

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

NOTICE IS HEREBY GIVEN THAT THE SPECIAL EVENTS COMMITTEE OF THE CITY OF SOUTH PADRE ISLAND, TEXAS WILL HOLD A MEETING ON:

**WEDNESDAY, MARCH 6, 2019**  
**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 Special Events Committee relating to agenda or non-agenda items. Speakers are required to address the Special Events Committee at the podium and give their name before addressing their concerns. (Note: State law will not permit the Committee to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Special Events Committee meeting).*
4. Discussion and possible action regarding special event application and policy. (Flores)
5. Discussion and possible action regarding UTRGV marketing interns. (Flores)
6. Discussion and possible action regarding the following special event funding applications and recommendation to Convention and Visitor's Advisory Board for approval:
  - a. TIFT
  - b. LKT
  - c. Jailbreak Obstacle Course Race
  - d. MOF Ninja Warrior
  - e. Tailgate Weekend
  - f. Xpogo (2019 - 4 different dates)
  - g. FAMFest
7. Discussion and possible action regarding proposed Special Event Subcommittee Policy and submit to CVA Board & City Council for review. (Till/Flores)
8. Discussion and possible action regarding request to City Council to dissolve the current Special Events Committee and allow the CVA Board to reform this committee as a subcommittee under the CVA Board. (Till)
9. Discussion and possible action to approve funding requests for the 11<sup>th</sup> Annual Knights of Columbus Bay Challenge Fishing Tour. (Flores/Amaya)

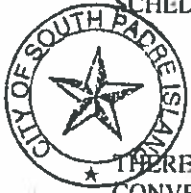
10. Discussion and possible action concerning setting next Special Events Committee meeting date.

11. Adjournment.

DATED THIS THE 1st DAY OF MARCH 2019.

  
Rosa Zapata, CVB Executive Services Specialist

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE NOTICE OF MEETING FOR THE SPECIAL EVENTS COMMITTEE OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT THE CITY HALL/MUNICIPAL BUILDING ON March 1, 2019, 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 AND CONVENTION AND VISITORS ADVISORY BOARD ATTENDING THIS MEETING, AND IF SO, THIS STATEMENT SATISFIES THE REQUIREMENTS OF THE OPEN MEETINGS ACT.

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

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

**MEETING DATE:** March 6, 2019

**NAME & TITLE:** Michael Flores, Interim CVB Director

**DEPARTMENT:** South Padre Island Convention and Visitors Bureau

**ITEM**

Discussion and possible action regarding special event application and policy.

**ITEM BACKGROUND**

The Convention and Visitors Advisory Board made a recommendation at the Regular Board Meeting held Wednesday, February 27, 2019 for the Special Events Subcommittee to discuss application and policy.

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO:   X  

Approved by Legal: YES: \_\_\_\_\_ NO:   X  

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve special events application and policy.

South Padre Island Convention & Visitors Bureau

# Special Events Policy

Revised 2.27.2019



South Padre Island Convention & Visitors Bureau | 7355 Padre Blvd. | South Padre Island, Texas 78597 (800) 767-2373 | (956) 761-3000 | (956) 761-3024 Fax | SoPadre.com

## SPECIAL EVENTS POLICY

### PURPOSE

The City of South Padre Island Convention & Visitors Bureau (SPICVB) has adopted this Special Events Policy in order to provide uniform guidelines for event organizers, producers, promoters and sponsors (collectively referred to as "Organizers") to request assistance for marketing, promoting or producing a special event.

A "special event" is defined as:

1. An event or promotion which will occur during a limited period of time (e.g., day, multiday, week, weekend, annual), and
2. Promoted, designed and managed by private entrepreneurs who depend on public attendance or participation, and
3. Is in whole or in part directly beneficial to the City of South Padre Island taxing district, having a substantial visitor economic impact on the taxing district and/or significant overnight accommodations sales.

This Special Events Policy will be provided to all organizers requesting special events assistance from the City of South Padre Island Convention & Visitors Bureau (SPICVB). It is the intention of this special events policy to attract events that are or will become financially self-supporting and not require annual funding assistance.

### REQUESTS FOR ASSISTANCE

The SPICVB is authorized to provide for two types of support for special events, and applicants may apply for any and/or all types of support:

1. Non-financial support through public relations, collateral distribution, website, calendar of events listing, visitor information services.
2. Non-financial support for advertising and marketing, which will be at the discretion of the SPICVB Director.
3. Direct support for marketing and promotional expenses, in which funding will be provided on a reimbursement basis, unless contracted otherwise. In all cases, the Convention & Visitors Advisory (CVA) Board shall annually retain 25% of the hotel tax-funding award that will be paid upon submission of the post event report and satisfactory performance on the terms of the funding agreement.

All special events assistance requires written approval of the SPICVB. Organizers must submit a written request for assistance to the SPICVB. Deadlines for submitting applications for assistance vary and are described in Sections I, II, and III below.

#### Submit requests to:

City of South Padre Island Convention & Visitors Bureau  
Attn: Events Development & Packaging Manager  
7355 Padre Boulevard  
South Padre Island, TX 78597



## SPECIAL EVENTS POLICY

All requests for assistance under Sections I and II and/or III must, at a minimum, provide detailed description of the special event, including the following information:

- Name and general description of event
- Desired location(s)
- Desired dates and times
- A detailed description of all activities planned during the special event
- Sponsor list (specify confirmed sponsors and anticipated sponsors)
- Vendor/exhibitor list (if applicable)
- Attendance (anticipated)
- Sleeping rooms required – daily and total (anticipated)
- Event map
- Security/safety plan for patrons, including emergency aid facilities and personnel
- A complete budget with estimated income and expenses
- A plan for all advertising and promotion of the special event
- Copies of available promotional materials (i.e., flyers, commercials, videos, etc.)
- Previous experience of organizer
- History of event (if previously produced)

## APPLICATION PROCESS

Applications for funding will be submitted through the city application forms with required attachments provided by the applicants. City staff and the ~~Convention and Visitors Advisory Sub-committees and Board~~ Special Events Committee will review the applications solely through the written applications, unless two or more Board members request an in-person presentation. In such a case, the applicant may be asked to be present at a meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week in a timely fashion, with sufficient time 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.

The SPICVB reserves the right to approve or disapprove the suitability of any particular element of a proposed special event at its sole and absolute discretion. The SPICVB reserves the right to deny assistance to any special event that may be inconsistent with the policies and goals of the SPICVB. Decisions made by the Special Events ~~Sub-Committee~~ may be appealed to the Convention and Visitors Advisory (CVA) Board. The CVA Board's decision on an appeal is final.

### I. Request for Assistance to Promote a Special Event (not requiring funding)

The SPICVB will consider providing non financial support through one or more of the following;



- Public relations (through SPICVB)
- Collateral distribution
- Website calendar of events
- Printed calendar of events
- South Padre Island Visitors Center Welcome Center display
- SPICVB official logo, photography, video (including b-roll)

*Deadline for applications: 45 days prior to the event*

## **II. Request for Assistance to Promote a Special Event (requiring indirect funding)**

The SPICVB will consider providing indirect financial support that includes “non-financial support” listed in Section I (above), plus advertising and marketing assistance that may include one or more of the following:

- Website
- Newspaper
- Magazines
- Trade publications
- Radio
- Television
- Cable TV
- Billboards
- Trade shows
- Media production
- Media placement

Any and all consideration for advertising mediums will be evaluated based on the overall economic impact produced by an event, as well as the media value as it directly impacts the destination.

*Deadline for applications: 45 days prior to the event*

## **III. Request for Assistance to Promote a Special Event (requiring direct funding)**

The SPICVB will consider providing direct financial support that includes “non-financial support” listed in Section I (above), if events requesting initial support can prove their potential to generate overnight visitors by:



- 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 SPICVB CVAB ~~sub~~-committee shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the ~~sub~~-committee shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board. The Convention and Visitors Advisory Board may accept or amend the CVAB ~~sub~~-committee's recommendations by a majority vote of the Committee.

