BACKGROUND

Jailbreak SPI is requesting \$20,000 in funding.

BUDGET/FINANCIAL SUMMARY

\$15,000 was awarded in 2015/16 FY.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**HOTEL OCCUPANCY TAX USE GUIDELINES
UNDER TEXAS STATE LAW
SOUTH PADRE ISLAND HOTEL TAX FUNDING APPLICATION FORM**

State Law: By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

Chapter 351 of the Tax Code states that the use of HOT funds is limited to:

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts if the activity or facility can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may include showing that the art event or facility generated hotel nights or that guests who were already at hotels attended the arts event or facility.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** 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.
- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:**
 - 1. the commercial center of the city;
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 - 4. tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**

City Policy: The City of South Padre accepts applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted in writing and be accompanied by the official application by the below noted deadlines.

The application will be reviewed by the Convention and Visitors Advisory Board during one of two annual funding review periods. All applications must be presented at least two months prior to the date of the proposed event or expenditure.

Funding Application Deadline for Fall/Winter Activities: Wednesday, July 12th, 2017

Funding Application Deadline for Spring/Summer Activities: Wednesday, January 11th, 2017

Applications for funding will be submitted through the city application forms and reasonable attachments provided by the applicants. Review of the applications will be done by city staff and the Convention and Visitors Advisory Board solely through the written applications unless an in person presentation is requested by two or more of the committee members. In such a case, the applicant may be asked to be present at the meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

Eligibility and Priority for Hotel Tax Funds:

Impact: Funding priority will be given to those events and entities based on their ability to generate and sustain overnight visitors to South Padre Island. **The amount that you are requesting should not exceed more than the total amount of hotel night revenue that you are predicting will be created or sustained by your event or facility. Applicants must place a link to the South Padre Island CVB listing of hotels on the applicants website. Applicants for funding are strongly encouraged to attend one of the annual informational seminars on hotel occupancy tax funding.**

If an event or facility will not generate any meaningful hotel night activity or gain participation of existing hotel guests, it is not eligible for receipt of hotel occupancy tax funds.

Events can prove their potential to generate overnight visitors by:

- a) **Prior Impact: historic information on the # of room nights used during previous years of the same events;**

- b) **Current Room Block:** current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event and the actual “pick up/utilization” of the room block;
- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;

The City’s Convention and Visitor’s Bureau Department shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the staff shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board for both anchor events and non-anchor events. The Convention and Visitors Advisory Board may accept or amend the CVB staff’s recommendations by a majority vote of the Committee.

Four Year Cap on Reimbursements for Operational Costs Unless Anchor Event

There shall be a four year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses, unless the event is determined to be an “anchor event.”

Application to be an Anchor Event: There are certain events that have an established impact that warrants continued regular annual or seasonal funding of the event with hotel tax. **An Anchor Event shall be an event that generates or sustains over 500 hotel nights for the event and over 1,500 overnight visitors to South Padre Island for the event.** Preference for Anchor Event designation will be given to multi-day events. Each year, entities may apply to have their event funded as an anchor event and provide documentation to support this designation.

Anchor events shall be funded on a reimbursement basis once the event expenses have been incurred and the post event report is completed. It is within the discretion of the Convention and Visitors Advisory Board to proportionately reduce the amount of awarded hotel tax funding to reflect the actual impact of the event if the event does not meet its estimated impact on the funding application. The Convention and Visitors Advisory Board may take into consideration factors such as weather disturbances or other items that are beyond the control of the meeting planner in adjusting the funding.

Non-Anchor Events

Application to be a Standard Hotel Tax Funded Event: There are certain events that may not meet the requirements of an Anchor Event but still have a meaningful impact on tourism and hotel activity for South Padre Island.

Seed Money Limitation: Non-Anchor Event Funding from the hotel tax is to be treated as “seed money” with the intent that the event/facility program will eventually be able to fund its operational costs (other than marketing) from program revenues and non hotel tax sponsorships. Accordingly, hotel tax funding for operational costs other than marketing for non-anchor events is limited to no more than four consecutive years of Hotel Tax Funding. The Convention and Visitors Advisory Board will have the discretion to amend that limitation if deemed appropriate.

Non-Anchor Event hotel tax funding may be provided at the time of the award determination in order to facilitate the holding of the event. For the first year of a non-anchor event, the funding will not be reduced based on the actual impact of the event unless there is a substantial breach of the terms of the funding agreement by the applicant. For subsequent funding years, the funding will be provided on a reimbursement basis. For subsequent funding years, it is also within the discretion of the Convention and Visitors Advisory Board to proportionately reduce the awarded hotel tax funding amount to reflect the actual impact of the event if the event does not meet its estimated impact on the funding application. In all cases, the Convention and Visitors Advisory Board shall retain 25 % of the hotel tax funding award that will only be paid upon submission of the post event report and satisfactory performance on the terms of the funding agreement. The CVB staff shall be tasked to recommend whether full payment should be made for each funded event. The Convention and Visitors Advisory Board may take into consideration factors such as weather disturbances or other items that are beyond the control of the meeting planner in adjusting the funding.

Black Out Periods for Hotel Tax Funding

Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

The month of July

The Spring Break Period

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two-third vote, grant an event a variance from these blackout periods.

Use of Revenues from Event: A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. No other outside event(s), project, charity, etc., sponsored by the host organization may profit from the South Padre Island's funding of a particular event. This restriction can be waived by the Convention and Visitors Advisory Board for an event that has a substantial impact on tourism and hotel activity.

Supplemental Information Required With Application: Along with the application, please submit the following:

_____ Proposed Marketing Plan for Funded Event

_____ Schedule of Activities or Events Relating to the Funded Project

Post Event Report: Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

Submit to: Mike Flores, Business Development Director Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-8199, michael@sopadre.com

Application

Date: 1/15/2017_____

Organization Information

Name of Organization: Jailbreak Race Events/dba Jailbreak SPI

Address: 15080 hwy 156_____

City, State, Zip: Justin, Tx 76247

Contact Name: Tim Scrivner_____ Contact Office Phone Number: 940 453 6231 _____

Contact Cell Phone Number: 940 453 6231 _____

Web Site Address for Event or Sponsoring Entity www.RunTheJailbreak.com _____

Non-Profit or For-Profit status: For-Profit___ Tax ID #:27-2634042___

Entity's Creation Date: 1/2010 _____

Purpose of your organization: Inspire people to 'Live a Better Story', a 'Healthier Story', by providing fun and unique events for people to train for, and participate in.

Event Information

Name of Event or Project: Jailbreak SPI _____

Date of Event or Project: 5/6/2017 _____

Primary Location of Event or Project: Clayton's Beach Bar/City and County beach___

Amount Requested: \$20,000

Primary Purpose of Funded Activity/Facility:

5k obstacle course run

How will the hotel tax funds be used: _(please attach a list of the hotel tax funded expenditures)

Marketing and Advertising

Percentage of Hotel Tax Support of Related Costs

__0__ Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

__0__ Percentage of Total Annual **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

__0__ Percentage of Annual **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities _____%

Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain:

No _____

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

- ☐ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ _____
- ☐ **b) Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ _____
- ☐ **c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ _____
- ☐ **d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to

have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms : \$ _____

- ☐ **e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ _____

- ☒ **f) 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: \$20,000

How many attendees are expected to come to the sporting related event? 8000+

How many of the attendees at the sporting related event are expected to be from another city or county? 67%

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

52% of runners from the 2016 Jailbreak SPI reported staying a minimum of one night on SPI.

- ☐ **g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.** Amount requested under this category: \$ _____

What sites or attractions will tourists be taken to by this transportation? _____

Will members of the general public (non-tourists) be riding on this transportation? _____

What percentage of the ridership will be local citizens? _____

- ☐ **h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.** Amount requested under this category: \$ _____

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 5
2. Expected Attendance: 8,000+
3. How many people attending the Event or Project will use South Padre Island lodging establishments? 52%

How many nights do you anticipate the majority of the tourists will stay: 57% stay 2 nights

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: No _____

5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
05/14 _____	\$10,000 _____	est. 1200+ _____
05/15 _____	\$15,000 _____	1642 _____
05/16 _____	\$15,000 _____	1959 _____

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

-
-
7. Please list other organization, government entities, and grants that have offered financial support to your project: Corporate sponsors include: Anheuser Busch, HEB
-

8. Will the event charge admission? Yes _____

9. Do you anticipate a net profit from the event? Yes _____

10. If there is a net profit, what is the anticipated amount and how will it be used?

Est \$22,000 profit will be used to cover monthly overhead and as seed money for promotion of the 2018 event.

11. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper:	\$1,000
Radio:	\$5,000
TV:	\$ _____
Website, Social Media:	\$15,000+
Other Paid Advertising:	\$8,500

Anticipated Number of Press Releases to Media 5-6

Anticipated Number Direct Mailings to out-of-town recipients 0__

Other Promotions AustinFit Magazine, Texas Runner and Triathlete

12. Will 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 _____

13. Will you negotiate a special rate or hotel/event package to attract overnight stays? Yes _____
-

14. What other marketing initiatives will you utilize to promote hotel and convention activity for this event?

All biweekly newsletters will include a "Things to Do in South Padre" section (where we will highlight Island activities) and a spotlight on "Lodging in South Padre" (where we will feature various places to stay on South Padre)

15. What geographic areas does your marketing, advertising and promotion reach:

All of Texas, with heaviest concentration in: DFW, SA, ATX, Hou, RGV, El Paso

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? 150k+ _____ (each media source ought to be able to quantify this number for applicants)

17. If the funding requested is related to a permanent facility (e.g. museum, visitor center):

Expected Visitation by Tourists Monthly/Annually: _____

Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: _____% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)

18. What amount of event insurance do you have for your event and who is the carrier:

\$2million, Burns & Wilcox

- a. (Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured)**

19. 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 submitted with at least _____ weeks advance notice for approval by the South Padre Island CVB.

20. Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

**Submit to: Mike Flores, Business Development Director, Convention and Visitors Advisory Board/ C/O
City of South Padre Island Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-8199,
michael@sopadre.com**

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 25, 2017

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding request on the Jailbreak Race Events-South Padre Marathon. (November 2017)

ITEM BACKGROUND

Jailbreak Race Events is requesting \$90,000 in funding.

BUDGET/FINANCIAL SUMMARY

\$90,000 was awarded in 2015/16 FY.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**HOTEL OCCUPANCY TAX USE GUIDELINES
UNDER TEXAS STATE LAW
SOUTH PADRE ISLAND HOTEL TAX FUNDING APPLICATION FORM**

State Law: By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

Chapter 351 of the Tax Code states that the use of HOT funds is limited to:

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
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Eligibility and Priority for Hotel Tax Funds:

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Seed Money Limitation: Non-Anchor Event Funding from the hotel tax is to be treated as “seed money” with the intent that the event/facility program will eventually be able to fund its operational costs (other than marketing) from program revenues and non hotel tax sponsorships. Accordingly, hotel tax funding for operational costs other than marketing for non-anchor events is limited to no more than four consecutive years of Hotel Tax Funding. The Convention and Visitors Advisory Board will have the discretion to amend that limitation if deemed appropriate.

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The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Convention and Visitors Advisory Board may, with a recommendation from the CVB staff and a two-third vote, grant an event a variance from these blackout periods.

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Supplemental Information Required With Application: Along with the application, please submit the following:

_____ Proposed Marketing Plan for Funded Event

_____ Schedule of Activities or Events Relating to the Funded Project

Post Event Report: Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

Submit to: Mike Flores, Business Development Director Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-8199, michael@sopadre.com

Application

Date: __1/15/2017_____

Organization Information

Name of Organization: __Jailbreak Race Events/dba South Padre Marathon

Address: __15080 hwy 156

City, State, Zip: __Justin, TX, 76247

Contact Name: __Tim Scrivner Contact Office Phone Number: __940-453-6231

Contact Cell Phone Number: __940-453-6231

Web Site Address for Event or Sponsoring Entity __www.RunSPI.com

Non-Profit or For-Profit status: For-Profit____ Tax ID #:27-2634042

Entity's Creation Date: __01/2010

Purpose of your organization: Inspire people to 'Live a Better Story', a 'Healthier Story', by providing fun and unique events for people to train for, and participate in.

Event Information

Name of Event or Project: __South Padre Marathon

Date of Event or Project: __11/10-12/2017

Primary Location of Event or Project: __Expo and 10K at Schlitterbahn, Marathon and Half Marathon at Claytons Beach Bar

Amount Requested: \$90,000

Primary Purpose of Funded Activity/Facility:

Marathon, Half Marathon, 10K, Fitness Expo

How will the hotel tax funds be used: _(please attach a list of the hotel tax funded expenditures)

Marketing and Advertising, Transportation to the Start Line from SPI parking areas

Percentage of Hotel Tax Support of Related Costs

12%__ Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

0% __ Percentage of Total Annual **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

0% __ Percentage of Annual **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities _____%

Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain:

We are asking for the continued support provided by the city utility dept, police and ems. They have assisted in setting up traffic cones and directing traffic.

We are also requesting the use of the Convention Center parking lot on Sunday, Nov 12th from 4am till 1pm.

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

- ☐ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$_____
- ☐ **b) Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$_____
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- ☐ **e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ _____

- ☒ **f) 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: \$ \$80,000 _____

How many attendees are expected to come to the sporting related event? 11,000+

How many of the attendees at the sporting related event are expected to be from another city or county? 95%

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

The runners must come to the island and attend the fitness expo in order to receive their runner packet. This means they must come to the island the day before the marathon and half marathon, combined with the 6:30am start for the events, runners are naturally encouraged to spend the night at a local hotel.

- ☐ **g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.** Amount requested under this category: \$10,000 _____

What sites or attractions will tourists be taken to by this transportation? Marathon Start Line
Will members of the general public (non-tourists) be riding on this transportation? no

What percentage of the ridership will be local citizens? Only those who are registered runners

- ☐ **h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.** Amount requested under this category: \$ _____

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 2 _____
2. Expected Attendance: 11,000+ _____
3. How many people attending the Event or Project will use South Padre Island lodging establishments? Estimated 60% +

How many nights do you anticipate the majority of the tourists will stay: 46% stay 2 nights

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: No. However, groups attending the marathon often set up their own block.

5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
11/15 _____	\$90,000 _____	2914 _____
11/16 _____	\$70,000 _____	1509 _____
_____	_____	_____

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

7. Please list other organization, government entities, and grants that have offered financial support to your project: Corporate Sponsors include: HEB, Anheuser Busch, Mazda

8. Will the event charge admission? Yes _____

9. Do you anticipate a net profit from the event? Yes _____

10. If there is a net profit, what is the anticipated amount and how will it be used? est \$22,000, profits will be used as seed money to begin marketing for the 2018 event earlier than we are currently able to facilitate.

11. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper:	\$ trade_____
Radio:	\$5k+ trade
TV:	\$10k+ trade
Website, Social Media:	\$40k+
Other Paid Advertising:	\$10-\$15k for Expo's, \$8k-\$12k Runners World Magazine

Anticipated Number of Press Releases to Media 10+

Anticipated Number Direct Mailings to out-of-town recipients 0

Other Promotions: Weekly Newsletter, Podcast, Billboards

12. Will 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

13. Will you negotiate a special rate or hotel/event package to attract overnight stays? Yes

14. What other marketing initiatives will you utilize to promote hotel and convention activity for this event?

All biweekly newsletters will include a "Things to Do in South Padre" section (where we will highlight Island activities) and a spotlight on "Lodging in South Padre" (where we will feature various places to stay on South Padre)

15. What geographic areas does your marketing, advertising and promotion reach:

Texas: primary regions, ATX, SA, Hou, DFW, RGV. Runners World will reach all 50 States.

We will also be doing social media advertising into Northern Mexico and Monterrey

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? 670k+ based on Runners World Distribution (our most far reaching advertisement)

17. If the funding requested is related to a permanent facility (e.g. museum, visitor center):

Expected Visitation by Tourists Monthly/Annually: _____

Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: _____% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)

18. What amount of event insurance do you have for your event and who is the carrier: \$2 million, RRCA (Road Runners Club of America)

a. (Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured)

19. 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 submitted with at least _____ weeks advance notice for approval by the South Padre Island CVB.

20. Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

**Submit to: Mike Flores, Business Development Director, Convention and Visitors Advisory Board/ C/O
City of South Padre Island Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-8199,
michael@sopadre.com**

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 25, 2017

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding application for funding request on the Hino Electric RGV Scholarship Fund-SPI Bike Rally. (April 2017)

ITEM BACKGROUND

SPI Bike Rally is requesting \$135,000 in funding.

BUDGET/FINANCIAL SUMMARY

\$75,000 was awarded in 2015/16 FY.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**HOTEL OCCUPANCY TAX USE GUIDELINES
UNDER TEXAS STATE LAW
SOUTH PADRE ISLAND HOTEL TAX FUNDING APPLICATION FORM**

State Law: By law of the State of Texas, the City of South Padre collects a Hotel Occupancy Tax (HOT) from hotels, condominiums, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry.

Chapter 351 of the Tax Code states that the use of HOT funds is limited to:

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts if the activity or facility can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may include showing that the art event or facility generated hotel nights or that guests who were already at hotels attended the arts event or facility.
- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** 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.
- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:**
 - 1. the commercial center of the city;
 - 2. a convention center in the city;
 - 3. other hotels in or near the city; or
 - 4. tourist attractions in or near the city.

The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.

- h) **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**
- i) **Coastal Erosion Projects.**

City Policy: The City of South Padre accepts applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted in writing and be accompanied by the official application by the below noted deadlines.

The application will be reviewed by the Convention and Visitors Advisory Board during one of two annual funding review periods. All applications must be presented at least two months prior to the date of the proposed event or expenditure.

Funding Application Deadline for Spring/Summer Activities: Wednesday, January 7th.

Funding Application Deadline for Fall/Winter Activities: Wednesday, July 8th.

Applications for funding will be submitted through the city application forms and reasonable attachments provided by the applicants. Review of the applications will be done by city staff and the Tourism Advisory Board solely through the written applications unless an in person presentation is requested by two or more of the committee members. In such a case, the applicant may be asked to be present at the meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

An applicant may apply to the Convention and Visitors Advisory Board for a variance from the above deadlines if they can show that their event will have a substantial impact on tourism and hotel activity and there was reasonable cause for them to have missed the deadline. The Convention and Visitors Advisory Board may approve such a variance by a two-thirds vote of its members.

