NOTICE OF MEETING
CITY OF SOUTH PADRE ISLAND
SPECIAL EVENTS COMMITTEE

NOTE: 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.

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

THURSDAY, JUNE 20, 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. Consent Agenda:

   a. Approve meeting minutes from April 10, 2019, regular meeting April 18, 2019 special meeting and May 15, 2019 workshop.
   b. Approve excused absence for Chairman Sean Till for April 18, 2019 special meeting.
   c. Approve the following special event post event reports and recommend approval to the Convention and Visitors Advisory Board:
      c.1 Knights of Columbus 11th Annual Bay Fishing Challenge
      c.2 Sand Crab Run
      c.3 Splash
      c.4 Jailbreak
      c.5 Shallow Sport Fishing Tournament
      c.6 Pro WaterCross

5. Discussion and possible action to approve the following funding requests for special events (*tabled from April 10, 2019 Special Event Committee meeting*):

   a. HalloWings
   b. South Padre Island Wahoo Fishing Classic
   c. Zombie Charge
   d. Holiday Lights Over Padre

e. Veteran's Day Event
f. Fishing's Future

6. Discussion and possible action to approve the 2020 South Padre Island & Lower Texas Coast Arts Photography Contest.

7. Discussion and possible action to enter into a three year contract term with Pro WaterCross and recommend approval to the Convention and Visitors Advisory Board.

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

9. Adjournment.

DATED THIS THE 14th DAY OF JUNE 2019.

Rosa Zapata

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 **June 14, 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

Rosa Zapata, CVB Executive Services Specialist

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.

Item No. 4

CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD
CONSENT AGENDA

MEETING DATE: June 20, 2019

ITEM DESCRIPTION

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

Items to be considered are:

a. Approve meeting minutes from April, 2019, regular meeting April 18, 2019 special meeting and May 15, 2019 workshop..
b. Approve excused absence for Chairman Sean Till for April 18, 2019 special meeting.
c. Approve the following special event post event reports and recommend approval to the Convention and Visitors Advisory Board:
    - c.1 Knights of Columbus 11th Annual Bay Fishing Challenge
    - c.2 Sand Crab Run
    - c.3 Splash
    - c.4 Jailbreak
    - c.5 Shallow Sport Fishing Tournament
    - c.6 Pro WaterCross

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

Item No. 4a

CITY OF SOUTH PADRE ISLAND
SPECIAL EVENS COMMITTEE
CONSENT AGENDA

MEETING DATE: June 20, 2019

ITEM DESCRIPTION

NOTE: All matters listed under Consent Agenda are considered routine by the Special Events Committee of the City of South Padre Island and will be enacted by one motion. There will not be separate discussion of these items, unless discussion is desired, in which case that item will be removed from the Consent Agenda and considered separately.

Items to be considered are:

a. Approve meeting minutes from April 10, 2019, regular meeting April 18, 2019 special meeting and May 15, 2019 workshop.

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

MINUTES
CITY OF SOUTH PADRE ISLAND
SPECIAL EVENTS COMMITTEE MEETING

WEDNESDAY, APRIL 10, 2019

I. CALL TO ORDER.

The Special Events Committee of the City of South Padre Island, Texas held a Meeting on Wednesday, April 10, 2019 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Sean Till called the meeting to order at 3:00 p.m. A full quorum was present: Vice-Chairman Doyle Wells, Lisa Graves, Sean Slovisky, Cody Pace, Tomas Saenz and Alexandra Brotzman.

City Council Members: Ken Medders, Kerry Schwartz, Joe Ricco and Alita Bagley.

CVA Board Members: Tom Goodman, Arnie Creinin, and Bob Friedman

Staff: CVB Director Ed Caum, Director of Marketing Research and Anayltics Michael Flores, Executive Services Specialist Rosa Zapata, Events & Packaging Manager Marisa Amaya and Parks and Recreation Manager Debbie Huffman.

II. PLEDGE OF ALLEGIANCE.

Chairman Till led the Pledge of Allegiance.

III. CONSENT AGENDA:

Vice-Chairman made the motion, seconded by Committee Member Pace to approve the Consent Agenda. Motion carried unanimously. Committee Member Saenz abstain from voting on item b.

a. Approve meeting minutes from March 6, 2019, regular meeting.
b. Approve excused absence for Committee Members Tomas Saenz and Alexandra Brotzman for March 6, 2019, regular meeting.

IV. DISCUSSION AND POSSIBLE ACTION REGARDING THE FOLLOWING SPECIAL EVENT FUNDING APPLICATIONS AND RECOMMENDATION TO CONVENTION AND VISITORS ADVISORY BOARD FOR APPROVAL:

a. Shallow Sport Tournament
Committee Member Seanz made the motion, seconded by Committee Member Brotzman to approve funding in the amount of $5,000. Motion carried unanimously.

b. Wahoo Fishing Tournament
Chairman Till made the motion, seconded by Vice-Chairman Wells to deny the funding request and carried as follows:
Ayes: Committee Members Saenz, Graves, Brotzman, Chairman Till, and Vice-Chair Wells.
Nays: Committee Member Pace

c. JJ Zapata Fishing Tournament
Vice-Chairman Wells made the motion, seconded by Committee Member Pace to approve the funding request in the amount of $5,000. Motion carried unanimously.

d. Zombie Charge
Chairman Wells made the motion, seconded by Committee Member Saenz to table this item. Motion carried unanimously.

e. SPI Triathlon
Committee Member Pace made the motion, seconded by Vice-Chairman Wells to approve funding in the amount of $3,500. Motion carried unanimously.

f. Mariachi Run
Vice-Chairman made the motion, seconded by Chairman Till to approve funding in the amount of $20,000 and up to $5,000 in-kind services. Motion carried unanimously.

g. Veterans' Day Weekend
Chairman Till made the motion, seconded by Committee Member Pace to table this item. Motion carried unanimously.

h. Holiday Lights over Padre Weekend
Chairman Till made the motion, seconded by Committee Member Slovisky to table this item. Motion carried unanimously.

i. HalloWings
Chairman Till made the motion, seconded by Committee Member Graves to table this item. Motion carried unanimously.

V. DISCUSSION AND POSSIBLE ACTION TO APPROVE THE FUNDING REQUEST FOR AIRSHOW 2019.

Vice-Chairman Wells made the motion, seconded by Committee Member Pace to approve funding in the amount of $10,000 for media buy. Motion carried unanimously.

VI. DISCUSSION AND POSSIBLE ACTION TO APPROVE THE FUNDING REQUEST FOR THE SANDCASTLE TRAIL MAINTENANCE

Chairman Till made the motion, seconded by Vice-Chairman Wells to approve the Sandcastle Trail Maintenance contract in the amount of $10,000. Motion carried unanimously.

VII. DISCUSSION AND POSSIBLE ACTION TO APPROVE THE FUNDING REQUEST FOR FISHING'S FUTURE.

Vice-Chairman Wells made the motion, seconded by Committee Member Saenz to table this agenda item. After a short discussion, both Committee Members Wells and Saenz withdrew the motion.

Vice-Chairman Wells made the motion, seconded by Committee Member Solvisky to deny the funding request. Motion carried unanimously.

VIII. DISCUSSION AND POSSIBLE ACTION REGARDING SPECIAL EVENT FUNDING CATEGORIES.

After a short discussion, no action was taken.

IX. DISCUSSION AND POSSIBLE ACTION REGARDING SPECIAL EVENT TIERS.
After a short discussion, no action was taken.

X. DISCUSSION REGARDING COMMUNICATION OF SPECIAL EVENTS TO LOCAL STAKEHOLDERS.
Discussion was held. No action was required.

XI. DISCUSSION AND POSSIBLE ACTION REGARDING UTRGV SPECIAL EVENT SURVEYS.
Chairman Till made the motion, seconded by Vice-Chairman Wells to approve UTRGV to conduct surveys for Splash 2019. A Committee Member recommended the weather be included in the infographic study. Motion carried unanimously.

XII. DISCUSSION AND POSSIBLE ACTION CONCERNING SETTING NEXT SPECIAL EVENTS COMMITTEE MEETING DATE.

New meeting date was tentatively set for Wednesday, May 15, 2019.

XIII. ADJOURNMENT.

There being no further business, Chairman Till adjourned the meeting at 6:35 p.m.

Approved this ___10____ day of ___April, 2019.

_____
Sean Till, Special Events Committee Chairman

Attest:

_____
Rosa Zapata, CVB Executive Services Specialist

MINUTES
CITY OF SOUTH PADRE ISLAND
SPECIAL EVENTS COMMITTEE SPECIAL MEETING

WEDNESDAY, APRIL 18, 2019

I. CALL TO ORDER.

The Special Events Committee of the City of South Padre Island, Texas held a Special Meeting on Thursday, April 18, 2019 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Vice-Chairman Doyle Wells called the meeting to order at 1:00 p.m. A quorum was present: Committee Members Lisa Graves, Sean Slovisky, Tomas Saenz and Cody Pace. Absent was Sean Till and Alexandra Brotzman.

CVA Board Members: Daniel Salazar

Staff: Interim City Manager Randy Smith, CVB Director Ed Caum, Director of Research Marketing & Analytics Michael Flores, Executive Services Specialist Rosa Zapata, Events & Packaging Manager Marisa Amaya.

II. PLEDGE OF ALLEGIANCE.

Vice-Chairman Wells led the Pledge of Allegiance.

III. PUBLIC ANNOUNCEMENTS AND COMMENTS:

No public comments were given at this time.

IV. DISCUSSION AND ACTION TO APPROVE A FUNDING REQUEST FOR THE PRO WATERCROSS SPORT AND RECOMMEND TO THE CONVENTION AND VISITORS ADVISORY BOARD FOR APPROVAL.

After much discussion and presentation from CVB Director Ed Caum and Special Events and Packaging Manager Marisa Amaya, Committee Member Pace made the motion, seconded by Committee Member Slovisky to approve funding in the amount of $35,000 and allow staff to negotiate in-kind expenditures (up to $41,500) and possible hosting the event on both dates (June and August) depending the cost. Motion carried unanimously.

V. ADJOURNMENT.

There being no further business, Vice-Chairman Wells adjourned the meeting at 1:34 p.m.

Approved this ___18__ day of ___April, 2019.

_____
Doyle Wells, Special Events Committee Vice-Chairman

Attest:

_____
Rosa Zapata, CVB Executive Services Specialist

MINUTES

CITY OF SOUTH PADRE ISLAND

SPECIAL EVENTS COMMITTEE

WORKSHOP

WEDNESDAY, MAY 15, 2019

I. CALL TO ORDER.

The Special Events Committee of the City of South Padre Island, Texas held a Workshop on Wednesday, May 15, 2019 at the City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Sean Till called the meeting to order at 11:00 a.m. A full quorum was present: Vice-Chairman Doyle Wells, Committee Members Lisa Graves, Alexandra Brotzman, Cody Pace, Tomas Seanz, and Sean Slovisky.

City Council Member: Joe Ricco
Convention and Visitors Advisory Board Members: Vice-Chairman Tom Goodman, Arnie Creinin, Ex-Officio Bryant Walker.

Staff: Interim City Manager Randy Smith, Chief Financial Officer Rod Gimenez, CVB Director Ed Caum, Executive Services Specialist Rosa Zapata, Events & Package Manager Marisa Amaya, Director of Marketing Research and Analytics Michael Flores, Parks and Recreational Manager Debbie Huffman.

II. PLEDGE OF ALLEGIANCE:

Chairman Till led the Pledge of Allegiance.

III. DISCUSSION REGARDING COMMUNITY BASED EVENTS.

Discussion was held regarding community based events that do not generate room nights. i.e. Sandcastle Village qualifies under arts and culture. Ecotourism qualifies one of the nine HOT usage. With multiple demands on the limited funding resources and staff time from smaller, localized, community-based events, a discussion must be had to provide adequate attention to these 'quality of life' events.

IV. DISCUSSION REGARDING SPONSORSHIPS.

Discussion was held regarding sponsorship events. With multiple demands on the limited funding resources and staff time from vendors seeking a marketing or event sponsorship which may or may not be focused around a single special event, consideration should be given to discuss the opportunity to utilize HOT funds in a 'marketing sponsorship' platform. Recommendation was given for CVB Director to make the decision regarding marketing sponsorship and test run the sponsorship form.

V. DISCUSSION REGARDING SPECIAL EVENT CATEGORIES.

Discussion was held regarding special event categories or legacy event. The Special Event Committee shall make a recommendation to the CVA Board regarding sponsorship. In order to best comply as

stewards of the HOT resources and provide maximum return on investment for special event marketing, discussion should take place in order to segregate event types.

VI. DISCUSSION REGARDING ESTABLISHING SET POLICIES.

Discussion was held regarding establishing set policies. Recommendation was given to remove cutoff date and add a 90 day application deadline with exceptions.

VII. DISCUSSION REGARDING UPDATED SPECIAL EVENTS APPLICATION.

Discussion was held regarding updating the special events application. Recommendation was given to update the application to include insurance on all city sponsored events and add it to the checklist, a complete application must be submitted in order to proceed with permit process, reword the geographic market question.

VIII. DISCUSSION REGARDING UPDATED POST-EVENT REPORT.

Discussion was held regarding updating post-event reports. Recommendation was given to provide a smart sheet, economic impact calculator, number the page application, and was there a factors that impact your event.

IX. DISCUSSION REGARDING WELCOME LETTER FOR SPECIAL EVENTS.

Discussion was held regarding welcome letter for special events.

X. ADJOURNMENT.

There being no further business, Chairman Till adjourned the meeting at 4:28 p.m.

Approved this ____15____ day of ___May _, 2019.

_____

Sean, Till, Special Events Committee Chairman

Attest:

_____

Rosa Zapata, CVB Executive Services Specialist

MINUTES

CITY OF SOUTH PADRE ISLAND

SPECIAL EVENTS COMMITTEE

WORKSHOP

WEDNESDAY, MAY 15, 2019

I. CALL TO ORDER.

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City Council Member: Joe Ricco
Convention and Visitors Advisory Board Members: Vice-Chairman Tom Goodman, Arnie Creinin, Ex-Officio Bryant Walker.

Staff: Interim City Manager Randy Smith, Chief Financial Officer Rod Gimenez, CVB Director Ed Caum, Executive Services Specialist Rosa Zapata, Events & Package Manager Marisa Amaya, Director of Marketing Research and Analytics Michael Flores, Parks and Recreational Manager Debbie Huffman.

II. PLEDGE OF ALLEGIANCE:

Chairman Till led the Pledge of Allegiance.

III. DISCUSSION REGARDING COMMUNITY BASED EVENTS.

Discussion was held regarding community based events that do not generate room nights. i.e. Sandcastle Village qualifies under arts and culture. Ecotourism qualifies one of the nine HOT usage. With multiple demands on the limited funding resources and staff time from smaller, localized, community-based events, a discussion must be had to provide adequate attention to these 'quality of life' events.

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IX. DISCUSSION REGARDING WELCOME LETTER FOR SPECIAL EVENTS.

Discussion was held regarding welcome letter for special events.

X. ADJOURNMENT.

There being no further business, Chairman Till adjourned the meeting at 4:28 p.m.

Approved this ____15____ day of ___May _, 2019.

_____

Sean, Till, Special Events Committee Chairman

Attest:

_____

Rosa Zapata, CVB Executive Services Specialist

Item No. 4b

CITY OF SOUTH PADRE ISLAND
SPECIAL EVENS COMMITTEE
CONSENT AGENDA

MEETING DATE: June 20, 2019

ITEM DESCRIPTION

NOTE: All matters listed under Consent Agenda are considered routine by the Special Events Committee of the City of South Padre Island and will be enacted by one motion. There will not be separate discussion of these items, unless discussion is desired, in which case that item will be removed from the Consent Agenda and considered separately.

Items to be considered are:

b. Approve excused absence for Chairman Sean Till for April 18, 2019 special meeting.

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

Item No. 4c

CITY OF SOUTH PADRE ISLAND
SPECIAL EVENS COMMITTEE
CONSENT AGENDA

MEETING DATE: June 20, 2019

ITEM DESCRIPTION

NOTE: All matters listed under Consent Agenda are considered routine by the Special Events Committee of the City of South Padre Island and will be enacted by one motion. There will not be separate discussion of these items, unless discussion is desired, in which case that item will be removed from the Consent Agenda and considered separately.

Items to be considered are:

c. Approve the following special event post event reports and recommend approval to the Convention and Visitors Advisory Board:
   - c.1 Knights of Columbus 11th Annual Bay Fishing Challenge
   - c.2 Sand Crab Run
   - c.3 Splash
   - c.4 Jailbreak
   - c.5 Shallow Sport Fishing Tournament
   - c.6 Pro WaterCross

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

Item No. 4.C.1

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

MEETING DATE: June 20, 2019

NAME & TITLE: Marisa Amaya, Event Development & Packaging Manager

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Consent to approve the Knights of Columbus 11th Annual Bay Fishing Challenge post event report and recommend approval to the Convention and Visitors Advisory Board.

ITEM BACKGROUND

This event was successfully executed and took place as agreed upon by the Special Events Committee and Convention and Visitor Advisory Board. The event was funded for $5,000.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget
75% of the funds were released. ($3,750)
25% of the funds are due. ($1,250)

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Special Events Committee approve the post event report.

South Padre Island Convention & Visitors Bureau

Post Event Report

POST EVENT REPORT

Today's Date: 06/12/2019

To be reimbursed, please submit the following within 10 days post event:

1. Number of participants calculated with backup documentation (i.e. zip codes, team rosters, surveys)
2. Number of room nights tracked with backup documentation (i.e. third-party housing documentation or certified hotel pickup reports)

Please submit the following within 30 days your post event report:

1. Valid invoice(s) supporting reimbursable allowable expenses. Please submit only enough receipts to reach awarded grant amount.
2. Evidence of payment to support invoices paid from grantee to third party (front and back copies of cleared check(s) or detailed credit card/debit card receipts. For all media buys please provide tear sheets, copies of advertisements, schedules and signed station affidavits.
3. Copies of marketing or advertising materials, websites showing South Padre Island CVB logo.

Organization Information

Name of Organization: Knights of Columbus Council No. 2785

Address: 1701 E. Harrison Ave.

City, State, Zip: Harlingen, TX 78552

Contact Name: Rene Reyna, Jr. Contact email: renereyna427@gmail.com

Contact Cell Phone Number: (956) 200-3462

Event Information

Name of Event or Project: 11th Annual Knights of Columbus Bay Challenge Benefiting Special Olympics

Date(s) of Event or Project: April 27, 2019

Primary Location of Event or Project: Jim's Pier and The Green next door

Amount Requested: $ 5000

Amount Received: $ 3250 pending post event

How many years have you held this Event or Program: 11 years

Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: 75%
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): 100%
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: 0%
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? There was a net profit, no admission.
6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

Event Attendance Information

1. How many people did you predict would attend this event? (Number submitted in the application for hotel occupancy tax funds): 150-200
2. What would you estimate as the actual attendance at the event? 250
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 20
4. How many room nights do you estimate were actually generated by attendees of this event? 45
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: 45
   - Last Year: n/a
   - Two Years Ago: n/a
   - Three Years Ago: n/a
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, zip code information, etc.)? Called the hotels & team captains for estimates and where they stayed
7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? Y-Isla Grand/Padre S. If the room block did not fill, how many rooms were picked up?

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: $
   - [ ] Radio: $
   - [ ] TV: $
   - [x] Other Paid Advertising: $ 300.00
   - [ ] Number of Press Releases to Media:
   - [ ] Number emails to out-of-town recipients:
   - [x] Other Promotions Lots of social media, and word of mouth, some previous participants

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 we tried

4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?
   Facebook, social media

   - [ ] Please attach samples of documents showing how South Padre Island was recognized in your advertising/promotional campaign

   - [ ] Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.

5. Please note any other success indicators of your event:

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? 88 individuals
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? We had 1 participant from SPI and the rest were from other cities and counties.
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? Well due to the fact that participants had to drive to get here, most decided it would be more convenient to stay the night.

Additional Event Information

1. What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc.?
   Jim's Pier, Dollar general, blue dolphin, CVS, dolphin watch, pirate's landing

Signature

06/12/2019

Date

Submit to complete applications to:

Marisa Amaya
Event Development Manager
Convention and Visitors Advisory Board
C/O City of South Padre Island Convention & Visitors Bureau
7355 Padre Blvd., South Padre Island, TX 78597
Phone: (956) 761-3834
Email: marisa@sopadre.com

May 6, 2019

Marissa,

This letter is in response to your Post Event Report. Attached you will find a sheet for Every team that participated in our 11th Annual Knights of Columbus Bay Challenge Fishing Tournament benefiting Special Olympics. We had a total of 22 teams and 4 people to each team. Total of 88 participants. Knights of Columbus Council Members and Family present were 18 plus children. Families that followed their loved ones participating in our tournament were somewhere in the neighborhood of 50-75. In total my estimated guess of combined Participants, Council Members/Helpers, and Families is 165-185. I also attached Team names and Council Members and where they stayed. This spreadsheet does not include all family members and friends who showed up to watch the event. I am aware of numerous spectators who stayed the night at various hotels. I hope this helps you give a semi accurate report to the board. If you have any further questions you can reach me via email or on my cell. You can also reach out to Robert Zamorano. Once again we are very grateful for all of your help and support and look forward to a much bigger and better event next year.

Thank You,

Rene Reyna Jr

TEAM NAME	STAYED AT	NUMBER OF NIGHTS
Done Deal	Private Condo belonging to Dr Javier Barbosa	2
TTB	Stayed in personal RV at KOA, Island Inn, Motel 6	2
Hook Line And Sinker	Motel 6, 2 rooms	2
Kool Arrows	Personal RV Isla Blanca Park	2
Los Amigos	Padre South 3 rooms	2
Size Matters	Gulf View 2 rooms	2
Hooked For Life	Stayed at Port Isabel Long Island Village	2
Keeping It Reel	Island Inn 3 rooms	2
Salt Water Junkies	Isla Grand 3 Rooms	2
Wet Dreamz	Padre South 2 Rooms	2
Los Primos	Port Isabel Private Condo	2
Red Attack	Padre South 1 Room	2
Jinks Fishing	Padre South 2 Rooms	2
Set Da Hooks	Isla Grand 2 Rooms	2
Mullet Mafia	Arroyo City	2
Stoic	Padre South 1 Room, Blue Bay Inn	2
RGV Bangers	Padre South 1 Room	2
Ay Chansa	Isla Grand 1 Room, Padre South	2
Jims Pier Lorenzo	Personal Residence	2
Lone Star Drifter	Padre South 2 Rooms	2
Lone Star	Blue Bay Inn 2 Rooms	2
Delta Independent Living	Isla Grand 2 Rooms	2
Knight of Columbus Council		
Rene Reyna	Marisol Condos	2
Robert Zamorano	Personal RV at Isla Blanca Park	2
Mike Ramirez	Private Condo On SPI	2
Patrick Ybarra	Las Marinas	2
David Ramirez	Padre South	2
George Tottman	Padre South	2
Trine Calderon	Isla Grand	2
Johnny Munoz Sr	Private Condo On SPI	2
Johnny Munoz Jr	Private Condo On SPI	2
TOTAL STAYS:		62

Item No. 4.C.2

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

MEETING DATE: June 20, 2019

NAME & TITLE: Marisa Amaya, Event Development & Packaging Manager

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Consent to approve the Sand Crab Run post event report and recommend approval to the Convention and Visitors Advisory Board.

ITEM BACKGROUND

This event was successfully executed and took place as agreed upon by the Special Events Committee and Convention and Visitor Advisory Board. The event was funded for $7,500.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget
75% of the funds were released. ($5,625)
25% of the funds are due. ($1,875)

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Special Events Committee approve the post event report.

South Padre Island Convention & Visitors Bureau

Post Event Report

POST EVENT REPORT

Today's Date: 6-11-19

To be reimbursed, please submit the following within 10 days post event:

1. Number of participants calculated with backup documentation (i.e. zip codes, team rosters, surveys)
2. Number of room nights tracked with backup documentation (i.e. third-party housing documentation or certified hotel pickup reports)

Please submit the following within 30 days your post event report:

1. Valid invoice(s) supporting reimbursable allowable expenses. Please submit only enough receipts to reach awarded grant amount.
2. Evidence of payment to support invoices paid from grantee to third party (front and back copies of cleared check(s) or detailed credit card/debit card receipts. For all media buys please provide tear sheets, copies of advertisements, schedules and signed station affidavits.
3. Copies of marketing or advertising materials, websites showing South Padre Island CVB logo.

Organization Information

Name of Organization: Run in Texas

Address: 9419 Bluebell Dr

City, State, Zip: Garden Ridge, TX 78266

Contact Name: Bill Gardner Contact email: billyg@satx.rr.com

Contact Cell Phone Number: 210-204-3564

Event Information

Name of Event or Project: Sand Crab Beach Run

Date(s) of Event or Project: April 27, 2019

Primary Location of Event or Project: Pearl SPI

Amount Requested: $ 7500

Amount Received: $ 5625

How many years have you held this Event or Program: 9 yrs

Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax:
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable):
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable):
4. If staff costs were covered, estimate of actual hours staff spent on funded event:
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? $8460. Half is used to pay ourselves as this is our business The other half goes into upgrading equipment and organizing other events.
6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

Event Attendance Information

1. How many people did you predict would attend this event? (Number submitted in the application for hotel occupancy tax funds): 500
2. What would you estimate as the actual attendance at the event? 300
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 400
4. How many room nights do you estimate were actually generated by attendees of this event? 250
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: 250
   - Last Year: 300
   - Two Years Ago: 340
   - Three Years Ago: 255
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, zip code information, etc.)? room blocks and hotel event manager info
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?

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:

   - [x] Newspaper: $ 449
   - [ ] Radio: $
   - [ ] TV: $
   - [x] Other Paid Advertising: $ 245
   - [ ] Number of Press Releases to Media: 8
   - [ ] Number emails to out-of-town recipients: 50,000+
   - [x] Other Promotions facebook, instagram

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?

   - [x] Please attach samples of documents showing how South Padre Island was recognized in your advertising/promotional campaign

   - [x] 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.

5. Please note any other success indicators of your event: very positive feedback from attendees great post event responses on facebook event page

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? 230
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? 235
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? people came from outside off SPI and stayed overnight and ate at SPI restaurants

Additional Event Information

1. What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc.?
   Daddys, Louies BY, Grocery store, Valero, Blue Marlin

Bill [illegible] 6-11-19

Signature Date

Submit to complete applications to:

Marisa Amaya
Event Development Manager
Convention and Visitors Advisory Board
C/O City of South Padre Island Convention & Visitors Bureau
7355 Padre Blvd., South Padre Island, TX 78597
Phone: (956) 761-3834
Email: marisa@sopadre.com

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? 230
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? 235
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? people came from outside off SPI and stayed overnight and ate at SPI restaurants

Additional Event Information

1. What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc.?
   Daddys, Louies BY, Grocery store, Valero, Blue Marlin

Bill [illegible] 6-11-19

Signature Date

Submit to complete applications to:

Marisa Amaya
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Convention and Visitors Advisory Board
C/O City of South Padre Island Convention & Visitors Bureau
7355 Padre Blvd., South Padre Island, TX 78597
Phone: (956) 761-3834
Email: marisa@sopadre.com

Run in Texas
@RunInTexas

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Create a Page

Run in Texas updated their cover photo.
April 22 ·

It is an honor and privilege to introduce kids to the joy of running on the beach at night at the South Padre Island Sand Crab Nighttime Beach Run (happening this Saturday, April 27).

98 10 Comments 3 Shares

Like Comment Share

The Galvestonian
HoppyRunner.com
Visit Fredericksburg TX
Dallas Cowboys
See More

Places ▸ Garden Ridge, Texas ▸ Sports & Recreation ▸ Run in Texas

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Run in Texas
@RunInTexas

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Community

Run in Texas
March 16 ·

NEW at the 2019 South Padre Island Sand Crab Nighttime Beach Run: FINISHER MEDALS!!!

WEB-EXTRACT.CONSTANTCONTACT.COM
The Sand Crab is getting closer... are you ready?

Community See All
19,120 people like this
19,232 people follow this
37 check-ins

About See All

Contact Run in Texas on Messenger
www.runintexas.com
Event Planner · City · Sports & Recreation

Page Transparency See More
Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Run in Texas
@RunInTexas

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Create a Page

Run in Texas
April 22 ·

All fired up for the South Padre Island Sand Crab Nighttime Beach 5k, 10k & Kids Mile this Saturday night, April 27! There's still time to sign up at www.RunInTexas.com/spicrab.

Run in Texas
Event Planner
Sign Up

254 4 Comments 10 Shares

Like Comment Share

Event Planner in Garden Ridge, Texas
4.5 ★★★★½

Community See All
19,120 people like this
19,232 people follow this
37 check-ins

About See All

Contact Run in Texas on Messenger
www.runintexas.com
Event Planner · City · Sports & Recreation

Page Transparency See More
Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.
Page created - February 24, 2010

People

Run in Texas
@RunInTexas

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Run in Texas
March 31 ·

Run the South Padre Island Sand Crab Beach Run, April 27!

WEB-EXTRACT.CONSTANTCONTACT.COM
Run the South Padre Island Sand Crab Beach Run, April 27!

Community See All
19,120 people like this
19,232 people follow this
37 check-ins

About See All

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April 4 ·
Fire up the headlamps! The South Padre Island Sand Crab Beach Run is going down April 27!
SANDCRAB
BEACH RUN
WEB-EXTRACT.CONSTANTCONTACT.COM
Run the South Padre Island Sand Crab Beach Run, April 27!
4.5
Community
See All
19,120 people like this
19,232 people follow this
37 check-ins
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See All
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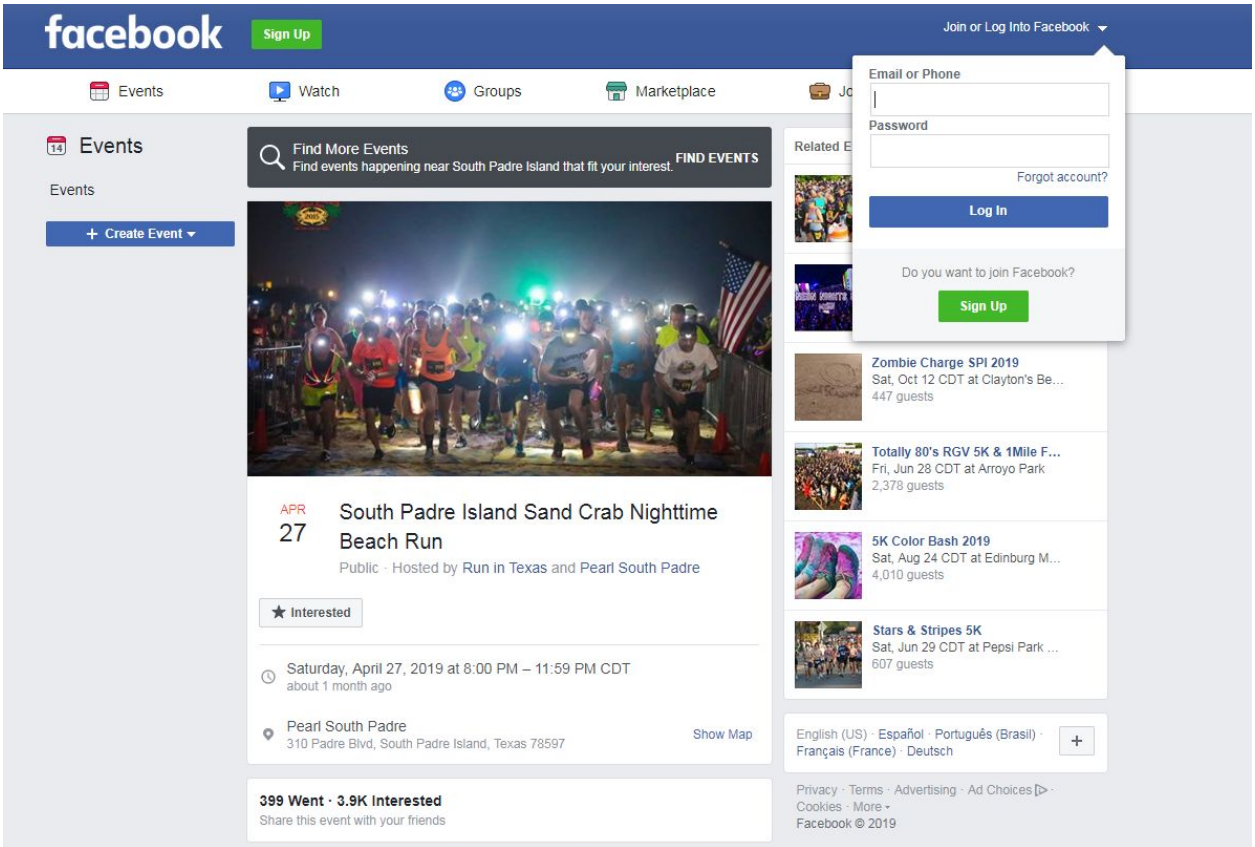
Event Planner · City · Sports & Recreation
Page Transparency
See More


facebook
Sign Up
Join or Log Into Facebook
Events
Watch
Groups
Marketplace
Email or Phone
Password
Forgot account?
Log In
Do you want to join Facebook?
Sign Up
Events
Events
+ Create Event
Find More Events
Find events happening near South Padre Island that fit your interest.
FIND EVENTS
APR
27
South Padre Island Sand Crab Nighttime Beach Run
Public · Hosted by Run in Texas and Pearl South Padre
Interested
Saturday, April 27, 2019 at 8:00 PM – 11:59 PM CDT
about 1 month ago
Pearl South Padre
310 Padre Blvd, South Padre Island, Texas 78597
Show Map
399 Went · 3.9K Interested
Share this event with your friends
Related E
Zombie Charge SPI 2019
Sat, Oct 12 CDT at Clayton's Be...
447 guests
Totally 80's RGV 5K & 1Mile F...
Fri, Jun 28 CDT at Arroyo Park
2,378 guests
5K Color Bash 2019
Sat, Aug 24 CDT at Edinburg M...
4,010 guests
Stars & Stripes 5K
Sat, Jun 29 CDT at Pepsi Park ...
607 guests
English (US) · Español · Português (Brasil) · Français (France) · Deutsch
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Facebook © 2019

« All Events

This event has passed.

Sand Crab Run

April 27 @ 8:30 pm - 10:30 pm

The Sand Crab, run entirely on sand, is a great way to get a little exercise under the stars on a beautiful South Padre Island Beach. The Sand Crab will start behind Pearl South Padre on the beach at 8:30pm (kids' run is at 8pm). This event benefits Sea Turtle Inc.

Details

Date:
April 27

Time:
8:30 pm - 10:30 pm

Event Categories:
Annual Events, Sports & Outdoors

Website:
http://www.runintexas.com/spicrab

Venue

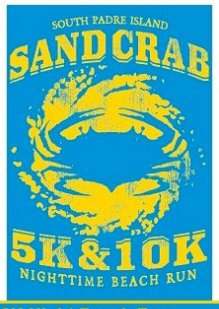
Pearl South Padre

310 Padre Blvd.
South Padre Island, TX 78597 United States

Phone:
956-346-4431

Website:
www.powc-spi.org

.



South Padre Island Sand Crab 5K & 10K Night Beach Run

South Padre Island, Texas
Saturday, April 27, 2019 - Sunday, April 28, 2019

POWERED BY SignMeUp.

SHARE

Online registration is closed. Please see below or contact the administrator for more information, as other registration options may be available.

Existing user? Log in

Questions? Contact the Administrator
Email: Click here to email the Administrator
Website: www.runintexas.com

About This Event- Kid's Crab Mile Starts at 8PM, 5/10K 8:30PM
The Sand Crab, run entirely on sand, is a great way to get a little exercise under the stars on a beautiful South Padre Island Beach at night, have a couple of beers (with proper ID) while listening to great music with other runners on a beautiful spring night. The 5K run is very walker friendly with a 2hr cut off. The 10K is walkable but will share the 2 hr cut off. 10K runners must be at the 3.1 mile turnaround within 1 hour. The Sand Crab will start in front of Pearl Resort Hotel on the beach and run north for 3.1 or 1.55 miles (depending on the event) and turn around at the water stop and head back south to the finish. The course will be lit with glow sticks and flashing lights. Our flashing lights only let runners know where the course is. Runners are required to run with a flashlight or head lamp in order to see their foot placement. Without a personal light you will not be able to see sand castle holes and other hazards. There will be 2 watertops with sports drink and water hit 2X ea for the 10K and 1 hit 2X for the 5K. After finishing, runners will receive 2 cold cervezas (beers, with proper ID).

FINISHER MEDALS FOR ALL RUNNERS!!!!
Very nice finisher medals to EVERYONE!!!

Benefitting Sea Turtle Inc
Please consider visiting and making a donation to this fine organization when on the island for the event. Thank you!

EVENT & RACEA HEADQUARTERS
Pearl Resort South Padre. 310 Padre Blvd, South Padre Island, TX 78597

Welcome
S2MEMBER_CURRENT_USER_FIRST_NAME!

Plan your visit | About Releases | Field Trip Booking

Donate | Adopt

Rate 2.7k

About Us | Education | Rehabilitation | Conservation | Help Our Cause | Capital Campaign | Turtle Cams | Gift Shop

← Newsletter

South Padre Island Sand Crab Nighttime Beach Run

Date: Saturday, April 27th, 2019

Time: 8:00 PM - 11:59 PM

Location: Pearl South Padre (310 Padre Blvd, South Padre Island, TX 78597)

The Sand Crab 5k/10k, run entirely on sand, is a great way to get a little exercise under the stars on the beautiful beach of South Padre Island. The event also includes a Kid's 1 Mile Beach Run, making it fun for the whole family! Proceeds benefit Sea Turtle, Inc.

For more registration information : CLICK HERE

Gift Shop

Help us Grow!

Can you imagine having to share one restroom with hundreds of visitors? Or having an ICU full of turtles in the middle of a gift shop because there isn't space anywhere else?
The staff at Sea Turtle, Inc. doesn't have to imagine — that's how badly Sea Turtle, Inc. needs to expand. STI has come a long way in raising half of the $4 million funds to build or new facility, we just need some more help to get us all the way there.

From now until March 2018 a generous benefactor will match all contributions to Sea Turtle, Inc.'s Capital Campaign — up to $1.3 million!

This matching donation has enabled us to undertake the entire project at once, instead of completing in phases.

Please help us meet our fundraising goal! Make your donation count twice and donate today!!!