~~There shall be a five-year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses.~~

~~The Convention and Visitors Advisory Board has the discretion to shorten or terminate that limitation if deemed appropriate.~~ All organizations should assume that potential SPICVA funding would decrease every year for the term of this agreement. Any event promoter/producer responding to a SPICVA RFP or making a request for funding must include a member of the SPI CVA Board, Staff or expert ~~sub~~-committee on their organization's Board of Directors for the duration of the agreement.

## 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. ~~Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a "legacy project" of South Padre Island's funding of a particular event.~~

## 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.

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.

## SPECIAL EVENTS POLICY

Any and all consideration for advertising mediums will be evaluated based on the overall economic impact produced by an event, as well as the media value as it directly impacts the destination.

Following the CVA ~~sub~~-committee's review and recommendations, any advertising and marketing assistance will require the following provisions:

1. All promotion and advertising materials and budget must be approved in advance by the SPICVB Director.

All special events requesting indirect funding assistance will be required to supply full details as described in the "REQUEST FOR ASSISTANCE" section (above). In addition, the amount of funding assistance requested must be provided.





## BLACKOUT PERIODS FOR HOTEL TAX FUNDING

Due to high hotel occupancy during certain time periods, grants ~~will~~may not be given additional review and limited consideration for operational costs for events/projects ~~on~~in the following ~~dates~~months:

- The months of March, June and July

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-thirds vote, grant an event a variance from these blackout periods.

## APPLICATION DEADLINE

**Deadline for applications:** ~~January 31 and June 30~~. Applications may be submitted at any time but will be reviewed by the Special Event ~~Sub~~-Committee at its discretion. The applicant must be prepared to demonstrate to the CVA ~~sub~~-committee and CVA Board how the project will be beneficial to the tourism industry in South Padre Island, and may be requested to appear before the Board to answer questions.

The SPICVB reserves the right to fund all or in-part or to decline the request of the organizer based on the projected economic impact to the tourism industry of South Padre Island, Texas. Special event funding recommendations are not final until the request has been reviewed and received voted approval by the Convention & Visitors Advisory Board of the SPICVB.

## ~~SPECIAL EVENTS POLICY~~

## GENERAL PROVISIONS FOR SPECIAL EVENT ASSISTANCE

### Funding Limitations

The SPICVB reserves the right to approve, restrict or deny funding based on the performance projections of all special events. All funding provided to an approved special event will be in accordance with all state and local regulations regarding the proper use of tourist development tax collections.

Consideration for funds will not exceed one current budget year and will require a detailed special event summary and a new application for the next fiscal budget year.

The request for funding assistance must be received no later than January 31 and June 30 in order to be considered for the upcoming calendar year (January 1 to December 31).

### Permits



Organizers must secure and maintain at their cost all licenses, permits and/or other authorizations necessary to conduct the special event. Organizers must provide the SPICVB with copies of all such required licenses, permits, and/or authorizations at least thirty (13) days prior to the beginning of the special event.

#### **Compliance with Laws**

Organizers agree to comply with all laws, regulations and ordinances applicable to the special event. All special events must meet the public safety criteria of the City of South Padre Island, Cameron County, and City of South Padre Island Fire and Police Departments. All police, security, fire protection, emergency medical required by the special event permit(s) or required by the above-named agencies must be paid for by the organizer a minimum of thirty (30) days in advance of the special event.

#### **Sanitation and Clean-Up**

Organizers are responsible for sanitation and clean-up related to the special event. Organizers are responsible for coordinating with the City of South Padre Island to ensure that toilet facilities are provided as required by the County Health Department. All organizers are responsible for providing the required number of trash containers and the disposal thereof. All costs for clean-up during and after the special event are the responsibility of the organizer. The SPICVB will require proof of advance payment of toilet, sanitation and clean-up services a minimum of ten (10) days in advance of the special event.

#### **Vendors, Exhibitors & Sponsors**

The organizer must provide to the SPICVB lists of all vendors, exhibitors and sponsors participating in the event. The SPICVB reserves the right to approve, decline or dismiss (in advance or on site) any vendor, exhibitor or sponsor whose conduct, merchandise, services, displays advertising, promotional materials and/or activities may be inconsistent with the policies and goals of the SPICVB.

The lists of vendors, exhibitors and sponsors must be provided to the SPICVB at the time of application, and monthly updates must also be provided. Updated lists must be provided ten (10) days prior to the event; thereafter, organizer must notify the SPICVB of any additions on a daily basis.

#### **Temporary Signage for Special Events**

All content for temporary signage to be installed for a special event must complete an application and artwork must be approved by SPICVB and TXDOT prior to placing median banner order. Temporary signage must be scheduled (by application) a minimum of three (3) weeks in advance in order to process permits and confirm availability. The SPICVB is not responsible for any damage to temporary signage caused by wind, vandalism or other sources. Any change from above standards will result in a cancellation of temporary signage.

#### **Advertising and Promotion**

All advertising and promotional material including (but not limited to) internet, radio, television, flyers, brochures and newspaper ads must be approved by the SPICVB a minimum of thirty (30) days prior to publicizing the special event.

Request to utilize SPICVB official logo, photography, video (including b-roll) in all marketing/promotion efforts must adhere to specified guidelines. The SPICVB reserves the right in its sole discretion to terminate or modify permission to use the Logo, and may request that third parties modify or delete any use of the Logo that, in South Padre Island's sole judgment, does not comply with these guidelines, or might otherwise impair South Padre Island's rights in the Logo. South Padre Island further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.

#### **Conduct at Special Events**

Offensive language, gestures, reckless driving or unruly conduct will not be tolerated at any event approved for assistance by the SPICVB. Organizers are responsible for the behavior of all spectators, visitors, guests, participants or invitees to a special event. Improper conduct or the inability to control conduct may result in the loss of future funding for the event or organizer.



### **Insurance and Indemnification**

Organizers must obtain and maintain at their own expense, for the specified dates of the special event (including setup and takedown), general and public liability insurance naming the City of South Padre Island as additional insured.

Comprehensive liability insurance must be obtained from an insurance carrier approved by the SPICVB in the amount of at least \$1,000,000.00 per occurrence for personal injury, bodily injury and property damage. Such policy must be in a form acceptable to the SPICVB and must require the insurer to give the SPICVB written notice of any modification or cancellation. Organizers must provide SPICVB with a copy of the certificate of insurance at least fourteen (14) days prior to the special event.

Organizers must indemnify, and hold the City of South Padre Island, SPICVB, their officers, directors, elected officials, agents, representatives, employees and volunteers harmless from and against any and all claims, suits, expenses, damages or other liabilities, including reasonable attorney fees and court costs, arising out of bodily injury or property damages resulting from or in connection with the special event.

### **Cancellation**

The SPICVB reserves the right to demand repayment of all funding allocated to an applicant and/or special event as a result of event cancellation. It will be the responsibility of the organizer to insure the successful completion of the special event. If the organizer elects to cancel the proposed event, the organizer will be responsible for all funds spent or obligated at the time of cancellation.

South Padre Island Convention & Visitors Bureau

# **South Padre Island Tax**

# **Funding Application**

Hotel Occupancy Tax Use Guidelines Under Texas State Law



## 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 Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RFP's or accept 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 on the official application by the below noted deadlines.

~~The Requests for Proposals shall generally be for five (5) years, with the goal of all events should be the execution of having a permanent, successful, self-funding event in place by the end of that a 3-5 year period. The same timeline and goals shall apply to any person or group applying for SPI-CVA funding for an event. The SPI-CVA generally will not respond to "one off" events, unless they are MAJOR events with a significant impact on:~~

- 1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
- 2. Out-of-area media; and/or
- 3. Local (SPI/PI) participation.

The Convention and Visitors Advisory Board will review the application ~~during one annual funding review period as needed~~ Effective September 1, 2019, all applications must be presented at least two years prior to the date of the proposed event or expenditure.