Eligibility and Priority for Hotel Tax Funds:

Impact: Funding priority will be given to those events and entities based on their ability to generate and sustain overnight visitors to South Padre Island. **The amount that you are requesting should not exceed more than the total amount of hotel night revenue that you are predicting will be created or sustained by your event or facility. Applicants must place a link to the South Padre Island CVB listing of hotels on the applicants website. Applicants for funding are strongly encouraged to attend one of the annual informational seminars on hotel occupancy tax funding.**

If an event or facility will not generate any meaningful hotel night activity or gain participation of existing hotel guests, it is not eligible for receipt of hotel occupancy tax funds.

Events can prove their potential to generate overnight visitors by:

- a) **Prior Impact: historic information on the # of room nights used during previous years of the same events;**

- b) **Current Room Block:** current information on the size of a room block that has been reserved at area hotels to accommodate anticipated overnight guests attending the funded event and the actual “pick up/utilization” of the room block;
- c) **Historic Event Attendance by Hotel Guests:** historical information on the number of guests at hotel or other lodging facilities that attended the funded event (through surveys, facility or event visitor logs, or other sources;

The City’s Convention and Visitor’s Bureau Department shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the staff shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board for both anchor events and non-anchor events. The Tourism Advisory Committee may accept or amend the CVB staff’s recommendations by a majority vote of the Committee.

Four Year Cap on Reimbursements for Operational Costs Unless Anchor Event

There shall be a four year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses, unless the event is determined to be an “anchor event.”

Application to be an Anchor Event: There are certain events that have an established impact that warrants continued regular annual or seasonal funding of the event with hotel tax. **An Anchor Event shall be an event that generates or sustains over 500 hotel nights for the event and over 1,500 overnight visitors to South Padre Island for the event.** Preference for Anchor Event designation will be given to multi-day events. Each year, entities may apply to have their event funded as an anchor event and provide documentation to support this designation.

Anchor events shall be funded on a reimbursement basis once the event expenses have been incurred and the post event report is completed. It is within the discretion of the Convention and Visitors Advisory Board to proportionately reduce the amount of awarded hotel tax funding to reflect the actual impact of the event if the event does not meet its estimated impact on the funding application. The Convention and Visitors Advisory Board may take into consideration factors such as weather disturbances or other items that are beyond the control of the meeting planner in adjusting the funding.

Non-Anchor Events

Application to be a Standard Hotel Tax Funded Event: There are certain events that may not meet the requirements of an Anchor Event but still have a meaningful impact on tourism and hotel activity for South Padre Island.

Seed Money Limitation: Non-Anchor Event Funding from the hotel tax is to be treated as “seed money” with the intent that the event/facility program will eventually be able to fund it’s operational costs (other than marketing) from program revenues and non hotel tax sponsorships. Accordingly, hotel tax funding for operational costs other than marketing for non-anchor events is limited to no more than four consecutive years of Hotel Tax Funding. The Convention and Visitors Advisory Board will have the discretion to amend that limitation if deemed appropriate.

Non-Anchor Event hotel tax funding may be provided at the time of the award determination in order to facilitate the holding of the event. For the first year of a non-anchor event, the funding will not be reduced based on the actual impact of the event unless there is a substantial breach of the terms of the funding agreement by the applicant. For subsequent funding years, the funding will be provided on a reimbursement basis. For subsequent funding years, it is also within the discretion of the Tourism Advisory Committee to proportionately reduce the awarded hotel tax funding amount to reflect the actual impact of the event if the event does not meet its estimated impact on the funding application. In all cases, the Tourism Advisory Committee shall retain 25 % of the hotel tax funding award that will only be paid upon submission of the post event report and satisfactory performance on the terms of the funding agreement. The CVB staff shall be tasked to recommend whether full payment should be made for each funded event. The Convention and Visitors Advisory Board may take into consideration factors such as weather disturbances or other items that are beyond the control of the meeting planner in adjusting the funding.

Black Out Periods for Hotel Tax Funding

Due to high hotel occupancy during certain time periods, grants will not be given for operational costs for events/projects on the following dates:

The month of July

The Spring Break Period (**Insert blocked spring break period dates**)

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Tourism Advisory Board Event may with a recommendation from the CVB staff and a two-third vote grant an event a variance from these black out periods.

Use of Revenues from Event: A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. No other outside event(s), project, charity, etc., sponsored by the host organization may profit from the South Padre Island's funding of a particular event. This restriction can be waived by the Tourism Advisory Committee for an event that has a substantial impact on tourism and hotel activity.

Supplemental Information Required With Application: Along with the application, please submit the following:

Attachment A2 -Proposed Marketing Plan for Funded Event

Attachment A3 Schedule of Activities or Events Relating to the Funded Project

Post Event Report: Within 30 days of the event's completion, the funded entity must complete the city provided post event form and be prepared to note the actual impact figures for the event, and receipts for expenditures or payments that were covered by hotel occupancy tax.

Submit to: _____ Convention and Visitors Advisory Board/ C/O City of South Padre Island
Convention and Visitor's Bureau
(Insert preferred CVB address)
(phone number/email address)

Application



Date: January 10, 2017

Organization Information

Name of Organization: Hino Electric RGV Scholarship Fund

Address: 2759 W. Bus. 83

City, State, Zip: Harlingen, TX 78552

Contact Name: Alex Hinojosa, Jr. Contact Office Phone Number: 956 761 2200

Contact Cell Phone Number: 956 491 4466

Web Site Address for Event or Sponsoring Entity www.spibikerally.com

Non-Profit or For-Profit status: Non-Profit Tax ID #: 46-5532566

Entity's Creation Date: 4/30/2014

Purpose of your organization: **Hino Electric RGV Scholarship's Fund's purpose is to raise funds from private and/or public institutional entities, and/or the public at large, through various events and fund raisers, to raise funds and to distribute the funds to enrolled and graduating high school students and current enrolled college students for college and high school scholarship purposes. Distributions of these scholarships will be on a non-discriminatory basis, focused on the aforementioned from the Rio Grande Valley of South Texas. Said corporation is organized exclusively for charitable and educational purposes, including, for such purposes, the making of distributions to organizations that qualify as exempt organizations under section 501(c)(3) of the Internal Revenue Code, or the corresponding section of any future federal tax code.**

Event Information

Name of Event or Project: SPI Spring Bike Rally 2017

Date of Event or Project: April 7th & 8th, 2017

Primary Location of Event or Project: Schlitterbahn Water Park – parking lot

Amount Requested: **\$135,000.00**

Primary Purpose of Funded Activity/Facility:

To raise funds for Hino Electric RGV Scholarship Fund and to bring as many spectators the event and the Island as possible to bring more people to island to stay at hotels and condos (Please see attachment A-1 for a full description of the event.)

How will the hotel tax funds be used: _(please attach a list of the hotel tax funded expenditures) Please

See Attachment A-4 (Budget Expenses)

Percentage of Hotel Tax Support of Related Costs

_____ Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

_____ Percentage of Total Annual **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

_____ Percentage of Annual **Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities _____%

Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain:

We respectfully request the cost reduction for law enforcement. Our Goal is to make the SPI Spring Bike Rally an "Anchor Event" and to continue to host this event for a minimum of 5 years with the goal of 10 years.

Which Category or Categories Apply to Funding Request, and Amount Requested Under Each Category:

- ☐ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$_____

- ☐ **b) Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$_____
- ☐ **c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$_____
- ☐ **d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms : \$_____
- ☐ **e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$_____
- ☐ **f) 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: \$_____

How many attendees are expected to come to the sporting related event? _____

How many of the attendees at the sporting related event are expected to be from another city or county? _____

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?

- ☐ **g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding.** Amount requested under this category: \$_____

What sites or attractions will tourists be taken to by this transportation?_____

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

Hoteliers All of the above and survey of Hoteliers

7. Please list other organization, government entities, and grants that have offered financial support to your project: None as of yet but we plan to solicit funds from Sponsors

8. Will the event charge admission? YES, if hosted at convention center, NO if hosted downtown or at Isla Blanca Park.

9. Do you anticipate a net profit from the event? YES

10. If there is a net profit, what is the anticipated amount and how will it be used?
\$40,000.00 Half of the Proceeds will go to scholarships, awards to winning FFA and 4H Students' winning animals and Arts & Crafts at the RGV Livestock Sale of Champions, March 2106. The remainder of the proceeds will be used to fund the following year's event. Our plan is to have a 5 year exclusive agreement with the City of SPI and/or the SPI CVB to exclusively host this event as an "Anchor Event."

11. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper:	\$2,500
Radio:	\$2,500
TV:	\$0.00
Website, Social Media:	\$20,000
Bill Boards:	\$20,000

Anticipated Number of Press Releases to Media 4

Anticipated Number Direct Mailings to out-of-town recipients None, we will cover this aspect via social media and website direct marketing. Marketing in Northern Mexico as well.

Other Promotions

We expect non-bikers and bikers alike to attend the event.

12. Will 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 as well as hotel links on our website to purchase rooms as the discounted hotel offers which have been agreed to. Additionally, with the help of the SPI Chamber and the CVB staff, we

wish to pass out a "Coupon Book" featuring restaurant specials, tourist specials and any other business who wishes to participate in promoting their goods, services or attraction (fishing, tourism etc.) to all attendees as part of their welcome packets.