Donate

ATHLETE GUILD

Home | Events | Results | Groups | Athletes | Venues | About

Search for events, results, locations, etc

Welcome! :: Home » Events

South Padre Island Sand Crab 5K/10K

Date: Saturday, April 27, 2019 | **Time:** 8:00 pm CDT
Type: Cycling
Location:
Pearl South Padre
Pearl 310 Padre Blvd
South Padre Island, Texas 78597

- Home
- Athletes
- Divisions / Maps
- Results
- Documentation

ABOUT

The Sand Crab, run entirely on sand, is a great way to get a little exercise under the stars on a beautiful South Padre Island Beach. Afterwards, have a couple of beers (with proper ID) while celbrating with other runners on the deck at Pearl South Padre and Grill. The 5K run is very walker friendly with a 2hr cut off. The 10K is walkable but will share the 2 hr cut off. 10K runners must be at the 3.1 mile turnaround within 1 hour. The Sand Crab will start behind Pearl South Padre on the beach and run south for 3.1 or 1.55 miles (depending on the event) and turn around at flashing yellow lights and head back to the finish. The course will be lit with glow sticks and Flashing lights. Our flashing lights only let runners know where the course is. Runners are required to run with a flashlight or head lamp in order to see their foot placement. Without them you will not be able to see sand castle holes and other hazards. Make sure you have ample lighting in order to run a pitch dark beach at night. There will be 2 water stops with sports drink and water hit 2X ea for the 10K and 1 hit 2X for the 5K. After finishing, runners will receive 2 drinks (with proper ID). Food will be available for purchase at Pearl Resort.

Groups: Run in Texas | IAAP

Calendar

RUN IN TEXAS

Races off of the beaten path

Welcome | About Us | Run In Texas Events | Volunteer | Find Us on Facebook | Email Us

South Padre Island Sand Crab 5K/10K, Kid's Mile Nighttime Beach Run

ALL FINISHERS RECEIVE FINISHER MEDAL!

South Padre ISLAND

Contact Run In Texas
info@runintexas.com

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Run in Texas
on Monday

Okay, so we were doing a little bit of math recently to figure out which annual NL1stSt5KBR 2019 was and the answer was 6! Actually it was more like counting on our fingers than math, but the answer is still 6! Where DOES thee time go??? Heck most of y'all weren't even old enough to drink

Item No. 4.C.3

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

MEETING DATE: June 20, 2019

NAME & TITLE: Marisa Amaya, Event Development & Packaging Manager

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Consent to approve the Splash (April 2019) post event report and recommend approval to the Convention and Visitors Advisory Board.

ITEM BACKGROUND

This event was successfully executed and took place as agreed upon by the Special Events Committee and Convention and Visitor Advisory Board. The event was funded for $12,500 (April 2019).

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget
50% of the funds are due. ($6,250)

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Special Events Committee approve the post event report.

South Padre Island Convention & Visitors Bureau

Post Event Report

Post Event Report Form

Today's Date: 5/3/2019

Organization Information

Name of Organization: Splash South Padre

Address: 120 E. Atol Street

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

Contact Name: Paul Magee Contact email: paul@globalgrooveevents.com

Contact Cell Phone Number: 404.545.6264

Event Information

Name of Event or Project: Splash South Padre

Date(s) of Event or Project: April 25-28, 2019

Primary Location of Event or Project: Upper Deck Hotel, Clayton's, Louie's backyard

Amount Requested: $ 12,500

Amount Received: $ 6,250

How many years have you held this Event or Program: 20 years

[X] Attached list of hotel tax funded expenses and receipts showing payment

Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: 30%
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): 0
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: 0
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?

   Net Profit - $10,495

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

Event Attendance Information

1. How many people did you predict would attend this event? (Number submitted in application for hotel occupancy tax funds): 4,000 over 4 days
2. What would you estimate as the actual attendance at the event? 2,750 over 4 days
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 1,000 or more over 4 days
4. How many room nights do you estimate were actually generated by attendees of this event? 1,000 or more over 4 days
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: 1,000 +

   Last Year: _____

   Two Years Ago: _____

   Three Years Ago: _____

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, zip code Information, etc.)?

UTRGV Surveys

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

Yes, we had a room Block at the Upper Deck Hotel and the Inn at South Padre

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: $_____
- ☐ Radio: $_____
- ☐ TV: $_____
- ☑ Other Paid Advertising: $Facebook, Social Media, Flyers, Road Show, Email Distribution
- ☐ Number of Press Releases to Media _____
- ☐ Number Direct Mailings to out-of-town recipients
- ☐ Other Promotions

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?

We increased our advertising on all social media handles.

☑ Please attach samples of documents showing how South Padre Island was recognized in your advertising/promotional campaign

☑ Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.

5. Please note any other success indicators of your event:

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? _____

2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? _____

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

1. What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc.?
Hosted events at Louie's Backyard, Clayton's, and Upper Deck. Also worked with Breakaway Cruises and filled
2 boats with SPLASH attandees.

Submit to complete applications to:

Marisa Amaya
Event Development 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

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People

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API

Check Out Your Results
People are starting to respond to your boosted post "It's Finally he...". So far it has 68 Post Engagements.

View Promotion

Recent Promotions on Splash South Padre Island
Ads activity is reported in the time zone of your ad account.

Create New Promotion

	**Boosted Post** It's Finally here! Splash South Padre Island ki... Promoted by Paul Magee on Apr 24, 2019 Active	2,011 People Reached	68 Post Engagement	$3.27 Spent of $35.00 View Results
	**Boosted Post** Splash South Padre Island starts Kicks off to... Promoted by Paul Magee on Apr 24, 2019 Active	2,090 People Reached	139 Post Engagement	$4.79 Spent of $35.00 View Results
	**Boosted Post** An amazing 4 day vacation in store for the LG... Promoted by Paul Magee on Apr 23, 2019 Active	13,114 People Reached	651 Post Engagement	$10.77 Spent of $30.00 View Results
	**Boosted Post** Splash South Padre Island Ticket alert 🚨 We ... Promoted by Paul Magee on Apr 23, 2019 Active	8,908 People Reached	315 Post Engagement	$17.90 Spent of $20.00 View Results
	**Boosted Post** Splash starts Kicks off this Thursday🌈 Rema... Promoted by Paul Magee on Apr 23, 2019 Completed	28,887 People Reached	1,165 Post Engagement	$30.00 Spent of $30.00 View Results
	**Boosted Post** The LGBTQ celebrations start this week, April... Promoted by Paul Magee on Apr 22, 2019 Completed	19,092 People Reached	871 Post Engagement	$30.00 Spent of $30.00 View Results
	**Boosted Post** 🌈 Splash South Padre Island is gearing up fo... Promoted by Paul Magee on Apr 22, 2019 Active	9,674 People Reached	155 Post Engagement	$5.94 Spent of $30.00 View Results
	**Boosted Post** join the LGBTQ celebrations April 25th-28th ... Promoted by Paul Magee on Apr 21, 2019 Completed	11,510 People Reached	572 Post Engagement	$30.00 Spent of $30.00 View Results
	**Boosted Post** Last remaining SPLASH VIP with PARTY CRUI... Promoted by Paul Magee on Apr 20, 2019 Completed	10,450 People Reached	485 Post Engagement	$30.00 Spent of $30.00 View Results
	**Boosted Post** Easter weekend Special join the LGBTQ ce... Promoted by Paul Magee on Apr 20, 2019 Completed	22,359 People Reached	685 Post Engagement	$30.00 Spent of $30.00 View Results
	**Boosted Post** The LGBTQ and friends are in for a SPECIAL ... Promoted by Paul Magee on Apr 20, 2019 Completed	21,394 People Reached	294 Post Engagement	$30.00 Spent of $30.00 View Results

Les Elkins Chat (443)

Search

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- Likes
- Reach
- Page Views
- Page Previews
- Actions on Page
- Posts
- Events
- Videos
- Stories
- People
- Shop
- Messages
- API

	**Boosted Post** 🔥 SET SAIL! Limited number of 4-Day an... Promoted by Paul Magee on Apr 19, 2019 Completed	21,404 People Reached	329 Post Engagement	$30.00 Spent of $30.00 View Results
	**Boosted Post** Make sure you TAG along! Splash South Padr... Promoted by Paul Magee on Apr 18, 2019 Completed	3,726 People Reached	386 Post Engagement	$30.00 Spent of $30.00 View Results
	**Boosted Post** Splash South Padre Island celebrations are o... Promoted by Paul Magee on Apr 18, 2019 Completed	6,578 People Reached	491 Post Engagement	$30.00 Spent of $30.00 View Results
	**Boosted Post** Splash South Padre Island is gearing up fo... Promoted by Paul Magee on Apr 17, 2019 Completed	13,164 People Reached	416 Post Engagement	$20.00 Spent of $20.00 View Results
	**Boosted Post** Splash South Padre Island is almost here (Apr... Promoted by Paul Magee on Apr 17, 2019 Completed	38,040 People Reached	1,328 ThruPlays	$30.00 Spent of $30.00 View Results
	**Boosted Post** Splash South Padre Island is only 8 days awa... Promoted by Paul Magee on Apr 17, 2019 Completed	14,671 People Reached	556 Post Engagement	$30.00 Spent of $30.00 View Results
	**Boosted Post** Splash South Padre Island is gearing up fo... Promoted by Paul Magee on Apr 16, 2019 Completed	6,079 People Reached	513 Post Engagement	$29.98 Spent of $30.00 View Results
	**Boosted Post** The LGBTQ and friends are in for a SPECIAL ... Promoted by Paul Magee on Apr 16, 2019 Completed	16,313 People Reached	415 Post Engagement	$30.00 Spent of $30.00 View Results
	**Boosted Post** Splash South Padre Island is almost here (Apr... Promoted by Paul Magee on Apr 16, 2019 Completed	36,526 People Reached	1,190 ThruPlays	$30.00 Spent of $30.00 View Results
	**Boosted Post** Get ready for your well deserved LGBTQ and ... Promoted by Paul Magee on Apr 16, 2019 Completed	36,871 People Reached	799 ThruPlays	$30.00 Spent of $30.00 View Results
	**Boosted Post** Team Splash South Padre Island are delighte... Promoted by Paul Magee on Apr 16, 2019 Completed	26,047 People Reached	744 ThruPlays	$30.00 Spent of $30.00 View Results
	**Boosted Post** The LGBTQ and friends are in for a SPECIAL ... Promoted by Paul Magee on Apr 16, 2019 Completed	6,290 People Reached	324 Post Engagement	$30.00 Spent of $30.00 View Results
	Boosted Post	15,104		

Les Elkins Chat (443)

	**Boosted Post** It's almost that time and we are ready for S... Promoted by Paul Magee on Apr 16, 2019 Completed	4,994 People Reached	424 Post Engagement	$30.00 Spent of $30.00 View Results
	**Boosted Post** Take advantage of our Special 50% OFF S... Promoted by Paul Magee on Apr 15, 2019 Completed	37,582 People Reached	452 Post Engagement	$30.00 Spent of $30.00 View Results
	**Boosted Post** Team Splash South Padre Island are delighte... Promoted by Paul Magee on Apr 15, 2019 Completed	33,800 People Reached	934 ThruPlays	$30.00 Spent of $30.00 View Results
	**Boosted Post** The LGBTQ and friends are in for a SPECIAL ... Promoted by Paul Magee on Apr 15, 2019 Completed	14,651 People Reached	787 Post Engagement	$30.00 Spent of $30.00 View Results
	**Boosted Post** SET SAIL! Limited number of 4-Day an... Promoted by Paul Magee on Apr 14, 2019 Completed	16,100 People Reached	199 Post Engagement	$20.00 Spent of $20.00 View Results
	**Boosted Post** ENDING SOON: 50% Splash Pass sale end... Promoted by Paul Magee on Apr 14, 2019 Completed	1,999 People Reached	139 Post Engagement	$10.00 Spent of $10.00 View Results
	**Boosted Post** Team Splash South Padre Island are delighte... Promoted by Paul Magee on Apr 14, 2019 Completed	28,227 People Reached	900 ThruPlays	$30.00 Spent of $30.00 View Results
	**Boosted Post** Get ready for your well deserved LGBTQ and ... Promoted by Paul Magee on Apr 14, 2019 Completed	40,029 People Reached	836 ThruPlays	$30.00 Spent of $30.00 View Results
	**Event Promotion** Splash South Padre 2019 tomorrow at 8:00 PM - Sunday, April 28, 201... Promoted by Paul Magee on Apr 14, 2019 Completed	19,732 People Reached	213 Link Clicks	$30.00 Spent of $30.00 View Results
	**Boosted Post** The LGBTQ and friends are in for a SPECIAL ... Promoted by Paul Magee on Apr 13, 2019 Completed	4,181 People Reached	195 Post Engagement	$20.00 Spent of $20.00 View Results
	**Boosted Post** Splash South Padre Island VIP ticket alert ... Promoted by Paul Magee on Apr 13, 2019 Completed	4,435 People Reached	294 Post Engagement	$20.00 Spent of $20.00 View Results
	**Boosted Post** The LGBTQ and friends are in for a SPECIAL ... Promoted by Paul Magee on Apr 13, 2019 Completed	16,202 People Reached	440 Post Engagement	$20.00 Spent of $20.00 View Results

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	**Boosted Post** The LGBTQ and friends are in for a SPECIAL ... Promoted by Paul Magee on Apr 13, 2019 Completed	4,563 People Reached	215 Post Engagement	$20.00 Spent of $20.00 View Results
	**Boosted Post** Tag your friends and your favorite Drag Quee... Promoted by Paul Magee on Apr 13, 2019 Not Approved	2,126 People Reached	69 Post Engagement	$7.70 Spent of $10.00 View Results
	**Boosted Post** Splash South Padre Island VIP ticket alert ... Promoted by Paul Magee on Apr 12, 2019 Completed	171 People Reached	-- Landing Page Views	$0.36 Spent of $30.00 View Results
	**Boosted Post** SET SAIL! Limited number of 4-Day an... Promoted by Paul Magee on Apr 12, 2019 Completed	112 People Reached	-- Landing Page Views	$0.22 Spent of $30.00 View Results
	**Boosted Post** Team Splash South Padre Island are delighte... Promoted by Paul Magee on Apr 12, 2019 Completed	32,807 People Reached	744 ThruPlays	$30.00 Spent of $30.00 View Results
	**Boosted Post** The LGBTQ and friends are in for a SPECIAL ... Promoted by Paul Magee on Apr 12, 2019 Completed	1,396 People Reached	-- Landing Page Views	$2.45 Spent of $30.00 View Results
	**Boosted Post** Splash South Padre Island VIP ticket alert ... Promoted by Paul Magee on Apr 12, 2019 Completed	38 People Reached	-- Landing Page Views	$0.20 Spent of $30.00 View Results
	**Boosted Post** Get ready for your well deserved LGBTQ and ... Promoted by Paul Magee on Apr 12, 2019 Completed	28,928 People Reached	1,015 10-Second Video ...	$30.00 Spent of $30.00 View Results
	**Boosted Post** The LGBTQ and friends are in for a SPECIAL ... Promoted by Paul Magee on Apr 12, 2019 Completed	4,455 People Reached	-- Landing Page Views	$10.75 Spent of $30.00 View Results
	**Boosted Post** The LGBTQ and friends are in for a SPECIAL ... Promoted by Paul Magee on Apr 11, 2019 Completed	91 People Reached	-- Landing Page Views	$0.13 Spent of $30.00 View Results
	**Boosted Post** The LGBTQ and friends are in for a SPECIAL ... Promoted by Paul Magee on Apr 11, 2019 Completed	4,470 People Reached	-- Landing Page Views	$16.15 Spent of $30.00 View Results
	**Boosted Post** Splash South Padre Island VIP ticket alert ... Promoted by Paul Magee on Apr 11, 2019 Completed	6,927 People Reached	-- Landing Page Views	$19.14 Spent of $20.00 View Results
	Boosted Post	75,184	Les Elkins	Chat (443)

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	**Boosted Post** The LGBTQ and friends are in for a SPECIAL ... Promoted by Paul Magee on Apr 10, 2019 Completed	10,136 People Reached	-- Landing Page Views	$24.06 Spent of $50.00 View Results
	**Boosted Post** Splash South Padre Island VIP ticket alert ... Promoted by Paul Magee on Apr 9, 2019 Completed	7,133 People Reached	202 Post Engagement	$20.00 Spent of $20.00 View Results
	**Boosted Post** Kicking off the LGBTQ celebrations for Splas... Promoted by Paul Magee on Apr 9, 2019 Completed	3,233 People Reached	230 Post Engagement	$20.00 Spent of $20.00 View Results
	**Event Promotion** Splash South Padre 2019 tomorrow at 8:00 PM - Sunday, April 28, 201... Promoted by Paul Magee on Apr 9, 2019 Completed	23,191 People Reached	-- On-Facebook Purc...	$50.00 Spent of $50.00 View Results
	**Boosted Post** Take advantage of our Special 50% OFF S... Promoted by Paul Magee on Apr 9, 2019 Completed	45,382 People Reached	544 Post Engagement	$50.00 Spent of $50.00 View Results
	**Boosted Post** Splash South Padre Island VIP ticket alert ... Promoted by Paul Magee on Apr 9, 2019 Completed	9,861 People Reached	526 Post Engagement	$50.00 Spent of $50.00 View Results
	**Boosted Post** Get ready for your well deserved LGBTQ and ... Promoted by Paul Magee on Apr 8, 2019 Completed	2,821 People Reached	142 Post Engagement	$10.00 Spent of $10.00 View Results
	**Boosted Post** Tell your friends it's time for a well deserved ... Promoted by Paul Magee on Apr 8, 2019 Completed	5,094 People Reached	289 Post Engagement	$30.00 Spent of $30.00 View Results
	**Boosted Post** SET SAIL! Limited number of 4-Day an... Promoted by Paul Magee on Apr 8, 2019 Completed	27,094 People Reached	275 Post Engagement	$30.00 Spent of $30.00 View Results
	**Boosted Post** Take advantage of our Special 50% OFF S... Promoted by Paul Magee on Apr 8, 2019 Completed	28,615 People Reached	485 Post Engagement	$30.00 Spent of $30.00 View Results
	**Boosted Post** Splash South Padre Island VIP ticket alert ... Promoted by Paul Magee on Apr 8, 2019 Completed	13,020 People Reached	365 Post Engagement	$30.00 Spent of $30.00 View Results
	**Boosted Post** Take advantage of our Special 50% OFF S... Promoted by Paul Magee on Apr 7, 2019 Completed	24,656 People Reached	346 Post Engagement	$20.00 Spent of $20.00 View Results

Les Elkins Chat (443)

	**Boosted Post** A very Special 20th anniversary Splash South... Promoted by Paul Magee on Apr 5, 2019 Completed	4,997 People Reached	299 Post Engagement	$20.00 Spent of $20.00 View Results
	**Boosted Post** SPLASH Pride at the Beach proudly welco... Promoted by Paul Magee on Apr 5, 2019 Completed	68,140 People Reached	1,473 Post Engagement	$100.00 Spent of $100.00 View Results
	**Boosted Post** SET SAIL! Limited number of 4-Day an... Promoted by Paul Magee on Apr 5, 2019 Completed	20,139 People Reached	442 Post Engagement	$50.00 Spent of $50.00 View Results
	**Boosted Post** Take advantage of our Special 50% OFF S... Promoted by Paul Magee on Apr 5, 2019 Completed	23,160 People Reached	288 Post Engagement	$22.00 Spent of $22.00 View Results
	**Boosted Post** Tell your friends it's time for a well deserved ... Promoted by Paul Magee on Apr 5, 2019 Completed	4,252 People Reached	350 Post Engagement	$21.99 Spent of $22.00 View Results
	**Boosted Post** Tag your friends and your favorite male perfo... Promoted by Paul Magee on Apr 4, 2019 Completed	2,392 People Reached	247 Post Engagement	$22.00 Spent of $22.00 View Results
	**Boosted Post** Tag your friends and your favorite Drag Quee... Promoted by Paul Magee on Apr 4, 2019 Not Approved	3,819 People Reached	230 Post Engagement	$22.00 Spent of $22.00 View Results
	**Boosted Post** Tell your friends it's time for a well deserved ... Promoted by Paul Magee on Apr 4, 2019 Completed	6,386 People Reached	416 Post Engagement	$22.00 Spent of $22.00 View Results
	**Event Promotion** Splash South Padre 2019 tomorrow at 8:00 PM - Sunday, April 28, 201... Promoted by Paul Magee on Apr 4, 2019 Completed	20,679 People Reached	-- On-Facebook Purc...	$22.00 Spent of $22.00 View Results
	**Boosted Post** SET SAIL! Limited number of 4-Day an... Promoted by Paul Magee on Apr 4, 2019 Completed	20,688 People Reached	204 Post Engagement	$20.00 Spent of $20.00 View Results
	**Boosted Post** SPLASH Pride at the Beach proudly welco... Promoted by Paul Magee on Apr 2, 2019 Completed	64,062 People Reached	878 Post Engagement	$50.00 Spent of $50.00 View Results
	**Boosted Post** SET SAIL! Limited number of 4-Day an... Promoted by Paul Magee on Apr 2, 2019 Completed	16,807 People Reached	258 Post Engagement	$20.00 Spent of $20.00 View Results

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- Shop
- Messages
- API

Boosted Post ENDING SOON: 50% Splash Pass sale end... Promoted by Paul Magee on Mar 30, 2019 Completed	2,903 People Reached	307 Post Engagement	$20.00 Spent of $20.00 View Results
Boosted Post SPLASH Pride at the Beach proudly welco... Promoted by Paul Magee on Mar 30, 2019 Completed	18,584 People Reached	356 Post Engagement	$20.00 Spent of $20.00 View Results
Boosted Post Special 50% OFF Loyalty passes on sale for a... Promoted by Paul Magee on Mar 30, 2019 Completed	17,632 People Reached	110 Link Clicks	$20.00 Spent of $20.00 View Results
Boosted Post Special 50% OFF Splash South Padre Island L... Promoted by Paul Magee on Mar 30, 2019 Completed	7,804 People Reached	216 Post Engagement	$20.00 Spent of $20.00 View Results
Boosted Post Tell your friends it's time for a well deserved ... Promoted by Paul Magee on Mar 25, 2019 Completed	11,868 People Reached	247 Post Engagement	$20.00 Spent of $20.00 View Results
Boosted Post SPLASH Pride at the Beach proudly welco... Promoted by Paul Magee on Mar 25, 2019 Completed	15,352 People Reached	468 Post Engagement	$20.00 Spent of $20.00 View Results
Boosted Post SET SAIL! Limited number of 4-Day an... Promoted by Paul Magee on Mar 25, 2019 Completed	21,246 People Reached	1,026 Post Engagement	$100.00 Spent of $100.00 View Results
Boosted Post Take advantage of our Special 50% OFF S... Promoted by Paul Magee on Mar 25, 2019 Completed	41,922 People Reached	1,410 Post Engagement	$100.00 Spent of $100.00 View Results
Boosted Post Take advantage of our Special 50% OFF S... Promoted by Paul Magee on Mar 24, 2019 Completed	20,832 People Reached	506 Post Engagement	$20.00 Spent of $20.00 View Results
Event Promotion Splash South Padre 2019 tomorrow at 6:00 PM - Sunday, April 28, 201... Promoted by Paul Magee on Mar 24, 2019 Completed	30,968 People Reached	129 Link Clicks	$18.20 Spent of $20.00 View Results
Boosted Post SET SAIL! Limited number of 4-Day an... Promoted by Paul Magee on Mar 21, 2019 Completed	8,651 People Reached	265 Post Engagement	$20.00 Spent of $20.00 View Results
Boosted Post SET SAIL! Limited number of 4-Day an... Promoted by Paul Magee on Mar 20, 2019 Completed	6,462 People Reached	295 Post Engagement	$20.00 Spent of $20.00 View Results

Les Elkins Chat (443)

	Boosted Post SET SAIL! Limited number of 4-Day an... Promoted by Paul Magee on Mar 18, 2019 Completed	10,869 People Reached	382 Post Engagement	$20.00 Spent of $20.00 View Results
	Boosted Post SET SAIL! Limited number of 4-Day an... Promoted by Paul Magee on Mar 14, 2019 Completed	37,772 People Reached	-- Landing Page Views	$100.00 Spent of $100.00 View Results
	Boosted Post Special 50% OFF Loyalty passes on sale for a... Promoted by Paul Magee on Mar 7, 2019 Completed	21,859 People Reached	247 Link Clicks	$40.00 Spent of $40.00 View Results
	Boosted Post Tell your friends it's time for a well deserved ... Promoted by Paul Magee on Mar 6, 2019 Completed	20,836 People Reached	823 Post Engagement	$52.00 Spent of $52.00 View Results
	Boosted Post Don't miss America's Got Talent star Brian... Promoted by Paul Magee on Mar 6, 2019 Completed	29,400 People Reached	285 Link Clicks	$52.00 Spent of $52.00 View Results
	Boosted Post SPLASH Pride at the Beach proudly welco... Promoted by Paul Magee on Mar 6, 2019 Completed	39,486 People Reached	1,624 Post Engagement	$52.00 Spent of $52.00 View Results
	Boosted Post "America's Got Talent: The Champions" Star ... Promoted by Paul Magee on Mar 5, 2019 Completed	5,926 People Reached	359 Post Engagement	$20.00 Spent of $20.00 View Results
	Boosted Post We're thrilled to announce DJ Rhiannon Roze ... Promoted by Paul Magee on Mar 5, 2019 Completed	4,971 People Reached	393 Post Engagement	$20.00 Spent of $20.00 View Results
	Boosted Post SPLASH Pride at the Beach proudly welco... Promoted by Paul Magee on Mar 5, 2019 Completed	18,104 People Reached	682 Post Engagement	$20.00 Spent of $20.00 View Results
	Boosted Post Tell your friends it's time for a well deserved ... Promoted by Paul Magee on Feb 19, 2019 Completed	21,669 People Reached	677 Post Engagement	$40.00 Spent of $40.00 View Results

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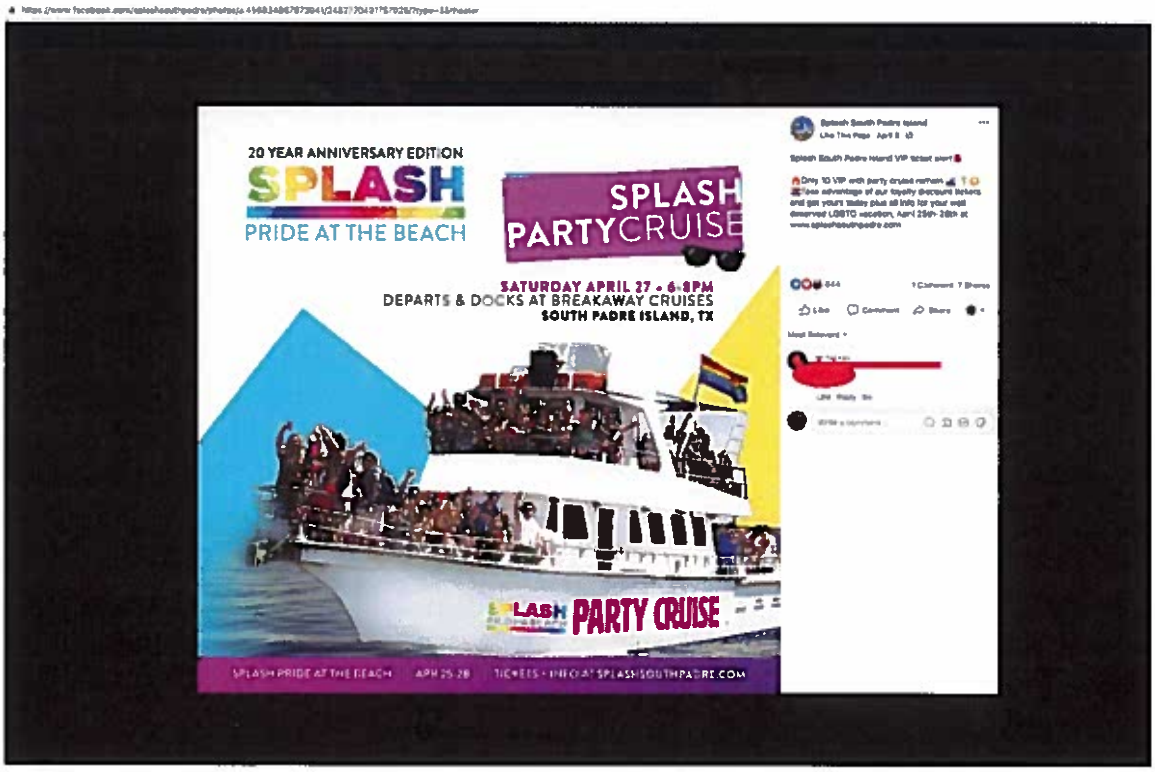
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PRIDE AT THE BEACH
SPLASH
PARTYCRUISE
SATURDAY APRIL 27 • 6-8PM
DEPARTS & DOCKS AT BREAKAWAY CRUISES
SOUTH PADRE ISLAND, TX
PARTY CRUISE
SPLASH PRIDE AT THE BEACH
APR 25-28
TICKETS • INFO AT SPLASHSOUTHPADRE.COM


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SPLASH
PRIDE AT THE BEACH
APRIL 25-28, 2019
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RHIANNON ROZE
DJ / PRODUCER
ALONDRA GARIBAY
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THE CHAMPIONS
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TRIBUTE TO FREDDIE MERCURY
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SPLASH
PRIDE AT THE BEACH 2019
THE CHAMPIONS
BRIAN JUSTIN CRUM
TRIBUTE TO FREDDIE MERCURY
APRIL 25-28, 2019
SOUTH PADRE ISLAND, TX
SPLASH 2019 SCHEDULE
THURSDAY APRIL 25
FRIDAY APRIL 26
SATURDAY APRIL 27
MISS SPLASH
DILLY DILLY


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PRESTIGE
PRODUCTIONS

TO Global Groove

INVOICE NO. 010

Designer	Job	Shipping Method	Shipping Terms	Delivery Date	Payment Terms	Due Date
Joe Delgado		DROPBOX	NA		Cash or check	**04/24/19**

Qty	Item #	Description	Unit Price	Discount	Line Total
3		**SOCIAL MEDIA CREATIVE CONTENT EVENT: SPLASH SPI 3 "15 SEC" ARTIST BUMPERS FOR SOCIALS.**	**150**		**450**

Total Discount	**450.00**
Subtotal	
Sales Tax	
Total	**450.00**

BRNDhub
5401 N. 10th St., Suite 225
McAllen, TX 78504 US
hello@brndhub.com
brndhub.com

Invoice 1062

BRND HUB

BILL TO
Paul Magee
Global Groove Events
127 Shasta Ave
McAllen, TX

DATE	PLEASE PAY	DUE DATE
04/30/2019	$1,000.00	04/30/2019

DATE	ACTIVITY	AMOUNT
02/01/2019	**MEDIA** SPLASH 2019 EVENT SERVICES • Website Updates to splashsouthpadre.com • Social Media / Graphics @splashsouthpadre • Eventbrite Ticket Management • MailChimp Newsletter Management • Design Print Material (L&F collateral)	1,400.00
	PAYMENT	400.00
	TOTAL DUE	$1,000.00

THANK YOU.

Item No. 4.C.4

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

MEETING DATE: June 20, 2019

NAME & TITLE: Marisa Amaya, Event Development & Packaging Manager

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Consent to approve the Jailbreak post event report and recommend approval to the Convention and Visitor Advisory Board.

ITEM BACKGROUND

This event was successfully executed and took place as agreed upon by the Special Events Committee and Convention and Visitor Advisory Board. The event was funded for $30,000.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget
75% of the funds were released. ($22,500)
25% of the funds are due. ($7,500)

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Special Events Committee approve the post event report.

South Padre Island Convention & Visitors Bureau

Post Event Report

POST EVENT REPORT

Today's Date: 05/14/2019

To be reimbursed, please submit the following within 10 days post event:

1. Number of participants calculated with backup documentation (i.e. zip codes, team rosters, surveys)
2. Number of room nights tracked with backup documentation (i.e. third-party housing documentation or certified hotel pickup reports)

Please submit the following within 30 days your post event report:

1. Valid invoice(s) supporting reimbursable allowable expenses. Please submit only enough receipts to reach awarded grant amount.
2. Evidence of payment to support invoices paid from grantee to third party (front and back copies of cleared check(s) or detailed credit card/debit card receipts. For all media buys please provide tear sheets, copies of advertisements, schedules and signed station affidavits.
3. Copies of marketing or advertising materials, websites showing South Padre Island CVB logo.

Organization Information

Name of Organization: Jailbreak Race Events

Address: 15080 FM 156

City, State, Zip: Justin, TX 76247

Contact Name: Tim Scrivner Contact email: Tim@RunSPI.com

Contact Cell Phone Number: 940-453-6231

Event Information

Name of Event or Project: Jailbreak SPI

Date(s) of Event or Project: May 4, 2019

Primary Location of Event or Project: Clayton's, County Beach

Amount Requested: $ 30,000

Amount Received: $ 30,000

How many years have you held this Event or Program: 8 years

Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: 26%
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): _____
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): _____
4. If staff costs were covered, estimate of actual hours staff spent on funded event: _____
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? _____
6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

Event Attendance Information

1. How many people did you predict would attend this event? (Number submitted in the application for hotel occupancy tax funds): 6k+
2. What would you estimate as the actual attendance at the event? 6k+
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 1,000+
4. How many room nights do you estimate were actually generated by attendees of this event? 1,000+
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: $30,000
   - Last Year: $30,000
   - Two Years Ago: $5,000
   - Three Years Ago: $15,000
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, zip code information, etc.)? CVB Survey
7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? no block If the room block did not fill, how many rooms were picked up? _____

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:

   - [x] Newspaper: $ 300
   - [x] Radio: $ 1,5000
   - [ ] TV: $
   - [x] Other Paid Advertising: $ 10,151
   - [x] Number of Press Releases to Media: 8+
   - [ ] Number emails to out-of-town recipients:
   - [ ] Other Promotions

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? No
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?

   - [ ] Please attach samples of documents showing how South Padre Island was recognized in your advertising/promotional campaign

   - [ ] Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.

5. Please note any other success indicators of your event: _____

☐ 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.

5. Please note any other success indicators of your event:

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? 3,400+
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? 90%+
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? 1000+ room nights

Additional Event Information

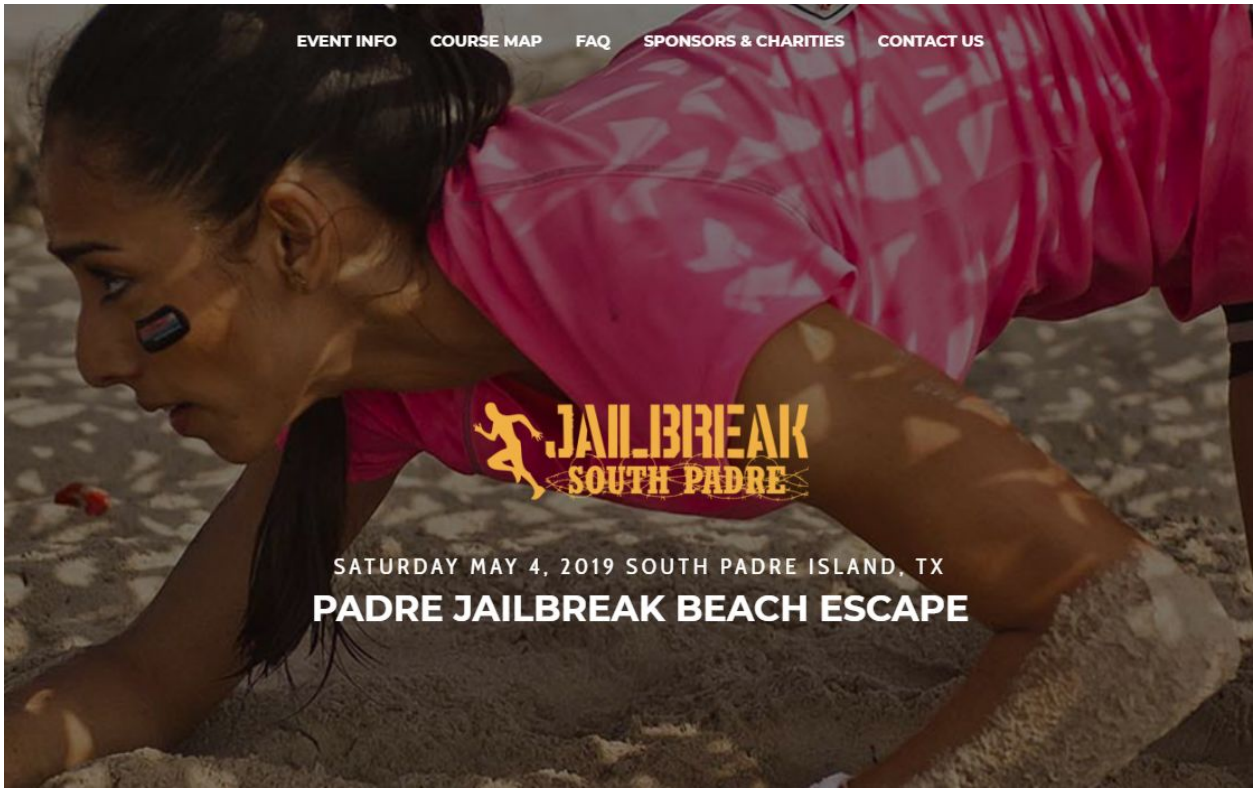
1. What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc.? Claytons, SPI Rentals, Toucan Graphics, Russo's, BurgerFi, Stripes, Blackbeards, Whataburger, Ramada Inn, etc

Signature

5/16/19
Date

Submit to complete applications to:

Marisa Amaya
Event Development 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



REGISTER FOR THE EVENT

LODGING

Make a weekend of your Jailbreak Beach Escape! Click the link below to explore all the great places to stay on South Padre Island!

LODGING OPTIONS

Jailbreak Beach Escape 2019

Saturday, May 4, 2019
South Padre Island • 7355 Padre Boulevard South Padre Island, TX 78597

RUNNING • 5K

This activity has passed

Map/Directions

About This Activity

The Jailbreak is making its 8th trip to South Padre Island, bringing their challenging 5k over 20 crazy obstacles back to Claytons Beach Bar for a huge island bash! If you've never done a Jailbreak, then it's time for you to put your big kid pants on and show what you're made of! May 4th, 2019.

SPECIAL NOTE:

The Jailbreak will be happening rain or shine. Because of the logistics of planning for a race of

r refunds for any reason, other than military deployment (with proof of

‹ Previous Next ›

This event has passed.