## APPLICATION PROCESS

Applications for funding will be submitted through the city application forms with required attachments provided by the applicants. ~~City staff and the~~ The Convention and Visitors Advisory ~~Sub-committees and Board~~ will review the applications ~~solely through the written applications, unless two or more Board members request an in-person presentation. In such a case, and~~ the applicant may be asked to be present at a meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified ~~at least one week prior in a timely fashion as~~ to the meeting ~~presentation offer~~ the time and place ~~for of~~ the review.

An applicant may apply to the Convention and Visitors Advisory Board for a variance from any of 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:

Funding priority will be given to those events based on the three-pronged test referenced above. There must be a significant impact on:

1. Tourism, specifically HOT tax impact. If an event will not generate significant hotel night activity or gain participation of existing hotel guests, it is not eligible to receive HOT tax funding;
2. Out-of-area media; and/or
3. Local (SPI/PI) participation.

### Compliance

Selected applicants must:

1. Place a link to the South Padre Island CVB listing of hotels on the applicants website;
2. Attend one of the annual informational seminars on hotel occupancy tax funding;
3. Coordinate all marketing, public relations and media through the SPI-CVA marketing contractor; and
4. Comply with all data collections requirements of the SPI-CVA Economic Impact contractor.

The SPICVB will consider providing direct financial support that includes “non-financial support” listed in Section I (above), if events requesting initial support 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 SPICVB CVA ~~sub~~ committee shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the ~~sub~~ committee shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board. The Convention and





Visitors Advisory Board may accept or amend the CVAB ~~sub~~-committee's recommendations by a majority vote of the Committee.

~~There shall be a five-year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses.~~

~~The Convention and Visitors Advisory Board has the discretion to shorten or terminate that limitation if deemed appropriate. All organizations should assume that potential SPICVA funding would decrease every year for the term of this agreement.~~ Any event promoter/producer responding to a SPICVA RFP or making a request for funding must include a member of the SPI CVA Board, Staff or expert ~~sub~~-committee on their organization's Board of Directors for the duration of the agreement.

### 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. ~~Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a "legacy project" of South Padre Island's funding of a particular event.~~

### 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.

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 complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834  
Email: marisa@sopadre.com

### 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 months of March, June and July~~

~~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-thirds vote, grant an event a variance from these blackout periods.~~



## APPLICATION FOR INITIAL FUNDING

Today's Date: \_\_\_\_\_

### ORGANIZATION INFORMATION

Name of Organization: \_\_\_\_\_

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

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

Contact Name: \_\_\_\_\_

Contact Office Phone Number: \_\_\_\_\_

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

Web Site Address for Event or Sponsoring Entity \_\_\_\_\_

Non-Profit or For-Profit status: \_\_\_\_\_ Tax ID #: \_\_\_\_\_

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_





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 & 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 guest 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 various 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?

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**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?

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

What percentage of the ridership will be local citizens? \_\_\_\_\_

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?

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

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: \_\_\_\_\_

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

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
_____	_____	_____
_____	_____	_____
_____	_____	_____

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

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

Will the event charge admission? \_\_\_\_\_

Do you anticipate a net profit from the event? \_\_\_\_\_

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

All marketing and promotions will be coordinated through the CVA's agency, unless exempted from this requirement by the Executive Director, in which case all creative must be pre-approved by the Executive Director (or designee) and payments will be on a reimbursement basis. Please list all promotion efforts your organization is planning and the amount estimated for 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: \_\_\_\_\_

A link to the CVB must be included on your promotional handouts and in your website for booking hotel nights during this event. Are you able to comply? ☐ Yes ☐ No

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

*[If we have a tour operator, we will require them to use that service.]*

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

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What geographic areas does your event reach?

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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)

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

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***[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured]***



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 coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply?

☐ Yes    ☐ No

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.

#### 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
- \_\_\_\_\_ Complete budget for the Funded Project
- \_\_\_\_\_ Room night projections, with back-up, for the Funded Event

#### Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834  
Email: [marisa@sopadre.com](mailto:marisa@sopadre.com)

## South Padre Island Convention & Visitors Bureau Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

\_\_\_\_\_  
Name of Event

\_\_\_\_\_  
Date Submitted



- ☐ Received and understood the separate **Special Events Policy**
- ☐ Completed the **South Padre Island Hotel Tax Funding Application** form
- ☐ Enclosed a description of all planned activities (or provided in application form)
- ☐ Enclosed a sponsor list (categorized by "confirmed" and "pending")
- ☐ Enclosed a vendor/exhibitor list (categorized by "confirmed" and "pending")
- ☐ Enclosed an event map
- ☐ Enclosed security/safety plans
- ☐ Enclosed a detailed budget
- ☐ Enclosed an advertising and promotion plan
- ☐ Enclosed copies of promotional materials (if available)
- ☐ Enclosed a summary of previous special event experience of organizer(s)
- ☐ Enclosed a history of event (if previously produced)
- ☐ Indicated the type(s) of assistance requested
- ☐ Indicated the amount of financial support (if requested)

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

\_\_\_\_\_  
Date

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

## South Padre Island Convention & Visitors Bureau

# Special Event Marketing Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

\_\_\_\_\_  
Name of Event

\_\_\_\_\_  
Date Submitted

### For ALL Applicants Requesting Assistance to Promote a Special Event

- ☐ Received and understood the separate **"Special Events Policy"**



South Padre Island Convention & Visitors Bureau | 7355 Padre Blvd. | South Padre Island, Texas 78597 (800) 767-2373 | (956) 761-3000 | (956) 761-3024 Fax | SoPadre.com

- Received and understood the separate “Calendar of Events Policy”
- Submitted Event to SPICVB Event Calendar: <https://sopadre.com/events/community/add>
- Completed Application for Temporary Signage – Special Events
- Enclosed event logo
- Enclosed 2 -3 images to promote event
- Enclosed copy of press release (if available)

**For Applicants Requesting Assistance to Promote a Special Event  
(not requiring funding)**

- Received and understood the “Logo Usage Guidelines” Policy
- Completed Logo Usage Approval Form
- Enclosed copy of press release (required if seeking PR assistance)
- Enclosed copy of event brochure and/or flyer

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Authorized Signature

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Date

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Print Name

## South Padre Island Convention & Visitors Bureau

# Event Calendar Policy



South Padre Island Convention & Visitors Bureau | 7355 Padre Blvd | South Padre Island, Texas 78597 (800) 767-2373 | (956) 761-3000 | (956) 761-3024 Fax | SoPadre.com

## EVENT CALENDAR POLICY

### PURPOSE

The purpose of the South Padre Island Convention and Visitors Bureau (SPICVB) Event Calendar is to feature events whose appeal is broad enough to attract out-of-area visitors, entice visitors to extend their stay or provide a tourism-related activity available to visitors and residents alike. The SPICVB Event Calendar is not meant to be a community calendar, and does not list non-tourism related events.

### EVENT SUBMISSION REQUIREMENTS

- Events must be submitted via the online [event submission form](#).
- Prior to submitting an event calendar submission, the event organizer must reserve the event location through the proper channels, and ensure that the times associated with the event are correct. **An event being published to the calendar does not reserve the location.**
- Event listings must include title, date/time, location, description and contact information. A website link for additional information is encouraged. For events without a URL, the default website will be the SPICVB website.
- Events should be of interest to the traveling public and open to the general public.
- Events may not be approved if they lack required information.
- Although two weeks is best for event promotion, calendar requests must be submitted **at least 5 business days before the event.**

### EVENT LOCATION





Only events within a 30-mile radius of South Padre Island, Texas will be considered for inclusion. This includes events in Port Isabel or the South Padre Island Golf Course.

## REGULATION & AUTHORITY

1. All event postings are moderated by the SPICVB who reviews and approves all event submissions.
2. The SPICVB reserves the right to edit event listing information for style and consistency and reserves the right to reject, delete and/or edit event listings if they do not meet appropriate criteria and/or space limitations.
3. All persons or entities submitting event calendar submissions hereby agree to indemnify, defend and hold harmless the SPICVB and its individual members, officials, committees, officers, agents, directors and employees from any and all third-party claims that the content violates a third-party's rights of privacy or contains any defamatory content or violates any state, federal or local law or regulation.
4. Event calendar submission constitutes agreement to all guidelines and information contained in this policy.
5. The SPICVB reserves the right to revise these guidelines at any time without any notice.