13. Will you negotiate a special rate or hotel/event package to attract overnight stays?

Yes. This has been done with the help of Michael Flores and the following hotels have a committed to special packages/rates for the event dates:

Hilton Garden Inn- <http://hgisouthpadreisland.com/>

Holiday Inn Express- <http://www.ihg.com/holidayinnexpress/hotels/us/en/south-padre-island/pdisl/hoteldetail>

Knights Inn

https://www.google.com/?gws_rd=ssl#q=knights+inn+south+padre+island%2C+texas

La Quinta Inn and Suites- <http://www.laquintasouthpadreisland.com/>

Pearl South Padre- www.pearlsouthpadre.com

Schlitterbahn Beach Resort- <http://www.schlitterbahn.com/south-padre-island>

Inn at South Padre- <http://theinnsouthpadre.com/>

14. What other marketing initiatives will you utilize to promote hotel and convention activity for this event?

We plan to go live on Q 94.5, KTEX 100 105.5, Classic Rock, to promote this event with local DJ personalities who I personally know. We also plan to use Facebook to target market Bikers across the State. We also plan to advertise in Northern Mexico, Monterrey, Matamoros, Reynosa as there are many Mexican National Bikers who attended the 2017 Bike Rally. Hino has contracted the services of Rodney Bogart, MC of Bike Rallies with 25+ experience. Hino SF has also contracted with "Cool People Crew." Former members of Magic Valley Bikers who were mainly responsible for putting together year before last, the "Beach & Biker Fest." They will be participating in marketing to fellow bikers, conducting the Bike Show and Bike Games during the event, soliciting potential sponsors and creating a distributing a magazine about and dedicated solely for the SPI Rally and attendees which will be distributed throughout retail outlets in the RGV. (Please see Attachment A-1 for more marketing information)

15. What geographic areas does your marketing, advertising and promotion reach: ___ Rio Grande

Valley, Laredo, Corpus Christi, San Antonio, Austin, Dallas/Ft. Worth, Houston

metroplexes, Northern Mexico, Monterrey, Matamoros, Reynosa.

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? 500,000 + (each media source ought to be able to quantify this number for applicants)

17. If the funding requested is related to a permanent facility (e.g. museum, visitor center):

Expected Visitation by Tourists Monthly/Annually: _____

Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: _____% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)

18. What amount of event insurance do you have for your event and who is the carrier: We will have minimum amounts of insurance coverage, we are in the process of receiving bids from insurance carriers..
- a. **(Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured)**
19. 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 submitted with at least ____ weeks advance notice for approval by the South Padre Island CVB.
20. Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

Submit to: _____ **Convention and Visitors Advisory Board/ C/O City of South Padre Island**
Convention and Visitor's Bureau
(Insert preferred CVB address)
(phone number/email address)

Hino Electric RGV Scholarship's Fund (Hino SF) is a 501C3 organization. Its purpose is to raise funds from private and/or public institutional entities, and/or the public at large, through three main fund-raising events, to raise funds and to distribute the funds to enrolled and graduating high school students and current enrolled college students for college and high school scholarship purposes. Distributions of these scholarships will be on a non-discriminatory basis, focused on the aforementioned from the Rio Grande Valley of South Texas. Said corporation is organized exclusively for charitable and educational purposes, including, for such purposes, the making of distributions to organizations that qualify as exempt organizations under section 501(c)(3) of the Internal Revenue Code, or the corresponding section of any future federal tax code.

The Hino Electric RGV Scholarship Fund Proposes to have one main fund raising fund events per year.

The Event is the **SPI Spring Bike Rally 2017** (www.spibikerally.com), a 2 day event, (April 7-8, 2017) motorcycle Rally, featuring live bands, vendors, food, alcoholic beverages drinks, contests, games.

Purpose

Our Goal is to make the SPI Spring Bike Rally an "Anchor Event" and to continue to host this event for a minimum of 5 years with the goal of 10 years. Hino SF would like to enter into an agreements with the City of South Padre Island to make this a reality. We believe this Bike Rally will grow within the next 5 years to 20,000+ attendees based on the level of entertainment and execution. Our goal is to make the "HinoPalooza SPI Bike Rally a premiere destination event of South Texas and one of the most popular and attended Bike Rallies in all of Texas. With the City's support, we are very confident that this will goal will be realized in the years to come.

Marketing

One of our Main marketing initiatives will be via our website www.spibikerally.com and targeting bike riding demographics via **Facebook** and **Google**. We plan on spending \$20,000.00 combined on Facebook and Google, ads specifically targeting bikers in the major metropolitan areas across Texas. Account managers with Facebook and Google will be employed/contacted to implement ads and fliers targeted to specific bike riding demographics as well as links to www.spibikerally.com. we are willing to implement any other digital marketing strategies with the SPI CVB and Chamber to promote this Bike Rally and South Padre Island as a whole.

Attachment A-1

HinoPalooza SPI Bike Rally

January 6, 2016

Additionally, more digital advertising will be executed via Local TV stations' websites will also be utilized to place digital ads promoting the Bike Rally, www.valleycentral.com, www.krgv.com, www.rgvpride.com, www.themonitor.com, www.valleystar.com, www.theherald.com.

Radio: Local DJ at local Radio Stations will be contracted to promote the Bike Rally 30 days prior as well as a marketing blitz 10 days before the Bike Rally.

Newspapers: Ads will be placed in the 3 RGV newspapers.

Billboards: Some bill board ads will be utilized also.

Pass Port

A Booklet will be printed, 6,000, to be passed out to every attendee. It will contain food, beverage, hotel, and other goods or services which any Island and/or Port Isabel establishment wishes to offer in the "Pass Port." The offers (i.e. a dinner special(s), a drink special(s), 1 fee pass for fishing, 50% off any night at a hotel, etc. for a period of time, preferably one year term/offer) will be offered with the approval of the business which wishes to participate. If 5 or more of offers are used by the individual, (with a proof of a receipt) that individual brings the "pass port" back to Hino Gas or Hino Electric or the following year's Bike Rally, **they will be given a free pass to the following year's 2087 Bike Rally**. This will help promote all SPI businesses, whoever wishes to participate. We wish to market the Island, it's businesses to the maximum extent possible. We believe this will be beneficial in years to come as this anchor event gains popularity and momentum and these "pass ports" will be a sought after commodity. We ask for the SPI Chamber's assistance in reaching out to the business community to help put this together.

Sponsors

L&F Distributors has agreed in the past to donate to Hino SF along with supporting the Bike Rally with In-Kind Donations, including but not limited to

- Use of the Budweiser Mobile Bar
- Bud Light Girls
- Wrist Bands
- Lanyards
- Printing of all posters and fliers

Attachment A-1

HinoPalooza SPI Bike Rally

January 6, 2016

Entertainment

The SPI Bike Rally will consist of musical entertainment, bike exhibits, tattoo artists, arts, crafts, Extreme Midget Wrestling, Bike Games, a Bike Show, over 30 vendors, great food, local SPI Hot Spot post/pre parties and 6 fully stocked bars selling beer, wine and liquor.

The Bike Rally will be mc-ed by "**DJ Rowdy Rodney**" who has MC-ed many rallies as well as conducted the Bike Games and Bike Show. some of the past Bike Rally and events he has MC-ed are as follows:

Hot Springs Rally Offsite Location – 2007/08

Rally In The Crater 2010/11/12/13/14/15

H2O Crater 2010/11/12/13/14/15

The Hot Rally 2008/09/10/11/12/13

Hot Halloween 2008/09/10/11/12/13

Brotherhood St. Patrick's Day Rally 2010

Wet-N-Wild Rally 2012/13

WBCA Jalapeno Festival 2013

Bike Stock OK 2012/13

Freedom Rally 2013

Sturgis Edition Rt 66 Rally 2012/13

Catfish Festival 2014

Noodling Tournament 2014/15

Several Bike nights including Quaker Steak and Lube, Stans Lakeview Grill and Bombshells

Plus lots of other events like block parties, company parties, adult parties and more.

Marketing Goals & Objectives For The SPI Spring Bike Rally 2017.

Goals

- 1. To monetize organic RGV Consumer Traffic, online traffic, consumer engagement and bring South Padre Island Business Engagement during the offseason for the next 10-20 years!**
- 2. To increase awareness of The SPI Spring Bike Rally 2017, tell the founding story of the Hino Electric RGV Scholarship Fund and invite guests to the BEST motorcycle rally in the United States and the World.**
- 3. To increase SPI Merchandise Sales, SPI Hotel Occupancy Sales, SPI Restaurant Sales, Increase SPI Tax Revenue, and HinoPalooza Sponsorship Opportunities**

Objectives

- 1. Increase The SPI Spring Bike Rally 2017Organic Event Traffic and engagement overall**
- 2. Increase The SPI Spring Bike Rally 2017Social Traffic and social media engagement overall**
- 3. Increase The SPI Spring Bike Rally 2017Online Traffic and engagement and social traffic and engagement throughout the year**

Strategy

To develop and execute an interactive communications plan

Tactics

- 1. Conduct a usability audit (all metrics and recommendations to be reported to Hino and SPI CVB) on <http://spibikerally.com> including:**
 - a. Page layout and design**
 - b. Search Engine Optimization technical report**
 - c. Site navigation audit**
 - d. Site speed report and optimization recommendations**
- 2. Coordinate with HinoPalooza & SPI content creators to build a twelve-month content calendar based upon:**
 - a. Key website and social performance metrics**
 - b. Search engine optimization reports**
 - c. Keyword research**
 - d. Consumer/Google research and team input**
 - e. The incredible expertise of Hino coordinators, supporters and staff**

Please note the content calendar will encompass Web content, social content and email marketing content and coordinate not only the individual channels but also how they work as a whole.
- 3. Perform search engine optimizations (SEO) on www.spibkerally.com**
 - a. Use our powerful SEO tool to identify key on-page optimizations**
 - b. Compose optimizations on the top 6 pages of www.spibkerally.com**
 - c. Run monthly technical SEO reports and provide key recommendations on programming and code to Sharp Hue**
- 4. Manage paid search/keyword buys in search engines to:**
 - a. Drive traffic to www.spibkerally.com overall**
 - b. Drive traffic to specific pages on the website (to be determined by content performance and sponsorship value)**
 - c. Increase awareness**

5. Magazine/Periodical Advertising

- a. At a time when TV and radio audiences are fragmented and direct mail costs are rising, nothing beats a daily newspaper for reach, affordability, flexibility and impact.
- b. An average issue of a daily or Sunday newspaper reaches more adults than an average half-hour of prime-time television.
- c. In South Texas, the Monitor's daily and Sunday readership is more than three times the number of people who listen to the region's most-popular radio station.
- d. You can hit every household with direct mail, but is anyone paying attention? Research indicates anywhere from half to three-quarters of all direct mail goes straight to the trash, unopened and unread. But newspaper ads and circulars are sought out by consumers.