Padre Island Texas Jailbreak Run The Jailbreak Beach Escape 2019

Average rating: 2.33
Add a review

May 04, 2019

TBA South Padre Island

South Padre Island, TX, United States

VISIT EVENT WEBSITE

Date:

May 04, 2019

Add to Calendar

Race Start Time:

Waves start every 15 minutes starting at 9:00am

Venue:

TBA South Padre Island

Who's Attending?

Let people know you are attending by sharing on Facebook and adding it to your MRG profile, or by entering your email.

Share | Use Email

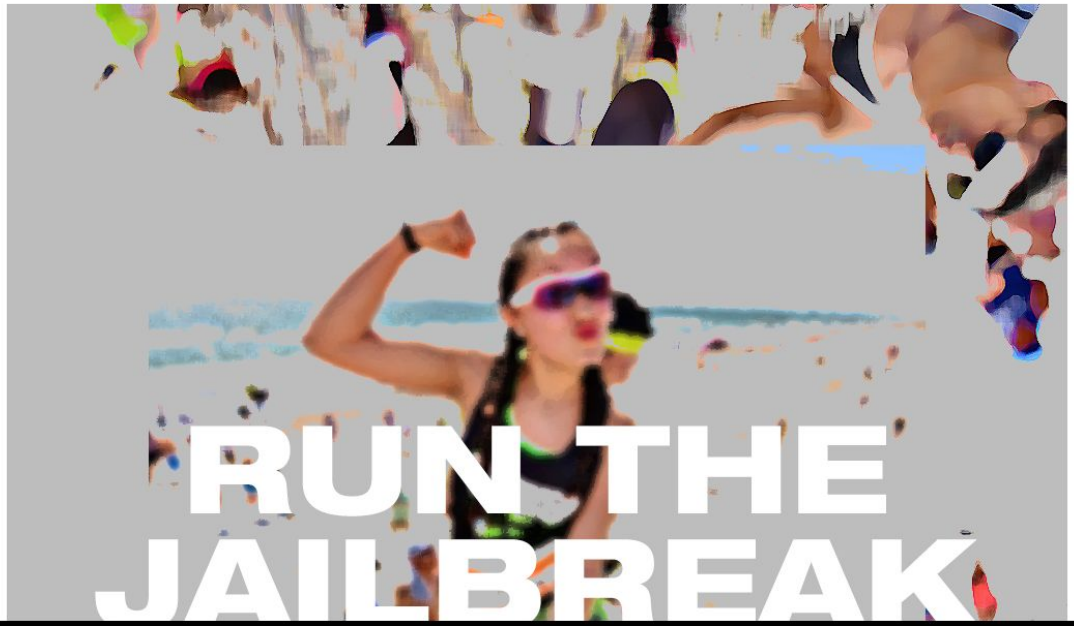
Cost & Pricing:

« All Events

This event has passed.

Run the Jailbreak

May 4 @ 9:00 am - 12:00 pm



Clayton's

Biggest Beach Bar In Texas

Jailbreak Beach Escape South Padre Island

Jailbreak South Padre Island has been selected as one of "10 Destination Races to do in 2013" by Active.com!

Register for Run the JailBreak South Padre Island

South Padre Island Jail Break

Contact Us

Clayton's
Open Daily at 11am
Phone: (956) 761-5900
6900 Padre Blvd
South Padre Island, Texas

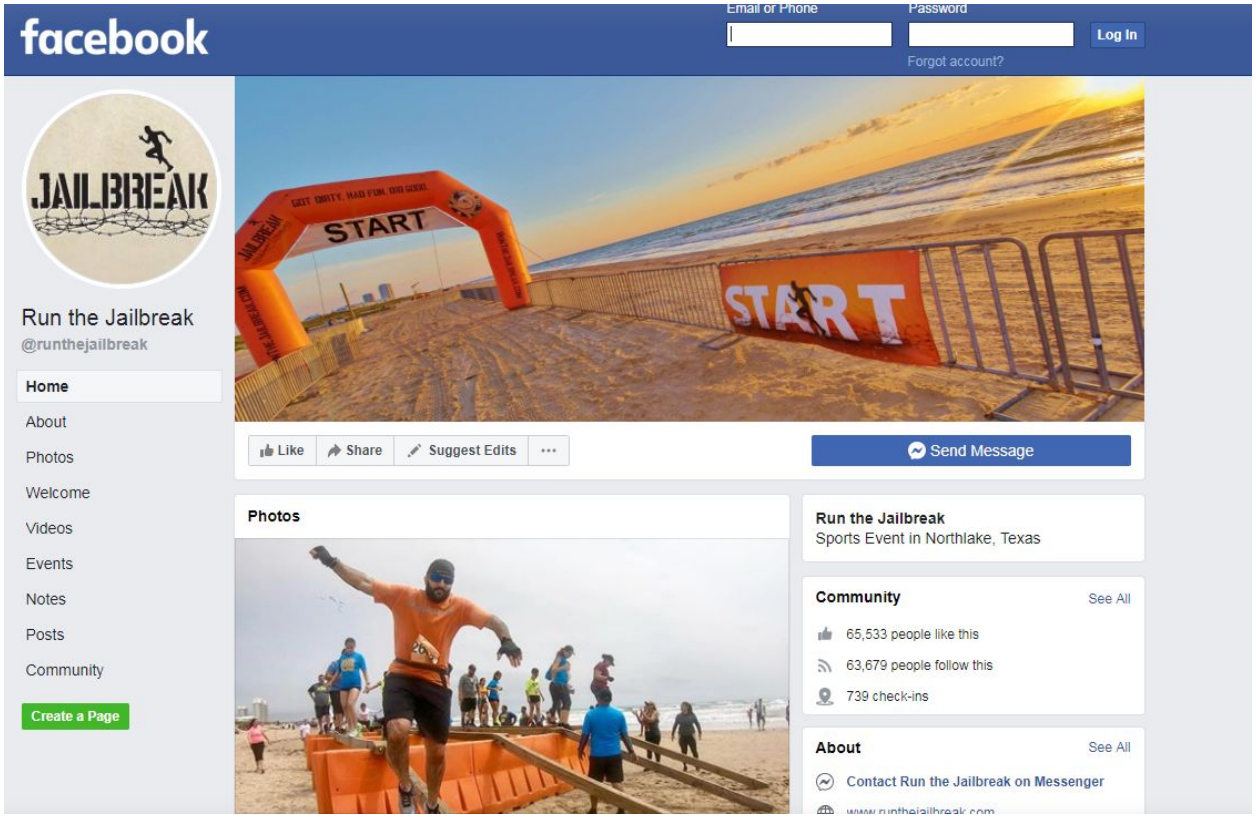
Buy Tickets

21 JUN Los Tucanes de Tijuana — Buy Tickets

22 JUN The Offspring — Buy Tickets

05 JUL Aaron Watson — Buy Tickets

06 JUL Duelo — Buy Tickets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65,533 people like this
63,679 people follow this
739 check-ins
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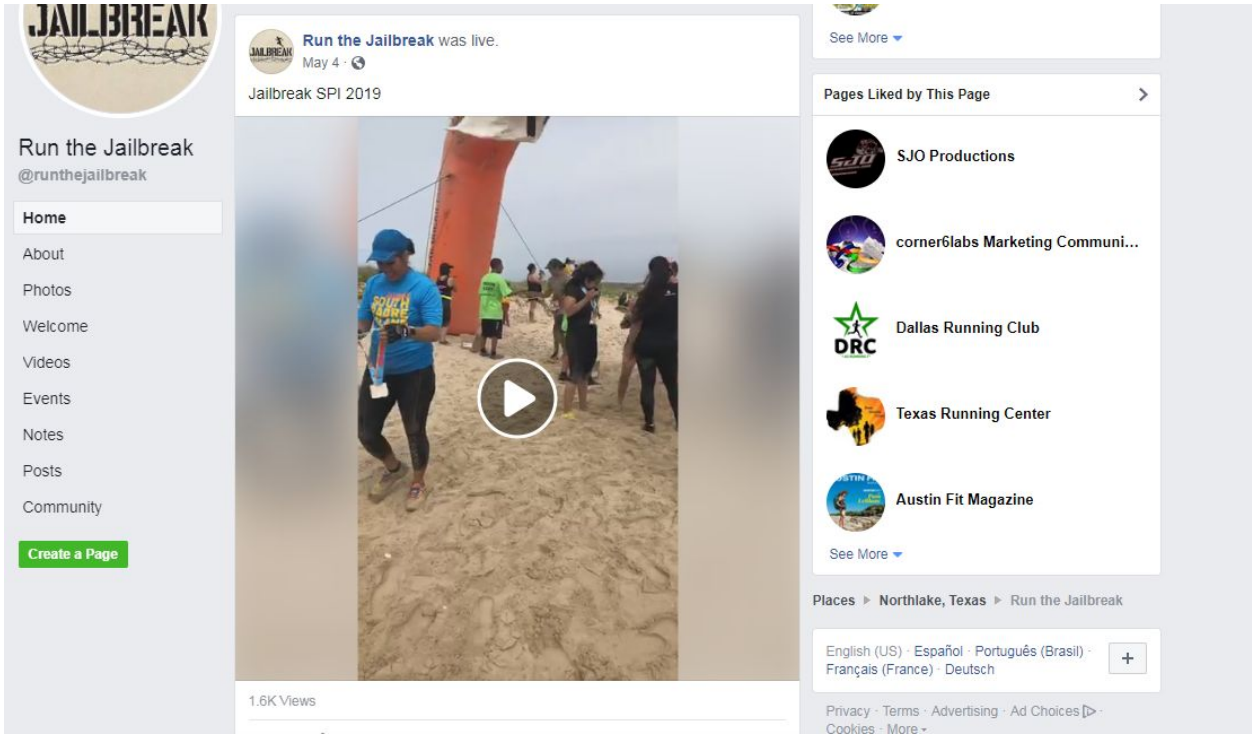
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Run the Jailbreak was live.
May 4
Jailbreak SPI 2019
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Run the Jailbreak
May 4 ·

The race is in full swing people! It's game time.
.
#runthejailbreak

81 30 Comments 14 Shares

Like Comment Share

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May 4 ·

9am wave!

4K Views

Sole Racing
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Run the Jailbreak
May 3 ·

One day till Jailbreak SPII Packet pick-up/late reg begins tonight at Claytons 6-8pm.

77 40 Comments 15 Shares

Like Comment Share

Most Relevant

Josie Peña So excited this is my 8th yrs doing the Jailbreak since 2012 😀

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Run the Jailbreak
May 2 ·

Your finish line awaits....

181 83 Comments 31 Shares

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Most Relevant

Shea Brogdon Hope this happens again someday. Completely missed this ever being announced

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Run the Jailbreak
May 2 ·

Two days till Jailbreak SPII Online reg ends at midnight tonight
www.RunTheJailbreak.com Get Dirty, Have Fun, Do Good

61 25 Comments 6 Shares

65,533 likes

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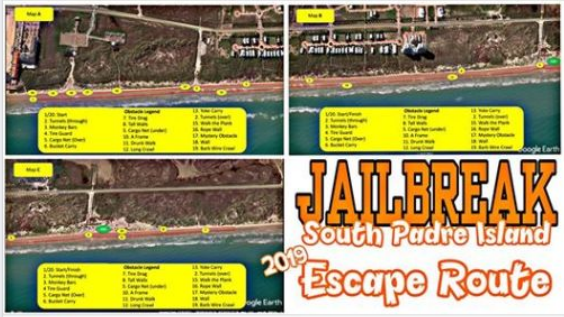
April 30 ·

2019 Jailbreak SPI Escape Route! Online Reg ends Thursday, www.RunTheJailbreak.com Get Dirty, Have Fun, Do Good



98 114 Comments 66 Shares

Like Comment Share

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Guadalupe Javier Garza That will be nice
5w 1

2 Replies

Claudia Janet Garza-Villegas Next year o que? Guadalupe Javier Garza,
5w

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April 27 ·

One week till Jailbreak SPI! www.RunTheJailbreak.com Get Dirty, Have Fun, Do Good

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Sports Event

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280 3 Comments 19 Shares

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April 25 ·

Only 9 days till Jailbreak SPI! www.RunTheJailbreak.com Get Dirty, Have Fun, Do Good

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215 9 Comments 27 Shares

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Run the Jailbreak added an event.
April 23 ·

SAT, MAY 4
2019 Padre Jailbreak Beach Escape
South Padre Island
Fitness · 942 people

138 25 Comments

Like Comment Share

View 9 more comments

Antonio Magdaleno Yo se mah
7w

Jesse de la Cruz Juan Pulido
7w

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April 22 ·

12 days till Jailbreak SPI! www.RunTheJailbreak.com Get Dirty, Have Fun, Do Good

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Sports Event

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240

61 Comments 26 Shares

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Just TWO weeks till Jailbreak SPI! www.RunTheJailbreak.com

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353 7 Comments 29 Shares

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Mary Rosales I've been trying to register is the site not working
7w

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Run the Jailbreak
April 17 ·

Only 16 days till you Break Free in South Padre Island!
www.RunTheJailbreak.com Get Dirty, Have Fun, Do Good

450 82 Comments 32 Shares

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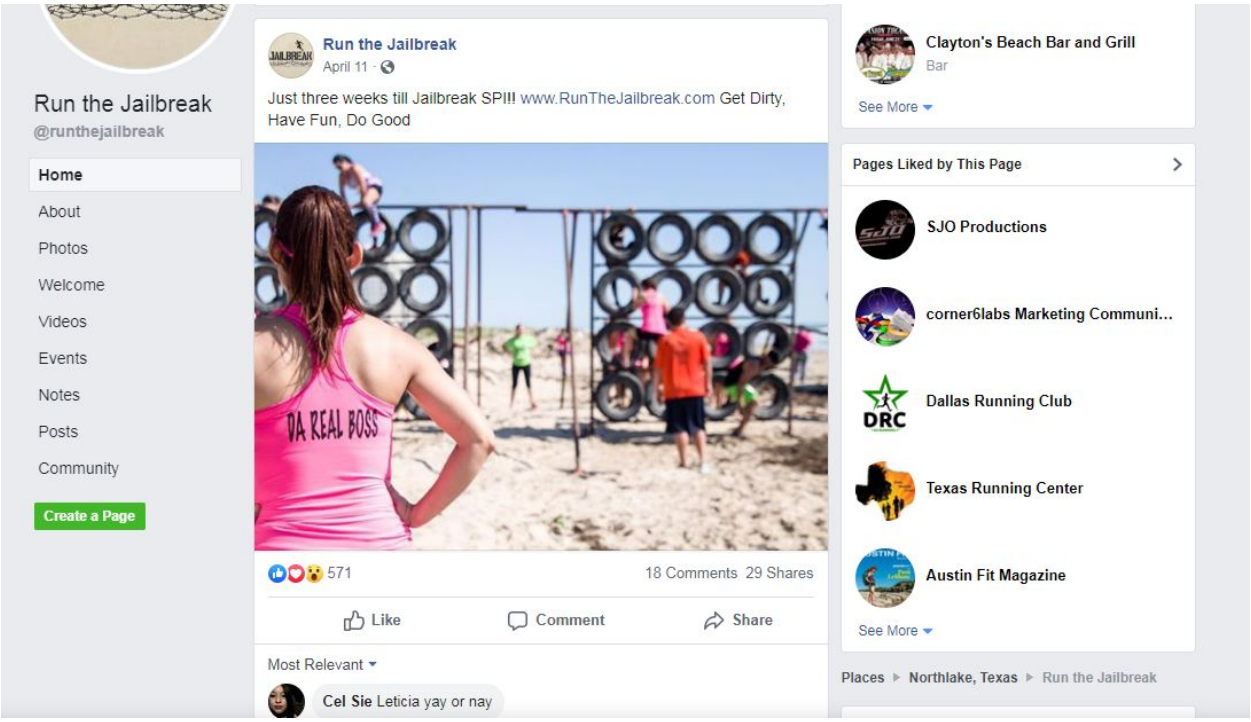
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Just three weeks till Jailbreak SPI!! www.RunTheJailbreak.com Get Dirty, Have Fun, Do Good
DA REAL BOSS
571
18 Comments 29 Shares
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Cel Sie Leticia yay or nay
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in 30 Days!
996
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Run the Jailbreak
March 30 ·

Price increase at midnight on Sunday, www.RunTheJailbreak.com Get Dirty, Have Fun, Do Good

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Sports Event

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March 28 ·

It's getting closer! www.RunTheJailbreak.com Get Dirty, Have Fun, Do Good

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Sports Event

Send Message

273 41 Comments 40 Shares

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Run the Jailbreak
March 27 ·

Price increase this weekend, www.RunTheJailbreak.com Get Dirty, Have Fun, Do Good

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221 20 Comments 13 Shares

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March 18 ·

Only TWO waves left! www.RunTheJailbreak.com Get Dirty, Have Fun, Do Good

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616 95 Comments 37 Shares

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Item No. 4.C.5

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

MEETING DATE: June 20, 2019

NAME & TITLE: Marisa Amaya, Event Development & Packaging Manager

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Consent to approve the Shallow Sport Fishing Tournament post event report and recommend approval to the Convention and Visitor Advisor Board.

ITEM BACKGROUND

This event was successfully executed and took place as agreed upon by the Special Events Committee and Convention and Visitor Advisory Board. The event was funded for $5,000.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget
75% of the funds were released. ($3,750)
25% of the funds are due. ($1,250)

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Special Events Committee approve the post event report.

South Padre Island Convention & Visitors Bureau

Post Event Report

POST EVENT REPORT

Today's Date: June 11, 2019

To be reimbursed, please submit the following within 10 days post event:

1. Number of participants calculated with backup documentation (i.e. zip codes, team rosters, surveys)
2. Number of room nights tracked with backup documentation (i.e. third-party housing documentation or certified hotel pickup reports)

Please submit the following within 30 days your post event report:

1. Valid invoice(s) supporting reimbursable allowable expenses. Please submit only enough receipts to reach awarded grant amount.
2. Evidence of payment to support invoices paid from grantee to third party (front and back copies of cleared check(s) or detailed credit card/debit card receipts. For all media buys please provide tear sheets, copies of advertisements, schedules and signed station affidavits.
3. Copies of marketing or advertising materials, websites showing South Padre Island CVB logo.

Organization Information

Name of Organization: Shallow Sport Boats

Address: 41146 Schafer Rd.

City, State, Zip: Los Fresnos Tx 78566

Contact Name: Kyra Hudson Contact email: kyra@shallowsportboats.com

Contact Cell Phone Number: 956-434-9895

Event Information

Name of Event or Project: Shallow Sport Owner's Tournament

Date(s) of Event or Project: May 16-18, 2019

Primary Location of Event or Project: Louie's Backyard, Isla Grand Resort

Amount Requested: $ 5000.00 plus median banner

Amount Received: $

How many years have you held this Event or Program: 19

Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: Less than 3%
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): 0
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: 0
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? Admission varied from $45 - $100 per person. Profit used to cover cost of raffle boat prize as well as to award $22,500 in college scholarships
6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

Event Attendance Information

1. How many people did you predict would attend this event? (Number submitted in the application for hotel occupancy tax funds): 1200
2. What would you estimate as the actual attendance at the event? More than 1300
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? HOTEL: 350 people x 3 nights, PRIVATE RENTAL: 585 people x 3 nights
4. How many room nights do you estimate were actually generated by attendees of this event? Easily 700 individual room nights
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: 700+
   - Last Year: n/a
   - Two Years Ago: n/a
   - Three Years Ago: n/a
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, zip code information, etc.)? Online registration survey plus formula
7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? Yes, at Isla Grand. All filled If the room block did not fill, how many rooms were picked up?

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:

   - [x] Newspaper: $Press/Parade, Herald
   - [ ] Radio: $
   - [ ] TV: $
   - [x] Other Paid Advertising: $social media boosted posts
   - [x] Number of Press Releases to Media: 2: pre and post event, plus interviews
   - [x] Number emails to out-of-town recipients: 3 Gmass campaigns to over 4000 people
   - [ ] Other Promotions

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, on our online registration and brochures
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?
   Booked all sponsors at the same hotel and held VIP party at Isla Grand
   Made the weigh in a community viewing event to encourage families of anglers to come

   - [ ] Please attach samples of documents showing how South Padre Island was recognized in your advertising/promotional campaign

   - [ ] Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.

5. Please note any other success indicators of your event: Our tournament, which has grown every year, has become the leading example of what a fishing tournament should be on South Padre Island. We are the biggest bay tournament in South Texas, we offer far more prizes than any other tournament and we give away a full boat/motor/trailer package along with over $20,000.00 in scholarships.

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? 956 competed
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? More than 95% outside of SPI proper, roughly 85% from more than 20 miles
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? Restaurant revenue, groceries, gas launch and park fees, families of participants enjoying island

Additional Event Information

1. What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc.?
   Isla Grand, local photographers, Louie's Backyard, Island Engraving
   Anglers Marine, Toucan Graphics,

Signature

Date

Submit to complete applications to:

Marisa Amaya
Event Development Manager
Convention and Visitors Advisory Board
C/O City of South Padre Island Convention & Visitors Bureau
7355 Padre Blvd., South Padre Island, TX 78597
Phone: (956) 761-3834
Email: marisa@sopadre.com

SHALLOW SPORT OWNERS TOURNAMENT 2019!

We are pleased to announce our 19th annual Owners Fishing Tournament, to be held May 17-18, 2019 at Louie's Backyard on beautiful South Padre Island. Every year this event gets bigger and better, and is becoming known as the most fun tournament on the Gulf Coast!

Schedule of Events

Friday 5-17-19

5:30-8:30 PM - Registration
Sign in, pick up team numbers, gift bags & door prizes. This is a time for people to relax and get to know one another at the laid-back water front deck of Louie's Backyard.

7:30 PM - Captains Meeting
Team Captains attend a mandatory rules meeting (Full tournament rules can be found on our website).

6:00-9:00 PM - Social
Watch the sunset over the bay as you enjoy live music, appetizers and beverages and participate in the "Boating Pool" if you wish.

Saturday 5-18-19

5:30-6:30 AM - Check In
Every boat must be checked in by the water!

6:30 AM - Cannon Take Off
200+ Shallow SportBoats race off at the sound of the blast in the island's oldest and biggest cannon take-off.

1:00-3:00 PM - Weigh In
Whether you're going for the trophies, bragging rights, or just want to watch the fish come in, head over to Louie's dock. Must be at the end of the line by 3 pm!

Awards Banquet:

5:30-7:30 - Dinner
6:30- ? - Awards (Pending Calculations)
Relax after your long day of fishing with live music, a cold drink & great food. During the banquet we will present this year's scholarships, and award over $25,000 worth of door prizes! 36 framed trophies will be awarded.

Awards Banquet

Scholarships, door prizes and trophies for Guided and Amateur Divisions will be presented. TROPHIES ARE AWARDED PER TEAM, NOT PER ANGLER.

LARGEST REDFISH - 1st-5th, Both Divisions

LARGEST TROUT - 1st-5th, Both Divisions

LARGEST FLOUNDER - 1st-5th, Both Divisions

GRAND CHAMPION - 1 Trophy Per Division
(GREATEST COMBINED WEIGHT OF 3 SPECIES)

YOUTH LARGEST FISH - 1st-3rd, Under 13

Feeling Lucky?!

Once again, we are going to raffle a BRAND NEW Shallow Sport at the end of the Awards Banquet. All registered anglers are automatically entered and trophy winners will have additional entries. Raffle tickets may also be purchased at the event or with the form provided.

- All registered anglers will receive one raffle ticket
- Additional tickets may be purchased at event for $20
- Registered anglers may purchase tickets via enclosed form
- Winner will be drawn at Awards Banquet on 5-18-2019
- Proceeds benefit the Shallow Sport Scholarship Fund

2019 RAFFLE BOAT
20' CLASSIC SHALLOW SPORT WITH EVINRUDE C150
AND MCCLAIN TRAILER: MSRP: $58,900

PLATINUM SPONSORS:

South Padre Island
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LATEST NEWS

- 2019 KWiggler Lure Contest: Entry Due Date April 15, 2019
- 2019 Shallow Sport Scholarship: Due April 15, 2019
- 2019 Shallow Sport Owner's Tournament
- Texas Hunters & Sportsmen Expo- July 19th-21st 2019
- Take a Factory Tour with Wes Hudson

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THANK YOU FOR HELPING TO MAKE THE 19TH ANNUAL SHALLOW SPORT OWNER'S TOURNAMENT A SUCCESS!

2019 DIAMOND SPONSORS:

	TEAM NAME	ANGLER NAME	G/A	SOC	EXTRA RAFFLE	PAID	SIGN
1A	TEAM WERNECKE	WERNECKE, DONALD	G			X	X
1B	TEAM WERNECKE	WERNECKE, BRICE	G			X	X
1C	TEAM WERNECKE	WERNECKE, SYLVIA	G			X	X
1D	TEAM WERNECKE	WERNECKE, HUNTER	G			X	X
2A	LITTLE RED	ZAMORA, ONAS	A	1		X	X
2B	LITTLE RED	ZAMORA, LUISGERARDO	A			X	X
2C	LITTLE RED	ZAMORA, LIZANDRO	A			X	X
2D	LITTLE RED	MONTES, OSCAR	A			X	
3A	BROKEN LINE	VENEGAS, CASEY	A			X	
3B	BROKEN LINE	VENEGAS, BOBBY JR	A			X	
3C	BROKEN LINE	VENEGAS, BOBBY SR	A			X	
3D	BROKEN LINE	VENEGAS, CASEY SR	A			X	
3E	BROKEN LINE	MOLINA, ALFRED	A			X	X
4A	WRECKED	GULLEY, JONATHAN	G			X	
4B	WRECKED	PARKER, DEREK	G			X	
4C	WRECKED	VISE, MATTHEW	G			X	
4D	WRECKED	HERRERA, JOHN	G			X	X
4E	WRECKED	HAGAN JAMES	G				
5A	JUST 4 SPORT	RODRIGUEZ, JC	A	9		X	X
5B	JUST 4 SPORT	CANTU, JAMES	A			X	X
5C	JUST 4 SPORT	PEREZ, ROBERT	A			X	X
5D	JUST 4 SPORT	RODRIGUEZ, JESSE	A			X	X
5E	JUST 4 SPORT	RODRIGUEZ, CHARLES	A*C			X	X
6A	BOTTOMED OUT BOGA	CURLEE, MICHAEL	A			X	
6B	BOTTOMED OUT BOGA	BRUNER, CLAYTON	A			X	
6C	BOTTOMED OUT BOGA	ORR,WILSON	A			X	X
7A	MIA MICHELLE	CONWAY, JIM	A			X	
7B	MIA MICHELLE	CONWAY, MICHELLE	A			X	
7C	MIA MICHELLE	BENNETT, BECKY	A			X	
7D	MIA MICHELLE	BENNETT, MARK	A			X	
8A	SABER POWER	CRANFILL, BRUCE	A			X	
8B	SABER POWER	TOMEK, KYLE	A			X	
8C	SABER POWER	JACKSON, DON	A			X	
8D	SABER POWER	*TBD*	A			X	
9A	SALTY ROUGHNECK	GARZA, PILAR	A			X	X
9B	SALTY ROUGHNECK	GARZA, ESTRELLITA	A			X	X
9C	SALTY ROUGHNECK	MARTINEZ, RIGOBERTO	A	1		X	X
9D	SALTY ROUGHNECK	MARTINEZ, JULISSA	A			X	X
9E	SALTY ROUGHNECK	MARTINEZ, RIGO	A*C			X	X
10A	CARRILLO	CARRILLO, JESSIE	A			X	
10B	CARRILLO	CARRILLO, JESSE JR.	A			X	
10C	CARRILLO	CABALLERO, SAM	A			X	
10D	CARRILLO	CABALLERO, TOBY	A			X	
11A	DRIFTERS	RIOS, HUGO	A			X	
11B	DRIFTERS	RIOS, ORLANDO	A			X	
11C	DRIFTERS	RIOS, LILIANA	A			X	
11D	DRIFTERS	YBARRA, SANDRA	A			X	

11E	DRIFTERS	YBARRA, OZZY	A		X	
12A	REESE HUNT	HUNT, REESE	A	3	X	
12B	REESE HUNT	WEBSTER, GARY	A		X	
12C	REESE HUNT	STEWART, ALAN	A		X	
12D	REESE HUNT	ROLLINS, WAYNE	A		X	
13A	TEAM LA 45	GONZALEZ, MONICA	A		X	
13B	TEAM LA 45	GONZALEZ, ARNULFO	A		X	
13C	TEAM LA 45	ROMERO, CHRISTI	A		X	X
13D	TEAM LA 45	ROMERO, RAMIRO	A		X	X
14A	WASTED SEAMEN	CERDA, KENNETH	A	1	X	
14B	WASTED SEAMEN	MARTINEZ, NESTOR	A		X	
14C	WASTED SEAMEN	TANGUMA, STEVE	A		X	X
14D	WASTED SEAMEN	CERDA, MICHAEL	A		X	X
15A	NAMBE	ROMERO, ROBERT	G		X	
15B	NAMBE	LEAL, DAVID	G		X	X
15C	NAMBE	LEAL, JOSH	G		X	X

16A	THE COOL ARROWS	DE LA CRUZ, DAVID	A	2	X	X
16B	THE COOL ARROWS	CANTU, DAVID	A		X	X
16C	THE COOL ARROWS	ALCALA, EMMANUEL	A		X	X
16D	THE COOL ARROWS	LOZANO, JOSE	A		X	X
17A	BLUE TIDE	CANTU, CARLOS X	A		X	
17B	BLUE TIDE	LUCIO, MICHELLE	A		X	X
17C	BLUE TIDE	LUCIO, DAVID	A		X	X
17D	BLUE TIDE	DE LA GARZA, PETER	A		X	X
17E	BLUE TIDE	SALAZAR, RUBEN II	A		X	X
18A	TIRANDO PALO AT SPI	ROBLES, SAM	A		X	
19A	SNOOK 1	SEPULVEDA, ERIC	G		X	
19B	SNOOK 1	SEPULVEDA, ERIC JR	G		X	X
19C	SNOOK 1	GARZA, TROY	G		X	X
20A	TEAM BOATISTONI	BATTISTONI, BUBBA	A		X	
20B	TEAM BOATISTONI	WEST, JAKE	A		X	
21A	HOOKED UP	GREEN, RON	A		X	
21B	HOOKED UP	GREEN, ALEX	A	1	X	X
21C	HOOKED UP	MILLER, ROBERT	A		X	X
22A	TEAM STOIC	GARZA, JACOB	A		X	
22B	TEAM STOIC	HINOJOSA, JEREMIAS	A		X	X
22C	TEAM STOIC	VASQUEZ, FERNANDO	A		X	X
22D	TEAM STOIC	GARZA, JOAQUIN	A		X	X
22E	TEAM STOIC	LEAL, VICTOR	A		1 X	X
23A	BORN TO FISH FORCED TO WORK	ACOSTA, RICK	A		X	X
23B	BORN TO FISH FORCED TO WORK	ACOSTA, DEBBIE	A		1 X	X
23C	BORN TO FISH FORCED TO WORK	ACOSTA, DAVID	A		X	X
24A	MCGUIRE	MCGUIRE, MALCOLM	A	1	1 X	X
24B	MCGUIRE	MCALLISTER,BUTCH	A		X	X
25A	THE RUSTY HOOKS	DE LA FUENTE, LEO	A		X	X
25B	THE RUSTY HOOKS	DE LA FUENTE, ALEX	A		X	X
26A	LONE STAR DRIFTERS	HERNANDEZ, FELIX	A		X	X
26B	LONE STAR DRIFTERS	ALEGRIA, JOHNNY	A		X	
26C	LONE STAR DRIFTERS	REYNA, ALONSO JR.	A		X	X
26D	LONE STAR DRIFTERS	REYNA, ALONSO	A		X	X
27A	KEEPING IT REEL	GUILLEN, LEONARD	A		X	
27B	KEEPING IT REEL	MALDONADO, MERRI	A		X	
27C	KEEPING IT REEL	GUILLEN, JARED	A		X	X
27D	KEEPING IT REEL	GUILLEN, FREDDY	A		X	X
27E	KEEPING IT REEL	GUILLEN, ADRIAN	A		X	X
28A	SACA LA NET	SILVA, DANIEL	A	1	X	
28B	SACA LA NET	SILVA, ERIC	A	1	X	
28C	SACA LA NET	PEREZ, ALEJANDRO	A		X	
28D	SACA LA NET	CANTU, ARTURO	A		X	X
29A	JINKZ FISHING	GARCIA, JORGE	A		X	
29B	JINKZ FISHING	GONZALEZ, FREDDY	A		X	X
29C	JINKZ FISHING	BAGUIL, AURELIL	A		X	X
30A	DILLIGAF	SAENZ, RAY	A		X	
30B	DILLIGAF	DANIELS, CHRIS	A		X	X
30C	DILLIGAF	B, TIM	A		X	
30D	DILLIGAF	G, RICK	A		X	

31A	SHAKE N BAKE	MCCOLLUM, JOSEPH R	A		X	
31B	SHAKE N BAKE	MCCOLLUM, MATTHEW	A		X	
31C	SHAKE N BAKE	MCCOLLUM, MARK	A		X	
32A	POUR DECISIONS	SENELICK, GREG	A		X	
32B	POUR DECISIONS	WITTIG, TODD	A		X	
32C	POUR DECISIONS	MCCLAUGHERTY, DYLAN	A		X	X
33A	J&N WELDING	CARDENAS, JAVIER	A		X	
34A	CROSWELL	CROSWELL, NATHAN	A		X	
34B	CROSWELL	CROSWELL, TREVOR	A		X	
35A	NICO'S DRIFT	BUITUREIRE, RUDY	G		X	X
35B	NICO'S DRIFT	NIETO, JESSE	G		X	X
35C	NICO'S DRIFT	NIETO, JAIME	G		X	X
35D	NICO'S DRIFT	NIETO, JAVIER	G		X	X
36A	GRAB MY ROD	WIED, NATHAN	A		X	X
36B	GRAB MY ROD	WILLIAM, DAVID	A		X	X
36C	GRAB MY ROD	URIBE, MICHAEL	A		X	X
36D	GRAB MY ROD	CROSWELL, NATHAN	A		X	X
36E	GRAB MY ROD	CROSWELL, TREVOR	A		X	X
37A	MAS CHINGONA	CHAPA, CORANDO	G	1	X	
37B	MAS CHINGONA	CHAPA, GUNNER	G		X	X
37C	MAS CHINGONA	STOCKBAUER, JOHN	G	1	X	X
37D	MAS CHINGONA	RIVERA, JOSHUA	G		X	X
37E	MAS CHINGONA	GARCIA, JOHNNY	G		X	X
38A	HMH CONCRETE	VANDERPOOL, SCOTT	A		X	X
38B	HMH CONCRETE	MIZE, JERRY	A		X	X
38C	HMH CONCRETE	HUMAN, JOE	A		X	X
38D	HMH CONCRETE	HOOD, HUDSON	A		X	X
39A	CARON	CUMMINGS, BRANDON	G		X	X
39B	CARON	PEELER,CHRIS	G		X	X
39C	CARON	CARON, BARTT	G		X	X
39D	CARON	ROMERO, RUDY	G		X	X
39E	CARON	OLIVARES, ROEL	G		X	X
40A	SAL Y LIMON	PEREZ, BEN	A		X	X
40B	SAL Y LIMON	PEREZ, VICKI	A		X	X
40C	SAL Y LIMON	FLORES, DAVID	A		X	X
40D	SAL Y LIMON	GONZALEZ, CHRISTY	A		X	X

41A	RIVERA	RIVERA, RODOLFO JR.	A		X	X
41B	RIVERA	URESTI, SANDRA	A		X	X
41C	RIVERA	RIVERA, ORALIA	A		X	X
41D	RIVERA	URESTI, LUIS	A		X	X
42A	HONEST WORK	FISHER, PAUL	A		X	X
42B	HONEST WORK	TURK, FRANK	A		X	X
42C	HONEST WORK	FISHER, CODY A.	A		X	X
43A	TEAM MARES	MARES, ROBERT JR.	A		X	X
43B	TEAM MARES	MARES, JEANNETTE	A		X	X
44A	FBAH	MCCLOUD, ERNEST	A		X	X
44B	FBAH	MORRIS, JOAN	A		X	X
44C	FBAH	BUCY, SCOTT	A		X	
45A	BAY MONEY	MARBURGER, MILES	A		X	X
45B	BAY MONEY	PFARDRESCHER, BLAIR	A		X	X
46A	SALAZAR	SALAZAR, DAVID RENE III (CHILD)	A *C		X	X
46B	SALAZAR	SALAZAR, DAVID G JR.	A		X	X
46C	SALAZAR	SALAZAR, DAVID G.	A		X	X
46D	SALAZAR	SALAZAR, DAVID D. JR.	A		X	X
47A	2 FLY 4	BREEDLOVE, JESSE	A		X	X
47B	2 FLY 4	BREEDLOVE, JULIE	A		X	
48A	SUN HARBOR	BARESH, LOGAN	G		X	X
48B	SUN HARBOR	BARESH, RYAN	G		X	X
48C	SUN HARBOR	BARESH, ROGER	G		X	X
48D	SUN HARBOR	PERRYMAN, MIKE	G		X	X
49A	REEL BROTHERS	BAZAN, STEVEN	A	1	X	X
49B	REEL BROTHERS	BAZAN,MICHAEL	A		X	X
50A	YUMMIES BISTRO	DEL RIO, ERNIE	G	2	X	X
50B	YUMMIES BISTRO	DEL RIO, GAVIN	G		X	X
50C	YUMMIES BISTRO	GALVAN, LORENZO	G *C		X	X
50D	YUMMIES BISTRO	DEL RIO, NETO	G		X	X
50E	YUMMIES BISTRO	PEREZ, LEO	G		X	X
51A	GATOR MOUTH	LEON, JOHN	A	1	X	X
51B	GATOR MOUTH	LITTLE,JIMMY	A	1	X	X
51C	GATOR MOUTH	OGRODOWICZ, MATTHEW	A	1	X	X
52A	AQUAHOLICS	HEILIGMANN, ROBBIE	A		X	X
52B	AQUAHOLICS	HEILIGMANN, LISA	A		X	X
52C	AQUAHOLICS	HEILIGMANN, CJ	A		X	X
52D	AQUAHOLICS	BOWMAN, LEXY	A		X	X
53A	HILLBILLY HOOKERS	WRIGHT, WESLEY	A		1 X	X
53B	HILLBILLY HOOKERS	WRIGHT, ANGELA	A		1 X	X
53C	HILLBILLY HOOKERS	STONE, PAULA	A		X	X
53D	HILLBILLY HOOKERS	STONE, DAVID	A		X	X
54A	LIVING LIFE CHARTERS	RANGEL, JAIME	G		X	X
54B	LIVING LIFE CHARTERS	HOPLAND, JOSHUA	G		X	X
54C	LIVING LIFE CHARTERS	MACHUCA, LEONARD	G		X	X
54D	LIVING LIFE CHARTERS	TAMEZ, GENARO	G		X	X
55A	TEAM IMPAC	KOVATCH, JOE	A	2	X	X
55B	TEAM IMPAC	JUSTICE, RUSTY	A		5 X	X
55C	TEAM IMPAC	WORLEY, CHIP	A		5 X	X
56A	WATER BOYS	SCAGGS, JUSTIN	A		X	X