## LINKS TO EXTERNAL WEBSITES

For external websites linked from the SPICVB website, the specific page that is opened when a visitor goes to the URL provided (usually referred to as the "home" or "start" page) must meet the following technical requirements:

- The page must contain a valid HTML title tag that provides the name of the site or the organization that operates the site.
- The page must provide valid contact information available to any visitor on the site. This contact information may be in the form of an email address, postal address or telephone number.

Requests for links or listing information from the SPICVB website will not be granted automatically and are not guaranteed for website operator who provide the required information. The SPICVB reserves the right to:

- Deny an external link inclusion to any person, business or organization when it is determined, following review, that the entity or organization does not meet the criteria set forth in this policy.
- Deny an external link inclusion to any person, business or organization, which fails to provide all required information, or fails to provide valid information.

The SPICVB, at its sole discretion, will determine whether external content meets the purpose of the SPICVB website. Generally, external content does not meet the purposes of the SPICVB website if the content contains, promotes, exhibits, suggests or overtly infers the following (this is a non-exclusive list):

- Content not suitable for persons of all ages.
- Promoting or inciting illegal, violent or socially undesirable conduct.
- Promotion or availability of illegal drugs, alcohol or tobacco products.
- Promotion or availability of adult, pornographic or sexually-oriented entertainment or materials.
- Promoting libelous or otherwise defamatory content.
- Content that exhibits hate, bias, discriminatory or violating any of the City of South Padre Island affirmative action or equal opportunity policies.
- Promoting individual or personal websites and homepages
- Promotion of any religion or religious viewpoint
- Content that infringes on any trademark, copyright or patent rights of another



## COMMUNITY CENTER CALENDAR

Fundraisers and Community Events (i.e. garage sales, pet adoptions, etc.) will not be considered for inclusion unless they give the potential to draw tourists to South Padre Island, Texas. This is at the discretion of the South Padre Island CVB; however, these types of events are welcome on the City of South Padre Island Community Events Calendar. Only community events by the City of South Padre Island Parks & Recreation department are posted. For other community events, please contact the [City of South Padre Island Parks & Recreation Manager](#) for more information.

## ONGOING EVENTS

Ongoing events may be posted on the SPICVB Events Calendar up to a year out from the current date of the event submission. Any ongoing events submitted to the SPICVB Events Calendar that extend beyond a year from date of event submission will be edited by the SPICVB for only one year beyond the submission date.

## MEETINGS & GROUPS

Meetings not currently services by the SPICVB will not be considered for inclusion. For more information on how to utilize the SPICVB sales and servicing team, contact our [Business Development Manager, Michael Flores](#).

## SPRING BREAK EVENTS & CONCERTS

Events submitted to the SPICVB specifically for Spring Break will be posted at the discretion of the Director. The SPICVB may edit event listing information for style and consistency.

## PROHIBITED CONTENT

Events submitted to the SPICVB containing any of the following forms of content shall not be allowed for posting:

- Profane language or content
- Content that promotes, foster or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation.
- Sexual content or links to sexual content
- Solicitations of commerce
- Conduct or encouragement of illegal activity
- Information that may tend to compromise the safety or security of the public or public systems
- Content that violates a legal ownership interest of any other party

The SPICVB shall allow posting of all events that are within the purpose of the limited public forum, with the exception of the prohibited content listed above.

## EVENT UPDATES & CANCELLATIONS

Update or cancellation requests from event organizers will be considered and managed in a timely manner (within 24 hours) whenever possible. Exceptions may include holidays and weekends.



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

**MEETING DATE:** March 6, 2019

**NAME & TITLE:** Michael Flores, Interim CVB Director

**DEPARTMENT:** South Padre Island Convention and Visitors Bureau

**ITEM**

Discussion and possible action regarding UTRGV Marketing Interns.

**ITEM BACKGROUND**

In 2018 the University of Texas Rio Grande Valley Marketing Department, under the direction of Dr. Sharon Schembri, proposed an internship with some of the marketing undergraduate students and the City of South Padre Island to help promote special events throughout the year.

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO:   X  

Approved by Legal: YES: \_\_\_\_\_ NO:   X  

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve UTRGV Marketing Interns and make recommendations to CVAB.

## *Overview and Goals*

Dear Paul Magee,

Marketing is all about connections. Connecting the right message with your target audience, connecting to your event, and connecting your event goals to your desired results.

This internship we have obtained with UTRGV allows us to help you make those connections. We'll help you define who your most lucrative target audience is, help develop a message that communicates to them directly, and overall position your event as THE FOMO experience you are hoping to achieve. Our objectives are to increase brand awareness, increase SPLASH attendance, as well as assist in the development in managing customer relationships.

Once we're able to dig in a little deeper, we'll create a customized plan of attack that makes sense for your goals. It require market research, but for now we will present our proposal. It will be a mix of low-cost social media advertising, branding, public relations with local and nearby metropolitan LGBTQIA+ and ally organizations, as well as content marketing.

We are looking forward to take this internship into high gear and make SPLASH's 20th anniversary event one that will be impactful. We hope to gain customer loyalty and make SPLASH the destination and experience of the year with many more following after.

Sincerely,  
Lizette Maldonado  
Maria Trevino  
Monica Vera

# Marketing Internship Application Form

MARK 3300 Marketing Internship

Student Name: Monica Vera SID # 20329706  
Address: 406 E. Clayton City: Hebbronville State: Texas  
Zip Code: 78361 Phone: 361-406-7495 E-mail: monica.vera01@utrgv.edu  
Major: Marketing Minor: N/A Classification: Senior GPA: 3.41  
Job Title/Intern Position: Events Marketing Specialist  
Company/Agency Name: City of South Padre Island Convention + Visitors Bureau  
Supervisor's Name: Michael Flores Title: Director of Marketing Research  
Address: 7355 Padre Blvd City: SP State: Tx  
Zip Code: 78597 Phone: 800-657-2373 E-mail: michael@spadire.com  
Alternative Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Are you an international student (on F-1 visa)? ☐ Yes ☒ No If Yes, you must also give us a copy of your CPT.

Have you ever been, or currently are, employed by this employer? ☐ Yes ☒ No

Beginning date: 01/16/19 End date: 05/01/19 Physical location of the internship: Weslaco + SP

Number of internship hours per week (minimum of 10): 10 hrs/wk @ \$10/hr for 15 weeks

Will the employer pay you for this internship? ☒ Yes ☐ No If Yes, how much? \$10/hr

## INTERNSHIP REQUIREMENTS

The proposed internship experience must comply with the following requirements:

1. The knowledge gained is equal to or greater than the knowledge gained in a traditional classroom setting.
2. The employing firm provides a formal structured training program for the intern.
3. The employing firm provides the internship instructor with the following:
  - a. 3 confidential evaluations of the intern, each meeting the timeline specified in the internship course syllabus
  - b. a letter describing the duties performed by the intern and the supervision provided to the intern
  - c. a copy of any information that the employer deems important and relevant to the internship experience
4. The intern must keep a diary, which comprises a chronological listing of all work experience gained in the internship;
5. The intern writes a paper demonstrating the knowledge gained in the internship;
6. Academic credit the student will receive for the internship follows the following rules:
  - a. The intern may participate in an internship for academic credit or non-academic credit purposes.
  - b. The intern may participate in multiple internships, of which only one will receive academic credit.
  - c. The intern may receive not more than 3 semester hours of credit for the internship experience.
7. The intern will provide evidence of all items indicated above to the faculty coordinator upon request.