6. Lamar Signs, Banners and Signs True Value to HinoPalooza SPI Festivals

- a. What is true advertising value: Large-format advertising structures located on major highways, expressways and primary arteries.
- b. Visible to drivers, commuters and long distance travelers.
- c. HinoPalooza can command our audience's attention with creative three-dimensional designs, moving parts and extensions.

7. Social Media, Facebook, Google +, paid via Facebook and Google marketing representatives to target Bike Riders, Bike Groups, Clubs, Associations and the like and send them links to our site as well as electronic fliers of our event. We believe this will be extremely effective. All individual and groups targeted will be in the major Texas metroplexes as well as Laredo, Corpus Christi, RGV, San Antonio, Austin, DFW, Houston.

Marketing & Advertising Costs

- 8201 • Website SEO Services, Facebook Ads and Google Ad Words: \$4,000.00
- 8202 • RGVision Magazine, RGV Mag, Contempo Magazine, SocialLife Magazine/Periodical NewPaper Ads: \$15,000
- *The Monitor*
- *The Brownsville Herald*
- *El Nuevo Herald*
- *Raymondville Chronicle*
- *Valley Morning Star*
- *Valleywood Magazine*
- 8203 • Lamar Signs, Banners and Signs \$10,000.00
- 8204 • Printing: \$2600.00
- 8205 • Marketing & Advertising Promo Workers-Other \$5,900.00

Total 8200 • Marketing & Advertising \$37,500.00

South Padre Island Convention Center

2017 BUDGET

Category	Estimated Budget Amounts
Total 60510 · Entertainment	\$ 25,000.00
60520 · Advertising	
Total 60520 · Advertising	\$ 50,000.00
60530 · Merchandise	
Total 60530 · Merchandise	\$ 7,000.00
60550 · Housing Expenses	
Total 60550 · Housing Expenses	\$ 10,000.00
605560 · Food Ticket Payout	
Total 605560 · Food Ticket Payout	\$ 2,500.00
605561 · Outside Contract Services	\$ 30,000.00
60580 · Petty Cash	
Total 60580 · Petty Cash	\$ 3,000.00
60590 · Beverage Expense	
Total 60590 · Beverage Expense	\$ 13,000.00
60595 · Cash Prizes	
Total 60595 · Cash Prizes	\$ 3,000.00
Total 60500 · Expenses	\$ 140,500.00

Hinopalooza SPI Bike Rally

2017 | April 7th & 8th 2017|

Hotel	Reservation Day	Address	Number of Roms
Casa Bella	Friday 4-7	Alvaro Torres Jr.	50
Casa Bella	Saturday 4-8	Alvaro Torres Jr.	50
Knight Inn	Friday 4-7	Sofia Fuentes	50
Knights Inn	Saturday 4-8	Sofia Fuentes	50
Padre South	Friday 4-7	Lisa Leal	50
Padre South	Saturday 4-8	Lisa Leal	50
Super 8	Friday 4-7	Letty Gallardo	50
Super 8	Saturday 4-8	Letty Gallardo	50
Motel 6	Friday 4-7	Sonia Mora	50
Motel 6	Saturday 4-8	Sonia Mora	50
Econo Lodge	Friday 4-7	Alexia Barrajas	50
Econo Lodge	Saturday 4-8	Alexia Barrajas	50
Blue Bay Inn	Friday 4-7	Kevin Patel	50
Blue Bay Inn	Saturday 4-8	Kevin Patel	50
Comfort Suites	Friday 4-7	Maria Caballero	50
Comfort Suites	Saturday 4-8	Maria Caballero	50
Flamingo Inn	Friday 4-7	Tolya Adiar	50
Flamingo Inn	Saturday 4-8	Tolya Adiar	50
Holiday Inn	Friday 4-7	Josie Lopez	50
Holiday Inn	Saturday 4-8	Josie Lopez	50
Ramada	Friday 4-7	Dereck Schramk	50
Ramada	Saturday 4-8	Dereck Schramk	50
Schlitterbahn	Friday 4-7	Jimmy Hawkinson	50
Schlitterbahn	Saturday 4-8	Jimmy Hawkinson	50
Upper Deck	Friday 4-7	N/A	50
Upper Deck	Saturday 4-8	N/A	50
Island Inn	Friday 4-7	N/A	50
Island Inn	Saturday 4-8	N/A	50
Best Western	Friday 4-7	N/A	50
Best Western	Saturday 4-8	N/A	50
The Inn	Friday 4-7	N/A	50
The Inn	Saturday 4-8	N/A	50
La Copa	Friday 4-7	Gustavo Reyna	50

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 25, 2017

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention & Visitors Bureau

ITEM

Presentation and possible discussion concerning the CVB Director's Summary Report.

a. Departmental Updates

*Administrative Updates

*Group Sales Updates

* Financial Updates

*Communication Updates

ITEM BACKGROUND

More information concerning this agenda item will be provided at the meeting.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: January 25, 2017

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: South Padre Island Convention & Visitors Bureau

ITEM

Presentation and possible discussion concerning the Atkins Group Monthly Marketing Performance Report.

ITEM BACKGROUND

More information concerning this agenda item will be provided at the meeting.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

REPORT

Monthly Marketing Performance

Prepared for **South Padre Island**
Period: December 2016
Date: 1/25/2017

Quick Hits

December, 2016

Family Spring Break video is highly out performing all static creative.

Our Midwest & Canada Device ID targeting CTRs are well above industry standard.

Industry: .08-.10%

SPI: 1.13-1.18%

A USA Today story which appeared on 12/30 cited South Padre Island as a destination to watch in 2017.

Over one million users were reached through the retargeting campaign for Spring Break and Leisure with nearly 3,000 ad clicks.

Social engagement increased 2% from the previous month with the same amount of spend.

We've seen states like Minnesota and Illinois climb to top positions of state visits for sopadre.com most likely due to our campaigns for Spring Break.

Over 9 million impressions were served on all digital platforms.

Over 200,000 pages were viewed on sopadre.com this month.

Media Overview

Q1 Media

Family Leisure - Texas including RGV

- Q1 Media Display Ads (January - September)2017 Official Spurs Yearbook
- TourTexas.com USA Today Winter Travel Guide
- College Football Today
- Spurs Program

Midwest/Canada

- SEM
- PPC Campaign
- Paid Social
- Display (all platforms)
- Canadian Traveler E-Blasts
- Canadian Traveler eNewsletter
- Canadian Traveler Highlight Content Article
- AARP Great Lakes
- Explore Magazine
- Canadian Traveler

RGV/Weekenders

- Cable
- Radio
- RGV Guidebook (November - March)

Mexico/Monterrey

- SEM
- PPC Campaign
- Cable
- Radio
- El Norte

Spring Break

- SEM (College and Family)
- PPC (College and Family)
- Device ID Targeting (College)

Other

- TripAdvisor Partnership ad units

Airport

- Austin Airport OOH
- Houston Hobby (:10 34 screens)
- Houston Intercontinental (:10, 34 screens)
- DFW International (:10, 34 screen)
- Dallas Love Field (:10, 31 screens)
- San Antonio Airport (:10, 10 screens)
- Southwest Magazine

4

Creative Examples

B2B & Meetings Ad Units



SET YOUR NEXT MEETING
on ISLAND TIME.



Creative Examples

Canadian Traveler Eblasts



Monthly Public Relations Reporting

the**atkins**group

Public Relations Activity

Meetings and Planning

- Took part in PR team calls.
- Reviewed Month-by-Month Plan and 2017 PR Plan to assess 2017 PR priorities and opportunities.
- Monitored online mentions.
- Monitored online conversation for mentions of boycott and zika virus.
- Researched Bike Fest media materials and coverage from prior years to determine what resources should be allocated to promoting this event in 2017.
- Researched travel writers for potential 2017 FAM visits to the Island.