56B	WATER BOYS	RAMON, CARLOS	A		X	X
56C	WATER BOYS	AGUIRRE, ROBERT JR.	A		X	X
56D	WATER BOYS	ALVARADO, ARNOLD	A		X	X
57A	PUNISHERS AT BAY	FLORES, ALFONSO	A		X	X
57B	PUNISHERS AT BAY	SUAREZ, MEL	A		X	X
57C	PUNISHERS AT BAY	GARZA, TYLER	A*C		X	X
58A	KEVIN'S CREW	JUNCO, TAYLOR	A		X	X
58B	KEVIN'S CREW	BROWN, SCOTT	A		X	X
58C	KEVIN'S CREW	WISSEN, JACOB	A		X	X
59A	LAGUNA WRANGLERS	MOORE, WILLIAM	A		X	X
59B	LAGUNA WRANGLERS	MOORE, SETH	A		X	X
59C	LAGUNA WRANGLERS	RIOS, LIUIS	A		X	X
59D	LAGUNA WRANGLERS	COWDEN, JASON	A		X	X
60A	RED OCTOBER	BOND, JAMES	A		X	X
60B	RED OCTOBER	SMITH, KEVIN	A		X	X
60C	RED OCTOBER	SMITH, BRIAN	A		X	X
60D	RED OCTOBER	SMITH, LEE	A		X	X
61A	CHARTER FURNITURE	CREPEAU, AUSTIN	A		X	X
61B	CHARTER FURNITURE	CREPEAU, MIKE	A		X	
61C	CHARTER FURNITURE	CREPEAU, BILL	A		X	
62A	LOST SEAGULLS	REYES, RUBEN JR.	A		X	X
62B	LOST SEAGULLS	VALADEZ, DANIEL J.	A		X	X
62C	LOST SEAGULLS	VALDEZ, ONOFRE III	A		X	X
63A	BOOZE CRUISE	RIVERA, EMMANUEL	A		X	X
63B	BOOZE CRUISE	ATKINSON, HOMER	A		X	X
63C	BOOZE CRUISE	CRUZ, CANDY	A		X	X
63D	BOOZE CRUISE	HERNANDEZ, EMILIO	A		X	X
64A	REEL AFFAIR	RODRIGUEZ, ARNOLD	A		X	X
64B	REEL AFFAIR	RODRIGUEZ, CONNIE	A		X	X
64C	REEL AFFAIR	RODRIGUEZ, ARNOLD SR.	A		X	X
64D	REEL AFFAIR	SALINAS, DANIEL R	A		X	X
65A	956 GRAND SLAMMERS	GOMEZ, JUAN	A	1	X	X
65B	956 GRAND SLAMMERS	RENTERIA, RICARDO	A		X	X
65C	956 GRAND SLAMMERS	MIRANDA, ADAN	A	1	X	X
66A	TEXAS RED RUSH	SALINAS, NOEL	A		X	X
66B	TEXAS RED RUSH	SALINAS, ANGELICA	A		X	X
66C	TEXAS RED RUSH	SALINAS, JOSE R.	A		X	X
66D	TEXAS RED RUSH	SALINAS, XAIVER	A		X	X
67A	ARC SALTWATER BANDITS	ARCE, RYLEE(CHILD)	A *C		X	
67B	ARC SALTWATER BANDITS	MOLANO, JAVER	A		X	X
67C	ARC SALTWATER BANDITS	ARCE, RICK	A		X	X
67D	ARC SALTWATER BANDITS	CARDENAS, RANDY	A		X	X
67E	ARC SALTWATER BANDITS	CARDENAS, RANDY JR	A		X	X
68A	MINNOW MAFIA	VILLARRUEL, HUSTON(CHILD)	A *C		X	X
68B	MINNOW MAFIA	MAZZA, TUCKER(CHILD)	A*C		X	X
68C	MINNOW MAFIA	STEGALL, JACKSON(CHILD)	A*C		X	X
68D	MINNOW MAFIA	STEGALL, JUSTIN	A		X	X
68E	MINNOW MAFIA	VILLARRUEL, EVAN	A		X	X
68F	MINNOW MAFIA	LETSOS, KEITH	A		X	X
69A	D.A.M. GOOD FISHING	YANEZ, ELEOZAR	A		X	X

69B	D.A.M. GOOD FISHING	TRETO, ALBERT	A		X	X
69C	D.A.M. GOOD FISHING	MEDLY, MONTGOMERY	A		X	X
70A	THE FLYING TRUCHA	PARTIDA, LUIS	A		X	X
70B	THE FLYING TRUCHA	PARTIDA, BRIAN	A		X	X
70C	THE FLYING TRUCHA	RANGEL, ROBERTO	A		X	X
70D	THE FLYING TRUCHA	GIVENS, CHRIS	A		X	X
71A	RAM RODS	RAMIREZ, ALEX	A		X	X
71B	RAM RODS	RAMIREZ, RICHARD	A		X	X
71C	RAM RODS	HANKS, JAKOB	A		X	X
71D	RAM RODS	SAUCEDA, FELIX	A		X	X
72A	TEAM NORFOLK ENCHANTS	BARREDA, RAUL	A	2	X	X
72B	TEAM NORFOLK ENCHANTS	DAVILA, MARIO	A		X	X
72C	TEAM NORFOLK ENCHANTS	SANTAYYGO, MARCO	A	1	X	X
72D	TEAM NORFOLK ENCHANTS	CISNEROS, MARK	A		X	X
72E	TEAM NORFOLK ENCHANTS	CHAVARRIA, DANNY	A	1	X	X
73A	LA TORTUGA	GENTRY, MARC	A		X	X
73B	LA TORTUGA	GENTRY, TAMMIE	A		X	X
73C	LA TORTUGA	GRESSETT, LISA	A		X	X
73D	LA TORTUGA	GRESSETT, JOHNNY	A		X	X
74A	NAUTI HOOKERS	GONZALEZ, DAVID	A		X	X
74B	NAUTI HOOKERS	SILLER, RICARDO	A		X	X
74C	NAUTI HOOKERS	GOMEZ, MANNY	A		X	X
75A	EL PINCHE FISHING	MELENDEZ, MIGUEL	A		X	X
75B	EL PINCHE FISHING	BAUS, TADD	A		X	X
75C	EL PINCHE FISHING	HANKS, MITCHELL	A		X	X
76A	BORRACHIN SIN FIN	MORALES, SANTIAGO	A		X	X
76B	BORRACHIN SIN FIN	VILLARREAL, JAIME	A		X	X
76C	BORRACHIN SIN FIN	VILLARREAL, ABEL	A		X	X
76D	BORRACHIN SIN FIN	VARGAS, RICK	A		X	X
77A	WOOD	WOOD, KRIS	A		X	X
77B	WOOD	PIRTLE, PATRICK	A		X	X
78A	TOP DRIVE	GOMEZ, MARCOS	A		X	X
78B	TOP DRIVE	GALVAN, SANDRA	A		X	X
78C	TOP DRIVE	GOMEZ, MANUEL III	A		X	X
78D	TOP DRIVE	GOMEZ, DINA	A		X	X
79A	MASTER BAITERS	MEDELLIN, CESAR	A		X	X
79B	MASTER BAITERS	MEDELLIN, JANIE	A		X	X
79C	MASTER BAITERS	GARCIA, JERRY	A		X	X
80A	CC TRES X	MEDRANO, PAUL	A		X	X
80B	CC TRES X	PANTOJA, JESSE	A		X	X
80C	CC TRES X	RANGEL, LUIS	A		X	X
80D	CC TRES X	MEDRANO, NOAH	A		X	X
80E	CC TRES X	THOMPSON, ASHLEIGH	A		X	X
81A	K WIGGLERS	DAVIS, WAYNE	G		X	X
81B	K WIGGLERS	MCLELAND, MIKE	G		X	
81C	K WIGGLERS	GARZA, DAVE	G		X	
81D	K WIGGLERS	EASON, MIKE	G		X	
81E	K WIGGLERS	HINOJOSA, SONNY	G		X	
82A	FIVE POUND AVERAGE	BURT, MICHAEL	A		X	X

82B	FIVE POUND AVERAGE	HOFFMAN, WILLIAM	A		X	X
82C	FIVE POUND AVERAGE	WERNECKE, DJ	A		X	X
82D	FIVE POUND AVERAGE	WERNECKE, LUKE	A*C		X	X
83A	REEL DRAGZ	CASAS, ARMANDO	A		X	X
83B	REEL DRAGZ	SOLIS, ROLANDO	A		X	X
83C	REEL DRAGZ	CASAS, ROLANDO	A		X	X
83D	REEL DRAGZ	FONSECA, JACOB(CHILD)	A*C		X	X
83E	REEL DRAGZ	CASAS, ARMONDO JR.	A		X	X
84A	CHILLIN & REELIN	GUERRERO, LUCY	G		X	X
84B	CHILLIN & REELIN	BORJAS, ALYSSA	G		X	X
84C	CHILLIN & REELIN	BORJAS, NICOLAS	G		X	X
84D	CHILLIN & REELIN	RIVERA, HILDA	G		X	X
84E	CHILLIN & REELIN	CANALES, RUDY JR	G		X	X
85A	AW BAR	WEAVER, ROY A	A		X	X
85B	AW BAR	WEAVER, STEVE	A		X	X
85C	AW BAR	MARTINEZ, RICK	A		X	X
85D	AW BAR	WEAVER, BRANDON	A		X	X
86A	FISHING OUTLAWS	HERNANDEZ, FRANK JR.	A		X	X
86B	FISHING OUTLAWS	HERNANDEZ, FRANCISCO	A	2	X	X
86C	FISHING OUTLAWS	LOPEZ, JOEL	A	2	X	X
86D	FISHING OUTLAWS	LOPEZ, FRANK	A		X	X
87A	SIZE MATTERS	GUEVARA, MANNY	A		X	X
87B	SIZE MATTERS	GUEVARA, GEORGE	A		X	X
87C	SIZE MATTERS	SANTILLANA, MICHAEL	A	1	X	X
87D	SIZE MATTERS	ROMERO, ALEX	A		X	X
88A	HAMMER HEAD	FREEMAN, DARRELL	A		X	X
88B	HAMMER HEAD	TANSLEY, MERVYN	A		X	X
88C	HAMMER HEAD	CHESHIRE, CLAY	A		X	X
88D	HAMMER HEAD	HERNANDEZ, DALIA	A		X	X
89A	TEAM OF	MARTIN, RICKY	A	1	X	X
89B	TEAM OF	GOING, DOUG	A		X	X
89C	TEAM OF	PAYNE,GERALD	A	1	X	X
89D	TEAM OF	MASTERSON, JOE	A	2	X	X
89E	TEAM OF	HICKS, WADE	A	2	X	X
90A	CALF DEEP	JOHNSON, MARSHALL	A		X	X
90B	CALF DEEP	JOHNSON, SCOTT	A		X	X
90C	CALF DEEP	BERRY, JOHN	A		X	X
91A	12TH MAN	GARZA, RICHIE	G		X	X
91B	12TH MAN	CHAPPELL, CHARLES	G	2	X	X
91C	12TH MAN	CHAPPELL, CAMERON	G		X	X
91D	12TH MAN	MILLER, KENNETH	G		X	X
91E	12TH MAN	MARTIN, JASON	G		X	X
92A	VARHOL	VARHOL, MIKE	A	5	X	X
92B	VARHOL	OUELLETTE, DEVEN	A	5	X	X
92C	VARHOL	RATLIF, JOHN	A	5	X	X
92D	VARHOL	COOPER, NEAL	A		X	X
92E	VARHOL	HARTNETT, CASEY	A		X	X
93A	LONE STAR NATIONAL BANK	GARCIA, ALBERTO III	A		X	X
94A	REEL RELIABLE	FISHER, KELLY	A		X	X
94B	REEL RELIABLE	RUSH, ROBIN	A		X	X

94C	REEL RELIABLE	GONZALEZ, ARTURO	A		X	X
95A	REEL RELIABLE TOO	ETHRIDGE, HANK	A		X	X
95B	REEL RELIABLE TOO	HALL, PATRICK	A		X	X
96A	FISHBONES	FLANAGAN, LYN	A		X	X
96B	FISHBONES	FLANAGAN, MIKE	A		X	X
97A	JIM MOFFETT	MOFFETT, JIM	A		X	X
97B	JIM MOFFETT	NICKLESS, MELINDA	A		X	X
97C	JIM MOFFETT	XINOS, SYD	A		X	X
97D	JIM MOFFETT	XINOS, FRANCINE	A		X	X
98A	SALTY DOGS	ROMERO, RENE	A		X	X
98B	SALTY DOGS	RIVAS, SANTIAGO	A		X	X
98C	SALTY DOGS	TOBIN, PATRICK	A		X	X
98D	SALTY DOGS	CELEDON, RUDY	A		X	X
99A	DOUBLE B CONSTRUCTION	BIRDWELL, BRIAN	A		X	X
100A	TEAM ERIKA	LEWMAN, DON	A		X	X
100B	TEAM ERIKA	LEWMAN, JACKIE	A		X	X
100C	TEAM ERIKA	LEWMAN, JOEY	A		X	X
100D	TEAM ERIKA	TOWNS, RYAN	A		X	X
101A	TRES GRINGO'S	CARLISLE, CHASE	A		X	X
101B	TRES GRINGO'S	GREER, BILL	A		X	X
101C	TRES GRINGOS	PARIS, ED	A		X	X
101D	TRES GRINGOS	LEWIS, ZAC	A		X	X
102A	1 LAST CAST	WADKINS, GARY D JR.	A		X	X
102B	1 LAST CAST	WADKINS, BIRDY	A		X	
102C	1 LAST CAST	WADKINS, APRILLE	A		X	
102D	1 LAST CAST	TORRES, REUBEN	A		X	
103A	CAT'S MEOW	VASQUEZ, FRANK	G		X	X
103B	CAT'S MEOW	VASQUEZ, FRANK JR.	G		X	X
103C	CAT'S MEOW	BOLCIK, DERRICK	G		X	X
103D	CAT'S MEOW	SCHMIDT, MATT	G		X	X
103E	CAT'S MEOW	GONZALEZ, LESLIE	G		X	X
104A	STINKY FINGERS	TOVIAS, LUIS	A		X	X
104B	STINKY FINGERS	LUNA, RICARDO	A		X	X
104C	STINKY FINGERS	GONZALES, MICHAEL	A		X	X
105A	TEAM LAGUNA SALT	GARZA, MICHAEL	A		X	X
105B	TEAM LAGUNA SALT	SANCHEZ, JAVIER	A		X	
105C	TEAM LAGUNA SALT	BURNS, JOEY	A		X	
105D	TEAM LAGUNA SALT	ALANIZ, MARCOS	A		X	
106A	CARRE LAW FIRM	CARRE, MIKE	A		X	X
106B	CARRE LAW FIRM	SIFUENTES, FELIX	A		X	X
106C	CARRE LAW FIRM	SALINAS, RAY	A		X	X
106D	CARRE LAW FIRM	REYNA, JOE	A		X	X
107A	CLEARWATER RED HUNTER	VEGA, ELOY	A	1	X	X
107B	CLEARWATER RED HUNTER	ARAGUZ, JESUS	A		X	X
108A	4 AMIGO'S	RAMOS, RICK	A		X	X
108B	4 AMIGO'S	ROBBINS, FLOYD	A		X	X
108C	4 AMIGO'S	ROBBINS, SAM	A		X	X
108D	4 AMIGO'S	RAMIREZ, MIKE	A		X	X
109A	THE REEL WRECKING CREW	BARRERA, RENE	A		X	X
109B	THE REEL WRECKING CREW	LOPEZ, ALBERT	A		X	X

109C	THE REEL WRECKING CREW	GUERRA, DR. MARCY	A		X	X
109D	THE REEL WRECKING CREW	MARTINEZ, SANDRA	A		X	X
110A	BREW CREW	RAGUSIN, JANELLE	G		X	X
110B	BREW CREW	RAGUSIN, ALFRED III	G		X	X
110C	BREW CREW	GOSSET, WILLIE	G		X	X
110D	BREW CREW	*TBD*	G		X	X
111A	ELKINS	ELKINS, CHAD	G		X	X
111B	ELKINS	HUDDLESTON, RONNIE	G		X	X
111C	ELKINS	ELKINS, JEREMY	G		X	X
112A	GNG OUTDOORS	GARZA, AARON	A		X	X
112B	GNG OUTDOORS	GARATE, TIMOTHY	A		X	X
112C	GNG OUTDOORS	GONZALEZ, ERASMO JR.	A		X	X
112D	GNG OUTDOORS	SALINAS, MICHAEL	A		X	X
113A	FISHING WITH FRIENDS	KNOWLES, STANFORD	A		X	X
113B	FISHING WITH FRIENDS	KNOWLES, CARMEN	A		X	X
113C	FISHING WITH FRIENDS	BARLOW, LYNN	A		X	X
113D	FISHING WITH FRIENDS	BARLOW, RUSTY	A		X	X
114A	GARCIA	GARCIA, ERIK	A		X	X
114B	GARCIA	MORENO, ERICK	A		X	X
114C	GARCIA	ROSALES, CESAR	A		X	X
115A	HINOJOSA	HINOJOSA, LIBO JR	A		X	X
115B	HINOJOSA	GARZA, CARLOS	A		X	X
115C	HINOJOSA	PENA, RUBE	A		X	X
116A	SLIM SHADY	THOMAS, STEVEN	A		X	X
116B	SLIM SHADY	GARCIA, BUCK	A		X	
116C	SLIM SHADY	BUSSE, CHAD	A		X	
116D	SLIM SHADY	BUFORD, TREY	A		X	
117A	GULF SEAS	RUCKER, ROGER JON	A		X	X
117B	GULF SEAS	GRAY, CHLOE	A		X	X
117C	GULF SEAS	RUCKER, CYNDI	A		X	X
117D	GULF SEAS	RUCKER, STEVE	A		X	X
118A	MOCK 1	WATT, KAREN	G		X	X
118B	MOCK 1	MOCK, SKIPPER	G		X	X
118C	MOCK 1	MOCK, COREY	G		X	X
118D	MOCK 1	GENTRY, KIELER	G		X	X
119A	TEAM DOWN TO FISH	CUMMINGS, SKY	A		X	X
119B	TEAM DOWN TO FISH	TORRES, LUIS	A		X	
119C	TEAM DOWN TO FISH	MENDIOLA, CHRIS	A		X	X
119D	TEAM DOWN TO FISH	CANTU, HECTOR	A		X	X
119E	TEAM DOWN TO FISH	LONGORIA, XAVIER	A		X	X
120A	LOS AMIGOS	SUAREZ, KLARYSSA	A	4	X	X
120B	LOS AMIGOS	ANDERSON, BRANDON	A		X	X
120C	LOS AMIGOS	SUAREZ, JASON	A		X	X
120D	LOS AMIGOS	CANTU, JAVIER	A		X	X
121A	SOUTH TEXAS HOOKERS OUTDOOR TEAM	REYNA, MICHAEL	A		X	X
121B	SOUTH TEXAS HOOKERS OUTDOOR TEAM	REYNA, MICHAEL E.	A		X	X
121C	SOUTH TEXAS HOOKERS OUTDOOR TEAM	CEPEDA, JUAN	A		X	X
122A	TEAM SLOW	HINOJOSA, MARC	A		X	X
122B	TEAM SLOW	ROSALES, AARON	A		X	X
122C	TEAM SLOW	MARLOW, DJ	A		X	X

122D	TEAM SLOW	HINOJOSA, DANIEL	A		X	X
123A	PRO-ROOKIES	JIMENEZ, JAVIER JR.	A	1	X	X
123B	PRO-ROOKIES	PEREZ, ROY	A		X	X
123C	PRO-ROOKIES	JIMENEZ, EDDIE	A		X	X
124A	FARIAS	FARIAS, JOE	A		X	X
124B	FARIAS	FARIAS, JOEY	A		X	X
125A	TEAM CARPIO	CARPIO, BERNARDO JR. *CHILD*	A*C		X	X
125B	TEAM CARPIO	CARPIO, BERNARDO	A		X	X
125C	TEAM CARPIO	CARPIO, ERIKA	A		X	X
125D	TEAM CARPIO	TREVINO, VALERIA	A		X	X
125E	TEAM CARPIO	CARPIO, CESAR	A		X	X
126A	WELL, JIM	WELLS, JIM	A		X	X
127A	SKELTON	ANDERSON, JIM	G		X	X
127B	SKELTON	SKELTON, KATIE	G		X	X
127C	SKELTON	SKELTON, GRADY	G		X	X
127D	SKELTON	ANDERSON, CHRIS	G		X	X
127E	SKELTON	CARLSON, JOHN	G		X	X
128A	TEAM SWA	TAIT, TROY	A	1	X	X
128B	TEAM SWA	RICHMOND, LAWRENCE	A	1	X	X
128C	TEAM SWA	KONARIK, PATRICK	A		X	X
128D	TEAM SWA	KONARIK, BAILEY	A		X	X
129A	EZ 66	BASALDUA, SAUL	A		X	X
129B	EZ 66	ZUNIGA, RAUL JR.	A	3	X	X
129C	EZ 66	BASALDUA, EMILY O	A		X	X
130A	POT LICKERS	PATTERSON, JOHN	A		X	X
130B	POT LICKERS	PATTERSON, FRANKLIN III	A		X	X
130C	POT LICKERS	CARTER, KEVIN	A		X	X
130D	POT LICKERS	ESPIRICUETA, ANDY	A		X	X
131A	RASOR	WELLS, ROSS	A		X	X
131B	RASOR	RASOR, BILL	A		X	X
132A	HOOKIN & COOKIN	VILLARREAL, ROLANDO	A		X	X
132B	HOOKIN & COOKIN	RAMIREZ, EDDIE	A		X	X
132C	HOOKIN & COOKIN	BENAVIDEZ, ROBERT	A		X	X
132D	HOOKIN & COOKIN	CUELLAR, WILLIAM	A		X	X
132E	HOOKIN & COOKIN	MUNOZ, JUAN	A		X	X
133A	MARINO	MARINO, STEPHEN	A		X	X
133B	MARINO	JAMES, JUSTIN	A		X	X
133C	MARINO	SAENZ, ZEEK	A		X	X
133D	MARINO	ALVARAEZ, JESSE	A		X	X
134A	PIERCE ESTES	ESTES, KARI	A		X	X
134B	PIERCE ESTES	ESTES, ROB	A		X	X
134C	PIERCE ESTES	PIERCE, CHAD	A		X	X
134D	PIERCE ESTES	PIERCE, BOBBY	A		X	X
134E	PIERCE ESTES	JONES, RANDY	A		X	X
135A	BIEN BULE	DE LA LLATA, DAVID	A		X	X
135B	BIEN BULE	RIOS, RICK	A		X	X
135C	BIEN BULE	DE LA LLATA, RAUL	A		X	X
135D	BIEN BULE	GARCIA, JENNIFER	A		X	X
136A	MEGA WIGGLER	WALKER, BOBBY	A	1	X	X
136B	MEGA WIGGLER	FRAZIER, MIKE	A		X	X

136C	MEGA WIGGLER	MCDANIEL, MIKE	A		X	X
136D	MEGA WIGGLER	VENECIA, TED	A		X	X
136E	MEGA WIGGLER	GOMEZ, JACOB	A		X	X
137A	TEXAS HOOKER II	JOHNSON, DENNIS	A		X	X
137B	TEXAS HOOKER II	YUILL, SCOTT	A		X	X
137C	TEXAS HOOKER II	SIMS, TERESA	A		X	X
137D	TEXAS HOOKER II	SIMS, DARRELL	A		X	X
137E	TEXAS HOOKER II	AGAN, GARY	A		X	X
138A	LA SIRENA	GUZMAN, ANGEL	A		X	
138B	LA SIRENA	GUZMAN, FELIPE	A		X	X
138C	LA SIRENA	GUTIERREZ, VALENTINE	A		X	X
139A	LA CHANGA	TRONCOSO, REYES	A		X	
139B	LA CHANGA	ZAMORA, ROBERT	A		X	X
139C	LA CHANGA	FRAUFTO, LUIS	A		X	X
139D	LA CHANGA	VELA, JOEY	A		X	X
139E	LA CHANGA	ZAMORA, ROBERT JR	A		X	X
140A	TOURISM TAG TEAM	CAUM, ED	A		X	
140B	TOURISM TAG TEAM	ATKINS, STEVE	A		X	
140C	TOURISM TAG TEAM	RAY, LONI	A		X	
141A	TEAM ARCAUTE	ARCAUTE, RUBEN	A			
141B	TEAM ARCAUTE	SOSA,ALEXIS	A		X	X
141C	TEAM ARCAUTE	GARCIA, FRANK	A		X	X
141D	TEAM ARCAUTE	DE LA GARZA, MARISOL	A		X	X
141E	TEAM ARCAUTE	CAVASOS, NORMA	A		X	X
142A	BALCAR	DUGI, RODNEY	A		X	X
142B	BALCAR	DUGI, AMY	A		X	X
143A	CALL HER FISHING	YANEZ, ELEAZAR	G		X	X
143B	CALL HER FISHING	SANCHEZ, ALFONSO	G		X	X
143C	CALL HER FISHING	GUERRERO, ANDRES	G		X	X
143D	CALL HER FISHING	ESTRADA, RICARDO	G		X	X
143E	CALL HER FISHING	VILLEGAS, LEO	G		X	X
144A	COASTLINE MARINE	STARR, COLE	A		X	X
144B	COASTLINE MARINE	MILLS, BOBBY	A		X	X
144C	COASTLINE MARINE	GOING, DALTON	A		X	X
144D	COASTLINE MARINE	PAYNE, GERALD	A		X	X
145A	TWILIGHT CHARTERS	HIRSCH, ERICA	G		X	X
145B	TWILIGHT CHARTERS	GARZA, JOSH	G		X	X
145C	TWILIGHT CHARTERS	ALANIZ, GABRIEL A	G		X	X
145D	TWILIGHT CHARTERS	PAZ,ROMAN	G		X	X
145E	TWILIGHT CHARTERS	TREVINO, EDGAR J.	G		X	X
146A	TEAM TREJO	TREJO, MIKE	A		X	X
146B	TEAM TREJO	ORTEGA, MARTIN	A	4	X	
146C	TEAM TREJO	REYNA, RENE SR	A		X	
146D	TEAM TREJO	TREVINO, MANNY	A		X	X
146E	TEAM TREJO	SAUCEDA, RICK	A		X	X
147A	GREEN RODDERS	MEYER, JOE	A		X	X
147B	GREEN RODDERS	BESSER, EMILY	A		X	X
147C	GREEN RODDERS	GARZA, MARCOS	A		X	X
147D	GREEN RODDERS	BACON, LAWREN	A		X	X
148A	HOOKED FOR LIFE	RODRIGUEZ, JOHNNY	G		X	X

148B	HOOKED FOR LIFE	RODRIGUEZ, JAMES	G		X	X
148C	HOOKED FOR LIFE	ALVARADO, DANNY	G		X	X
148D	HOOKED FOR LIFE	RODRIGUEZ, JOHNNY JR.	G		X	X
149A	LAGUNA PISCATORS	GARZA, POLO	A		X	X
149B	LAGUNA PISCATORS	GARZA, CELESTE	A		X	X
149C	LAGUNA PISCATORS	GARZA, LILLIAN *CHILD*	A		X	X
149D	LAGUNA PISCATORS	GARZA, LUKE *CHILD*	A		X	X
150A	HOOKED ON	RANSLEBEN, DANIEL	A		X	X
150B	HOOKED ON	RYLANDER, JUSTIN	A		X	X
150C	HOOKED ON	RYLANDER, MICHAEL	A		X	X
150D	HOOKED ON	RANSLEBEN, HEATHER	A		X	X
150E	HOOKED ON	DENT, JEREMY	A		X	X
151A	TOM BROWN	BROWN, TOM	A		X	X
151B	TOM BROWN	BROWN, TIMOTHY	A		X	X
151C	TOM BROWN	REED,CHRIS	A		X	X
152A	WEST	WEST, LAURA	A		X	X
152B	WEST	HINOJOSA, ERIC	A		X	X
153A	GRACIE BARRA	BOSARD, TYLER	A		X	X
153B	GRACIE BARRA	RODRIGUEZ, MARIO	A		X	X
153C	GRACIE BARRA	BLOUNT, JEREMY	A		X	X
153D	GRACIE BARRA	ALVARADO, KLAYTON	A		X	X
154A	DREAM CATCHER 2.0	LONDRIE, HARLEN	A	3	X	X
154B	DREAM CATCHER 2.0	TREVINO, CODY	A		X	X
154C	DREAM CATCHER 2.0	TREVINO, ZACHARY	A		X	X
154D	DREAM CATCHER 2.0	LONDRIE, EVERETT *CHILD*	A*C		X	X
154E	DREAM CATCHER 2.0	LONDRIE, GAVIN	A		X	X
155A	RED DAWN	MARTINEZ, JERRY	A	1	X	X
155B	RED DAWN	MARTINEZ, ALEX	A	1	X	X
156A	R.T.F.	HERNANDEZ, JUAN	A		X	X
156B	R.T.F.	RAMOS, LUISA	A		X	X
157A	# LUCKY 255	INFANTE, JOE	A		X	X
157B	# LUCKY 255	CANALES, JOHN	A		X	X
157C	# LUCKY 225	GONZALEZ, LUPE	A		X	
158A	PURO CHILE	BALCAR, KEITH	A		X	X
158B	PURO CHILE	ROCHA, BASILEO	A		X	X
158C	PURO CHILE	DUGI, RODNEY	A		X	X
158D	PURO CHILE	DUGI, AMY	A		X	X
159A	TEAM WOLTHOFF	WOLTHOFF, MCCOY *CHILD*	A		X	X
159B	TEAM WOLTHOFF	WOLTHOFF, MATT	A		X	X
159C	TEAM WOLTHOFF	WOLTHOFF, LUCY	A		X	X
159D	TEAM WOLTHOFF	WOLTHOFF, ROD	A		X	X
160A	FISH PADRE	CURRY, EDDIE	G		X	X
161A	TRIGEN	GONZALEZ, JORGE	G		X	X
161B	TRIGEN	GONZALEZ, JUAN	G		X	X
161C	TRIGEN	MARTINEZ, JUNIOR	G		X	X
161D	TRIGEN	DIAZ, SERGIO	G		X	X
162A	TEAM CARRANZA	CARRANZA, MIKE	A		X	X
162B	TEAM CARRANZA	WARREN, KEVIN	A		X	X
162C	TEAM CARRANZA	SAENZ, SANTOS	A		X	X
162D	TEAM CARRANZA	PEREZ, ART	A		X	X

163A	PALO CREW 2.0	GONZALEZ, EDGAR	A		X	X
163B	PALO CREW 2.0	RAMOS, VICTOR	A		X	X
163C	PALO CREW 2.0	MAYORGA, TONY	A		X	X
163D	PALO CREW 2.0	HERNANDEZ, JAMES	A		X	X
163E	PALO CREW 2.0	GONZALEZ, FRANK	A		X	X
164A	BAITSHOP	RESENDIZ, ERIC	G		X	X
164B	BAITSHOP	GONZALEZ, JOHN	G		X	X
164C	BAITSHOP	CANTU, CAMERON	G		X	X
164D	BAITSHOP	GONZALEZ, JOHN (2)	G		X	X
165A	TEAM SARGE	VERA, VICTOR A.	A	1	X	X
165B	TEAM SARGE	CABALLERO, ROLANDO	A		X	X
165C	TEAM SARGE	GUILLEN, LUIS	A		X	X
165D	TEAM SARGE	VALADEZ, JAIME	A		X	X
165E	TEAM SARGE	VERA, CARLOS I.	A		X	X
166A	TEAM 2 SHALLOW	MANNEN, PATRICK	A	1	X	X
166B	TEAM 2 SHALLOW	MEJIA, TOMMY	A		X	X
167A	BUDWEISER 2	MARETT, RONNY	G		X	X
167B	BUDWEISER 2	FULLER, BELECIA	G		X	
167C	BUDWEISER 2	ENHOLM, JIM	G		X	
168A	REEL FRIENDS	SANCHEZ, RICARDO	A		X	X
168B	REEL FRIENDS	MCKIRAHAN, GEORGE JR	A		X	X
168C	REEL FRIENDS	NIOETO, VICTOR	A		X	X
168D	REEL FRIENDS	CUELLAR, A.C.	A		X	X
169A	LOS FRACASADOS	PENA, JUAN III	A		X	X
169B	LOS FRACASADOS	GARZA, RICARDO	A		X	X
169C	LOS FRACASADOS	PENA, JAVIER	A		X	X
169D	LOS FRACASADOS	PENA, JUAN IV	A*C		X	X
170A	DOWN SOUTH FISHING	COLE, CHRIS	G		X	X
170B	DOWN SOUTH FISHING	COLE, LYDIA	G		X	X
170C	DOWN SOUTH FISHING	COLE, CRYSTAL	G		X	X
171A	CSM	FLORES, MARCO	A		X	X
171B	CSM	DE LA VINA, DANIEL	A		X	X
171C	CSM	DE LA VINA, DANIEL SR.	A		X	X
171D	CSM	FLORES, JJ	A		X	X
171E	CSM	DE LOS SANTOS, MICHAEL JR	A		X	X
172A	TREVOR	DAVID, TONY	A	1	X	X
172B	TREVOR	DAVID, TREVOR	A		X	
173A	TEAM BUDWEISER	LAMANTIA, NICK	A		X	X
173B	TEAM BUDWEISER	RENFRO, COLBY	A		X	X
173C	TEAM BUDWEISER	CANTU, JARRETT	A		X	X
173D	TEAM BUDWEISER	LAMBERT, SAWYER	A		X	X
174A	TEAM SPORTSMAN TOO	RODRIGUEZ, JR	G		X	X
174B	TEAM SPORTSMAN TOO	LEANOS, MARCUS	G		X	X
174C	TEAM SPORTSMAN TOO	CANTU, GEORGE	G		X	X
174D	TEAM SPORTSMAN TOO	BECERRA, JESSE	G		X	X
174E	TEAM SPORTSMAN TOO	ROCHA, RENE	G		X	X
175A	TEAM KOKOS	SUAREZ, JORGE	A		X	X
175B	TEAM KOKOS	SUAREZ, JORGE JR	A		X	X
175C	TEAM KOKOS	BLANCO, CLEMENTE	A		X	X
175D	TEAM KOKOS	REYNA, ROY	A		X	X

176A	TEAM SPORTSMAN	ALVEREZ, LEE	G			X	
176B	TEAM SPORTSMAN	YOURKER, ROB	G			X	
176C	TEAM SPORTSMAN	TORRES, JR	G			X	
176D	TEAM SPORTSMAN	WOLF, MCCADEN	G			X	
176E	TEAM SPORTSMAN	WOLF, PAT	G			X	
177A	UNDER THE RADAR	LEDESMA, NOEL	G			X	X
177B	UNDER THE RADAR	CALVILLO, NOE	G			X	
177C	UNDER THE RADAR	LOPEZ, ADRIAN	G			X	
177D	UNDER THE RADAR	MARTINEZ, TUFFY	G			X	X
178A	TEAM QUIOVOLE	GARCIA, YSIDRO	A			X	X
178B	TEAM QUIOVOLE	OLIVARES, SAM	A			X	X
178C	TEAM QUIOVOLE	PULKINGHAM, KATHRYN	A			X	X
179A	REP. EDDIE LUCIO III	ABETE, TOMMY	A			X	X
179B	REP. EDDIE LUCIO III	ABETE, RICHARD	A			X	X
179C	REP. EDDIE LUCIO III	LUCIO, JESSE	A			X	X
180A	POLES & HOLES	PEREZ, NATHAN	A			X	X
181A	CORTEZ	CORTEZ, ESTEBAN	A			X	
181B	CORTEZ	CORTEZ, ROB	A			X	X
181C	CORTEZ	CORTEZ, CARLOS	A			X	X
181D	CORTEZ	RODRIGUEZ, EDDIE	A			X	X
182A	DOUBLE VISION	VELA, RICK	A			X	X
182B	DOUBLE VISION	VELA, JESSE	A			X	X
182C	DOUBLE VISION	HERNANDEZ, PAUL	A			X	X
182D	DOUBLE VISION	HINOJOSA, SAUL	A			X	X
183A	LAGUNA SALADA	ALANIZ, RUBEN C IV	G			X	X
183B	LAGUNA SALADA	ALANIZ, MARK	G			X	X
183C	LAGUNA SALADA	CISNEROS, ERNEST	G			X	X
183D	LAGUNA SALADA	BARBOUR, BOBBY	G			X	X
183E	LAGUNA SALADA	RAABE, DALE	G			X	X
184A	SAM ROBLES	HERNANDEZ, JAMES	G		25	X	X
184B	SAM ROBLES	SALINAS, ANDY	G			X	X
184C	SAM ROBLES	ROBLES, SAM	G			X	X
184D	SAM ROBLES	MARQUEZ, ANGEL JR	G			X	X
184E	SAM ROBLES	MARQUEZ, GUILLERMO	G			X	X
185A	SEAWARD	WARD, JOSEPH	A			X	X
185B	SEAWARD	WARD, JOE	A	1		X	X
185C	SEAWARD	GARCIA, MANUEL III	A			X	X
185D	SEAWARD	GARCIA, ANDREW	A	1	5	X	X
186A	AXIS MUNDI FISHING TEAM	LUCIO, RICK	A			X	X
186B	AXIS MUNDI FISHING TEAM	LUCIO, MELISSA	A			X	X
187A	JPO ENTERPRISES	DE LA VINA, SALVADOR	A			X	X