## STUDENT'S AGREEMENT

I understand that my internship grade will be 'NO PASS' if I do not consistently perform satisfactorily at work, if I report to work late, if I leave work early, or if I fail to comply with the employer's policies and guidelines as well as the instructor syllabus. In addition, I agree to:

1. ensure each and every internship-related document is filed in the binder that the department keeps for me
2. be present at all required times unless I make arrangements with the employer and notify the instructor in advance
3. report any difficulty at work to the instructor
4. inform instructor of any change in my work assignment or if there is any reason my assignment is not satisfactory
5. immediately inform the instructor and the immediate supervisor of any change of address or phone number
6. meet the timeline and observe due dates and deadlines specified in the syllabus

Monica Vera

Student's Name

*Monica Vera*

Signature

11/13/18

Date

## EMPLOYER'S AGREEMENT

In the space below, please provide a list of objectives, mutually developed and agreed upon by you and the intern.

1. To develop an events marketing plan for  
SPLASH 2019 by end March 2019
2. To implement events marketing strategy  
in March / April 2019
3. To report on effectiveness of implemented strategies  
by May 2019

In the space below, please state the activities the student will perform and specific skills and experiences the student will acquire in the internship.

Working as a team of three, this student group  
will develop an events marketing plan  
for 2019 SPLASH (APR 25-28th 2019)

As the immediate supervisor, I hereby agree to abide by the objectives and target activities throughout the internship.

Michael Flores

Immediate Supervisor's Name

*Michael Flores*

Signature

12/7/2018

Date

Dr Sharon Schembri

Internship Instructor's Name

*Sharon Schembri*

Signature

12/04/18

Date

Dr Michael Minor

Department Chair's Name

Signature

Date

# Marketing Internship Application Form

## MARK 3300 Marketing Internship

Student Name: Maria Trevino SID # 20289724  
Address: 746 S. Missouri City: Mercedes State: Texas  
Zip Code: 78570 Phone: (956) 520-1957 E-mail: maria.d.trevino01@utrgv.edu  
Major: Marketing Minor: N/A Classification: Senior GPA: 3.18  
Job Title/Intern Position: Events Marketing Specialist  
Company/Agency Name: City of South Padre Island Convention & Visitors Bureau  
Supervisor's Name: Michael Flores Title: Director of Marketing Research  
Address: 7355 Padre Blvd City: SPI State: TX  
Zip Code: 78597 Phone: 800-657-2373 E-mail: michael@spipadre.com  
Alternative Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Are you an international student (on F-1 visa)? ☐ Yes ☒ No If Yes, you must also give us a copy of your CPT.

Have you ever been, or currently are, employed by this employer? ☐ Yes ☒ No

Beginning date: 01/16/19 End date: 05/01/19 Physical location of the internship: Weslaco + SPI

Number of internship hours per week (minimum of 10): 10 hrs/wk

Will the employer pay you for this internship? ☒ Yes ☐ No If Yes, how much? \$10/hr

### INTERNSHIP REQUIREMENTS

The proposed internship experience must comply with the following requirements:

1. The knowledge gained is equal to or greater than the knowledge gained in a traditional classroom setting.
2. The employing firm provides a formal structured training program for the intern.
3. The employing firm provides the internship instructor with the following:
  - a. 3 confidential evaluations of the intern, each meeting the timeline specified in the internship course syllabus
  - b. a letter describing the duties performed by the intern and the supervision provided to the intern
  - c. a copy of any information that the employer deems important and relevant to the internship experience
4. The intern must keep a diary, which comprises a chronological listing of all work experience gained in the internship;
5. The intern writes a paper demonstrating the knowledge gained in the internship;
6. Academic credit the student will receive for the internship follows the following rules:
  - a. The intern may participate in an internship for academic credit or non-academic credit purposes.
  - b. The intern may participate in multiple internships, of which only one will receive academic credit.
  - c. The intern may receive not more than 3 semester hours of credit for the internship experience.
7. The intern will provide evidence of all items indicated above to the faculty coordinator upon request.

## STUDENT'S AGREEMENT

I understand that my internship grade will be 'NO PASS' if I do not consistently perform satisfactorily at work, if I report to work late, if I leave work early, or if I fail to comply with the employer's policies and guidelines as well as the instructor syllabus. In addition, I agree to:

1. ensure each and every internship-related document is filed in the binder that the department keeps for me
2. be present at all required times unless I make arrangements with the employer and notify the instructor in advance
3. report any difficulty at work to the instructor
4. inform instructor of any change in my work assignment or if there is any reason my assignment is not satisfactory
5. immediately inform the instructor and the immediate supervisor of any change of address or phone number
6. meet the timeline and observe due dates and deadlines specified in the syllabus

Maria Trevino  
Student's Name

Maria Trevino  
Signature

11/13/18  
Date

## EMPLOYER'S AGREEMENT

In the space below, please provide a list of objectives, mutually developed and agreed upon by you and the intern.

1. To develop an events marketing plan for  
SPLASH 2019 by end March 2019
2. To implement events marketing strategy  
in March/April 2019
3. To report on effectiveness of implemented strategies  
by May 2019

In the space below, please state the activities the student will perform and specific skills and experiences the student will acquire in the internship.

Working as a team of three, this student group  
will develop an events marketing plan for  
2019 SPLASH. (APR 25-28th 2019)

As the immediate supervisor, I hereby agree to abide by the objectives and target activities throughout the internship.

Michael Flores  
Immediate Supervisor's Name

Michael Flores  
Signature

12/7/2018  
Date

Dr. Sharon Schembri  
Internship Instructor's Name

Sharon Schembri  
Signature

12/04/2018  
Date

Dr. Michael Minor  
Department Chair's Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date



# Marketing Internship Application Form

## MARK 3300 Marketing Internship

Student Name: Lizette Maldonado SID # 10280662  
Address: 22418 Brushline Rd City: Edinburg State: TX  
Zip Code: 78542 Phone: 956-900-2721 E-mail: lizette.maldonado01@utrgv.edu  
Major: Marketing Minor: \_\_\_\_\_ Classification: senior GPA: \_\_\_\_\_  
Job Title/Intern Position: Events marketing specialist  
Company/Agency Name: City of South Padre Island Convention Visitors Bureau  
Supervisor's Name: Michael Flores Title: Director of Marketing Research  
Address: 7355 Padre Blvd City: SP State: Tx  
Zip Code: 78597 Phone: 800-657-2372 E-mail: michael@spacbr.com  
Alternative Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Are you an international student (on F-1 visa)? ☐ Yes ☒ No If Yes, you must also give us a copy of your CPT.

Have you ever been, or currently are, employed by this employer? ☐ Yes ☒ No

Beginning date: 01/16/19 End date: 05/01/19 Physical location of the internship: Weslaco + SP

Number of internship hours per week (minimum of 10): \$10/hr : 10 hrs/wk

Will the employer pay you for this internship? ☒ Yes ☐ No If Yes, how much? \$10/hr

### INTERNSHIP REQUIREMENTS

The proposed internship experience must comply with the following requirements:

1. The knowledge gained is equal to or greater than the knowledge gained in a traditional classroom setting.
2. The employing firm provides a formal structured training program for the intern.
3. The employing firm provides the internship instructor with the following:
  - a. 3 confidential evaluations of the intern, each meeting the timeline specified in the internship course syllabus
  - b. a letter describing the duties performed by the intern and the supervision provided to the intern
  - c. a copy of any information that the employer deems important and relevant to the internship experience
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6. Academic credit the student will receive for the internship follows the following rules:
  - a. The intern may participate in an internship for academic credit or non-academic credit purposes.
  - b. The intern may participate in multiple internships, of which only one will receive academic credit.
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7. The intern will provide evidence of all items indicated above to the faculty coordinator upon request.

## STUDENT'S AGREEMENT

I understand that my internship grade will be 'NO PASS' if I do not consistently perform satisfactorily at work, if I report to work late, if I leave work early, or if I fail to comply with the employer's policies and guidelines as well as the instructor syllabus. In addition, I agree to:

1. ensure each and every internship-related document is filed in the binder that the department keeps for me
2. be present at all required times unless I make arrangements with the employer and notify the instructor in advance
3. report any difficulty at work to the instructor
4. inform instructor of any change in my work assignment or if there is any reason my assignment is not satisfactory
5. immediately inform the instructor and the immediate supervisor of any change of address or phone number
6. meet the timeline and observe due dates and deadlines specified in the syllabus

Lizette Maldonado  
Student's Name

Lizette Maldonado  
Signature

11/13/18  
Date

## EMPLOYER'S AGREEMENT

In the space below, please provide a list of objectives, mutually developed and agreed upon by you and the intern.