Materials

- Researched W.O.W.E. (Winter Outdoor Wildlife Expo) event (to be held at the SPI Birding & Nature Center, Jan. 24-28, 2017) and developed an initial news release draft.
- Began developing backgrounders on targeted travel bloggers and travel writers for spring and summer pitches.
-

Media Pitching/Servicing

- Submitted SPI sanctioned events for March, April and May into Texas Highways statewide calendar

Results

1. USA Today story which appeared on 12/30, but began to run in early January cited South Padre Island as a destination to watch in 2017. **pdf attached.
2. Arizona Republic ran a version of the story here:
<http://www.azcentral.com/picture-gallery/travel/2016/12/29/a-look-at-the-most-popular-destinations-for-2017/95982770/>

We are still seeing a version of the story as it is appearing in publications around the country.

Public Relations Activity

USA Today
Asbury Park Sunday Press (NJ)
Democrat and Chronicle
The Record (NJ)
Journal News Sunday - Westchester/Putnam (NY)
Journal News Sunday - Rockland (NY)
Greenville News (SC)
Asheville Citizen Times (NC)
Sunday Star (IN)
Daily Herald (IL)
Courier Post (NY)
Des Moines Sunday Register (IA)
Tallahassee Democrat (FL)
Florida Today (FL)
Argus Leader (SD)
Log Cabin Democrat (AR)
News Press (FL)
Lansing State Journal (MI)
Livingston County Daily Press & Argus (MI)
Pensacola New Journal (FL)
Sunday Advertiser (LA)

Tops for 2017: A year of great destinations



Adelaide in South Australia was named Trip.com's top Rising Star for 2017. It is home to Kangaroo Island, a nature reserve, as well as the Barossa Valley wine region. It also boasts three national parks and many historic churches.

TRIP.COM

Monthly Digital Reporting

the**atkins**group

Overview

The South Padre Island paid digital media campaign efforts include display, video, PPC and social advertising.

This report details the findings and analysis for all campaigns that ran in the month of December 2016 along with Google Analytics data for SoPadre.com.

SoPadre Google Analytics

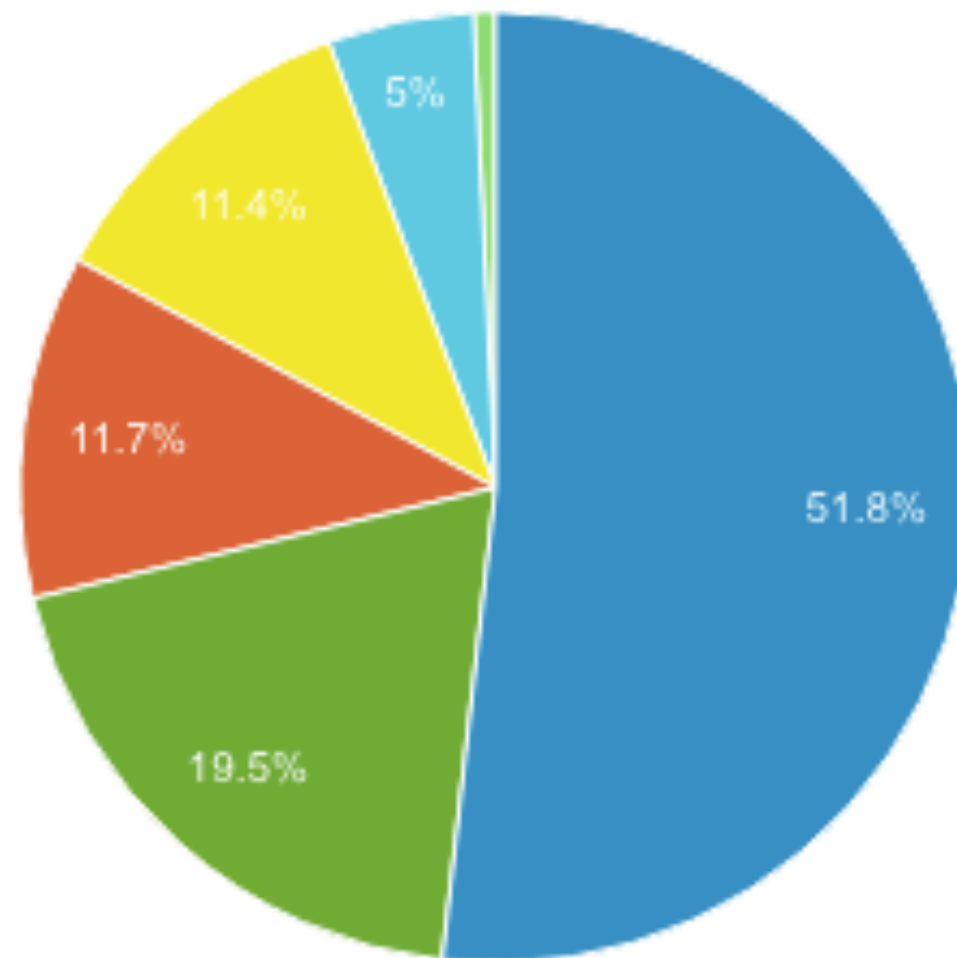
the**atkins**group

Highlights

Visits By Traffic Type

Visits By Traffic Type

■ organic ■ social ■ direct ■ paid ■ referral ■ Other

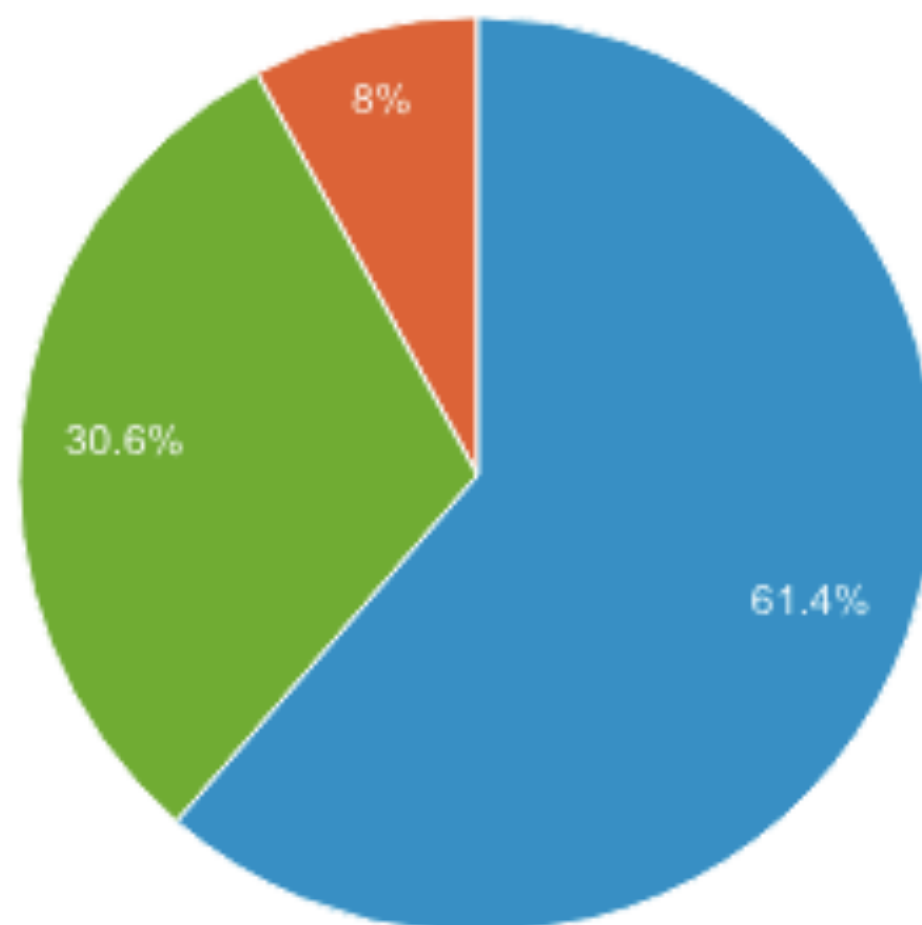


Highlights

Visits By Device Type










Visits By Device Type

■ mobile ■ desktop ■ tablet



Highlights

Visits By Country

Countries		
Country	Sessions	Avg. Session Duration
 United States	74,582	00:02:02
 Canada	2,926	00:01:18
 Mexico	1,278	00:01:08
 United Kingdom	281	00:00:58
 India	181	00:06:07
(not set)	152	00:03:40
 Australia	90	00:00:47
 Germany	88	00:02:11
 France	45	00:02:32
 Italy	42	00:01:15

Highlights

Visits By State

States

Region	Sessions	Avg. Session Duration
Texas	29,516	00:02:14
Illinois	4,947	00:01:48
Minnesota	2,583	00:03:03
California	2,552	00:01:28
Michigan	2,378	00:01:47
Missouri	2,248	00:02:14
New York	2,129	00:01:17
Wisconsin	1,838	00:02:17
Florida	1,636	00:01:09
Indiana	1,634	00:01:47

Highlights

Visits By Texas Cities

Texas Cities		
City	Sessions	Avg. Session Duration
Houston	5,312	00:02:03
Dallas	4,805	00:01:43
Austin	3,350	00:02:07
San Antonio	1,954	00:02:07
South Padre Island	1,929	00:02:51
Brownsville	1,009	00:01:53
McAllen	691	00:01:53
Harlingen	609	00:02:06
Fort Worth	458	00:02:39
Corpus Christi	373	00:01:37