187B	JPO ENTERPRISES	RODRIGUEZ, DAVID	A			X	X
187C	JPO ENTERPRISES	REYNA, ELOY	A			X	X
187D	JPO ENTERPRISES	ESCOBAR, LEEVI	A			X	X
188A	SALTWATER JUNKIES	STILLMAN, KIM	A		1	X	X
188B	SALTWATER JUNKIES	STILLMAN, REY	A			X	X
188C	SALTWATER JUNKIES	STILLMAN, MATTHEW*CHILD*	A*C			X	X
188D	SALTWATER JUNKIES	LOPEZ, OMAR	A			X	X
189A	3RD COAST SPORTSMEN	DE LA GARZA, JOE	A			X	X
189B	3RD COAST SPORTSMEN	CASTANON, CHRIS	A			X	X
189C	3RD COAST SPORTSMEN	ISBELL, DUSTIN	A			1	X
189D	3RD COAST SPORTSMEN	TIJERINA, TOMAS	A			X	X
190A	CAR-MEL TRUCK BROKERAGE	GARCIA, CHARLIE	A			X	X
190B	CAR-MEL TRUCK BROKERAGE	PEREZ JR. RUBEN	A			X	X
190C	CAR-MEL TRUCK BROKERAGE	QUINTERO, HECTOR	A			X	X
190D	CAR-MEL TRUCK BROKERAGE	HERNANDEZ, ADRIAN	A			X	X
190E	CAR-MEL TRUCK BROKERAGE	SANCHEZ, JO MICHAEL	A			X	X
191A	FOSTER	HARBISON, RUSSELL	G			X	X
191B	FOSTER	FOSTER, RYAN	G			X	
191C	FOSTER	FOSTER, LAUREN	G			X	
191D	FOSTER	HISER, GREG	G			X	
192A	NO PISTOLAS	DUNKIN, DIAL	A			X	X
192B	NO PISTOLAS	DUNKIN, HOUSTON	A			X	X
192C	NO PISTOLAS	WITTENBACH, MACLEAN	A			X	X
192D	NO PISTOLAS	WITTENBACH, TROY	A			X	X
193A	HENSLEY	HENSLEY, LARRY J	G			X	X
193B	HENSLEY	GUTIERREZ, MARIO	G			X	X
193C	HENSLEY	PENA, MAX	G			X	X
193D	HENSLEY	PENA, SETH	G			X	X
193E	HENSLEY	PENA, JOE	G			X	X
194A	HIGH N DRY	JENNINGS, TREY	A			5 X	X
194B	HIGH N DRY	STATON, GIL	A			X	X
194C	HIGH N DRY	ABRIGO, BEN	A			X	X
195A	TEAM GANCHADOS	MENDIOLA, ANGEL	A			X	X
195B	TEAM GANCHADOS	GARCIA, BALTAZAR, A	A			X	X
195C	TEAM GANCHADOS	GARCIA, ALEJANDRO	A*C			X	X
195D	TEAM GANCHADOS	RODRIGUEZ, REY	A			X	X
195E	TEAM GANCHADOS	GARCIA, REY	A			X	X
196A	THE REEL ADDICTION	PARRA, JAIME JR	A			X	X
196B	THE REEL ADDICTION	PARA, ARMAND	A			X	X
196C	THE REEL ADDICTION	FLORES, RICK	A			X	X
196D	THE REEL ADDICTION	LEYVA, SANDRA	A			X	X
197A	FEARLESS	MORENO, JAVIER	G			X	X
197B	FEARLESS	LOPEZ, HECTOR	G			X	
197C	FEARLESS	BENAVIDES, RUBEN	G			X	X
197D	FEARLESS	VILLARREAL, FERNANDO	G			X	X
198A	WET DREAMZ	LOPEZ, RENE	G			X	X
198B	WET DREAMZ	LOZANO, VICTOR	G			X	X
198C	WET DREAMZ	CHAMBERLAIN, FRANK	G			X	X
198D	WET DREAMZ	RAMIREZ, JUAN	G			X	X
198E	WET DREAMZ	CAVAZOS, FRANK	G			X	X

199A	THE TACKLE BOX	LOZANO, FRED	G	X	X
199B	THE TACKLE BOX	TORRES, CHRIS	G	X	X
200A	MAGIC HOOKS	TERAN, LEONEL	A	X	X

201A	GRATEFUL RED	ZUBIRIA, FERNANDO	A			X	X
201B	GRATEFUL RED	GARZA, JOSE A.	A			X	X
202A	THE REEL DEAL	GARZA, OMAR	A			X	X
202B	THE REEL DEAL	DAVIS,GEORGE	A			X	
202C	THE REEL DEAL	GARZA , J.J	A			X	
202D	THE REEL DEAL	MARTINEZ, JULIO	A			X	
202E	THE REEL DEAL	GARZA, RAMIRO	A			X	
203A	BAY RATS	GRAY, SHELLIE	G				X
203B	BAY RATS	GRAY, GARY	G				X
204A	ZANSHIN	CLICK, JARED	A			X	X
204B	ZANSHIN	MAGOUIRK, ALISON	A			X	X
204C	ZANSHIN	MAGOUIRK, MARK A.	A			X	X
204D	ZANSHIN	FULTZ, KASTON	A			X	X
205A	TIP O TEX	GONZALEZ, MATTHEW	G	2	10	X	X
205B	TIP O TEX	GONZALEZ, RICK	G			X	X
205C	TIP O TEX	RUIZ, DAVID	G			X	X
205D	TIP O TEX	GONZALEZ, ROGERIO	G			X	X
206A	KEEPING IT REEL MIRACLE EAR	ALFARO, ROLANDO	A	1		X	X
206B	KEEPING IT REEL MIRACLE EAR	GARCIA, WALLY	A			X	X
206C	KEEPING IT REEL MIRACLE EAR	MUNIZ, ARNOLD	A			X	X
206D	KEEPING IT REEL MIRACLE EAR	BRAVO, ARIEL	A			X	X
206E	KEEPING IT REEL MIRACLE EAR	REYNA, RENE	A			X	X
207A	JOHN AND JOE'S SHIT SHOW	MEDEL, JOSEPH	A			X	X
207B	JOHN AND JOE'S SHIT SHOW	BRZEZINSKI, JOHN	A			X	X
208A	LONESTAR INSURANCE SERVICES INC.	INFANTE, ANDREW	A			X	X
208B	LONESTAR INSURANCE SERVICES INC.	INFANTE, MARTIN	A			X	X
208C	LONESTAR INSURANCE SERVICES INC.	CUEVAS, JOSE JR.	A			X	X
209A	ANYTHING FOR SALINAS	SALINAS, MARCO	A			X	
209B	ANYTHING FOR SALINAS	GOMEZ, MONICA	A			X	
209C	ANYTHING FOR SALINAS	OVIEDO,LUZ	A			X	
209D	ANYTHING FOR SALINAS	URESTI, MIGUEL	A			X	
210A	WE GOT GAS	SHULL, JUSTIN	A			X	
210B	WE GOT GAS	COLLAZO, SAUL	A			X	
210C	WE GOT GAS	HERRERA, ROBERT	A			X	
210D	WE GOT GAS	HERRERA, ERIC	A			X	
211A	GETTING IT WET	ARCE, ANGEL II	A			X	
211B	GETTING IT WET	ARCE, CINDY	A			X	
211C	GETTING IT WET	ARCE, ANGEL III	A			X	
211D	GETTING IT WET	ARCE, MICHAEL	A*C			X	
212A	TEAM BOOGER	YANEZ, SMILEY	G			X	
212B	TEAM BOOGER	VAN BURKLEO, ROBBIE	G			X	
212C	TEAM BOOGER	BOSSE, MIKE	G			X	
212D	TEAM BOOGER	TIADEN, CHRIS	G			X	
212E	TEAM BOOGER	GARCIA, ALEX	G			X	
213A	BERNAL PAVING	BERNAL, JASON	A			X	X
213B	BERNAL PAVING	BERNAL, ADRIAN	A			X	X
213C	BERNAL PAVING	SANTANA, ZEKE	A			X	X
213D	BERNAL PAVING	TREVINO, JAIME	A			X	X
214A	THE SEAGULLS	TORRES, REYNALDO	A			X	X
214B	THE SEAGULLS	ZUNIGA, MARCO	A			X	X

214C	THE SEAGULLS	FUENTES, FLORENTINO	A	X	X
215A	RHODES	RHODES, LEIGHTON	A	X	X
215B	RHODES	BULLARD, CHESTER	A	X	X
215C	RHODES	RHODES, RANSOM	A	X	X
215D	RHODES	RHODES, DUSTY	A	X	X
216A	WOODY'S BAY FISHING	WOOD, LAWRENCE	G	X	X
216B	WOODY'S BAY FISHING	GRAY, ERIC	G	X	X
216C	WOODY'S BAY FISHING	WOOD, DORA	G	X	X
216D	WOODY'S BAY FISHING	WOOD, BRAD	G	X	X
217A	ANDERSON	CARLSON, JOHN	G	X	X

218A	PURA VIDA	BONAS, SOPHIA	G		X	X
218B	PURA VIDA	BERNINI, JUAN C.	G		X	X
218C	PURA VIDA	TORRES, HECTOR JR	G		X	X
219A	LAZY J RANCH	ALFARO, JOE	A		X	X
219B	LAZY J RANCH	NAVARRO, MAC	A		X	X
219C	LAZY J RANCH	BADILLO, JERRY	A		X	X
219D	LAZY J RANCH	MORENO, ADRIAN	A		X	X
219E	LAZY J RANCH	GARCIA, NUN	A		X	X
220A	ROOKIES	MUNIZ, DANNY	A		X	X
220B	ROOKIES	OLVERA, ROBERTO	A		X	X
220C	ROOKIES	HINOJOSA, LEO	A		X	X
221A	TORRES	TORRES, AMADOR	A		X	X
221B	TORRES	TORRES, HOMERO SR	A		X	X
221C	TORRES	TORRES, LANDON	A		X	X
221D	TORRES	TORRES, SARA	A		X	X
222A	SIN-US UP	HONNIBIA, VINCENT	G		X	X
222B	SIN-US UP	HENSLER, BLAKE	G		X	X
222C	SIN-US UP	HONNIBIA, CAROLINE	G		X	X
222D	SIN-US UP	GARZA, RUDY	G		X	X
223A	TEAM LOS GONZALEZ	GONZALEZ, REY JR	A		X	X
223B	TEAM LOS GONZALEZ	GONZALEZ, REY	A		X	X
223C	TEAM LOS GONZALEZ	GONZALEZ, BERNIE	A		X	X
223D	TEAM LOS GONZALEZ	GONZALEZ, JOSIE	A		X	X
224A	BACKLASH CREW	RODRIGUEZ, LUIS	A		X	X
224B	BACKLASH CREW	RODRIGUEZ, ISABEL	A		X	X
225A	RUSTY HOOKERS	RODRIGUEZ, RYAN	A		X	X
225B	RUSTY HOOKERS	DEAN, BRADY	A		X	X
225C	RUSTY HOOKERS	GUAJARDO, RENE	A		X	X
225D	RUSTY HOOKERS	QUINTANILLA, ROBERT	A		X	X
226A	GET THE NET	HENN, CHRISTOPHER	A		X	X
226B	GET THE NET	HENN, VELMA	A		X	X
226C	GET THE NET	HUERTA, FELIPE	A		X	X
226D	GET THE NET	PEREZ, NATHAN	A			
227A	BAY DRIFTERS	KIWALA, BRENDAN	A	3	X	X
227B	BAY DRIFTERS	SPARKS, BLAZE	A		X	X
227C	BAY DRIFTERS	CANTU, ANTHONY	A		X	X
228A	LOPEZ AND WIFE	LOPEZ, CARLOS	A		X	X
229A	LONGORIA'S ELECTRIC	LONGORIA, HECTOR	A		X	X
229B	LONGORIA'S ELECTRIC	LONGORIA, JOSHUA	A		X	X
229C	LONGORIA'S ELECTRIC	LONGORIA, EMERARDO	A		X	X
229D	LONGORIA'S ELECTRIC	GARZA, CARLOS	A		X	X
229E	LONGORIA'S ELECTRIC	GARZA, JACOB	A		X	X
230A	FLOORING 4 LIFE	ARIZPE, RENATO	A		X	X
230B	FLOORING 4 LIFE	HERNANDEZ, DIEGO	A		X	X
230C	FLOORING 4 LIFE	SAENZ, DIONISIO	A		X	X
230D	FLOORING 4 LIFE	LOPEZ, CHRISTIAN	A		X	X
231A	SCAIEF	SCAIEF, JOHN	A		X	X
232A	JAVALINAS	CERDA, JULIO C	A		X	X
232B	JAVALINAS	CEDILLO, ROLANDO	A		X	X
232C	JAVALINAS	CERDA, JULIO A.	A*C		X	X

232D	JAVALINAS	BAZAN, HUGO	A	X	X
233A	TEXAS FEDERAL WELLNESS	ZAMORA, HECTOR	A	X	X
233B	TEXAS FEDERAL WELLNESS	ZAMORA, OSVALDO	A	X	X
233C	TEXAS FEDERAL WELLNESS	ZAMORA, RICARDO	A	X	X
234A	WILD MESQUITE LLC	ORTEGON, JOSE G.	A	X	X
234B	WILD MESQUITE LLC	ORTEGON, JOSE G. JR.	A	X	X
234C	WILD MESQUITE LLC	MARTINEZ, BRENDA	A	X	X
234D	WILD MESQUITE LLC	ORTEGON, ADRIANA D.	A	X	X
235A	REEL ADDICITON	CONTRERAS, RENE	A	X	X
235B	REEL ADDICITON	MONTALVO, MARCUS	A	X	X
235C	REEL ADDICITON	SANCHEZ, PABLO	A	X	X
235D	REEL ADDICITON	FLOWERS, JOSE	A	X	X
236A	TEAM QUIROZ	QUIROZ, MIKE		X	
236B	TEAM QUIROZ	TBD		X	
236C	TEAM QUIROZ	TBD		X	
236D	TEAM QUIROZ	TBD		X	

237A	LAGUNA MADRE BAITS	KINNEY, ERIKA	G		
237B	LAGUNA MADRE BAITS	KINNEY, CHAD	G		
237C	LAGUNA MADRE BAITS	BAILEY, RICK	G		
237D	LAGUNA MADRE BAITS	PIERCE, RANDY	G		
238A	TEAM D-RAY	GARCIA, FREDDY	A	X	X
239A	TEAM CAL	BARRERA, BRIAN	G	X	X
239B	TEAM CAL	FLANDES, LUIS	G	X	X
240A	TEAM BDS	VASQUEZ, BENNY	A	X	X
240B	TEAM BDS	MORENO, ROMAN	A	X	X
240C	TEAM BDS	CASTENEDA, SIMON	A	X	X
241A	G2 ANGLERS	STARKEY, JASON	G	X	X
241B	G2 ANGLERS	MOODY, JOSH	G	X	X
241C	G2 ANGLERS	MOODY, MATTHEW	G	X	X
241D	G2 ANGLERS	STRADER, GEORGE	G	X	X
241E	G2 ANGLERS	MOODY, SARA	G	X	X
242A	STOP SHOOTING	MONROE, IAN	A	X	X
242B	STOP SHOOTING	BLACKWOOD, JEREMY	A	X	X
242C	STOP SHOOTING	MONROE, DON	A	X	X
242D	STOP SHOOTING	EDDY, RYAN	A	X	X
243A	EAT SLEEP FISH REPEAT	VILLARREAL, RAUL	G	X	X
243B	EAT SLEEP FISH REPEAT	TOUCHET, JOSEPH	G	X	X
243C	EAT SLEEP FISH REPEAT	TOUCHET, CHRIS	G	X	X
243D	EAT SLEEP FISH REPEAT	BARRERA, JOHN	G	X	X
244A	SET THE HOOK	GARCIA, JOSE LUIS	G	X	X
244B	SET THE HOOK	BARRERA, VICTOR	G	X	X
244C	SET THE HOOK	DUNKIN, CLAY	G	X	X
244D	SET THE HOOK	MOCK, TREY	G	X	X
245A	HIGH FLYERS	SHISLER, FRANK	A	X	X
243B	HIGH FLYERS	DOAN, BILL	A	X	X
245C	HIGH FLYERS	DOAN, JOHN	A	X	X
246A	LANDSCAPERS	CROACH, DAKOTA	G	X	X
246B	LANDSCAPERS	KOOB, AARON	G	X	X
246C	LANDSCAPERS	JOHNSON, RICK	G	X	X
246D	LANDSCAPERS	BERMAN, JARON	G	X	X
247A	GELATO	WEAVER, CHRIS	A	X	X
247B	GELATO	REYES, CARLOS	A	X	X
247C	GELATO	MENCHACA, ELLY	A	X	X
247D	GELATO	PARTIDA, ROBERTO	A	X	X
248A	SKINNY DIP	MCGARRAUGH, GUS	G	X	X
248B	SKINNY DIP	BOWERS, SAMMI	G	X	X
248C	SKINNY DIP	BOWERS, COLE	G	X	X
248D	SKINNY DIP	GARCIA, BECKY	G	X	X
249A	TRES AMIGOS	MUNARRIZ, PAUL	G	X	X
249B	TRES AMIGOS	MARTZ, ERIC	G	X	X
250A	RGV BANGERS	GARCIA, RICK	A	X	X
250B	RGV BANGERS	CORBIN, LARRY	A	X	X
250C	RGV BANGERS	OMAR, J	A	X	X
250D	RGV BANGERS	BELCHER, ED	A	X	X
251A	CATFISH KILLERS	GALVAN, IAN	A	X	X
251B	CATFISH KILLERS	GALVAN, DAVID	A	X	X

252A	COURIC	SOLIS, ERIC	A		X	X
252B	COURIC	QUIROZ, EMILIO	A		X	X
252C	COURIC	SOLIS, ELOY	A		X	X
252D	COURIC	SOLIS, KALAD	A		X	X
253A	GULF COAST MARINE	HOLMES, ALEX	A		X	X
253B	GULF COAST MARINE	HOLMES, BILLY JR	A		X	X
253C	GULF COAST MARINE	SANCHEZ, JAMES	A		X	X
254A	DIRTY POLEZ	HERNANDEZ, ALEX	A		X	X
254B	DIRTY POLEZ	GALVAN, OSCAR	A		X	X
254C	DIRTY POLEZ	TREVINO, MARK	A		X	X
254D	DIRTY POLEZ	GOMEZ, MICHAEL	A		X	X
255A	DOWN SOUTH BOYS	JIMENEZ, JUAN	A		X	X
255B	DOWN SOUTH BOYS	SCHAFFER, JAMES	A		X	X
		Online socials		101		
		Registered socials		83		
		Registered Anglers		933		
		Youth Anglers		23		
		Sponsors in attendance		107		
		Volunteers		54		
		TOTAL ATTENDANCE		1301		

Item No. 4.C.6

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

MEETING DATE: June 20, 2019

NAME & TITLE: Marisa Amaya, Event Development & Packaging Manager

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Consent to approve the Pro WaterCross post event report and recommend approval to the Convention and Visitor Advisory Board.

ITEM BACKGROUND

This event was successfully executed and took place as agreed upon by the Special Events Committee and Convention and Visitor Advisory Board. The event was funded for $35,000, with an additional $12,000 for operational costs.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget
75% of the funds were released. ($26,250)
25% of the funds are due. ($8,750)

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Special Events Committee approve the post event report.

South Padre Island Convention & Visitors Bureau

Post Event Report

POST EVENT REPORT

Today's Date: June 5, 2019

To be reimbursed, please submit the following within 10 days post event:

1. Number of participants calculated with backup documentation (i.e. zip codes, team rosters, surveys)
2. Number of room nights tracked with backup documentation (i.e. third-party housing documentation or certified hotel pickup reports)

Please submit the following within 30 days your post event report:

1. Valid invoice(s) supporting reimbursable allowable expenses. Please submit only enough receipts to reach awarded grant amount.
2. Evidence of payment to support invoices paid from grantee to third party (front and back copies of cleared check(s) or detailed credit card/debit card receipts. For all media buys please provide tear sheets, copies of advertisements, schedules and signed station affidavits.
3. Copies of marketing or advertising materials, websites showing South Padre Island CVB logo.

Organization Information

Name of Organization: Pro Watercross

Address: 1937 Fairport Nine Mile Point Rd

City, State, Zip: Penfield, NY 14526

Contact Name: AJ Handler Contact email: info@prowatercross.com

Contact Cell Phone Number: 585-330-0742

Event Information

Name of Event or Project: Pro Watercross Nationals - South Padre Island, TX

Date(s) of Event or Project: June 1-2, 2019

Primary Location of Event or Project: Clayton's Bar & Grill / La Quinta Inn

Amount Requested: $ 35,000

Amount Received: $ 35,000

How many years have you held this Event or Program: first year

Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: 100%
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): Venue free
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): 100%
4. If staff costs were covered, estimate of actual hours staff spent on funded event: 1,000+
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? There is an entry fee for athletes, but free to the public
   There was not a net profit.
6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

Event Attendance Information

1. How many people did you predict would attend this event? (Number submitted in the application for hotel occupancy tax funds): 75
2. What would you estimate as the actual attendance at the event? 80 competitors
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 150
4. How many room nights do you estimate were actually generated by attendees of this event?
   122
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: 122
   - Last Year:
   - Two Years Ago:
   - Three Years Ago:
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, zip code information, etc.)? entry form survey, UTRGV Surveys
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?

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: $
   - [ ] Radio: $
   - [x] TV: $ 30,000 TV production
   - [ ] Other Paid Advertising: $
   - [ ] Number of Press Releases to Media: 3
   - [ ] Number emails to out-of-town recipients: 12
   - [ ] Other Promotions Tour promotions, live web streaming and TV production

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?
   Facebook and direct e-mail campaigns

   - [x] Please attach samples of documents showing how South Padre Island was recognized in your advertising/promotional campaign

   - [x] 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.

5. Please note any other success indicators of your event: comments from people watching were extremely positive. Live web stream reach 50-60,000 and 3-second views 25,000, 200+ shares during the live web stream.
   There was an internet outage on Sunday for about 1/2 hour from 2:30-3:00 PM CST
   Spectators were very interactive with event, wanting to see the engines and asking a lot of questions. Number 1 question was, are we coming back to South Padre Island next year.

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? 80 competitors + 30-35 mechanics, pit crew & sponsors
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? 100%
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? 95% of the competitors stayed at Island hotels.

Additional Event Information

1. What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc.?
   Hilton Garden Inn, La Quinta Inn and Clayton's Bar restaurants, Sutherlands, IGA, local gas station, Painted Marlin, Senor Donkey and various other stores, restaurants and bars. Visited Turtle, Bird & Alligator Sanctuaries, plus other local attractions.

Signature

Date

Submit to complete applications to:

Marisa Amaya
Event Development Manager
Convention and Visitors Advisory Board
C/O City of South Padre Island Convention & Visitors Bureau
7355 Padre Blvd., South Padre Island, TX 78597
Phone: (956) 761-3834
Email: marisa@sopadre.com

Marisa Amaya <marisa@sopadre.com>

Re: Pro Watercross Packet

1 message

Chris Bodmann <chris@theatkinsgroup.com> Thu, Apr 18, 2019 at 3:21 PM
To: Marisa Amaya <marisa@sopadre.com>
Cc: Ed Caum <ed@sopadre.com>, Michael Flores <michael@sopadre.com>, Melissa Flynn <melissaf@theatkinsgroup.com>, Toni Ellard <toni@theatkinsgroup.com>

Ok, here is more what I think you were looking for:

1. TV: Two (2) :30 commercials during RSN broadcast
$25 TV CPM * 100MM Impressions = $25,000 per spot * 2 spots = $50,000

2. TV Vignette :45: $25 CPM *100MM Impressions = $37,500

3. TV Vignette :60: $25CPM * 100MM Impressions = $50,000

4. Opening & Closing Billboards :10: $25CPM * 100MM impressions = $8,333 *2 = $16,667

5. Live Streaming OTT: 30 : $35 OTT CPM * 60,305 (avg. views per show) * 4 spots (2 on Sat, 2 on Sun.) = $8,443

6. Facebook Display Ads (Logo/Graphic): $8CPM *148,000 impressions* 2 days = $2,368

TOTAL MEDIA VALUATION: $164,978

And that is not including the e-blasts and other print materials and collateral it comes with. We can only calculate media values based on the above due to the available information (impressions, number of days, etc.)

Again, sorry for the confusion. As already noted, we should move forward with context and timelines so no one is missing what they are needing. Always feel free to call me (before you don't get what you need).

On Thu, Apr 18, 2019 at 2:39 PM Marisa Amaya <marisa@sopadre.com> wrote:
> Yes sir. Would you like me to call your mobile or office line?
>
> *Marisa Amaya*
>
> **Marisa Amaya** | Events Development & Packaging Manager
>
> City of South Padre Island Convention & Visitors Bureau
> 7355 Padre Blvd. South Padre Island, Texas 78597
> Office: 956-761-3834 | Cell: 956-802-1003 | Fax: 956-761-3024
> E-mail: Marisa@SoPadre.com www.SoPadre.com
> How did I do? Please take our Customer Service Survey by clicking here.
>
> On Thu, Apr 18, 2019 at 2:37 PM Chris Bodmann <chris@theatkinsgroup.com> wrote:
> > Marissa, do you have a quick second for a phone call?
> >
> > On Thu, Apr 18, 2019 at 2:32 PM Marisa Amaya <marisa@sopadre.com> wrote:
> > > Hi Chris,
> > >
> > > Thank you so much for taking our call today. Attached you will find the whole packet for the Pro Watercross Tour. I have attached the Pro Watercross Media Kit for you as well as their RFP to look over if you would like. In the **RFP packet, pg. 4 paragraph 2** it states we will receive (2) 30 sec. commercials during the events TV show as well as a 45-60 second vignette that highlights the area. This is what we are trying to valuate.
> > >
> > > Chris, you asked when we would like this information by. We would like to include this in our CVA Board packet, which needs to be uploaded by no later than 3pm tomorrow. Do you think this is possible?

Again, Thank you Chris. We really appreciate it.

Marisa Amaya

Marisa Amaya | Events Development & Packaging Manager

City of South Padre Island Convention & Visitors Bureau
7355 Padre Blvd. South Padre Island, Texas 78597
Office: 956-761-3834 | Cell: 956-802-1003 | Fax: 956-761-3024
E-mail: Marisa@SoPadre.com www.SoPadre.com
How did I do? Please take our Customer Service Survey by clicking here.

–

theatkinsgroup

Chris Bodmann
Account Director

Mobile 512 605-8594
Office 210 444-2500

theatkinsgroup.com

501 Soledad
San Antonio, TX 78205

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theatkinsgroup

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Account Director

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Office 210 444-2500

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San Antonio, TX 78205

5/30/19 Call Around

	5/31/2019	6/1/2019	6/2/2019	Contact
✓ Beachside Inn 761-4919	78%	81%	53%	Karina
Blue Bay Inn 761-4350	28%	64%	48%	Sharine
✓ Casa Bella 761-7700	100%	100%	30%	Cristina
Comfort Suites 772-9020	66%	68%	49%	Alex
Flamingo Inn 761-3377	30%	50%	30%	Dalia
Hilton Garden Inn 761-8700	85%	90%	73%	David
Holiday Inn Express 761-8844	63%	61%	40%	Sonia
Isla Grand 761-6511	72%	74%	54%	Katelan
Island Inn 761-8500	30%	30%	5%	Juan
La Copa Inn 761-6000	64%	69%	79%	Jasmin
La Quinta Inn 772-7000	75%	90%	70%	Jackie
Lighthouse Inn 299-4154	50%	60%	10%	Kim
Motel 6 - 231-5711	30%	50%	15%	Isabel
✓ Padre South 761-4951	90%	70%	60%	Annel
✓ The Palms 761-1316	94%	100%	63%	Iris
Pearl South Padre 761-6551	53%	57%	35%	Nubia
Ramada 761-4744	55%	43%	30%	Hector
Surf Motel 761-2831	50%	50%	30%	Nelo
South Padre Island Lodge 761-7831	65%	65%	40%	Rossana
Schlitterbahn Resort 761-1160	40%	45%	60%	Wendy
✓ South Beach Inn 761-2471	100%	100%	100%	Tracy
✓ South Padre Island Inn 761-4097	80%	80%	40%	Sofia
South Padre Inn 761-6701	40%	40%	40%	Alba
✓ Suites @ Sunchase 761-7711	80%	60%	60%	Freddy
Super 8 - 761-6300	32%	36%	15%	Letty
✓ The Inn @ South Padre 761-5658	77%	70%	46%	Perla
✓ Tiki Hotel 761-2694	78%	78%	60%	Erica
Wanna Wanna Inn 761-7677	20%	60%	10%	Alejandra
✓ Windwater Hotel 761-4913	80%	80%	50%	Joanna
Average %:	***62%***	***66%***	***45%***	

RATE

6/4/19 Call Around

	5/31/2019	6/1/2019	6/2/2019	Contact
Beachside Inn 761-4919	74%	80%	50%	Martha
Blue Bay Inn 761-4350	55%	70%	50%	Sharine
Casa Bella 761-7700	100%	100%	100%	Santos
Comfort Suites 772-9020	84%	100%	83%	Olga
Flamingo Inn 761-3377	60%	100%	50%	Dalia
Hilton Garden Inn 761-8700	96%	100%	100%	Johnelle
Holiday Inn Express 761-8844	98%	98%	90%	Derick
Isla Grand 761-6511	69%	77%	56%	Hector
Island Inn 761-8500	100%	100%	50%	Paul
La Copa Inn 761-6000	82%	82%	82%	Cloey
La Quinta Inn 772-7000	83%	100%	69%	Kaila
Lighthouse Inn 299-4154	75%	100%	82%	Sara
Motel 6 - 231-5711	100%	100%	100%	Kevin
Padre South 761-4951	95%	100%	60%	Lisa
The Palms 761-1316	99%	100%	100%	Katherine
Pearl South Padre 761-6551	70%	98%	55%	Nubia
Ramada 761-4744	85%	100%	98%	Jimie
Surf Motel 761-2831	50%	100%	95%	Frank
South Padre Island Lodge 761-7831	95%	95%	40%	Rosana
Schlitterbahn Resort 761-1160	68%	90%	61%	Miguel
South Beach Inn 761-2471	100%	100%	100%	Nevanda
South Padre Island Inn 761-4097	98%	98%	98%	Sol
South Padre Inn 761-6701	100%	100%	100%	Ilai
Suites @ Sunchase 761-7711	91%	98%	63%	Gama
Super 8 - 761-6300	100%	100%	80%	Letty
The Inn @ South Padre 761-5658	67%	80%	41%	Pam
Tiki Hotel 761-2694	100%	100%	30%	Susan
Wanna Wanna Inn 761-7677	75%	100%	25%	Alexa
Windwater Hotel 761-4913	70%	95%	60%	Joana
Average %:	***84.10%***	***95.21%***	***71.31%***	

UTRGV Business & Tourism Research Center

2019 Pro Watercross

$47,000
CVB Investment

$70,598
Total Spending

Event Attendance

227 attendees
70 unduplicated households
122 room nights
-1.5% change in event days YoY occupancy
1.1% change in ADR
0.4% change in RevPAR

$1,009
spending per household

3.24 visitors per household

3.14 nights spent on SPI

City tax share

10.5% Lodging = $2,362
2% F&B sales tax = $243
2% Other sales tax = $575
Total = $3,180

Total tax ROI = -93.2.%
Lodging only ROI = -95.0%

DEMOGRAPHICS

Average age 40
Average Income:
71%
$50,000 or more

SPI Experience

79.0 NET PROMOTER SCORE likely to recommend South Padre Island

87.0% Likely to return

98.6% Satisfied with SPI

98.6% Satisfied with event

2019 PRO WATERCROSS

Prepared for

City of South Padre Island Convention and Visitors Bureau

Prepared by

Business and Tourism Research Center
The University of Texas Rio Grande Valley

Research Team Leaders

Dr. Arjun Singh, Professor of Hospitality and Director
Oscar Ramos Chacon, Project Manager

The University of Texas Rio Grande Valley
Robert C. Vackar College of Business and Entrepreneurship
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UTRGV Business & Tourism Research Center

South Padre Island

Executive Summary and Survey Highlights

The 2019 Pro Watercross National Tour took place at Clayton's Beach Bar in the South Padre Island from Saturday, June 1sth through Sunday, June 2nd 2019. The two-day event featured two Jet Ski racing days and was expected to attract 150+ visitors.

To examine the spending of Pro Watercross attendees on SPI, a short survey incentivized with the opportunity to enter a drawing to win two nights at Schlitterbahn Beach Resort was conducted by the UTRGV survey team on Saturday and Sunday of the event. The survey was administered onsite for 228 completed questionnaires resulting in 70 useable responses from unique households on the Island specifically for the event.

On average, event study respondents were predominately married (61.4%) females (42.0%), had an average age of 40.51 years, had at least some type of college degree (44.3%), worked full-time (79.7%), were primarily white (40%) and Hispanic (57%) and 71.2% had an average annual income above $50,000. Survey respondents were primarily from the US (98.6%) with 1.4% from Mexico. On average, household participants traveled an average of 435.49 miles with an average of 3.24 people and spent 3.14 nights on SPI during the event.

Most survey respondents are considered promoters of the Island to others (84.3%), resulting in an excellent net promoter score of 0.79 . Most respondents are somewhat or very satisfied with the Island experience (98.6%) and the event (98.6%) and are likely or very likely to return to SPI for a future vacation (87.0%).

Importantly, the survey analysis found that 70 household groups attend Pro Watercross and spent an estimated weighted average of $1,009 per household while on the Island for a total spending of $70,598. Of this spending, lodging is the highest per household expenditure category with 56% of study respondents spending at least one night on the Island in paid lodging and staying an average of 3.14 nights. This resulted in about 122 total room nights, most of which were spent in hotels.

With the average weighted lodging expenditure of $1,009 per household that spent the night on the Island, a total of $26,319 was spent on lodging. Of this amount, 17% or $3,824 was for the Hotel Occupancy Tax (HOT), and 10.5%, or about $2,362, is the City's

share of the HOT. Moreover, the estimated total spending on food and beverages of $13,157 included about $1,003 in taxes at the 8.25% rate or $243 at the City 2% tax rate. Other types of expenditures, such as clothing, nightlife and entertainment amounted to $31,122, of which $2,372 was sales taxes, with $575 the City's share. In total, the $70,598 spent during Pro Watercross resulted in $7,199 in tax revenue with $3,180 the City's share. This represents a return to the City of -$43,820 for a -93.2% loss on the $47,000 cash investment made by the CVB in Pro Watercross as shown in the table.

Summary of Key Performance Indicators (KPI)

KPI	Result	Description of KPI	Page
CVB investment	$47,000	Amount of funding provided by CVB to event promoter	P1
Total spending	$70,598	Total spent by event households	Table 1, P6
Average spent per household	$1,009	Weighted average spent per household	Table 1, P6
Number of households	70	Number of households at event	Figure 3, P4
Number in household	3.24	Number of people in household group at event	Figure 3, P4
Nights on SPI	3.14	Average number of nights spent on SPI	Figure 3, P4
Lodging tax	$2,362	City share of HOT revenue: 10.5% of 17% HOT	Table 2, P7
F&B sales tax	$243	City share of total tax collected from F&B spending: 2% of 8.25% of total sales tax	Table 2, P7
Other sales tax	$575	City share of total sales tax revenue	Table 2, P7
Total City tax share	$3,180	Total City tax revenue from event	Table 2, P7
Total tax ROI	-93.2%	Return on CVB investment considering all taxes	Table 2, P7
Lodging only ROI	-95.0%	Return on CVB investment considering HOT only	Table 2, P7
Net Promoter Score	78.6%	Measure of customer loyalty; calculated as identified promoters less detractors	Figure 6, P8
Likely to return	87.0%	Percent somewhat or extremely likely to return to SPI	Figure 7, P8
Satisfied with the SPI	98.6%	Percent satisfied with the SPI experience	Figure 8, P8
Satisfied with event	98.6%	Percent satisfied with event	Figure 9, P9

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Pro Watercross 2019

Introduction

The 2019 Pro Watercross National Tour took place at Clayton's Beach Bar in the South Padre Island from Saturday, June 1sth through Sunday, June 2nd 2019. The two-day event featured two Jet Ski racing days and was expected to attract 150 visitors with about 25 staying in South Padre Island lodging for three or more nights.

Activities are scheduled daily as follows:

SCHEDULE OF MAIN ACTIVITIES

- Friday May 31st, Registration at Claytons
- Saturday June 1st, Race day 1 at Claytons
- Saturday June 1st, Racer Party at Claytons
- Sunday June 2nd, Race day 2 at Claytons
- Sunday June 2nd, Awards at Claytons

The South Padre Island Convention and Visitors Bureau provided Pro Watercross with $47,000 in funding. According to the application for the funding, the event sponsor initially planned to use $35,000 to cover the cost of the event. Ultimately, the amount reached $47,000. According to the HOT funding application, the sponsor planned to spend $32,500 on TV advertisements, $500 on website and social media, and $2,000 in other paid advertising.

Method

Interviews

To estimate the economic impact of the 2019 Pro Watercross, UTRGV interviewers administered a survey (see Appendix A) to event attendees as follows:

- Saturday, June 1st – Sunday, June 2nd, 8:30am-4pm: UTRGV survey team.

On Saturday and Sunday of the event, the UTRGV survey team and project manager were onsite to administer surveys. All survey participants were offered a chance to win two nights at Schlitterbahn Beach Resort as an incentive to help recruit respondents.

On Saturday and Sunday of the event, the UTRGV survey team interviewers collected 228 surveys. The survey team, wearing bright orange t-shirts and visors, randomly approached potential respondents in a professional manner and administered paper surveys on clipboards with the data to be entered into an online link later by the team. Although interviews yielded 228 completed responses; a number of responses were eliminated as follows:

- 10 were completed by another household member and
- 148 were from respondents not on the Island for the event

The result is 70 useable questionnaires for analysis. According to the sponsor of the event, a total of 227 attended the 2-day event. We estimated that all eligible attendees of the event were surveyed, thus the estimated response rate was 100%.

Estimated attendance

Knowing the number of people attending any event is crucial to estimating the economic impact of the event. According to our study, approximately 227 people attended the 2-day event. However, to better understand household attendance and duplication of attendance over multiple days, respondents were asked to indicate which of the multiple-days' activities they attended. A total of 189 respondents indicated attending 336 events suggesting that each household respondent

attended an average of 1.78 days of events. Figure 1 shows that the most attended events were on Saturday and Sunday Race Days (38%) and (29%).