1. To develop an events marketing plan for  
SPLASH- 2019 by end March 2019
2. To implement events marketing strategy  
in March /April 2019
3. To report on effectiveness of implemented strategies  
by May 2019

In the space below, please state the activities the student will perform and specific skills and experiences the student will acquire in the internship.

Working as a team of three, this student  
group will develop an events marketing plan  
for 2019 SPLASH (APR 25-28<sup>th</sup>) 2019

As the immediate supervisor, I hereby agree to abide by the objectives and target activities throughout the internship.

Michael Flores  
Immediate Supervisor's Name

Michael Flores  
Signature

12/7/2018  
Date

Dr Sharon Schembri  
Internship Instructor's Name

Sharon  
Signature

12/04/2018  
Date

Dr Michael Minor  
Department Chair's Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## *Scope of proposal*

### **Step 1: Increasing brand awareness and attendance**

#### *Social Media Advertising*

In order to increase brand awareness and attendance, we will utilize no-cost and low-cost advertising through social media via Instagram, Twitter, Tumblr and Facebook.

- Instagram, Twitter, and Tumblr will be advertising at no cost, mostly through posts, stories and most importantly promoting interaction with SPLASH followers.
  - Recommended organic posts for Facebook and Twitter would include:
    - Up-to-date event information about SPLASH
    - Posting memories from past SPLASH events
    - Sharing relatable content from the LGBTQIA+ community
    - Emphasizing the 20th year anniversary of SPLASH
    - Creating two way communication by commenting and liking posts and pages of multiple influencers and LGBTQIA+ community members
  - Instagram *story* initiatives will include:
    - Quick polls about how the accounts followers are feeling and what they are doing today
    - Story posts about random National holidays that correspond with the fun care free image of SPLASH such as:
      - National "I Want You To Be Happy Day"- March 3
      - National Be Heard Day- March 7
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Define how much you'd like to spend, and when you'd like your ads to appear.

### Auction Predictable Reach and Frequency

**Budget** ⓘ

Daily Budget

\$11.00

\$11.00 USD

Actual amount spent daily may vary. ⓘ

**Schedule** ⓘ

☒ Run my ad set continuously starting today

☐ Set a start and end date

You'll spend no more than \$77.00 per week.

Show Advanced Options ▼

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2. Open, Equal, and Free at STC
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3. STEP South Texas Equality Project
  - a. Facebook followers/likes: 1,539/1,519
4. Spectrum at UTSA
  - a. Facebook followers/likes: 287/305
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5. The Coalition in Texas A&M University-San Antonio
  - a. Facebook followers/likes: 333/330

These are only a few of the potential organizations that could possibly be contacted. By doing so, we will communicate the message that we wish to increase brand awareness and seek participation through flyers and social media posts regarding the SPLASH event.

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We will create a customer relationship management strategy in order to engage with customers while still increasing brand awareness. We will do it mostly through contests and giveaways on social media and possible interested businesses that will allow us to collect customer data.

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### Step 3: Creating your communications and promotion strategy

#### Direct Messages

To create communication and promote the event we recommend investing in a texting service to offer reminders and updates to subscribers of the event. Protexting offers such service that includes different plans.

The screenshot shows the Protexting website's pricing page. The header includes the Protexting logo and navigation links: Features, Pricing, Enterprise, Clients, Contact Us, Sign Up, Call Now: 1 800 250-9115, and Log In. Below the header, there are five pricing plans displayed in a row:

Startup	Economy	Standard	Business	Corporate
\$49 MONTHLY <small>Pre-pay annually and Save</small>	\$79 MONTHLY <small>Pre-pay annually and Save</small>	\$149 MONTHLY <small>Pre-pay annually and Save</small>	\$299 MONTHLY <small>Pre-pay annually and Save</small>	\$499 MONTHLY <small>Pre-pay annually and Save</small>
Instant access to a Short Code	Instant access to a Short Code	Instant access to a Short Code	Instant access to a Short Code	Instant access to a Short Code
FREE Incoming messages	FREE Incoming messages	FREE Incoming messages	FREE Incoming messages	FREE Incoming messages
MMS enabled	MMS enabled	MMS enabled	MMS enabled	MMS enabled
1,000 Credits	1,400 – 1,700 Credits	3,300 Credits	6,700 Credits	11,000 Credits
1 Keyword	2 Keywords	4 Keywords	6 Keywords	8 Keywords
Sign Up	Sign Up	Sign Up	Sign Up	Sign Up

A red banner with the text 'Best Value' is positioned over the Economy plan's price.

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#### Social Media Management Platform

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needs. The plan that is recommended for SPLASH social media accounts is the Professional Plan. Although this plan only allows 1 user access, it allows for 10 social platforms to be integrated into the program. The user will then be able to schedule posts for each of the social platforms and compare and establish similar yet specific content for each of them.

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PROFESSIONAL	TEAM	BUSINESS	ENTERPRISE
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## Scope of proposal

### Step 1: Increasing brand awareness and attendance

#### Social Media Advertising

In order to increase brand awareness and attendance, we will utilize no-cost and low-cost advertising through social media via Instagram, Twitter, Tumblr and Facebook.

- Instagram, Twitter, and Tumblr will be advertising at no cost, mostly through posts, stories and most importantly promoting interaction with SPLASH followers.
  - Recommended organic posts for Facebook and Twitter would include:
    - Up-to-date event information about SPLASH
    - Posting memories from past SPLASH events
    - Sharing relatable content from the LGBTQIA+ community
    - Emphasizing the 20th year anniversary of SPLASH
    - Creating two way communication by commenting and liking posts and pages of multiple influencers and LGBTQIA+ community members
  - Instagram *story* initiatives will include:
    - Quick polls about how the accounts followers are feeling and what they are doing today
    - Story posts about random National holidays that correspond with the fun care free image of SPLASH such as:
      - National "I Want You To Be Happy Day"- March 3
      - National Be Heard Day- March 7
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**Auction**

Predictable Reach and Frequency

---

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[Or Buy now](#)

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

**MEETING DATE:** March 1, 2019

**NAME & TITLE:** Michael Flores, Interim CVB Director/Sean Till, Special Events Committee Chairman

**DEPARTMENT:** South Padre Island Convention and Visitors Bureau

**ITEM**

Discussion and possible action regarding the following special event funding applications and recommendation to Convention and Visitor's Advisory Board for approval:

- a. TIFT
- b. LKT
- c. Jailbreak Obstacle Course Race
- d. MOF Ninja Warrior
- e. Tailgate Weekend
- f. Xpogo (2019 - 4 different dates)
- g. FAMFestDiscussion and possible action regarding special event application and policy.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Approved by Legal: YES: \_\_\_\_\_ NO: \_\_\_\_\_

Comments:

<b>RECOMMENDATIONS/COMMENTS</b>
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Approve recommendations to the CVA Board for funding request.



**CITY OF SOUTH PADRE ISLAND  
SPECIAL EVENT COMMITTEE MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** March 6, 2019

**NAME & TITLE:** Michael Flores, Interim CVB Director/Sean Till, Special Events Committee Chair

**DEPARTMENT:** South Padre Island Convention and Visitors Bureau

**ITEM**

Discussion and action to approve the funding request for Texas International Fishing Tournament and recommend to the Convention and Advisory Board for approval. (TIFT).

**ITEM BACKGROUND**

This event is scheduled for August 2019.

**BUDGET/FINANCIAL SUMMARY**

\$12,500 was approved by the previous CVA Board.  
02-593-8099 Special Events Budget

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO:   X  

Approved by Legal: YES: \_\_\_\_\_ NO:   X  

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve funding request and recommend to CVAB for approval.

# APPLICATION FOR INITIAL FUNDING

Today's Date: 6/29/2018

## ORGANIZATION INFORMATION

Name of Organization: Texas International Fishing Tournament, Inc.