Paid Digital Media

the**atkins**group

Highlights

Summary Of Media Activity

- ▶ College Spring Break, Family Spring Break, Family Leisure Midwest/Canada and Mexico campaigns ran in the month of December 2016
- ▶ Keywords optimizations help PPC performance by increasing ad clicks and campaign CTR, and moving up page positions
- ▶ Holiday flighting was introduced so impressions weren't being heavily delivered during the week of Christmas and New Years

KPIs

- ▶ Ad impressions delivery saw a **29% increase** from last month
- ▶ Nearly **3,000 email address** leads have been generated in the last month of the year
- ▶ Through text, display, and social ads over **9,000,000 ads impressions** were delivered this month
- ▶ **154,000 social engagements** were garnered this month
- ▶ Over **200,000 pages** were viewed on the SoPadre website this month
- ▶ Social engagement and clicks continues to increase month-over-month with the prioritization of Facebook video and image optimizations

Highlights

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Assessment & Insights	Recommendations
Keywords optimizations produced more positive page positions for AdWords	Continue to monitor high performing keywords in all campaigns and optimize where possible
College Spring Break Instagram continues to have the highest CPC within social campaigns	Continue to monitor spend on Instagram to ensure efficiency on this platform without overspending
Family Spring Break video is highly out performing all static creative	Continue to prioritize video creative and remove underperforming static posts
Mobile/tablet is outperforming desktop for standard display campaigns	Monitor budget and determine if device optimizations are necessary

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Funnel Stage Performance

Awareness, Engagement and Conversion
results on all media platforms and services

the**atkins**group

Awareness

Funnel Performance



Over 9 million impressions were served on all digital platforms. Display, social, search and retargeting is included.

Through these ads, over 200K page views occurred on the SoPadre website within the month of December.

Metric	Dec 2016	Dec 2015
Ad Impressions	9,010,385	N/A ^A
Ad Clicks	173,872	N/A ^A
Website Visits	80,449	91,429 ^B
Website Pageviews	216,636	272,165 ^B
Unique Visitors	63,110	69,332 ^B

Engagement

Funnel Performance



Users visiting the landing pages stayed nearly two minutes per session. This average session time shows users are reading and engaging with content on SoPadre.com.

Social engagement increased 2% from the previous month with the same amount of spend.

Metric	Dec 2016	Dec 2015
Avg Time on Website	2:00 ^B	2:28
Avg Website Pageviews	2.69	2.98
Website Bounce Rate	59%	41%
Social Engagement	154,705	N/A ^A

Conversion

Funnel Performance



All landing pages include a lead capture form to gather email leads for individual campaigns.

College Spring Break is the strongest campaign generating over 2,000 email leads.

Campaign	Email Leads
Spring Break: College	2,151
Spring Break: Family	66
Family Leisure	597
Mexico	22

Performance By Channel

Individual results per platform channel/vendor

the**atkins**group

SEM / PPC

Channel Performance



	Cost (\$)	Impressions	Clicks	CTR (%)	Average CPC (\$)	Average Position
Spring Break 2017	10,765.89	267,324	10,896	4.08	0.99	1.7
Spring Break 2017 - Family	3,858.72	149,802	1,483	0.99	2.60	1.4
Leisure 2017 (Midwest)	3,259.79	232,429	1,528	0.66	2.13	2.8
Total	17,884.40	649,555	13,907	2.14	1.29	2.0

The College Spring Break campaign increased in ad clicks and CTR, while lowering the average CPC month over month.

The Family Leisure campaign moved up from a 2.5 page position to a 1.4 position with constant keyword optimizations.

All text ads were served through Google as it is the top and most effective search engine.

Social Advertising

Channel Performance



	Spend (\$)	Impressions	Clicks	CTR (%)	CPC (Link) (\$)	Post Engagement
Leisure (Midwest/Canada) Instagram	628.07	69,120	595	0.86	1.26	1,389
Family Spring Break Instagram	1,119.38	105,521	1,076	1.02	1.28	2,319
Leisure (Midwest/Canada) Facebook	1,184.65	316,675	5,620	1.77	0.22	5,476
College Spring Break Instagram	2,644.61	234,451	1,219	0.52	3.48	3,316
Family Spring Break Facebook	2,766.95	344,208	9,968	2.90	0.30	16,529
Mexico Facebook	2,933.97	3,129,561	101,622	3.25	0.03	97,548
College Spring Break Facebook	5,560.75	943,174	28,677	3.04	0.20	28,128
Total	16,838.38	5,142,710	148,777	2.89	0.12	154,705

Overall social CTR increased 10% from the previous month. With the same spend, December garnered 3,000 additional social engagements.

Retargeting

Channel Performance



	Cost (\$)	Impressions	Clicks	CTR	Average CPC (\$)
Spring Break 2017 - College	2,573.03	558,888	1,343	0.24	1.92
Family Spring Break 2017	890.80	215,795	709	0.33	1.26
Leisure - Midwest	1,269.41	285,421	707	0.25	1.80
Total	4,733.24	1,060,104	2,759	0.26	1.72

Over one million users were reached through the retargeting campaign with nearly 3,000 ad clicks.

Users exposed to the College Spring Break campaign continues to be the highest retargeting audience.

Q1Media

Channel Performance



	Imps	Clicks	CTR	Video	VCR
Device ID Banners	1,731,650	7498	0.43%	N/A	N/A
Video	170,909	296	0.17%	108,816	64%

Device ID targeting CTRs are well above industry standard.

We are targeting people that have visited/traveled to a beach in the prior year, that reside in the Midwest and Canada, and are thus likely to travel to a beach again - this time SPI.

We geo-targeted many Texas Lakes and beaches, as well as other beach destinations around the US and Canada.

Trip Advisor

Channel Performance



	Impressions	Clicks	CTR	Pageviews
Display Banners	174,947	603	0.34%	N/A
Sponsored Content	N/A	N/A	N/A	30,432

The SPI Video generated 208 views in the month of December in the SPI Destination page.

212 hours of content were consumed this month for all Trip Advisors' users.

1,510 users were driven to the SPI site by post-impression activity. This means these users went to the site on their own after being exposed to a banner ad without clicking on it.

Tour Texas

Channel Performance



15
Website
Click-thrus



968
Page
Views



147
Video
Views



19
Slideshow
Views



1
Booking
Click-thrus

96 guides have been ordered on TourTexas.com.

- 91 PDF requests
- 5 PDF downloads

Average economic impact for each Visitor Guide sent out is \$48*. The total added value impact of these requests equal \$4,608.

The top responding states for this month are Texas, Missouri and Illinois.

Canadian Traveller

Channel Performance



	Impressions	Clicks	CTR	Opens
Homepage & Explore	39,841	13	0.03%	N/A
Run of Network	39,701	18	0.05%	N/A
December eBlasts	120,614	37	0.21%	17,545

Impressions are broken up by running on the Canadian Traveller Homepage and the Explore section, and standard run of network banners.

In the month of December, over 120 thousand emails were sent with nearly 18 thousand opened, with a 15% open rate. From 18 thousand open emails, 37 clicks were generated to the SPI site.

Appendix

Supporting campaign information inclusive of
targeting parameters and screenshots

the**atkins**group

Spring Break 2017

Landing Page Data



<http://www.sopadre.com/spring-break-17/>

Spring Break Pageviews

30,192

% of Total: 13.94% (216,636)



Spring Break Users

16,268

% of Total: 25.78% (63,110)





FAMILY LEISURE: MIDWEST/CANADA

Location:

Canada-Alberta; Canada-Saskatchewan ; Canada-Manitoba; Alabama; Colorado; Illinois; Indiana; Iowa; Kansas; Kentucky; Michigan; Minnesota; Mississippi; Missouri; Montana; Nebraska; New Mexico; North Carolina; North Dakota; Ohio; Oklahoma; Pennsylvania; South Dakota; Tennessee; Wisconsin

SPRING BREAK: FAMILY

Location:

Texas

Exclude Location:

South Padre Island

SPRING BREAK: COLLEGE

Location:

Abilene Christian
Arizona State Univ
Assumption College
Ball State Univ
Baylor Univ

Bemidji State
Bloomberg Univ of Pennsylvania
Boston College
Boston Univ Bowling Green State Univ
Bridgewater State Univ
Brown Univ
Butler Univ
California Univ of Pennsylvania
Clark Univ
Clarkson Univ Coastal Carolina Univ

Coe College
College of Charleston
College of the Holy Cross
College of William and Mary
Colorado State Univ
Cornell Univ
DePaul Univ
Dickinson College
Duquesne Univ
East Carolina College
Eastern Illinois Univ

SEM / PPC

Targeting



SPRING BREAK: COLLEGE

Eastern Kentucky Univ
Eastern Michigan Univ
Emerson College
Emporia State in Kansas
Fairfield Univ
Ferris State Univ
Ferris State Univ (Michigan)
Florida State Univ
Fort Hays State Univ (Kansas)
George Mason Univ
Georgetown Univ
Gordon College
High Point Univ
Hofstra Univ
Illinois State Univ
Illinois State Univ-Normal, IL
Indiana Univ Bloomington
James Madison Univ
Kansas State Univ
Kent State Univ
Lafayette College
Lake Forest
LaSalle Univ
Le Moyne College
Loyola Univ in Maryland
LSU - Louisiana State Univ