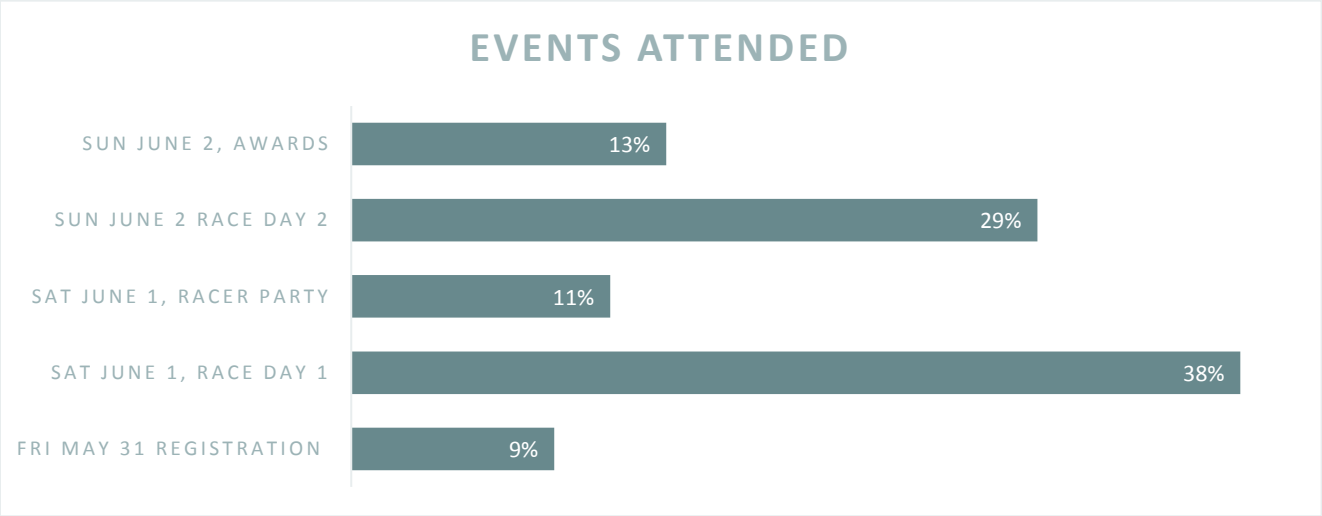


FIGURE 1. EVENTS ATTENDED

The appropriate unit of analysis of spending impact is 'the household' since spending questions are asked about household expenditures rather than individual expenditures. To determine the number of households at the event, the total number of attendees (227) is divided by the average household size (3.24) as found in the survey (see Figure 3) to determine that 70 households were at the event over the 2-day period. Therefore, there were a total of 70 **unduplicated** households attending the two-day race event. **Note:** Pro Watercross registered 80 racers, but we recognized that some registrants were form the same family. Assuming that 10 were from the same household and/or were younger than 18 years old, a total of 70 unduplicated registrants was used to determine total unduplicated households of 70. We further assume that the SPI survey team interviewed a household member from 100% of the registered attendees at Pro Watercross.

Results

Survey participants travel and SPI stay characteristics

In all, 70 useable surveys were completed by people specifically on South Padre Island for 2019 Pro Watercross Survey respondents were first asked to indicate their role or participation type in the event. Figure 2 shows that by far, most of the respondents surveyed were spectators (71%) with the remaining event participants volunteer/staff (4%).

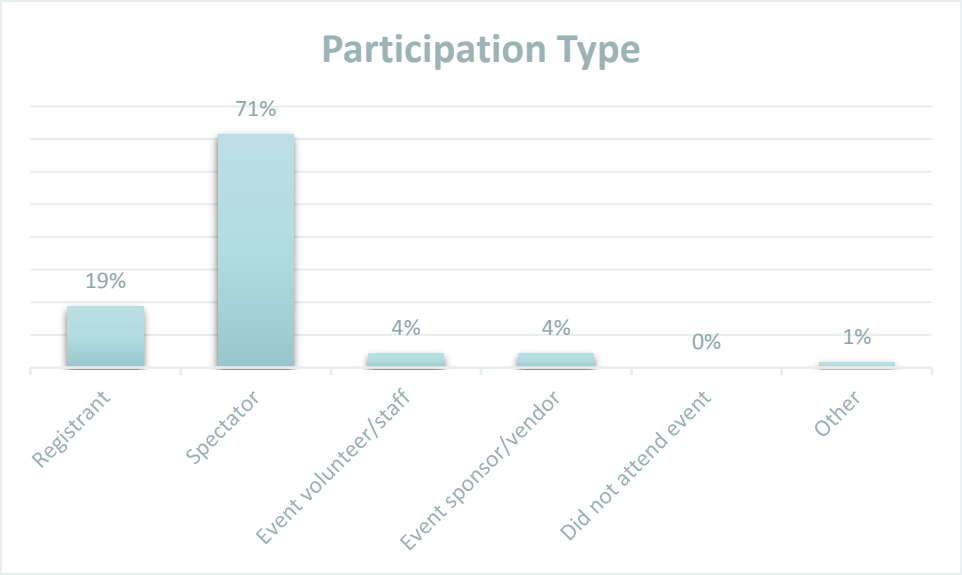


FIGURE 2. PARTICIPATION TYPE

Next, respondents indicated how many people were in their household while at the event, the number of nights spent and the number of miles traveled to the event. The number of people reported in the household for the event ranged from 1 to 10 for an average of 3.24 as seen in Figure 3. Data featured in Figure 3 also shows that, on average, study participants traveled 435 miles to attend the event, although distances traveled ranged from 10 to 2500 miles and spent an average of 3.14 nights on SPI for the event with a range of 0 to 7 nights spent on SPI.

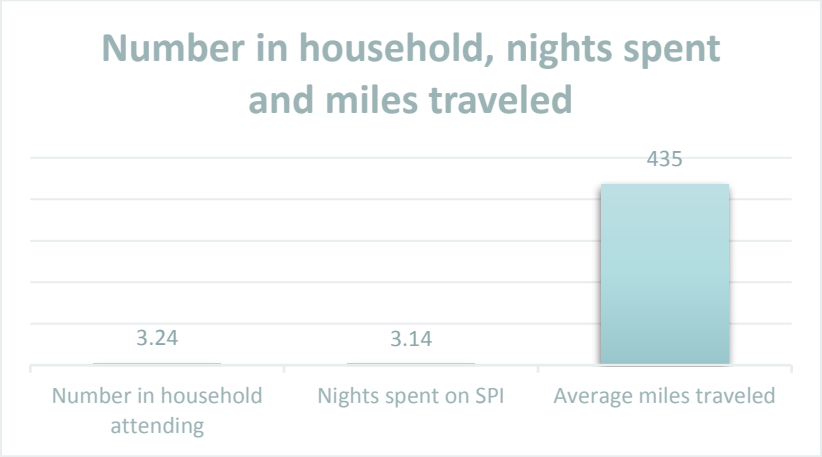


FIGURE 3. AVERAGE MILES TRAVELED, GROUP SIZE AND NIGHTS SPENT

Figure 4 breaks down the percent of respondents by number of nights spent on SPI and shows that 17% of respondents did not spend the night on SPI. Of those spending the night, most respondents spent one (9%) or two nights (28%) although 31% spent 3 nights on the Island. Four (8%) spent more than five nights on SPI for the event.

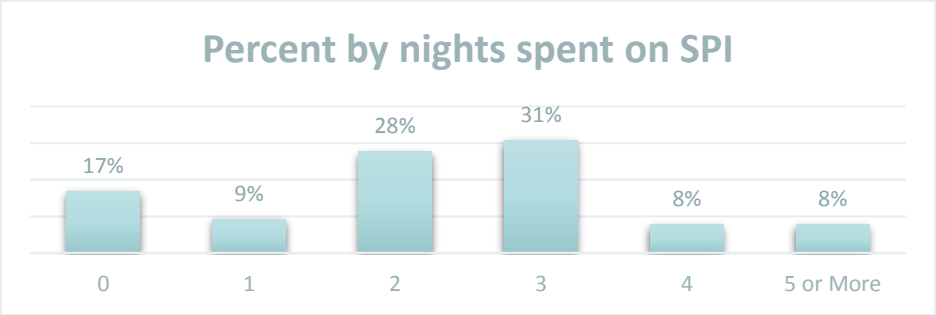


Figure 5 shows the types of lodging used. While most event attenders reported not spending the night on the Island (30%), of those who did, 47% spent the night in a hotel/motel room, 14% rented a condominium or beach house, 3% stayed with family or friends.

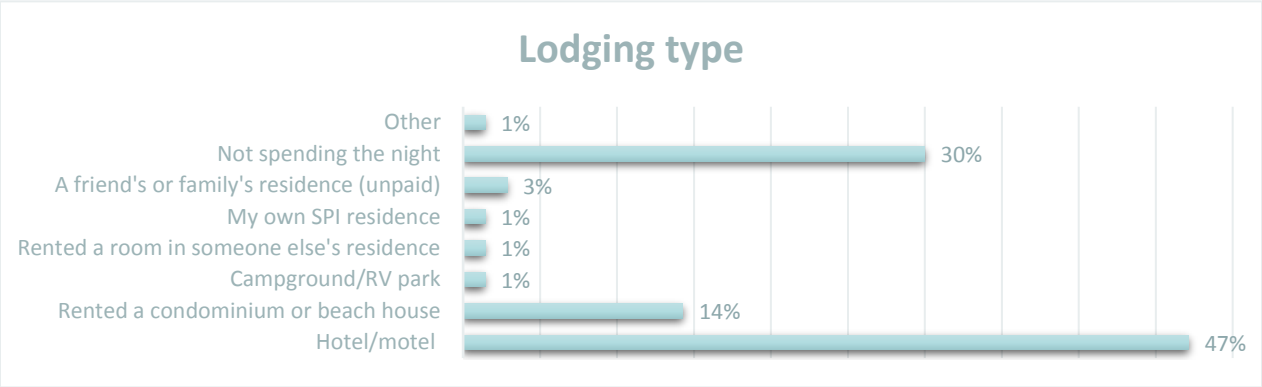


FIGURE 5. TYPE OF LODGING

With 56% (Table 1, p6) of the estimated 70 households spending an average of 3.14 nights (Figure 3, p5) on the Island, the Pro Watercross event should have resulted in 122 room nights.

> ***PRO WATERCROSS attendees accounted for 122 room nights.***

Estimated spending

Study respondents were asked to indicate how much money they spent in various expenditure categories. All reported expenditure amounts were assumed to include sales taxes except that lodging was assumed to be stated without HOT so was adjusted upward by 17%, the HOT rate. The total average reported expenditure by category was then multiplied times the percentage of respondents who reported spending in that expense category to arrive at the average weighted spending per expense category.

Results in Table 1 indicate the average amount spent on lodging, as adjusted by 17%, was $675 with a weighted average of $375.99 considering that 56% of respondents spent money on lodging for a total of $26,319. Average spending on food and beverages was $206, with a weighted average of $187.96, for a total category spending of $13,157, including sales taxes. The total spent on all other categories was $31,122. In total, 70 event households spent a weighted average of $1,009 for a total SPI spending of $70,598.

TABLE 1. TOTAL AVERAGE WEIGHTED SPENDING

Expenditure category	Total average	% spending in category	Weighted spending per HH	Total spending per HH
Food & Beverages	$206	91%	$187.96	$13,157
Night life	$159	37%	$58.93	$4,125
Lodging	$675	56%	$375.99	$26,319
Attraction entertainment	$126	23%	$28.71	$2,010
Retail	$104	43%	$44.71	$3,130
Transportation	$215	59%	$126.21	$8,835
Parking	$425	7%	$30.36	$2,125
Admission fees	$313	11%	$35.71	$2,500
Clothing	$61	33%	$20.07	$1,405
Groceries	$128	46%	$58.53	$4,097
Other	$483	9%	$41.36	$2,895
Total	$2,894		$1,009	$70,598

The estimated direct spending on South Padre Island as attributed to the 2019 Pro Watercross is $70,598, within a -3.0% confidence interval of plus or minus -$2,118 given the assumptions of a random sample selection.

Tax benefits of spending during event

To calculate the tax revenue accruing from event attendee spending, the following tax rates are assumed:

- 17% hotel occupancy tax rate;
- 10.50% City's share of the hotel occupancy tax rate;
- 8.25% sales tax on all non-lodging spending;
- 2% is the City's share of non-lodging sales tax.

The spending reported in Table 1 should result in the tax revenues shown in Table 2. Total spending on lodging should result in total tax revenue of $3,824 with the City's share at 10.50% totaling $2,362. Total spending on food and beverages should result in $1,003 in tax revenue with $243 the City's share while total spending in all other expense categories should yield $2,372 in sales tax revenue with $575 the City's share. Altogether, the tax revenue should be $7,199 with $3,180 the City's share. The loss from the City's share of the hotel tax alone on the $47,000 invested in the event is -95.0% but is -93.2% considering the City's share of all the tax revenue.

Table 2. Spending, tax revenue and ROI

Spending category	Amount spent	Total HOT	Total sales tax	City's % share	City's $ share	ROI
Lodging	$26,319	17%	$3,824	10.50%	$2,362	-95.0%
Food & Beverage	$13,157	8.25%	$1,003	2%	$243	
All nonlodging	$31,122	8.25%	$2,372	2%	$575	
Totals	$70,598		$7,199		$3,180	-93.2%

Total spending of 2019 Pro Watercross attendees resulted in an estimated tax revenue of $7,199, with $3,180 going to the City of South Padre Island. With an investment of $47,000 in the event, the loss to the City is -95.0% considering only the 10.50% share of HOT but -93.2% considering all the City's estimated tax revenue share.

The SPI Experience

The next section of the survey asked PRO WATERCROSS attendees about their stay on SPI. In this section, the "net promoter" question was used to determine how likely survey respondents are to recommend SPI as a place to visit to friends or colleagues.

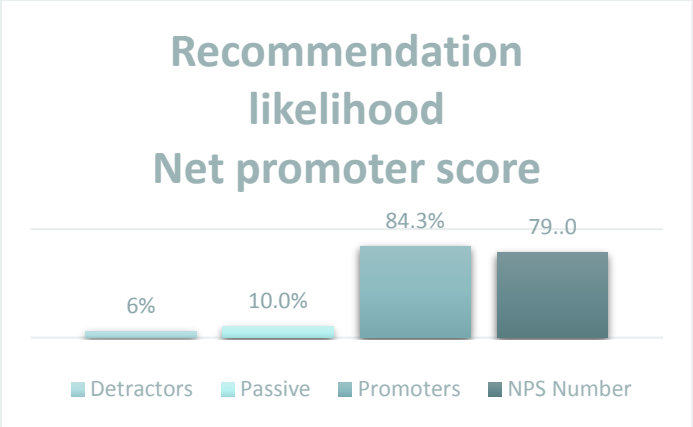


FIGURE 6. NET PROMOTER SCORE

The results, shown in Figure 6, indicate that most study respondents (84.3%) are promoters of SPI while a few (6%) are detractors. This yields a net promoter score (NPS) of 0.79 , which is excellent. For example, the hotel industry has a NPS of 39 (www.netpromoter.com/compare).

Respondents were asked how likely they are to return to SPI and how satisfied they were with the event. As seen in Figure 7, by far most respondents (87%) are likely to return to the Island at some time in the future.

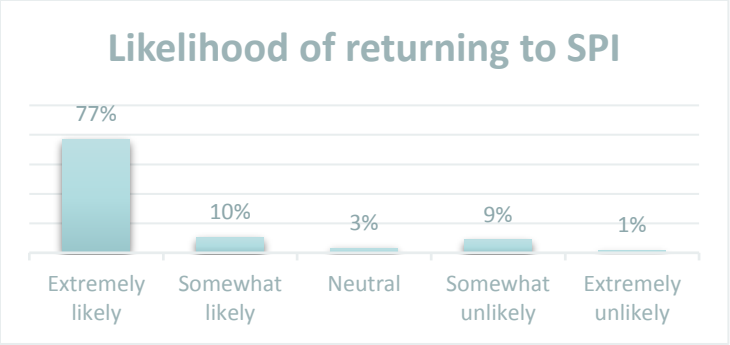


FIGURE 7. LIKELIHOOD OF RETURNING TO SPI IN THE FUTURE

Respondents were also asked to indicate their satisfaction with the SPI experience and with the event. Result shown in Figure 8 indicate that 98.6% were satisfied with the SPI experience and that 1.4% were dissatisfied with SPI.

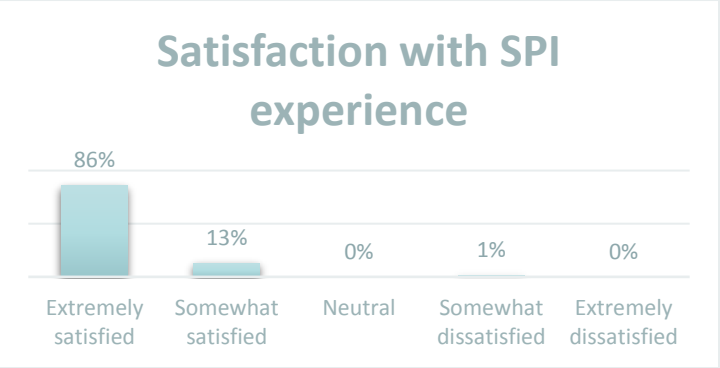


FIGURE 8. SATISFACTION WITH SPI EXPERIENCE

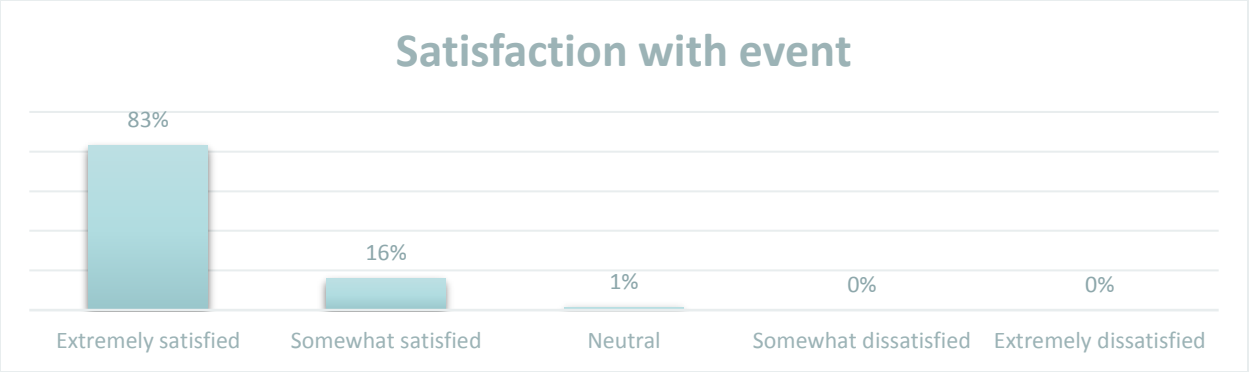


FIGURE 9. SATISFACTION WITH EVENT

Most respondents (98.6%) were also satisfied with the event and only 0.0% reported being dissatisfied with the event as seen in Figure 9.

NOTE: Respondents were asked to provide suggestions for improving their stay on SPI. The unedited comments are as follows:

- More social media
- Renew the racers
- Make event more interactive.
- -50/50 raffles
- -Games with incentives
- -Invite other vendors to offer marketing devices (swag) to the public
- -DJ, Live band event
- Get local business to come and promote
- Promote for longer periods
- Radio ads
- Get F&T motorsports in Pharr to advertise
- We found through Facebook
- Pay for own coolers
- Organization
- Don't stay at Ramada Inn

Respondent Demographics

The remainder of the study assessed respondent demographic characteristics.

Targeted survey respondents were those 18 + years and the average age of all respondents was 40.51 year-of-age with ages ranging from 18 to 75.

Most respondents were male (58%), a majority were married (61%) and most had some type of college degree (44.3%) as shown in Figures 10 through 12, respectively.

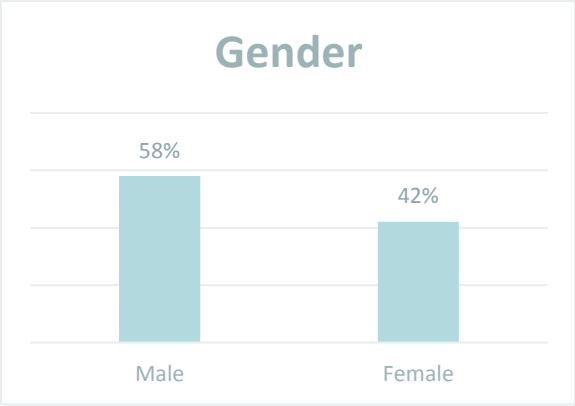


FIGURE 11. GENDER

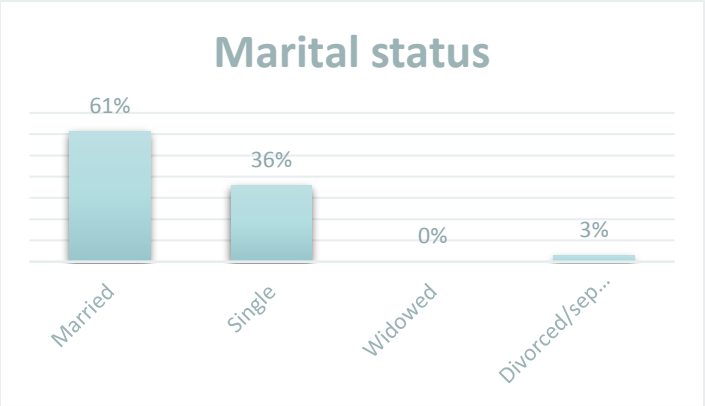


FIGURE 12. MARITAL STATUS

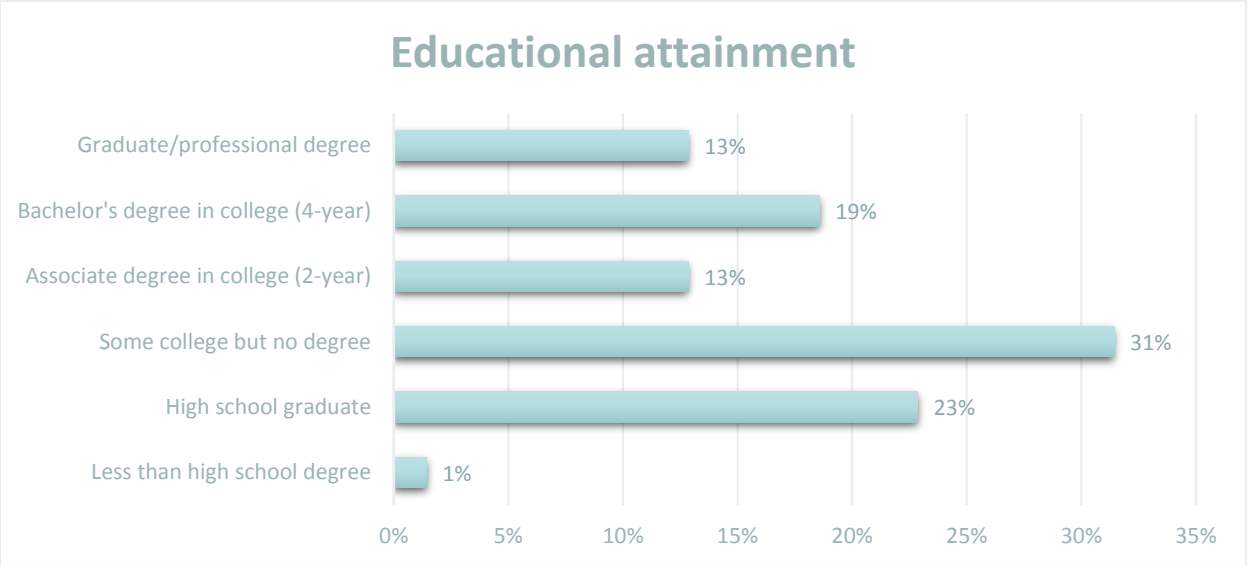


FIGURE 10. EDUCATIONAL ATTAINMENT

Most study respondents work full-time (80%), although 7% work part-time and 4.3% are retired as seen in Figure 13.

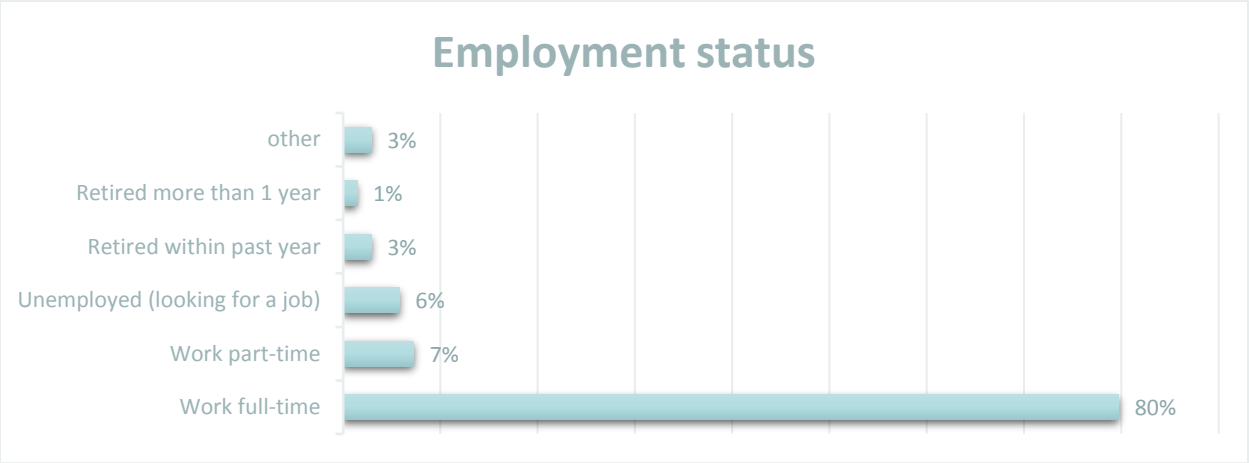


FIGURE 13. EMPLOYMENT STATUS

Most PRO WATERCROSS study participants reported having a higher-than-average household income level: 71% indicated an annual household income above $50,000 (Figure 14).

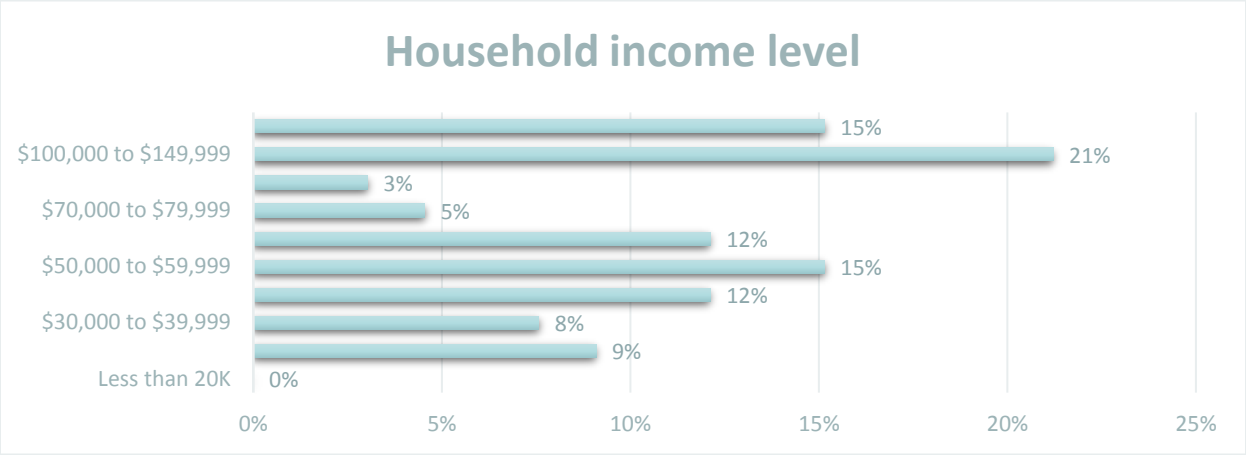


FIGURE 14. HOUSEHOLD INCOME LEVEL

Respondents were also asked to indicate their ethnicity but could select as many ethnicities as appropriate. Results in Figure 15 show that 57% of respondents considered themselves Hispanic while 40% indicated being White.

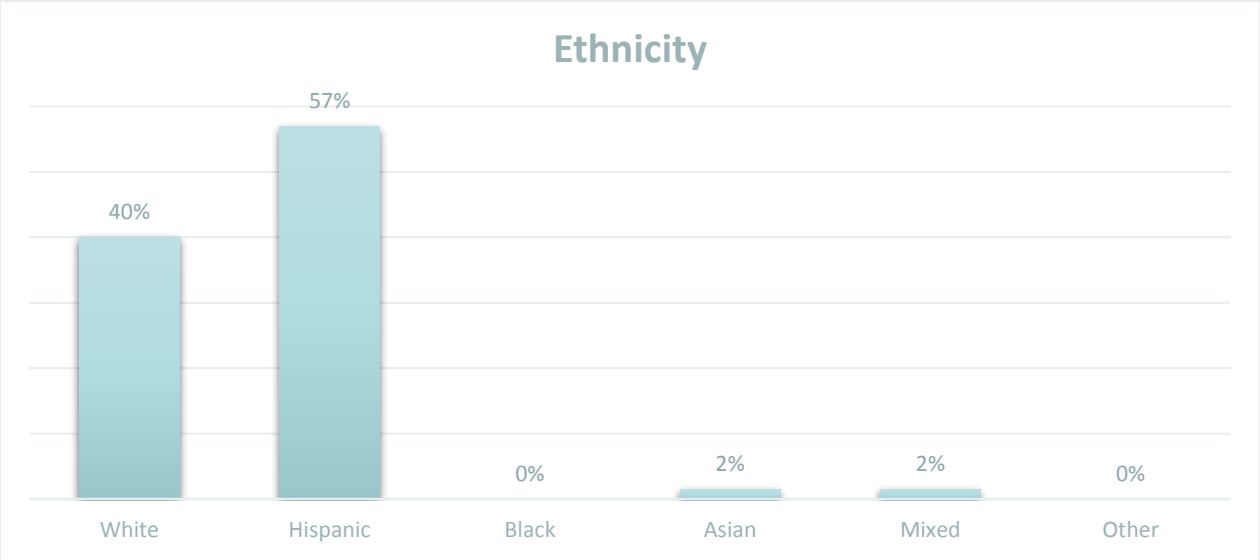


FIGURE 15. ETHNICITY

Finally, respondents were asked to indicate their home country and current residence zip/postal code. Most respondents reported the United States as their home country (98.6%) and 1.4% indicated being from Mexico as shown in Figure 16.

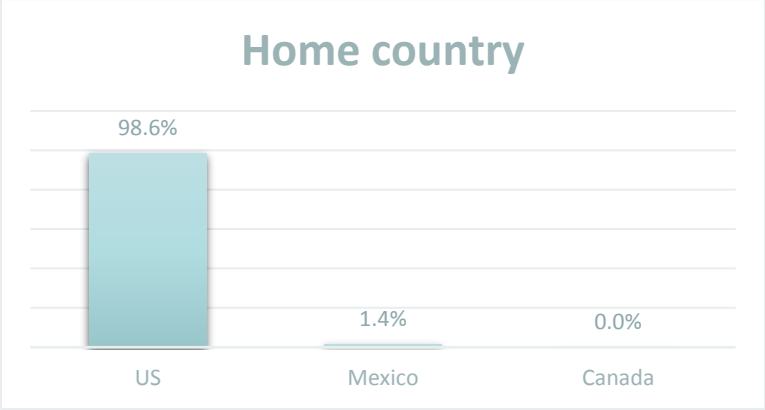


FIGURE 16. HOME COUNTRY

Specific zip or postal codes of study respondents and of study participants are shown and mapped in Appendix B.

STR Report

Additional data to provide evidence about the impact of an event on the SPI economy comes from the STR Destination Report provided to the SPI CVB. STR is a "global data benchmarking, analytics and marketplace insights" firm that gathers, analyzes and reports data from hotel owners/operators for benchmarking purposes. The Report includes data regarding hotel occupancy, average daily rate (ADR), revenue per available room (RevPAR), supply, demand, and revenue as provided by reporting SPI hotel owner/operators for last year as compared to this year. This data may be viewed in two ways. One way is to examine trends over the month to determine whether the hotel metrics changed because of an event as compared to the rest of the month and the other way is to compare metrics during the event time period to those of the same time period in the previous year.

Pro Watercross was held from Saturday, June 1st through Sunday, June 2nd. This means that event attendees could have spent the night on SPI from Friday through Saturday night. The following figures show the hotel metrics for the Friday-Saturday period (the month trend) for this year and for the same period as last year (the year trend).

The occupancy rate for the two-night period this year was 80.8%, as compared to 82.0% last year, which is -1.5% below the same day-period last year. This year's event period was below the week average (72.2%) as well as the 28-day rate of 66.2% as seen in Figure 17.

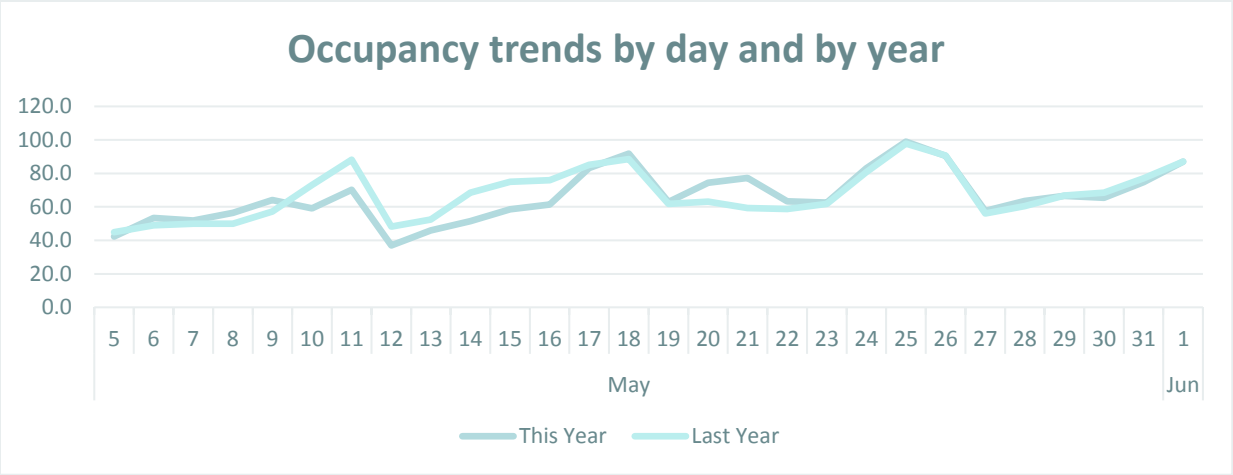


FIGURE 17. STR OCCUPANCY RATES BY DAY AND YEAR

The average daily rate (ADR) of rooms for this year's event period was $150, 1.1% above room rates compared to $149, the same time period last year. The average room rate for this year's event period was also higher than the rate for the week ($124.62) and higher than the 28-day period ($116.11) as shown in Figure 18.

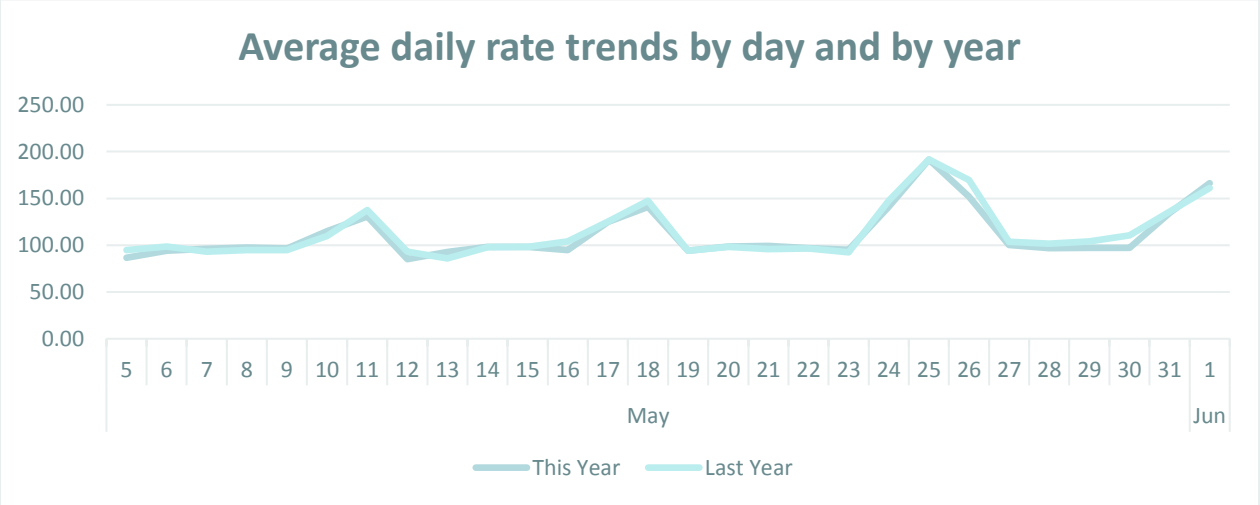


FIGURE 18. AVERAGE DAILY RATE

Figure 19 shows the revenue per available room (RevPAR) for the same year/month-long time period. The average RevPAR for the two nights of the event was $123, which is 0.4% above last year's same-period average of $122. This year's RevPAR, was also above the average week rate ($89.93) and this year's 28 day-period rate of $76.88.