Address: PO Box 2715

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

Contact Name: Kristi Collier Contact Office Phone Number: 956-943-8438

Contact Cell Phone Number: 956-802-3475

Web Site Address for Event or Sponsoring Entity www.tift.org

Non-Profit or For-Profit status: 501C4 Tax ID #: 74-1853713

Entity's Creation Date: 1934

### Purpose of your organization:

The Texas International Fishing Tournament was created in 1943 by community leaders in Port Isabel as a way  
to let the rest of the country know that south Texas was still on the map. In 1933, a series of hurricanes and  
storms hit the Laguna Madre area, one of them especially devastating and threatened to undo several decades  
of proactive tourism outreach. Missouri Pacific Railway and city fathers partnered to create what was  
then known as the Tarpon Rodeo and started about the task of letting the nation know that the fish  
were biting, and they took the bait.

## EVENT INFORMATION

Name of Events or Project: 79th Annual Texas International Fishing Tournament

Date of Event or Project: July 31-August 4, 2019

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

Amount Requested: \$ 15,000



**Primary Purpose of Funded Activity/Facility:**

Playday Title Sponsorship, Playday is an annual tradition that is held at the South Padre Island Convention Center. There is no  
cost for attendees and is a family friendly event designed to capture the heart of the young anglers and instill the love for the  
tournament at a young age.

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

Funds will be specifically used to promote and provide activities for Playday which encourages anglers to bring their children and families  
to the tournament. Inflatables, games and a fishing tank are brought in, including an awards ceremony for the participants.

**Percentage of Hotel Tax Support of Related Costs**

4 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

33 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 75 %

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 & 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 guest 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: \$ 15,000

How many attendees are expected to come to the sporting related event? 1200++

How many of the attendees at the sporting related event are expected to be from another city or county? 65%

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

The tournament not only brings in anglers to the event, but friends, family, vendors and spectators travel from all over the country

for the event. Since the event is a five day event, many utilize this time as their summer vacation.



- 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?

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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?

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: TIFT was established in 1934. This will be the 80th annual event

Expected Attendance: 2000++

How many people attending the Event or Project will use South Padre Island lodging establishments? Unsure

How many nights do you anticipate the majority of the tourists will stay: 3-5

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

For the 2018 event we worked with Pearl South Padre and they were kind enough to offer a great rate and do a courtesy hold.

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
2016	\$15,000	211
2015	\$15,000	195

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

Survey participants on site. Include a checkbox on registration form.

Please list other organization, government entities, and grants that have offered financial support to your project: City of South Padre Island, City of Port Isabel & Port Isabel EDC

Will the event charge admission? Yes. Fees vary by age.

Do you anticipate a net profit from the event? Yes

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

All profits fund scholarships.



All marketing and promotions will be coordinated through the CVA's agency, unless exempted from this requirement by the Executive Director, in which case all creative must be pre-approved by the Executive Director (or designee) and payments will be on a reimbursement basis. Please list all promotion efforts your organization is planning and the amount estimated for each media outlet:

- Newspaper: \$ 3500
- Radio: \$
- TV: \$ 3500
- Website, Social Media: \$ 2000
- Other Paid Advertising: \$

Anticipated Number of Press Releases to Media: 10

Anticipated Number Direct Mailings to out-of-town recipients: 3

Other Promotions: Participation in Trade Shows.

A link to the CVB must be included on your promotional handouts and in your website for booking hotel nights during this event. Are you able to comply? ☒ Yes ☐ No

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

Yes

*[If we have a tour operator, we will require them to use that service.]*

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

We are eager to add to our marketing mix to include partnership with other tournaments, retailers and organizations that cater to our target demographics.

What geographic areas does your event reach?

The State of Texas.

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)



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

\$1,000,000 Scottsdale Insurance Company

*[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured]*

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 coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply?

☒ Yes ☐ No

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.

#### 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
- \_\_\_\_\_ Complete budget for the Funded Project
- \_\_\_\_\_ Room night projections, with back-up, for the Funded Event

#### Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834  
Email: [marisa@sopadre.com](mailto:marisa@sopadre.com)





# Texas International Fishing Tournament

## BUDGET VS. ACTUALS: FY2018 - FY18 P&L

January - December 2018

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Income</b>				
Bucket Auction	12,650.00	14,000.00	-1,350.00	90.36 %
Challenge Donations	37,314.00	37,000.00	314.00	100.85 %
Corporate Sponsor Income	84,050.00	110,000.00	-25,950.00	76.41 %
Advertising Income	12,000.00		12,000.00	
Boat/Team Sponsor Income	21,500.00		21,500.00	
<b>Total Corporate Sponsor Income</b>	<b>117,550.00</b>	<b>110,000.00</b>	<b>7,550.00</b>	<b>106.86 %</b>
Merchandise Income	43,745.82	45,000.00	-1,254.18	97.21 %
Miscellaneous Income	60.00	100.00	-40.00	60.00 %
Registration Fees	85,245.00	80,000.00	5,245.00	106.56 %
Trophy Income	21,175.00	20,000.00	1,175.00	105.88 %
<b>Total Income</b>	<b>\$317,739.82</b>	<b>\$306,100.00</b>	<b>\$11,639.82</b>	<b>103.80 %</b>
<b>GROSS PROFIT</b>	<b>\$317,739.82</b>	<b>\$306,100.00</b>	<b>\$11,639.82</b>	<b>103.80 %</b>
<b>Expenses</b>				
Advertising	2,566.68		2,566.68	
Bank Service Charges	3,054.83	2,500.00	554.83	122.19 %
Bonus	13,980.00	15,000.00	-1,020.00	93.20 %
Challenge Expense	873.83		873.83	
Challenge Labor	4,900.00	5,300.00	-400.00	92.45 %
Challenge Office Supplies	289.90	500.00	-210.10	57.98 %
Challenge Printing	990.91	1,200.00	-209.09	82.58 %
<b>Total Challenge Expense</b>	<b>7,054.64</b>	<b>7,000.00</b>	<b>54.64</b>	<b>100.78 %</b>
Charitable Contributions	3,100.00	2,000.00	1,100.00	155.00 %
Contract Labor	44,355.07	45,000.00	-644.93	98.57 %
Data Processing	10,156.37	12,000.00	-1,843.63	84.64 %
Dock Supplies	25,185.42	30,000.00	-4,814.58	83.95 %
Dues and Subscriptions	1,422.28	1,500.00	-77.72	94.82 %
Equipment Rental	3,500.00	5,000.00	-1,500.00	70.00 %
Insurance	3,595.51	4,000.00	-404.49	89.89 %
Meetings & Entertainment	5,569.34	5,000.00	569.34	111.39 %
Merchandise Expense	31,691.04	35,000.00	-3,308.96	90.55 %
Miscellaneous	1,002.27	2,000.00	-997.73	50.11 %
Office Supplies	1,434.13	1,500.00	-65.87	95.61 %
Photography	3,000.00	3,000.00	0.00	100.00 %
Playday	4,441.57	5,000.00	-558.43	88.83 %
Postage and Delivery	1,136.58	1,000.00	136.58	113.66 %
Printing and Reproduction	10,608.77	14,000.00	-3,391.23	75.78 %
Professional Fees	900.00	1,000.00	-100.00	90.00 %
Registration Expense	47,246.06	46,000.00	1,246.06	102.71 %
Rent	17,897.14	15,000.00	2,897.14	119.31 %
<b>Repairs</b>				
Computer Repairs	7,740.33		7,740.33	