Lynchburg College
Mankato State
Marist College
Mass College
Miami Univ-OH
Michigan State Univ
Missouri State Univ
Missouri Univ of Science & Tech
Mount Ida College
New Mexico State Univ
Northeastern Univ
Northern Illinois Univ
Northern Iowa Univ
Northwestern Univ
Ohio State Univ-Main Campus
Ohio Univ
Oklahoma State Univ
Pennsylvania State Univ
Providence College
Purdue Univ-Main Campus
Rensselaer Polytechnic Institute
Rhode Island College
Roger Williams Univ
Sacred Heart Univ
Sam Houston State Univ
San Angelo State Univ
Siena College
SMU
South Dakota State Univ

Southern Illinois Univ
St. Joseph's Univ
St. Cloud State Univ
St. Edwards (Austin, Texas)
St. Josephs Univ
St. Cloud State Univ
Stephen F. Austin
Stonehill College
SUNY at Albany
SUNY at Binghamton
SUNY at Buffalo
Syracuse Univ Main Campus
TCU (Texas Christian Univ)
Texas Christian Univ
Texas State @ San Marcos, TX
Texas State Univ
Texas Tech Univ
Towson Univ
Truman State Univ (Missouri)
Tulane Univ of Louisiana
United States Naval Academy
Univ of Akron-Main Campus
Univ of Arizona
Univ of Arkansas
Univ of Central Florida
Univ of Delaware
Univ of Illinois Champaign
Univ of Iowa
Univ of Maryland-College Park

Univ of Minnesota Duluth
Univ of Minnesota, Twin Cities
Univ of Minnesota, Twin Cities
Univ of Missouri @ Columbia MO
Univ of Nebraska
Univ of New Hampshire
Univ of New Mexico
Univ of North Carolina at Chapel Hill
Univ of Oklahoma
Univ of Pittsburg-Pittsburg Campus
Univ of Rhode Island
Univ of South Carolina
Univ of South Dakota
Univ of Tennessee
Univ of Texas at Austin
Univ of Texas at San Antonio
Univ of Texas- Arlington
Univ of Texas-El Paso, TX
Univ of Vermont
Univ of Virginia
Univ of Wisconsin
Vanderbilt Univ
Vir. Polytechnic Institute and State Univ
Wentworth Institute of Technology
Western Illinois Univ
Western Kentucky Univ
Western Michigan Univ
Worcester Polytechnic Institute
Yale Univ

Social Advertising

Targeting



FAMILY LEISURE: MIDWEST/CANADA

Location:

Canada-Alberta; Canada-Saskatchewan ; Canada-Manitoba; Alabama; Colorado; Illinois; Indiana; Iowa; Kansas; Kentucky; Michigan; Minnesota; Mississippi; Missouri; Montana; Nebraska; New Mexico; North Carolina; North Dakota; Ohio; Oklahoma; Pennsylvania; South Dakota; Tennessee; Wisconsin

Exclude Location:

South Padre Island (+25 mi) Texas

Age:

25 - 55

Interests:

Adventure travel, Fishing, Nature, Vacations, Beaches, Ecotourism, Travel + Leisure, Travel, Birds or Horseback riding

FAMILY LEISURE: MEXICO

Location - Living In:

Mexico: Apodaca (+25 mi), Garcia (+25 mi), Guadalupe (+25 mi), Monterrey (+25 mi), San Nicolás de los Garza (+25 mi), San Pedro Garza García (+25 mi), Santa Catarina (+25 mi) Nuevo Leon

Language :

Spanish or Spanish (Spain)

Age:

25 - 65+

Social Advertising

Targeting



SPRING BREAK: FAMILY

Location:

Texas

Exclude Location:

South Padre Island (+25 mi) Texas

Age:

27 - 49

Interests:

Travel, Travel + Leisure or traveling, Parents: (1-2 Years) Parents with Toddlers or (3-5 Years); Parents with Preschoolers; Parents with Grade School; Adventure travel, Vacations, Canoe, Parasailing, Beaches, Windsurfing, Travel, Kite surfing or water sports

SPRING BREAK: COLLEGE

Location:

Abilene Christian
Arizona State Univ
Assumption College
Ball State Univ
Baylor Univ

Bemidji State
Bloomberg Univ of Pennsylvania
Boston College
Boston Univ Bowling Green State Univ
Bridgewater State Univ
Brown Univ
Butler Univ
California Univ of Pennsylvania
Clark Univ
Clarkson Univ Coastal Carolina Univ

Coe College
College of Charleston
College of the Holy Cross
College of William and Mary
Colorado State Univ
Cornell Univ
DePaul Univ
Dickinson College
Duquesne Univ
East Carolina College
Eastern Illinois Univ

Social Advertising

Targeting



SPRING BREAK: COLLEGE

Eastern Kentucky Univ
Eastern Michigan Univ
Emerson College
Emporia State in Kansas
Fairfield Univ
Ferris State Univ
Ferris State Univ (Michigan)
Florida State Univ
Fort Hays State Univ (Kansas)
George Mason Univ
Georgetown Univ
Gordon College
High Point Univ
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Lake Forest
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Loyola Univ in Maryland
LSU - Louisiana State Univ

Lynchburg College
Mankato State
Marist College
Mass College
Miami Univ-OH
Michigan State Univ
Missouri State Univ
Missouri Univ of Science & Tech
Mount Ida College
New Mexico State Univ
Northeastern Univ
Northern Illinois Univ
Northern Iowa Univ
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Ohio State Univ-Main Campus
Ohio Univ
Oklahoma State Univ
Pennsylvania State Univ
Providence College
Purdue Univ-Main Campus
Rensselaer Polytechnic Institute
Rhode Island College
Roger Williams Univ
Sacred Heart Univ
Sam Houston State Univ
San Angelo State Univ
Siena College
SMU
South Dakota State Univ

Southern Illinois Univ
St. Joseph's Univ
St. Cloud State Univ
St. Edwards (Austin, Texas)
St. Josephs Univ
St. Cloud State Univ
Stephen F. Austin
Stonehill College
SUNY at Albany
SUNY at Binghamton
SUNY at Buffalo
Syracuse Univ Main Campus
TCU (Texas Christian Univ)
Texas Christian Univ
Texas State @ San Marcos, TX
Texas State Univ
Texas Tech Univ
Towson Univ
Truman State Univ (Missouri)
Tulane Univ of Louisiana
United States Naval Academy
Univ of Akron-Main Campus
Univ of Arizona
Univ of Arkansas
Univ of Central Florida
Univ of Delaware
Univ of Illinois Champaign
Univ of Iowa
Univ of Maryland-College Park

Univ of Minnesota Duluth
Univ of Minnesota, Twin Cities
Univ of Minnesota, Twin Cities
Univ of Missouri @ Columbia MO
Univ of Nebraska
Univ of New Hampshire
Univ of New Mexico
Univ of North Carolina at Chapel Hill
Univ of Oklahoma
Univ of Pittsburg-Pittsburg Campus
Univ of Rhode Island
Univ of South Carolina
Univ of South Dakota
Univ of Tennessee
Univ of Texas at Austin
Univ of Texas at San Antonio
Univ of Texas- Arlington
Univ of Texas-El Paso, TX
Univ of Vermont
Univ of Virginia
Univ of Wisconsin
Vanderbilt Univ
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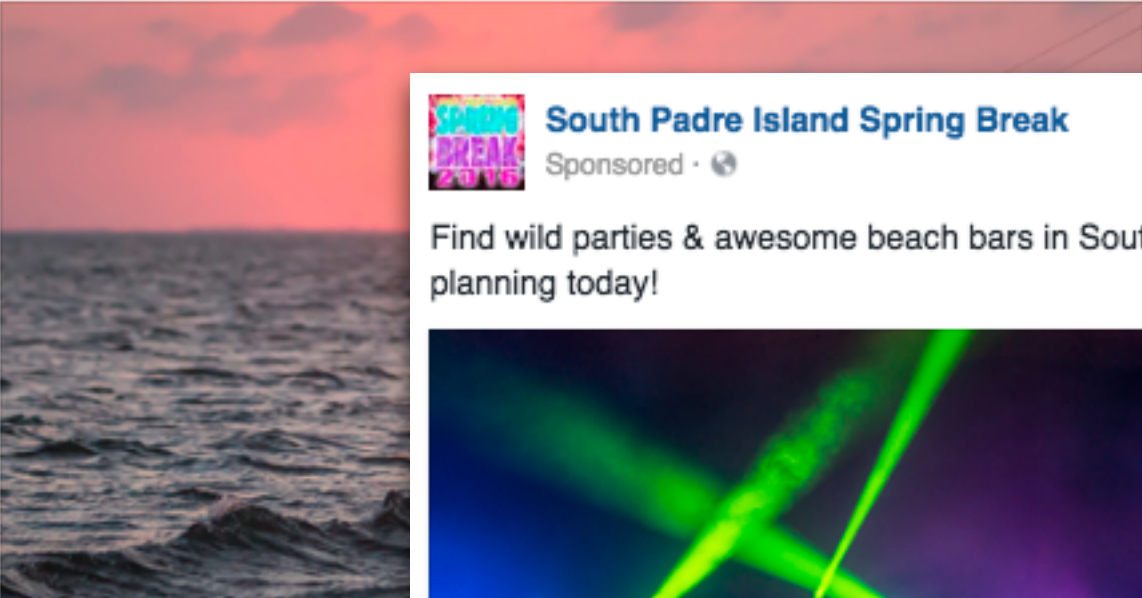
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