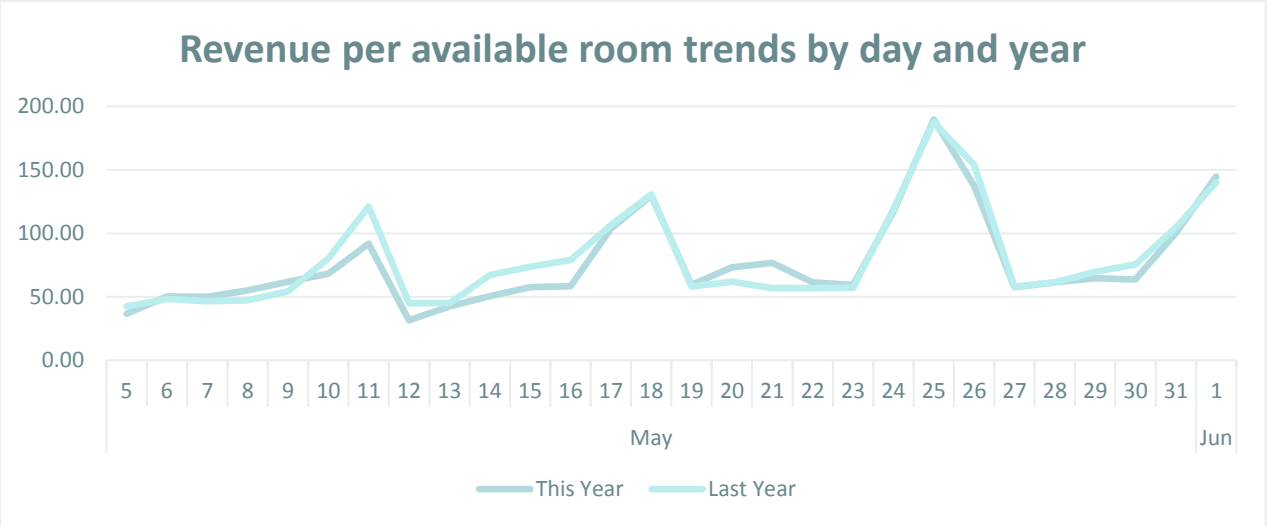


FIGURE 19. STR REVPAR BY DAY AND YEAR

The demand trend in Figure 20 shows a decrease this year over last year. Room demand for this year's event period was 2,197 rooms as compared to last year's same 2-day period average of 2,229 rooms, a decrease of -1.5%. Room demand during event nights, however, was above the daily average demand for the month (1,800) and for the week (1,961).

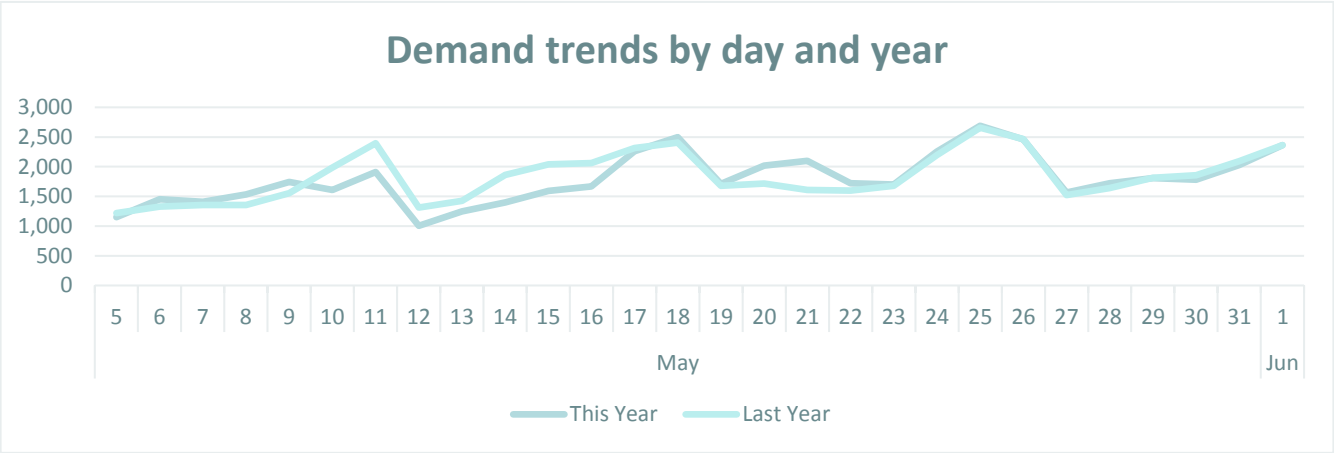


FIGURE 20. STR DEMAND TRENDS BY DAY AND YEAR

Total lodging revenue for this year's event-period was also slightly higher than last year's by 0.4%. This year's Pro Watercross nights revenue averaged $333,067 whereas last year's same-days revenue was $332,688 as seen in Figure 21. The average revenue is also higher than this year's 28-day-long average revenue ($208,962) and for the week ($244,421) .

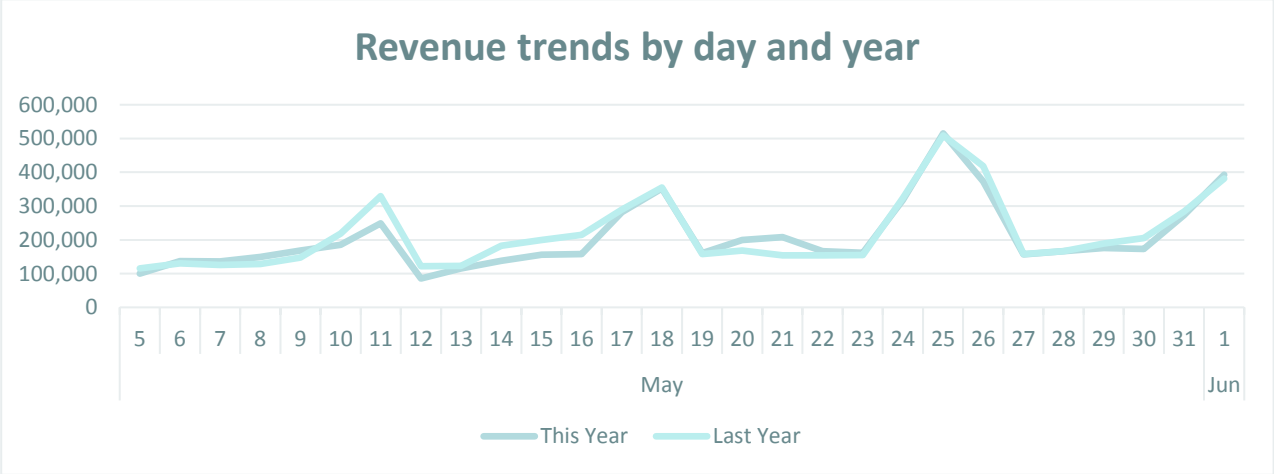


FIGURE 21. STR REVENUE TRENDS BY DAY AND YEAR

Finally, Figure 22 summarizes the average percent change in hotel occupancy, ADR,

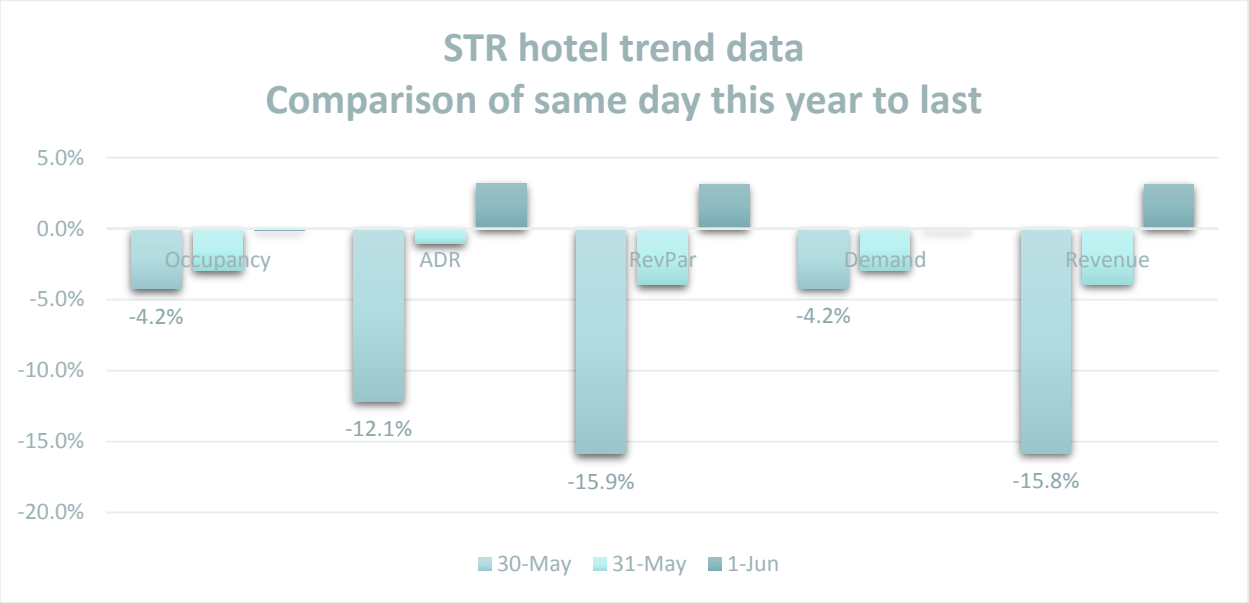


FIGURE 22. STR HOTEL TREND DATA 3-DAY COMPARISON

ADR, RevPAR, and revenue for the final night of that Pro Watercross attendees would have spent the night on the Island were positive. All other metrics examined for the two-night period were significantly lower this year than last year.

The STR data suggests that Pro Watercross could have resulted in an increase in lodging occupancy and rates over the week or month period as compared to the same day-period as last year. In addition, other events held during the same day-period this year or last year may have resulted differences in STR metrics.

Note: The STR data is derived from 11 hotel owner/operator reporting data for this year and last year. This represents 35.5% of the census of 31 open hotels listed in the STR Census and 48.4% of the hotel rooms listed, thus all results should be interpreted accordingly without a high degree of assurances of generalizability.

Concluding remarks

This report has detailed the amount of money spent on South Padre Island the 2019 Pro Watercross which took place at Clayton's Beach Bar from Saturday, June 1st through Sunday, June 2nd 2019. The two-day event featured two Jet Ski racing days and was expected to attract 150+ visitors with about 25 staying in South Padre Island lodging for three or more nights. The results of the study were obtained by administering a short onsite survey, which offered respondents an incentive to enter a drawing to win two nights at Schlitterbahn Beach Resort. A total of 228 completed surveys resulted in 70 useable responses for the analysis.

The study sample was comprised predominately of married males who were an average of 40 years-of-age, had at least some college education, were employed full-time, had a household income above $50,000, identify ethnically Hispanic and were from the US. The average household came to the event with 3.24 people, had traveled an average of 435 miles and 56% spent the night on SPI for an average of 3.14 nights.

By combining the count of people at the event and survey results, event attendees generated an estimate 122 SPI room nights. STR data suggests that lodging metrics for one night of event were better than the same metrics for the week period and for the 28-day period this year as well as last year. With an average total weighted lodging expenditure per household of $375.99 event attendees spent a total of $26,319 on lodging, resulting in about $2,362 the City's share of the Hotel Tax revenue. Spending on food and beverages by event attendees was about $13,157, which should yield $243 to the City at a tax rate of 2%. The $31,122 spent in all other categories should provide the City with $575 in sales tax revenue. Together, Pro Watercross participants spent $70,598, generating $7,199 in total sales tax with $3,180 the City's share. Considering only the City's share of the hotel tax revenue, the City lossed -$44,638 or -95.0% on their $47,000 investment. Considering all tax revenue from all spending, the City should receive $3,180 in taxes for a total loss of -$43,820 or a -93.2% on the cash investment provided to the event organizer. However, most Pro Watercross survey participants are "promoters" in recommending SPI to others, are likely or extremely likely to return to SPI for a future vacation and are satisfied with their overall SPI experience during the event. This means that regardless of the event return on investment, the overall SPI and event experience of the attendees will likely result in some people returning to the Island for future vacations.

Appendix A: Survey

Pro Watercross 2019

This survey is to understand your household experience and spending during **ProWatercross 2019**. ***The one person,* older than 18, best able to report on spending for all people in your household** at the event should complete this survey. Responses are very important to planning future events. As a thank you, you may enter a drawing for **a 2-night stay at the Schlitterbahn Beach Resort**. Responses are confidential and individual information will not be included in survey results or shared with others. Contact the Business and Tourism Research Center at UTRGV at businessresearch@utrgv.edu or call 956.665.2829 for questions.

1. Have you or someone else in your household already completed this survey? ❑Yes ❑ No **If yes, return this survey.**

2. Did you come to South Padre Island specifically for Pro Watercross? ❑Yes ❑ No

3. About how many miles did you travel to attend the event?

_____ **miles**

4. Which of the following best describes your participation in Pro Watercross? (Check all that apply)

❑ Registrant
❑ Spectator ❑ Event volunteer/staff
❑ Event sponsor/vendor ❑ Did not attend
❑ Other _____ (write in answer)

5. Including yourself, how many people from your household attended the event?

_____ **Number in household**

6. How many nights did you (or will you) spend on SOUTH PADRE ISLAND while attending Pro Watercross?

_____**nights**

7. Where are you staying (or did stay) while on South Padre Island for Pro Watercross?

❑ Hotel/motel ❑ Rented condo/beach house
❑ Campground/RV park ❑ Rented a room
❑ My own SPI residence ❑ Friend/family residence (unpaid)
❑ Not spending the night ❑ Other (please specify) _____

8. Which Splash events will you attend? (check all that apply)

❑ FRI May 31, Registration ❑ SAT June 1, Race day 1
❑ SUN June 2, Race day 2 ❑ SAT June 1, Racer Party
❑ SUN June 2, Awards

9. Please give your best estimate of the total amount you and your household spent (or will spend) during your entire time on South Padre Island for **Pro Watercross**?

(List only total dollar amounts spent on SPI)

Food & beverages (restaurants, concessions, snacks, etc.)	$
Night clubs, lounges & bars (cover charges, drinks, etc.)	$
Lodging expenses (hotel, motel, condo, room)	$
Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)	$
Retail shopping (souvenirs, gifts, film, etc.)	$
Transportation (gas, oil, taxi, etc.)	$
Parking fees	$
SPI Admission fees	$
Clothing or accessories	$
Groceries	$
Other (please specify)	$

10. On a scale from 0-10, how likely are you to recommend South Padre Island as a place to visit to a friend or colleague?

Not at all likely 0 1 2 3 4 5 6 7 8 9 10 Extremely likely

11. How likely are you to return to South Padre Island for a vacation at some time in the future?

❑Extremely likely ❑ Somewhat likely ❑ Neutral
❑Somewhat unlikely ❑ Extremely unlikely

12. How satisfied are you with your overall South Padre Island experience?

❑Extremely satisfied ❑ Somewhat satisfied ❑ Neutral
❑Somewhat dissatisfied ❑ Extremely dissatisfied

13. How satisfied are you with Pro Watercross?

❑Extremely satisfied ❑ Somewhat satisfied ❑ Neutral
❑Somewhat dissatisfied ❑ Extremely dissatisfied

14. What suggestions do you have for improving Pro Watercross or your stay on South Padre Island? (write on back)

15. **What is your home zip or postal code?** _____

16. What is your home country?

❑ US ❑ Mexico ❑ Canada ❑ Other_____

17. What is your age? _____ (years of age)

18. What is your gender? ❑ Male ❑ Female ❑ Gender diverse
❑ Prefer not to answer

19. What is your marital status?

❑Married ❑Single ❑Widowed ❑Divorced/separated

20. What is your highest educational attainment?

❑Less than high school ❑Associate's degree
❑High school graduate ❑Bachelor's degree
❑Some college, no degree ❑Graduate/professional degree

21. What is your current employment status?

❑Work full-time ❑ Retired within past year
❑Work part-time ❑ Retired more than 1 year
❑Unemployed (looking for a job) ❑Other (Please specify)

22. What is your combined annual household income?

❑less than $20,000 ❑$60K-$69,999
❑$20K-$29,999 ❑$70K- $79,999
❑$30K- $39,999 ❑$80K- $99,999
❑$40K- $49,999 ❑$100K-$149,999
❑$50K-$59,999 ❑ $150,000 or more

23. What is your ethnicity? (Select all that apply)

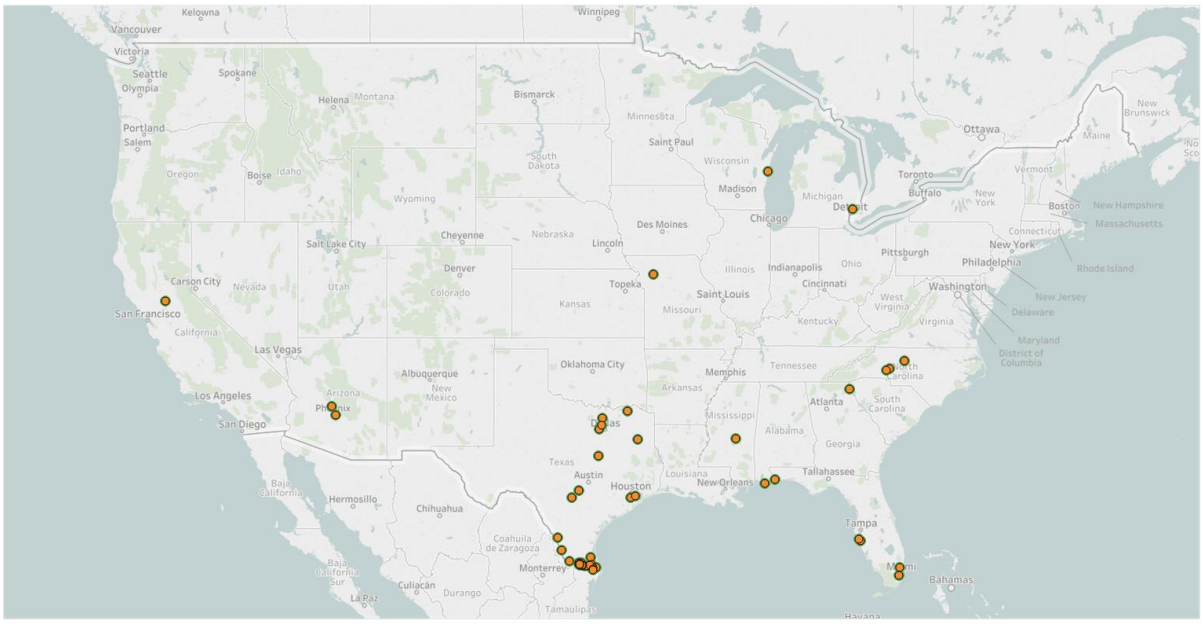
❑ White ❑ Hispanic ❑ Mixed
❑ Black ❑ Asian ❑ Other _____

Enter the **drawing for a 2-night stay** at the **Schlitterbahn Beach Resort**. Contact information is confidential and will be deleted after the drawing.

Name _____
Phone number: _____
Email: _____
Winners will be notified no later than 1 week after event.

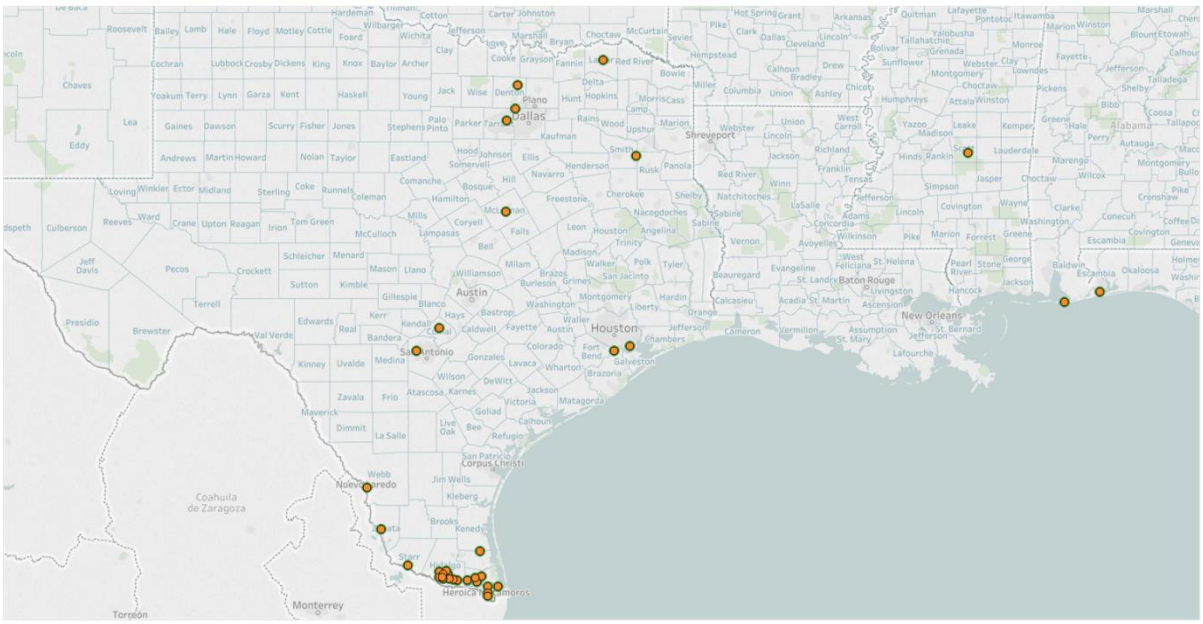
Appendix B: Zip code map

2019 SPLASH ZIPCODES



Map based on Longitude (generated) and Latitude (generated). Details are shown for ZIPCODES.

2019 SPLASH ZIPCODES



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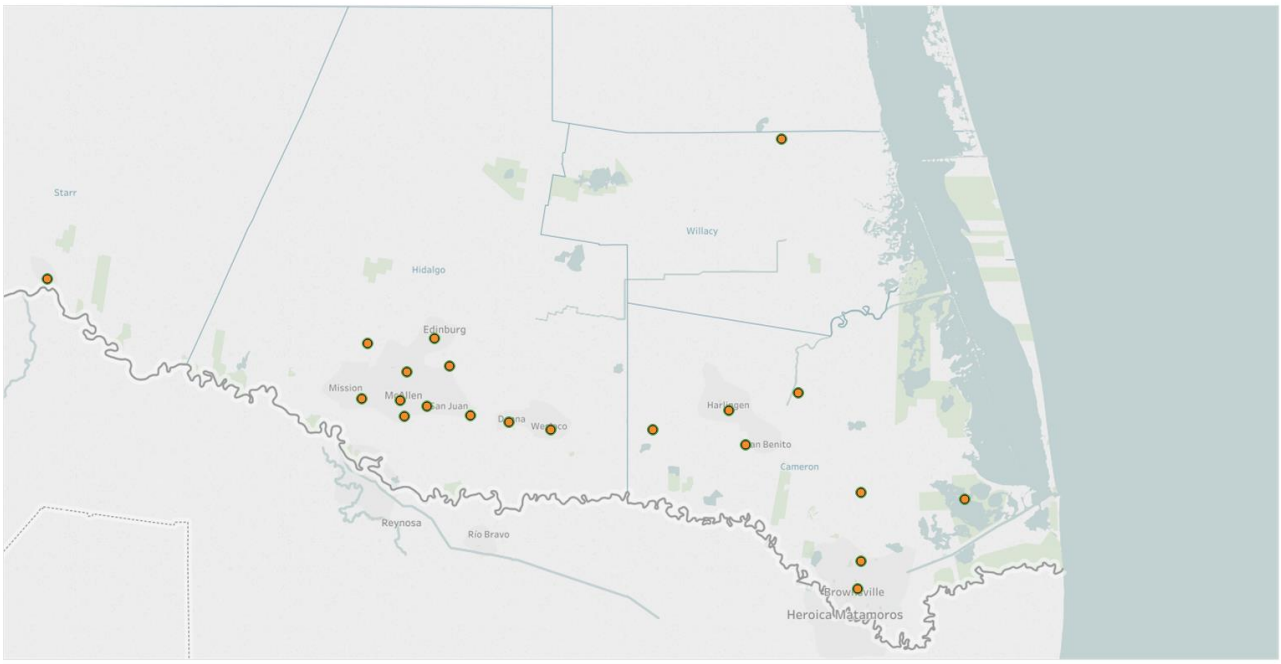
2019 SPLASH ZIPCODES



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PRO WATERCROSS

HOME | WORLD CHAMPIONSHIP | NATIONAL EVENTS | ATHLETES | SPONSORS | MULTIMEDIA

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PRO WATERCROSS

HOME | WORLD CHAMPIONSHIP | NATIONAL EVENTS | ATHLETES | SPONSORS | MULTIMEDIA

ROUND THREE: SOUTH PADRE ISLAND, TX | JUNE 1-2, 2019

WELCOME | RACE SITE INFO | REGISTER | HOTEL INFO | SCHEDULE

JUNE 1-2, 2019

SOUTH PADRE ISLAND, TX

COUNTDOWN CLOCK:

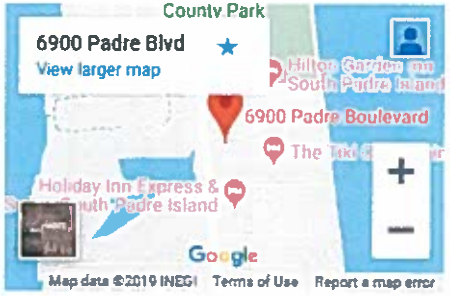
South Padre ISLAND

EVENT VENUE:

LA QUINTA INN & SUITES

PARTICIPANT PARKING:

CLAYTON'S BEACH BAR



#prowatercross | #southpadreisland | #southpadre | #sopadretx | #sopadre | #spi

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PRO WATERCROSS

HOME | WORLD CHAMPIONSHIP | NATIONAL EVENTS | ATHLETES | SPONSORS | MULTIMEDIA

WELCOME | RACE SITE INFO | REGISTER | HOTEL INFO | SCHEDULE

RACE LOCATION:
Clayton's Beach Bar
6900 Padre Blvd
South Padre Island, Texas

PARKING:
SEE SECURITY/PARKING ATTENDANT

ONSITE REGISTRATION:
CLAYTON'S BAR & GRILL - Main Stage Area

TIME:
- FRIDAY - 2:00 PM to 6:00 PM
- SATURDAY - 7:00 AM to 8:15 AM

South Padre ISLAND

#prowatercross | #southpadreisland | #southpadre | #sopadretx | #sopadre | #spi

11:18 AM
6/6/2019

Pages - MotoCMS | RD 3: South Padre Island, TX

Not secure | www.prowatercross.com/spi_tx/

Personal | UWP | PWX | PWXadmin | CC | goD | ElbowSpace | Flights | Dropbox | 4over | Get More Subscribe... | Millstone Graphics | D&B desktop | Riders And Parents

PRO WATERCROSS

HOME | WORLD CHAMPIONSHIP | NATIONAL EVENTS | ATHLETES | SPONSORS | MULTIMEDIA

WELCOME | RACE SITE INFO | REGISTER | HOTEL INFO | SCHEDULE

ONSITE REGISTRATION:

WHERE:

CLAYTON'S BAR & GRILL - Main Stage Area

TIME:

- FRIDAY - 2:00 PM to 6:00 PM
- SATURDAY - 7:00 AM to 8:15 AM

CLICK HERE TO REGISTER FOR SOUTH PADRE ISLAND

PRE ORDER VP RACE FUELS

JOIN PRO WATERCROSS MEMBERSHIP TODAY!

WHY PRE-REGISTER?

What is the advantage to pre-registering? Cost to you as a competitor... You will see that pre-register pricing is $100 for amateur classes, $75 for junior classes and $160 for Pro-Am classes.

Friday onsite registration will add $10 per class and Saturday morning registration will add $20 per class to the above prices.

Why the cost difference? To motivate you to pre-register... but beyond that, in order for Pro Watercross to be able to maintain these beautiful race sites for the tour, we need to be able to provide accurate reporting to our host cities, which includes how many hotels nights are used during the event weekend. We

TOUR CLASSES

RUNABOUT CLASSES:

- Amateur Runabout BOX Stock
- Amateur Runabout Superstock
- IROC Stock
- IROC GP
- Junior Spark Stock 13-15 yr
- Pro-Am Runabout BOX Stock
- Pro-Am Runabout GP
- Veteran Runabout BOX Stock

SKI CLASSES

- Amateur Ski Stock
- Amateur Ski GP
- Beginner Ski Stock
- Junior Ski Stock 10-12 yr
- Junior Ski Stock 13-15 yr
- Pro-Am Ski Stock
- Pro-Am Ski GP
- Ski Veteran Stock
- Ski Superstock

Screenshot Added
A screenshot was added to your Dropbox.

11:18 AM 6/6/2019

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PRO WATERCROSS

HOME | WORLD CHAMPIONSHIP | NATIONAL EVENTS | ATHLETES | SPONSORS | MULTIMEDIA

WELCOME | RACE SITE INFO | REGISTER | HOTEL INFO | SCHEDULE

HOST HOTEL:

Due the the late date, please call & ask for the Pro Watercross rate!

LA QUINTA INN & SUITES

7000 Padre Blvd
South Padre Island, TX 78597
(956) 772-7000
Limited rooms ... call ASAP
MENTION: PRO WATERCROSS

Due the the late date, please call hotels & ask for the Pro Watercross rate!

ADDITIONAL HOTELS:

HILTON GARDEN INN
7010 Padre Blvd
South Padre Island, TX 78597
Phone (956) 761-8700
MENTION: PRO WATERCROSS

LA COPA INN BEACH HOTEL
350 Padre Boulevard

South Padre ISLAND

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PRO WATERCROSS

HOME | WORLD CHAMPIONSHIP | NATIONAL EVENTS | ATHLETES | SPONSORS | MULTIMEDIA

WELCOME | RACE SITE INFO | REGISTER | HOTEL INFO | SCHEDULE

EVENT SCHEDULE

FRIDAY

- Registration / Check-In: 4:00 pm to 6:00 pm | on site at the PWX trailer

SATURDAY

- Late Registration/Check-in: 6:45 - 8:00 am | on site
- Pre-tech inspection: 7:30 - 8:30 am | entrance to the beach
- Rider's Meeting Role Call: 8:15 -8:30 am | at the announcing tower
- Rider's Meeting: 8:30 am
- Practice: 9:15 am
- Racing: Following practice
- Pro Show: 11:00 am - 2:00 pm (moto 1)
- Post Pro Show: Amateur racing continues (motos 1&2)

SUNDAY

- Rider's Meeting Role Call: 8:15 -8:30 am | at the announcing tower
- Rider's Meeting: 8:30 am

LOCAL SPONSORS:

South Padre ISLAND

Make it yours.

#prowatercross
#southpadreisland
#southpadre | #sopadretx
#sopadre | #spi

11:18 AM 6/6/2019

Pages - MotoCMS | RD 3: South Padre Island, TX

Not secure | www.prowatercross.com/spi_tx/

Personal | UWP | PWX | PWXadmin | CC | goD | ElbowSpace | Flights | Dropbox | 4over | Get More Subscribe... | Millstone Graphics | D&B desktop | Riders And Parents

PRO WATERCROSS

HOME | WORLD CHAMPIONSHIP | NATIONAL EVENTS | ATHLETES | SPONSORS | MULTIMEDIA

11:18 AM
6/6/2019

EVENT SCHEDULE

FRIDAY

- Registration / Check-In: 4:00 pm to 6:00 pm | on site at the PWX trailer

SATURDAY

- Late Registration/Check-in: 6:45 - 8:00 am | on site
- Pre-tech inspection: 7:30 - 8:30 am | entrance to the beach
- Rider's Meeting Role Call: 8:15 -8:30 am | at the announcing tower
- Rider's Meeting: 8:30 am
- Practice: 9:15 am
- Racing: Following practice
- Pro Show: 11:00 am - 2:00 pm (moto 1)
- Post Pro Show: Amateur racing continues (motos 1&2)

SUNDAY

- Rider's Meeting Role Call: 8:15 -8:30 am | at the announcing tower
- Rider's Meeting: 8:30 am

LOCAL SPONSORS:

South Padre ISLAND

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#sopadre | #spi

Item No. 5

CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM

MEETING DATE: June 20, 2019

NAME & TITLE: Marisa Amaya, Event Development & Packaging Manager

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the following funding requests for special events (*tabled from April 10, 2019 Special Event Committee meeting*):

a. HalloWings
b. Wahoo Fishing Tournament
c. Zombie Charge
d. Holiday Lights Over Padre
e. Veteran's Day Event
f. Fishing's Future

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve funding requests.

Item No. 5.A

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

MEETING DATE: June 20, 2019

NAME & TITLE: Marisa Amaya, Event Development & Packaging Manager

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for the Hallowings special event.

ITEM BACKGROUND

This item was tabled at the April 10, 2019 Special Event Committee regular meeting.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Special Events Committee approve a funding amount.

South Padre Island Convention & Visitors Bureau

South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law

APPLICATION FOR INITIAL FUNDING

Today's Date: 05/07/19

ORGANIZATON INFORMATION

Name of Organization: South Padre Island Birding, Nature Center & Alligator Sanctuary

Address: 6801 Padre Blvd.

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

Contact Name: Alita Bagley **Contact Email:** spialita1@gmail.com

Contact Office Phone Number: 956-761-6801

Contact Cell Phone Number: 956-243-1920

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

Non-Profit or For-Profit status: 501 c 3 **Tax ID #:** 20-3288155

Entity's Creation Date: March 2006

Purpose of your organization:

The mission of the South Padre Island Birding & Nature Center is to educate the public about the birds of South Padre Island and its environs: the flora, fauna and natural environment of South Padre Island and the Laguna Madre Coastal area, with an emphasis on conservation and environmental awareness.

EVENT INFORMATION

Name of Event: HalloWings

Date(s) of Event: November 1 - 3, 2019

Primary Location of Event: SPI Birding Center, Native Plant Center, Jim's Pier, SPI Convention Centre

Amount Requested: $30,000

Primary Purpose of Funded Activity/Facility:

To provide a weekend long, series of family-friendly events focusing on the migration of the Monarch butterfly

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

See attached

Percentage of Hotel Tax Support of Related Costs

80% 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 FundedEvent

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: $ 30,000

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

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

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

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

_____

_____

_____

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

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

_____

_____

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

What percentage of the ridership will be local citizens? _____

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

What tourist attractions will be the subject of the signs?

_____

_____

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event: 2

Expected Attendance: 1000

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

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

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
October 2017	$27,000	
October 2018	$27,000	24

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

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

Will the event charge admission? Main event on Saturday free, Friday & events have a fee

Do you anticipate a net profit from the event? No

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:** $ 2,000
- **Radio:** $ 0
- **TV:** $ 0
- **Website, Social Media:** $ 1,000
- **Other Paid Advertising:** $ 500

Anticipated Number of Press Releases to Media: 2

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?
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?

_____

What geographic areas does your event reach?
Rio Grande Valley

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:

_____

_____

[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an additionally 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 Manager
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

OCTOBER 25 - 27. 2020

Friday		Saturday			Sunday	
6:30pm	Winged Gala - BNC	9 - 11	Breakfast w/Monarchs- BNC		8:30 am	Breakfast w/Pirates Jim's Pier
	Entertainment - Wine/Beer Tasting/Hors d'oeuvres Art Show	9 -: 3	Sandcastle Exhibit - BNC		12pm	Pirate Cruise
6:15pm	Boo Bash Arts and Crafts - CVB	9 - 3	Butterfly Tent Exhibit BNC			
7:00pm	Boo Bash Feature Film - CVB	10 am	Guided Bird Walk - BNC			
		10 am	Nature Film Showing BNC			
		10 am	Growing Butterfly Plants NPC			
		10 am	Leslie Blasing - Stage BNC			
		10:45 am	Monarch Talk BNC			
		11 - 3	Food Truck - BNC			
		11 am	Guided Butterfly Walk BNC			
		11 am	UnLITTER Trashion Show Stage BNC			
		11:30 am	Magic Show - Auditorium BNC			
		11:30 am	Guided Bird Walk - BNC			
		12pm	Melvin Ellis- Stage BNC			
		12:30 pm	Nature Film Showing BNC			
		1:00 pm	Mariachi Azteca - Stage BNC			
		1:00 pm	Guided Bird Walk - BNC			
		1:00 pm	Monarch Talk - auditorium BNC			
		2:00 pm	Growing Butterfly Plants NPC			
		2:00 pm	Garden Crawl Tour NPC			
		2:00 pm	Nature Film Showing BNC			
		1:30 pm	Guided Butterfly Walk BNC			
		2:30 pm	Folklorico - Stage BNC			
		5pm	Happy Hour/Shrimp Boil NPC			

CVB - Convention Ctr BNC - Birding & Nature Center NPC - Native Plant Ctr

Hallowings

2019 | | Multiple day event

Locations	Contact Person/ Phone #	Contact Email	
MAIN POC	Alita Bagley	spialita1@gmail.com	
BNC	Cristen Howard	choward@spibirding.com	Friday Evening/ Saturday
Convention Centre	Marisa Amaya - 956.802.1003	marisa@sopadre.com	Friday Evening/ Saturday
Painted Marlin Grille	Phil Calo		Sunday Morning
Pirate Ship	Phil Calo		Sunday Morning

Vendor	Main Contact Person/ Phone #	Vendor Email
Coastal Event Rentals	Jaime Barbosa - 956.343.7884	jaime@coastaleventrentalsrgv.com

Vendor/ Other Expenses	Description		Estimated	Actual
		Budget:	$30,000.00	
Coastal Event Rentals	Tents, Stage, Speakers, Heaters, etc.		$5,500.00	
Entertainment			$4,000.00	
Butterfly Sand Sculpture	Lucinda Wieranga		$300.00	
Butterfly Tent	10x20 - Butterflies, Flowers, Benches, Mulch, Edging, Signage		$8,000.00	
Marketing	Insert into Newspaper - 70,000; Blogs, Ads		$4,000.00	
	Facebook $100			
	Coastal RGV Insertion - $2030			
	Full Pg Ad (Coastal Current) -			
Swank	Friday Night Movie		$500.00	
Hobby Lobby	Halloween Crafts for kids - Friday Night		$300.00	
Breakfast w/the Pirates	Pirates		$500.00	
Breakfast w/the Pirates	Treasure chests for kids		$300.00	
Toucan Graphics	Median Banner, Posters -		$400.00	
	Median Banner - $250			
	Temporary Sign/Banner at location		$800.00	
CVB	Parking assistance/golf carts		in kind	
Event Supplies	2 Seperate Invoices		$1,230.00	
Movie Supplies	Walmart		$350.00	
		Total	$26,180.00	
		Remaining	#VALUE!	

Schedule

Task	When	Assist	Notes

Onsite

Activity	When	Assist	Notes
On Site Surveys?			

Item No. 5.B

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

MEETING DATE: June 20, 2019

NAME & TITLE: Marisa Amaya, Event Development & Packaging Manager

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for the South Padre Island Wahoo Fishing Classic.

ITEM BACKGROUND

This item was tabled at the April 10, 2019 Special Event Committee regular meeting.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Special Events Committee approve a funding amount.

South Padre Island Convention & Visitors Bureau

South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law

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

APPLICATION FOR INITIAL FUNDING

Today's Date: 4/2/2019

ORGANIZATON INFORMATION

Name of Organization: Wahoo Classic Inc.

Address: PO Box 2312

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

Contact Name: Dave Hollenbeck **Contact Office Phone Number:** 303-517-9419

Contact Cell Phone Number: 303-517-9419

Web Site Address for Event or Sponsoring Entity https://www.spiwahooclassic.com/

Non-Profit or For-Profit status: Non-Profit **Tax ID #:** 812-219-3734

Entity's Creation Date: April 12, 2016

Purpose of your organization:
Bring anglers to South Padre Island to compete in a offshore Wahoo Fishing Tournament.