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Total Repairs</b>	<b>7,740.33</b>		<b>7,740.33</b>	
Security	9,840.00	10,000.00	-160.00	98.40 %
Sponsorship Expense	13,187.38	22,500.00	-9,312.62	58.61 %
Taxes		4,500.00	-4,500.00	
State	3,475.18		3,475.18	
<b>Total Taxes</b>	<b>3,475.18</b>	<b>4,500.00</b>	<b>-1,024.82</b>	<b>77.23 %</b>
Telephone	1,721.29	1,500.00	221.29	114.75 %
Trophy	14,519.25	15,000.00	-480.75	96.80 %
Volunteer Expense	5,659.58	7,000.00	-1,340.42	80.85 %
<b>Total Expenses</b>	<b>\$299,040.71</b>	<b>\$313,000.00</b>	<b>\$ -13,959.29</b>	<b>95.54 %</b>
<b>NET OPERATING INCOME</b>	<b>\$18,699.11</b>	<b>\$ -6,900.00</b>	<b>\$25,599.11</b>	<b>-271.00 %</b>
Other Income				
Interest Income	392.10		392.10	
<b>Total Other Income</b>	<b>\$392.10</b>	<b>\$0.00</b>	<b>\$392.10</b>	<b>0.00%</b>
<b>NET OTHER INCOME</b>	<b>\$392.10</b>	<b>\$0.00</b>	<b>\$392.10</b>	<b>0.00%</b>
<b>NET INCOME</b>	<b>\$19,091.21</b>	<b>\$ -6,900.00</b>	<b>\$25,991.21</b>	<b>-276.68 %</b>

POST EVENT REPORT FORM HOTEL  
OCCUPANCY TAX FUNDING

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Post Event Report Form

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Date: January 5, 2018

*Organization Information*

Name of Organization: TEXAS INTERNATIONAL FISHING TOURNAMENT INC.

Address: P.O. BOX 2715

City, State, Zip: SOUTH PADRE ISLAND, TEXAS 78597

Contact Name: KRISTI L. COLLIER, TOURNAMENT DIRECTOR

Contact Phone Number: 956-943-TIFT

Contact Cell Phone Number: 956-802-3475

*Event Information*

Name of Event or Project: 79<sup>TH</sup> ANNUAL TEXAS INTERNATIONAL FISHING TOURNAMENT

Date of Event or Project: AUGUST 1-5, 2018

Primary Location of Event or Project: SOUTH PADRE ISLAND CONVENTION CENTER

Amount Requested: \$15,000

Amount Received: \$15,000

How were the tax funds used: (attach list of hotel tax funded expenses and receipts showing payment)

Funds were used for Playday. Playday is an event that is open to the public, regardless of registration in the tournament. It is a family friendly event specifically for children of all ages. We transform the Exhibit Hall into a playground, with educational opportunities to learn about fishing and the importance of conservation.

How many years have you held this Event or Program: 79 years

### ***Event Funding Information***

1. Actual percentage of funded event costs covered by hotel occupancy tax: Playday: 100%
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): 41%
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): 0%
4. If staff costs were covered, estimate of actual hours staff spent on funded event: N/A
5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used?

**The tournament has a registration fee that varies by age. Funds raised from the tournament are given out as scholarships. This year, the tournament was able to fund twenty-two \$2000 scholarships.**

6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses. **SEE ATTACHED**

### ***Event Attendance Information***

1. How many people did you predict would attend this event? (number submitted in application for hotel occupancy tax funds): 1043 registered anglers
2. What would you estimate as the actual attendance at the event?: 2500+
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 200 +
4. How many room nights do you estimate were actually generated by attendees of this event? 600+
5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this Event?

This Year 625+

Last Year 211

6. What method did you use to determine the number of people who booked rooms at South Padre Island hotels {e.g.; room block usage information, survey of hoteliers, total attendance formula, zipcode information,etc.)? UTRGV held a survey and estimated that we generated approximately 625+ room nights.

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

***Event Promotion Information***

1. Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:

Newspaper: \$3500

Radio: N/A

TV: \$3500

Other Paid Advertising: \$500 (Facebook Promotion)

Number of Press Releases to Media 10

Number Direct Mailings to out-of-town recipients 2

Other Promotions E-blasts, facebook, participation in the Hunters Expo (McAllen)

2. Did you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? YES
3. Did you negotiate a special rate or hotel/event package to attract overnight stays? YES
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?

Participation in the Hunter's Expo in McAllen. Facebook Promotion, live feeds, partnership with local media outlets (AIM Media/KRGV).

5. Please attach samples of documents showing how South Padre Island was recognized in your advertising/promotional campaign. See attached.
6. Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized. See attached.
7. Please note any other success indicators of your event:  
We have streamlined our registration process to 100% online registration. This system allows us to better capture our angler demographic information, track angler history and improve communications. We also utilized a digital leaderboard at the dock which allows us to better highlight our sponsors.

#### ***Sporting Related Events***

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? 1043
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? Excluding SPI, Port Isabel and Laguna Vista: approximately 900
3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel within the city or its vicinity?

#### ***Additional Event Information***

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

Louie's Backyard, Grapevine Café, Alex Avalos Printing, Blue Marlin

Supermarket, Dirty Al's, Russo's, Tropical Smoothie Café, First National

Bank SPI, South Padre Island off duty police officers, Pearl South Padre,

Holiday Inn Express, La Quinta



79th Annual  
**TEXAS**  
*International Fishing Tournament*

**Port Isabel**  
**South Padre Island**  
**August 1 – 5, 2018**



For more information on Texas International Fishing Tournament, please call 956-943-TIFT

# TIFT 2018

Division	Sum of # of Anglers
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Bay	577
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Fly Fishing	9
-------------	---

Non-Angler	21
------------	----

Offshore	427
----------	-----

Tarpon	9
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Grand Total	1043
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**CITY OF SOUTH PADRE ISLAND  
SPECIAL EVENTS COMMITTEE MEETING  
AGENDA REQUEST FORM**

**MEETING DATE:** March 6, 2019

**NAME & TITLE:** Michael Flores, Interim CVB Director/ Sean Till, Special Events Committee Chair

**DEPARTMENT:** South Padre Island Convention and Visitors Bureau/Special Events Committee

**ITEM**

Discussion and action to approve the funding request for Ladies Kingfish Tournament (LKT) and recommend to the Convention and Advisory Board for approval.

**ITEM BACKGROUND**

This event is scheduled for August 2019.

**BUDGET/FINANCIAL SUMMARY**

\$5,000 was approved by the previous CVA board.  
02-593-8099 Special Events Budget

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal: YES: \_\_\_\_\_ NO:   X  

Approved by Legal: YES: \_\_\_\_\_ NO:   X  

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve funding request and recommend to CVAB for approval.

# APPLICATION FOR INITIAL FUNDING

Today's Date: 06/13/2018

## ORGANIZATION INFORMATION

Name of Organization: South Padre Island Chamber of Commerce

Address: 610 Padre Blvd.

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

Contact Name: Roxanne M. Ray Contact Office Phone Number: 956-761-4412

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: February 1989

### Purpose of your organization:

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

## EVENT INFORMATION

Name of Events or Project: 38th Annual 2019 Ladies Kingfish Tournament

Date of Event or Project: August 9, 10, 11, 2019

Primary Location of Event or Project: SPI Convention Centre for Registration(Friday) & Awards Luncheon (Sunday); Tournament Weigh In at Southport Marina in Port Isabel ( Saturday)

Amount Requested: \$ 5,000.00



**Primary Purpose of Funded Activity/Facility:**

Ladies Kingfish Tournament is held annually to promote South Padre Island as a premier fishing and leisure travel destination targeting the Texas fishing community, particularly female anglers and their families. With our tournament being held over a three day period, it is always our intention to contribute to booked lodging nights as well as retail and restaurant sales. Additionally, our efforts promote fishing charters (boats and Captains) and other marine related businesses and activities.

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

Financial support will be expended for marketing purposes only. In 2018, with the funding we were awarded we have revamped our ad placements, targeting fishing/outdoors community on the upper Texas Coast and South Texas. We anxiously await our August 2018 event to determine if we attract more anglers. If successful we will mirror our 2018 ad campaign in 2019.

**Percentage of Hotel Tax Support of Related Costs**

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

65% 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 requesting the use of the Convention Centre facilities for Thursday event setup; Friday registration and opening night activities; Saturday no activities, holdover only; Sunday awards luncheon and other event activities. 2018 contract lists total value as \$9,100.