EVENT INFORMATION

Name of Events or Project: Wahoo Classic

Date of Event or Project: September 13-15, 2019

Primary Location of Event or Project: Jim's Pier South Padre Island

Amount Requested: $5,000

Primary Purpose of Funded Activity/Facility:

Advertising.

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

Ads in magazines, printing costs, T-shirts, hats, bags.

Percentage of Hotel Tax Support of Related Costs

15% Percentage of **Total Event Costs** Covered by Hotel Occupancy Tax

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

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

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

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

NO

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: $ None

b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: $ None

c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: $ 5,000

d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that 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: $ None

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

f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**
Amount requested under this category: $ 0

How many attendees are expected to come to the sporting related event? 250-300

How many of the attendees at the sporting related event are expected to be from another city or county? 100

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

Due to our advertising as far as way as Rockport we would anticipate anglers from outside the SPI area to come to the fishing event.

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

Amount requested under this category: $ None

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

None

Will members of the general public (non-tourists) be riding on this transportation? None

What percentage of the ridership will be local citizens? None

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

Amount requested under this category: $ 500.00

What tourist attractions will be the subject of the signs?

N/A

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: The 2019 tournament will be the fourth annual event.

Expected Attendance: 250

How many people attending the Event or Project will use South Padre Island lodging establishments? 75 room nights

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

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

Will work with the CVB to establish group rates for our Attendees.

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
September 2016	$40,000	Number of rooms unknown
September 2017	$40,000	Number of rooms unknown
September 2018	$25.000	Number of rooms unknown

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

When the anglers register for the tournament they will be asked to fill out a questionnaire about their planned activity while on South Padre Island.

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

Will the event charge admission? No

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?

A portion will be given to a local charitable organization. After all expenses, the remaining balance will be held over the 2020 event.

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:** $ 10%
- **Radio:** $ 0
- **TV:** $ 0
- **Website, Social Media:** $ 30%
- **Other Paid Advertising:** $ 60%

Anticipated Number of Press Releases to Media: 3

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

Other Promotions: Email pass participants. Drive distance of 200+ miles to deliver posters and flyers to all marinas.

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?

Through an email blast. Work with Boat Dealerships to help promote Tournament.

What geographic areas does your event reach?

Coastal Texas, South Padre Island to Rockport

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

- **Expected Visitation by Tourists Monthly/Annually:** None
- **Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities:** 0 **% (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 Cameron County Insurance Co., Located in Port Isabel

[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

X Schedule of Activities or Events Relating to the Funded Project

X 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

2019 South Padre Island Wahoo Fishing Classic

Event Name: South Padre Island Wahoo Fishing Classic

Event Date/s: September 13 - 15, 2019 Inclement Weather Date September 20 – 22,2019

Event Venue/s: Jim's Pier; 211 W. Swordfish, South Padre Island, TX 78597

Event Details: www.spiwahooclassic.com

Fourth Annual, Offshore Fishing Tournament. Prizes awarded for three different fish species, Wahoo, Dorado and Tuna.

Event is a traditional off-shore tournament, "Go Fast," trailerable center console boats are invited and encouraged to participate.

The three-day event includes a Captain's meeting on day one, a full day of fishing on day two and an awards ceremony on the final day.

Proceeds from the SPI Wahoo Classic tournament are donated to the Laguna Madre Education Fund which provides scholarships to local high school students.

Sponsors and Marketing

2018 Sponsors: South Padre Island, Castellanos Seafood, Dennis & Anna Stahl, Ray & Nancy Hunt, La Copa Inn, Laguna Bob, Jim's Pier, Kohnami Restaurant, Louie's Backyard, La Quinta, Pier 19, The Painted Marlin, Pirate's Landing, Sea Ranch, Gabriellas, First Community Bank, The Palms Resort, Tom & Jerry's, Shallow Sport, Isla Grand, Daddy's, Marcellos, Blackbeards, Hilton Garden Inn, and Yummies

2018 Trophy Sponsors: Team Hoo Dat, Peggy's Tatoos, Tarpon Self Storage, Barrels and Bullets, Dave & Marie Hollenbeck, Captain Bryan Ray's Fishing

Marketing Tools Include:

MARKETING TOOLS	***DIGITAL, ONLINE***
Word of Mouth	**Website**
Participants, sponsors and local fishing guides	www.spiwahooclassic.com
Databases/Direct mail	**Social Media, Blogs, Forums**
Save the date letters and emals	Facebook
Thank you letters post tournament	Instagram
Include event details in email signatures.	Online Optimization
PUBLICITY /PUBLIC RELATIONS	**On-line Calendar listings**
Free Editorial	CVB Website, Island Getaways Website and event website
Coastal Current	***MARKETING MATERIALS***
Channel Five Weather (new for 2019)	Letters, stickers and post cars
Functions	Fliers, posters distributed throughout the Rio Grand Valley
Captain's meeting	Signage; banners
Awards Ceremony	Day of event signs
	SPI signs at Causeway
Council, Tourism, Businesses	CVB push sheet in LKT giveaway bags
South Padre Island Convention and Visitors Bureau	T-shirts to all participants with logo and website

2019 Wahoo Classic schedule of events

Friday September 13th 2019 Under the big tent at Jim's Pier Marina, registration , hand out of bags and gifts to anglers, live entertainment.

Saturday September 14th 2019 . Fishing all day offshore with weigh-ins in the late afternoon.

Sunday September 15th 2019 Under the tent at Jim's Pier marina. Awards and cash prizes to the winning anglers, announcements for the following year, recognition and thanks for all of our sponsors. Coffee and pastries will be served.

Item No. 5.C

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

MEETING DATE: June 20, 2019

NAME & TITLE: Marisa Amaya, Event Development & Packaging Manager

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for the Zombie Charge race.

ITEM BACKGROUND

This item was tabled at the April 10, 2019 Special Event Committee regular meeting.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Special Events Committee approve a funding amount.

South Padre Island Convention & Visitors Bureau

South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law

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

APPLICATION FOR INITIAL FUNDING

Today's Date: 5/1/2019

ORGANIZATON INFORMATION

Name of Organization: Activeworks, LLC

Address: 515A S. Fry #557

City, State, Zip: Katy, TX 77450

Contact Name: Sandy Reyes Contact Office Phone Number: 832-896-6072

Contact Cell Phone Number: 832-896-6072

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

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

Entity's Creation Date: 12/2017

Purpose of your organization:
Activeworks, LLC is an event management company with the purpose of creating events that inspire fitness and impact communities through interactive and unique 5k events.

EVENT INFORMATION

Name of Events or Project: Zombie Charge 5K OCR & Festival

Date of Event or Project: October 12, 2019

Primary Location of Event or Project: Clayton's

Amount Requested: $30,000

Primary Purpose of Funded Activity/Facility:

The primary purpose of funded activity is to increase the visitor numbers, promote tourism that stimulates local economy and bring a physical fitness event to the region for families, co-workers to participate together.

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

Primarily marketing, logistical support and course operations. Building a base and reaching out to wide range of Texas residents. We will make contact with media outlets such as Telemundo and iHeart to partner and get involved in co-sponsored events to pass out flyers, have radio airtime 3 weeks prior to the event, work with large organizations like MudRunGuide, SGX (Spartan Race trainers) networks, advertise on facebook and run sponsored contests in order to spark interest. We will also hire a core team that lives in the area to make connections with gyms, local run events and promote in target markets like on UTRGV campus.

Percentage of Hotel Tax Support of Related Costs

55 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 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: $ 30,000

How many attendees are expected to come to the sporting related event? 2,000

How many of the attendees at the sporting related event are expected to be from another city or county? 95%

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?
Our goal is to cast a wide marketing net that extends from Mexico to North Texas and Louisiana and large metro cities like Dallas/Fort Worth, Austin, Houston. With our projections on room stays and room blocks, we intend to bring from $15,000 to $18,000 in revenue. We estimate of discretionary spending, a total of $20-25K at minimum for SPI.

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

Amount requested under this category: $ _____

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

_____

_____

_____

_____

_____

_____

_____

_____

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

What percentage of the ridership will be local citizens? _____

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

Amount requested under this category: $ _____

What tourist attractions will be the subject of the signs?

_____

_____

_____

_____

_____

_____

_____

_____

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: 3 years

Expected Attendance: 2,000

How many people attending the Event or Project will use South Padre Island lodging establishments? 125-150 rooms and 300-500 people to stay over that weekend

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

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:
A 10 room block will be set aside for anyone working the event and main volunteer leads. We will work on discounts for every ticket of $5 - 10 if they book in SPI ONLY.

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
September 2018	$35,000	77

How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)?
Attendee surveys on check in, discounts of $5-10 on each ticket will give us an idea also and working with hotels more closely to get an idea on check ins if they mention our event

Please list other organization, government entities, and grants that have offered financial support to your project: McCoys, Tropical Smoothie Cafe, Russo's

Will the event charge admission? Yes - only to participate, free for the public

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?
Estimated net profit of $20,000 of which most will be used as seed money for next year's event as we downgrade the HOT amount year to year. The money will go to keep obstacles stored and safe, labor to safely disassemble, deposit to builder who knows obstacles for 2020 and inventory for 2020.

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: $0
- Radio: $3000
- TV: $0
- Website, Social Media: $10,000
- Other Paid Advertising: $10,000

Anticipated Number of Press Releases to Media: 100

Anticipated Number Direct Mailings to out-of-town recipients: N/A

Other Promotions: Expos, other races, state wide promotions, obstacle race sites (i.e. MRG)

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 will work with the local haunted houses such as Toluca Ranch, upcoming movie promoters for movies like Zombieland 2 and do contests.

What geographic areas does your event reach?
Major markets will be all of the RGV, North Mexico, San Antonio, Houston, Austin, Dallas, Louisiana and Oklahoma

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:

_____

_____

_____

[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:

X____ Proposed Marketing Plan for Funded Event

X____ Schedule of Activities or Events Relating to the Funded Project

X____ Complete budget for the Funded Project

X____ 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

Proposed Marketing Plan – SPI Zombie Charge 2019

Marketing Summary

Zombie Charge, being a unique concept in a 5K distance run with military style obstacles in a run event that's open level with a zombie them, can attract hundreds of participants and thousands of total attendees. SPI would be first to market to bring this type of event in the beautiful setting of the island. The following strategies will be used to maximize the visibility of the event and bring more people to SPI on the weekend of Zombie Charge. By using influencers in the area especially fitness personalities, radio and TV – we can focus efforts to make it such a unique event that families will want to make it a weekend.

Mass Marketing Strategies

Radio

Our partnership with Telemundo and iHeart Media has successfully tested the ability for mass awareness of our event to a target audience in the hundreds of thousands within a month campaign. Our plan will involve using popular morning shows, radio personality endorsements and contests at specific times in the morning and afternoon that coincide with traffic times to really expose the opportunities for listeners to participate or attend the festival. The on air and online streams reach an age group that is our intended group of 18-44 and a population more likely to travel, spend a night at a hotel and be part of Zombie Charge. The cost for the radio run for 3 weeks can be negotiated at $3,000. This will give a regionwide appeal to everyone and get people planning to attend, book rooms, etc.

Online

We will focus on listings and promoted listings that focus on runners, endurance athletes and festival goers which will be searchable by those looking for our type of event. The reach of these sites such as running calendars have a good percentage of impressions and act as a word of mouth online. One big online push will be within Meetup Groups where specific groups like Triathalon Training or Bootcamps will be used as a member experience and bring in more numbers. Specifically, we will work with Spartan race instructors (SGX) in the RGV to appeal to

their clientele. Also, with our established partnerships with Footworks store, we will advertise to run groups and offer discounts.

Social Media

A marketing consultant will be hired to put together a powerful promotional plan for Facebook, Twitter and Instagram to stimulate ticket sales and overall target those most likely to buy tickets and make weekend plans to stay at SPI at least one night. Facebook has the ability to boost posts which will be consistent weekly and monitored, Instagram with campaigns using images and video and twitter promoted tweets with messaging and pictures showing the event and imagery of the island.

Our plan for social media will be targeted ads for South Texas, North Mexico and up to Austin. $500 per campaign revolving every 1 to 2 weeks specifically targeting runners and it will be pay-per-click or engagement. Some ads will include links to hotel specials and activities for families to make it a weekend as well as contests. Facebook will be the primary platform for these paid ads.

Partner and Affiliate Marketing

Currently, we have partnerships with haunted houses and organizations like Mud Run Guide, Mud Run Fun and Gov X are providing their member database (300,000+ in Texas combined) an exclusive deal which generates more ticket sales. Affiliate marketing will cost a one time fee and a per registered runner fee paid after the event. Usually we pay about $500 per affiliate but their wide reach has the potential to get many more active, recreational participants to the race.

Fitness Industry Targeting

Our targeted marketing would also reach Specialty Gyms like Crossfit and studios like 9round, iLove Kickboxing and Orange Theory but also with big box gyms like Lifetime Fitness which have 5K run clinics. These locations not only pass down savings to members with large posters and flyers on a daily basis in the entrance and on member appreciation days, they offer a great primer to put the strength of word-of-mouth to test as members build teams. The other type of fitness industry locations include cryotherapy, chiropractic venues and running stores like Fleet Feet where additional marketing will occur.

University Demographic

About 25% of the attendee profile historically has been 18-25 and heavily with college age students. With a price point offering lower ticket costs for this experience and the ability to sign

up as a 'zombie', the interest is multiplied. We would target community colleges and universities with specific targeting with students organizations like fraternities and sports related groups that could come to the event as volunteers to earn hours but also an entry at discount or even for free. On campus ambassadors would be sought and the event would be promoted at events like tail gates and back to school activities. We have partnered with the Student Veteran Organization at UTRGV. Our core team members will include college Juniors and Seniors that will be paid for work completed to promote discounted tickets to the student body and student organizations.

Discount Site Promotion

Our exclusive rate with discount site giant Groupon and other sites like Rush49 would be used to generate even more ticket sales to drive direct savings to consumers and give incentives to spend more on their weekend at SPI. Our investment into Groupon alone has resulted in 30-40% more signups than other sales distribution channels. Groupon and Rush normally charge 40% of a ticket and in this case we will pay them between $800 to $1200 each partner.

Crosspromotion like American Ninja Warrior

In the last few years, we've worked with Texas resident athletes that have been on the hit TV show American Ninja Warrior which has mass appeal. These athletes, like 2 time Olympic medalist Jonathan Horton from Houston, have given our event an even more unique offering where fans and runners can meet and be motivated by their start line speech at Zombie Charge. We are currently in talks with Abel Gonzalez from the RGV who would also be an added element to our 2 day long event itinerary.

Summary

The ability to use every manner of marketing is key to a mutually successful event at SPI. We feel with additional visibility created with funding from HOT, we would be able to drive more sales and interest for many to not only visit SPI but stay the weekend. The fact we will host a FREE community wide pre-party to pick up packets for runners and do free workouts, contests, live music, kid friendly activities and food will also kick off the weekend with an added value add to those going and convince them to make a weekend getaway from it. Our projections clearly indicate that our event being the most unique, hosted in a known destination like SPI is a powerful economically stimulating partnership bringing Zombie Charge there in September of 2019.

Zombie Charge Expense Budget 2019 - SPI

Category	Unit Cost Budgeted	# of Units	Budgeted Cost	Notes
Medals, buffs, bibs,etc	$2.70	1,000	$2,700.00	Need quotes
T-Shirts (Runners)	$3.25	1,000	$3,250.00	Presenting Sponsor and shirts/merch will have SPI logo
Flag Belts	$2.00	1,000	$2,000.00	Own current inventory
Makeup and Make Up Artist	$2,000.00	1	$2,000.00	Will connect with local schools, university theatre groups, craigslist ad; pay artists for a day's
Insurance	$1,500.00	1	$1,500.00	Harned Insurance
Course Rental Fee	$0.00	1	$0.00	Using beachside property; Claytons as a location for festival/start and finish
Security	$30.00	12	$360.00	Off Duty LEOs
Medical	$1,000.00	1	$300.00	SPI FD
Water	$15.00	10	$150.00	ted based on water station needs 2 weeks before event and on runners per wave for water re
Promotional Materials	$300.00	0	$600.00	With SPI logo to leave at businesses in the RGV
DJ	$400.00	1	$400.00	Local DJ
Hotel	$0.00		$2,000.00	Logistics core team needs overnight stays (block room)
Paid Staff	$0.00	1	$3,000.00	potties, sinks and fencing from United Site Services Sponsorship
Tables/Chairs	$250.00	1	$0.00	Activeworks providing
Trailer	$0.00	1	$500.00	Need enclosed trailer rental to bring logistic items
Caution Tape	$9.00	20	$180.00	Course safety materials
Event Incidentals	$200.00	1	$200.00	PVC, tools, etc. - local purchase
Plastic Cups - Water Stations	$75.00	1	$150.00	Local Purchase
Lumber/Pipe	$2,000.00	1	$4,000.00	SPI Sponsored obstacle/challenge
Build Crew	$3,500.00	1	$6,000.00	Work with local GC or experienced skilled labor
4x4 Gator Rental	$500.00	1	$700.00	TBD
Permits	$1,000.00	1	$1,000.00	Cameron county
Marketing	$11,000.00	1	$11,000.00	See Sheet 2
Operational	$9,000.00	1	$9,000.00	Includes: Facebook Advertising, promoted listing on Active or Mud Run Guide
Total			$50,990.00	

Zombie Charge Income Budget 2019 - SPI

Marketing Breakdown

Radio x 3 weeks	3,000
Facebook ads	5,000 every other week
Online Promoted Listings	1,000

Item No. 5.D

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

MEETING DATE: June 20, 2019

NAME & TITLE: Marisa Amaya, Event Development & Packaging Manager

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for the Holiday Lights Over Padre special event.

ITEM BACKGROUND

This item was tabled at the April 10, 2019 Special Event Committee regular meeting.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Special Events Committee approve a funding amount.

South Padre Island Convention & Visitors Bureau

South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law

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

APPLICATION FOR INITIAL FUNDING

Today's Date: 6/28/2018

ORGANIZATON INFORMATION

Name of Organization: SPI Holiday Lights over South Padre Weekend

Address: 7355 Padre Blvd

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

Contact Name: Marisa Amaya **Contact Office Phone Number:** 956-761-3000

Contact Cell Phone Number: 956-761-3000

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

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

Entity's Creation Date: 2018

Purpose of your organization:

Provide family friendly entertainment with a focus on multi day events in support of the City's Holiday program.

EVENT INFORMATION

Name of Events or Project: SPI Holiday Lights over South Padre Weekend

Date of Event or Project: December 2019

Primary Location of Event or Project: SPI Convention Center

Amount Requested: $27,000

Primary Purpose of Funded Activity/Facility:

Generate overnight stays as part of a larger weekend supporting Light's Over Padre.

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

This request will focus on the addition of a sandcastle village, building expo and possible laser light show during the Light's Over Padre holiday weekend.

Percentage of Hotel Tax Support of Related Costs

100 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:

City to provide possible lighting and generator support for displays to be visible during the evenings.

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: $ 20,000

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? 750

How many of the attendees at the sporting related event are expected to be from another city or county? 500

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?
Bringing business to hotels and restaurants the weekend of the event.

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

Amount requested under this category: $ _____

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

_____

_____

_____

_____

_____

_____

_____

_____

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

What percentage of the ridership will be local citizens? _____

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

Amount requested under this category: $ _____

What tourist attractions will be the subject of the signs?

_____

_____

_____

_____

_____

_____

_____

_____

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: 1

Expected Attendance: 750

How many people attending the Event or Project will use South Padre Island lodging establishments? 100

How many nights do you anticipate the majority of the tourists will stay: 1 over multiple weekends

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

South Padre Island CVB will package this event with local 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
December 2018	$27,000	TBD

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

Survey and Room block information

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

Will the event charge admission? No

Do you anticipate a net profit from the event? No

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

Event fees will be consistent year over year.

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?

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?

SoPadre website, Facebook, Twitter, TAG

_____

_____

What geographic areas does your event reach?

_____

_____

_____

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:

_____

_____

_____

[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

X_____ 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

Holiday Lights Over Padre

December 6-8, 2019

Holiday Lights Over Padre Weekend

- Tree Lighting Ceremony
- Annual Street Parade
- Lighted Boat Parade
- Breakfast with Santa
- Holiday Sand Castle Village

Tree Lighting Ceremony
&
Annual Street Parade

Friday, December 6, 2019
5:30 p.m.

- Location: SPI City Hall

- Organized by Parks & Recreation Department

- Assist as needed

- $600 for Santa (including Breakfast with Santa appearance)

Lighted Boat Parade

Saturday, December 7, 2019
6 p.m.

- Captain’s Meeting day of LBP

- Begins at South Point Marina in Port Isabel and ends near Bar District on SPI

- Awards Dinner following the Parade

Lighted Boat Parade - 2018 information

- 22 boats participated
- Judging was held at The Painted Marlin Grille
- Awards dinner held at Louie's Backyard
- CVAB awarded $3,000 for 2018 LBP


JOY
DINNER CRUISES 956-761-2212
GETAWAY


Bryants Bagsale Photography

Breakfast with Santa

Sunday, December 8, 2019
9 a.m.

- Held at Schlitterbahn Beach Waterpark

- Visit/photos with Santa, crafts and pancake breakfast

- Over 100 kids

- Spent $300 on crafts

- Schlitterbahn provides pancakes, juice, milk and discounted rates

Holiday Sand Castle Village

Month of December 2019

- Built after Sand Castle Days in October 2019

- Opens to the Public on December 1st

- Remains open to the public throughout the month of December

Holiday Sand Castle Village

- 12 sand sculptures in 2018
- 40x40 tent with 24-hour security on the weekends
- Possible locations for 2019
  - Hunts Food Truck Lot (between The Greens & Tequila Sunset)
  - New Transit/Multimodal Building
  - The lot in front of City Hall (next to FOAR)
- CVAB funded $20,000


Toasty
Snowman

Item No. 5.E

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

MEETING DATE: June 20, 2019

NAME & TITLE: Marisa Amaya, Event Development & Packaging Manager

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for the Veteran's Day special event.

ITEM BACKGROUND

This item was tabled at the April 10, 2019 Special Event Committee regular meeting.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Special Events Committee approve a funding amount.

South Padre Island Convention & Visitors Bureau

South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law

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

APPLICATION FOR INITIAL FUNDING

Today's Date: 6/28/2018

ORGANIZATON INFORMATION

Name of Organization: SPI Veteran's Day Program

Address: 7355 Padre Blvd

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

Contact Name: Marisa Amaya **Contact Office Phone Number:** 956-761-3000

Contact Cell Phone Number: 956-761-3000

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

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

Entity's Creation Date: 2018

Purpose of your organization:
Provide family friendly entertainment with a focus on multi day events
in support of the City's Veteran's Day program.

EVENT INFORMATION

Name of Events or Project: SPI Veteran's Day Program

Date of Event or Project: November 2019

Primary Location of Event or Project: SPI Convention Center

Amount Requested: $20,000

Primary Purpose of Funded Activity/Facility:

Generate overnight stays as part of a larger weekend supporting Veteran's Day.

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

Guest speakers, food and beverage, musical entertainment, Veteran's Day Parade and children's activities.

There will also be two race events – a rucksack march and Veteran's run.

Percentage of Hotel Tax Support of Related Costs

100 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:

City to provide EMS/ POLICE / TRAFFIC CONTROL

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: $ _____

How many attendees are expected to come to the sporting related event? 500

How many of the attendees at the sporting related event are expected to be from another city or county? 400

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?
Bringing business to hotels and restaurants the weekend of the event.

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

Amount requested under this category: $ _____

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

_____

_____

_____

_____

_____

_____

_____

_____

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

What percentage of the ridership will be local citizens? _____

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

Amount requested under this category: $ _____

What tourist attractions will be the subject of the signs?

_____

_____

_____

_____

_____

_____

_____

_____

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: 1

Expected Attendance: 500

How many people attending the Event or Project will use South Padre Island lodging establishments? 75

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

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

South Padre Island CVB will package this event with local 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
2018	$15,000	tbd

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

Survey and Room block information

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

Will the event charge admission? NO

Do you anticipate a net profit from the event? No

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

Event fees will be consistent year over year.

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:** $ 5,000
- **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?

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?

_____

_____

_____

What geographic areas does your event reach?

RGV, Austin, San Antonio, Dallas

_____

_____

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:
TML

[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

X Schedule of Activities or Events Relating to the Funded Project

X 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

UTRGV Business & Tourism Research Center

2018 Veterans Day Weekend

Event Attendance

1,850 attendees
718 households
431 room nights
-27.1% change in event days YoY occupancy

DEMOGRAPHICS

Average age 39
Average Income:
55.0%
$50,000 or more

$15,000
CVB Investment

$361,079
Total Spending

$503
spending per household

2.48 visitors per household

1.35 nights spent on SPI

City tax share

10.5% Lodging = $16,240
2% F&B sales tax = $1,213
2% Other sales tax = $2,115
Total = $19,568

Total tax ROI = 30.5%
Lodging only ROI = 8.3%

SPI Experience

88.6 NET PROMOTER SCORE likely to recommend South Padre Island

97.8% Likely to return

95.6% Satisfied with SPI

91.1% Satisfied with event

Item No. 5.F

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

MEETING DATE: June 20, 2019

NAME & TITLE: Marisa Amaya, Event Development & Packaging Manager

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for Fishing's Future.

ITEM BACKGROUND

This item was tabled at the April 10, 2019 Special Event Committee regular meeting.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Special Events Committee approve a funding amount.

City of South Padre Island
Sponsorship Application

Organization's Information

Organization Name: Fishing's Future

Registered Federal Tax-Exempt ID Number: 20-8782271

Executive Director/CEO Name: Shane Wilson

Contact Person Name:	**Contact Person Title:**
Wendy Van Den Boogerd	VP Business Operations

E-Mail Address: Wendy@fishingsfuture.org

Mailing Address: 2216 Padre Blvd Ste B PMB 26

City: South Padre Island	**State:** TX	**Zip Code:** 79597
Phone Number: (806)678-0642	**Fax Number:** ( )	

Affiliated with a "parent" organization? ☐ Yes ☒ No

If yes, name of parent organization:

Preferred method of contact? ☐ Business Phone ☒ Cell Phone ☐ Email

Please provide if not listed above:

Approximately how many people does this organization serve? Describe the services and any fees related to these services.

We offer free angling education to children and their families This is a national non- profit that reaches hundreds of thousands of people yearly.

Sponsorship Request

☒ **Monetary Funding:** *If seeking monetary funding, please read the City HOT Funding Guidelines and then specify amount requested:* $15,000

☐ **In-Kind Services:** *If seeking in-kind support, select type of in-kind service requested.*

☐ Special Event Permit ☐ Median Banner Fee ☐ Convention Centre Facilities

Please specify City department:

Service requesting:

List type of recognition the City/Department will receive for the noted funding/in-kind services requested (e.g. name/logo listing, banner, ad, etc.).

Logo on all promotional material, TV ads, Radio ads, website, jerseys, banners, US military bases, vehicles, trailers, blogs, and podcasts. As well as the jerseys worn by over 100+ Master Anglers nationwide.

City of South Padre Island
Sponsorship Application

Has the City of South Padre Island sponsored your organization in the past? *If yes, list department(s), date, amount and/or type of sponsorship:* ☒ Yes ☐ No

5,000 in 2016 and in 2017

Project/Event

Project/Event Title:

Purpose/Type of Project or Event:

Project Date(s): to | **Project Hours:** to

Will the project/event be held in the City of SPI? ☐ Yes ☐ No

If no, specify reason: There will be events on SPI as well as the other locations nationwide

Project Location:

Is this an annual event? ☐ Yes ☐ No

If yes, indicate how many years Program has taken place:

Please indicate how many years program has received City sponsorship:

Total Project Cost/Budget: $29,700

Expected amount of audience: 500,000 + | **Amount of audience from last year's project:**

Expected percentage of attendees who live in Laguna Madre area: 2,000

Is the project open to the general public? ☒ Yes ☐ No

Describe target audience:

Is there a cost to attend/participate in the project? ☐ Yes ☒ No

If yes, please provide cost:

Will there be an element of the Organization's project/program that is free or significantly reduced to attend/participate.

Please describe: All Family Fish Camps are free to those who attend.

Additional Documents Required

Submit this completed application with the following:

☐ A current list of your organization's Board of Directors and appropriate affiliations

☐ If applicable, a list of the event's sponsorship opportunities (e.g., name/logo listing, banner, ad, booth, etc.)

☐ Completed Checklist of required supporting documents, Permits, COI, etc…

Supplemental Data

Describe the program or community project for which City funding or in-kind services are requested. Provide details regarding activities, vendors, entertainment, etc.

Fishing's Future will brand SPI as a world class fishing destination. The SPI Logo will be recognized throughout the nation providing opportunities for tens of thousands of potential new tourist each year.

Please check any of the following elements that are part of your project or event:

- [x] **Event includes free children's activities**
- [ ] **Event includes reduced fee for students, seniors, military, and/or children.**

Does the event for which funding is being requested provide services/information that involve green initiatives/sustainability? If so, please describe?

Ethical catch & release practices are taught at every camp. As well as environmental stewardship and implementing the monofilament tube collection program.

Detail purpose or objective of the event or project for which City funding or in-kind services are requested.

We are bringing fishing education to the forefront across the nation. We plan to help brand SPI as a world class fishing destination through all of our events, including but not limited to the partnership with the USO.

Describe the overall contribution of the community project or program(s) to the community in relation to the goals and objectives of the City as stated in the HOT Funding Policy.

Driving people to fish and promoting the unparalleled fishing found in SPI and the surrounding waters.

- [x] I have read and understand the City of South Padre Island's HOT Funding policy

Applicant Signature _____ Date 6/3/19

Wendy Van Den Boogerd
Print Name

Please return this form to the:
South Padre Island Convention and Visitor's Bureau
Attention: Marisa Amaya
7355 Padre Blvd. South Padre Island, TX 78597
Office # 956-761-3834
Email: marisa@sopadre.com

Item No. 6

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

MEETING DATE: June 20, 2019

NAME & TITLE: Marisa Amaya, Event Development & Packaging Manager

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for the 2020 South Padre Island & Lower Texas Coast Arts Photography Contest.

ITEM BACKGROUND

This is a new special event funding request.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Special Events Committee approve a funding amount.

2020
South Padre Arts & Photography Contest, On-Line Awards and Convention

A LOWER TEXAS COAST TOURISM INITIATIVE

Desi Martinez | M.A. | June 3, 2019
Economic and Tourism Trade Development Consultant
956-778-8929

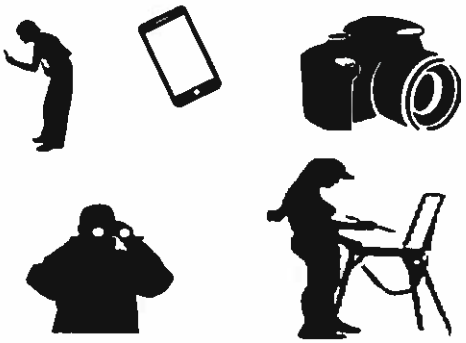
Overview

2020 and into a new decade will realize the launch of additional tourism operations thus expanding the South Padre brand and the Lower Texas Coast attractiveness. This is spearheaded by Cameron County through multi-million public investments of entertainment and eco-tourism assets being constructed with an added 2 cents sales taxes generated by all hotels in the county. This is all good. However, new activities are needed to complement this growth in hope of new tourist traffic and hotel stays during this period.

Competitive venue options for tourists are needed to accompany this growth. New tourist's venues are realized with a modest start-up and growth as the market expands. For example, Austin started its South by Southwest for 1 week and now operates for a month. San Antonio started Fiesta Days for 1 week and now is spread out from April to May. These branding events have one thing in common, people have various venues attracting them. This proposal is to develop and design a footprint to attract people to this area during the months of October through February. However, it will take vision and leadership to develop this new pathway. South Padre Island has these groundbreaking qualities in the Lower Texas Coast and can bring other stakeholders to collaborate this growth.

Event Introduction

Tourism trade in the Lower Texas Coast is largely driven by South Padre Island and its brand. Annual peak periods are from spring to summer. Airports, cities, hotels, businesses and coastal residents are all somehow impacted by its success. The fall and winter seasons are commonly known as the slower seasons for hotels, businesses and dining sites. This proposal, the "2020 South Padre Arts and Photography Contest and Awards Ceremony and On-Line Convention.", focuses on attracting tourists including parents and youth from this region to stay at South Padre hotels and compete in this contest.



Consultant Proposal

This proposal and application attached is for consultant services to and in collaboration with the CVB as the lead agency to develop this activity this summer for start-up and implementation this late fall and into winter. A 3-month fee for service includes $2,500 per month with a $500/month for local travel and expenses, or a total of $9,000.

Proposed Scope of Work:

- **Develop a complete activity package including thresholds to be met**
- **Make presentations and obtain tentative commitments from potential sponsors and stakeholders**
- **Work in collaboration with CVB designee and committee.**
- **Prepare a budget: A start-up budget and plan will be completed**
- **Any other tasks developed by core committee to implement a successful project**

Projected Revenue:

This contest and on-line awards ceremony and convention requires a minimum amount of investment that will be complemented by a revenue stream to include:

a. Registration fees
b. Stakeholder sponsorship fees
c. Awards Ceremony fees
d. In-kind participation
e. Potential scholarships and foundation grants

This revenue sources includes registrations of participants largely registering at hotels and incorporates stakeholder sponsorships from public, private and non-profit sectors including the cities, chambers, nature centers, businesses/corporations, education units (both districts and higher education) and airports and airlines. Additional sponsorships will expand as the venue grows and may include camera and video companies, nature magazines, and related businesses.

In-kind participation can include tour companies and sponsors magazines and brochures, and regional TV, radio, newspapers public services announcements (PSA's). Foundations will be contacted for potential scholarship contributions.

Projected Expenses:

A cost budget analysis will be established in the start-up plan including, but not limited to:

a. costs of design and printing of contest web-page, registration forms, and printing,
b. costs related to contest sponsorships development, information distribution, judges, and other activities.
c. costs of facilities, on-line equipment and catering for convention,
d. any other direct costs related to project

This contest and on-line awards ceremony and convention requires a minimum amount of investment that will be complemented by a revenue stream

Timeline

Time is of essence to develop the action plan, obtain regional sponsorships from private, public and non-profits, and start up the 1st contest for 2020. The projected start-up timeline is from the summer of 2019 to February 2020.

Conclusion

The entire contest is a voluntary undertaking to compete prizes, scholarships, and the opportunity to have winners of photographs, art work, or videos exhibited at sponsor locations throughout the region and on sponsor websites. This venue is also safe in that all registrants must sign-off a hold harmless and indemnification clause on the contest application. The result is that South Padre Island will remain the main attraction for tourists and hotel stays with new and diversified for tourists of all walks of life. The objective is facilitate these new options for people to come and stay on the coast. This action will provide the opportunity to expand the South Padre brand as a main tourism destination for individuals and families.

LOWER TEXAS COAST

GREAT TEXAS COASTAL BIRDING TRAIL

South Padre Island Convention & Visitors Bureau

South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law

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

APPLICATION FOR INITIAL FUNDING

Today's Date: 06/03/19

ORGANIZATON INFORMATION

Name of Organization: Desi Martinez, M.A., Economic & Tourism Development Consultant

Address: 1806 Haverford Boulevard

City, State, Zip: Harlingen, Texas, 78552

Contact Name: Desi Martinez Contact Email: desiandlu1@yahoo.com

Contact Office Phone Number: No land line available

Contact Cell Phone Number: 956-778-8929

Web Site Address for Event or Sponsoring Entity: Use existing websites/ marketing platforms

Non-Profit or For-Profit status: Not Applicable Tax ID #: Self Employed

Entity's Creation Date: Not Applicable

Purpose of your organization:
To enhance the SPI Brand and tourists hotel stays during the Fall of 2019 and Winter of 2020 through the implementation, exhibition and convention of a "2020 SPI and Lower Texas Coast Photography and Arts Contest".

EVENT INFORMATION

Name of Event: 2020 South Padre Island & Lower Texas Coast Photography/Arts Contest

Date(s) of Event: Fall 2019 - Winter 2020 through all participating hotels

Primary

Location of Event: Convention Center Use for Awards Ceremony

Amount Requested: $9,000.00

Primary Purpose of Funded Activity/Facility:
1. Encourage tourists to stay at South Padre Island hotels and register for this contest and submit their photos, video or art work
2. Obtain area sponsors to funds awards and exhibit winners at sponsor locations. 3. Hold an awards ceremony at the end of contest

Desi

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

Contest Revenues: 1. Contest registration entry fees 2. Sponsorship fees for winners of pictures, video and art work. 3. Convention ceremony tickets

Expenditures: Consultant Fee for the design and development of a contest with hotels. South Padre CVB/Committee, City, and Chamber.

Amount: $7,500 for a 3-months and $1,500 ($500 per month) for auto travel and expenses to design and develop this contest plan.

Percentage of Hotel Tax Support of Related Costs

100% 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 FundedEvent

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities Staff/Committee Input. Only %

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

The CVB Center will provides the awards ceremony room and necessary equipment to air the event on-line for Contestants Viewers.

The CVB will obtain a percent of the contest revenue streams #1, #2, and #3, but not to exceed a negotiated fee structure.

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: $ 9,000 includes expenses

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: $ _____

Lesi

How many attendees are expected to come to the sporting related event? Not Applicable

How many of the attendees at the sporting event are expected to be from another city/county? Not Applicable

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?
Not Applicable

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: $ -0-

What sites or attractions will tourists be taken to by this transportation?
Registrants staying at hotels will have their own transportation. Contest can facilitate special groups transports or tours with fees paid by the contestants. The contest will review other options available through sponsors and tours.

Will members of the general public (non-tourists) be riding on this transportation? No

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

Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category: $ Use of Participating Hotels and Sponsors Websites is are options.

What tourist attractions will be the subject of the signs?
Texas tour companies, franchise hotels, local hotels, airlines and airports, schools, colleges, private and public sponsors, will be encouraged to exhibit contest posters and registration opportunities in their respective websites, campuses or offices.

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event: 9 years experience

Expected Attendance: See summary proposal

How many people attending the Event will use South Padre Island lodging establishments? Hotel registration required

How many nights do you anticipate the majority of the tourists will stay: Hotel registrations will provide count.

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:
Goal is to generate more off-season hotel stays. This upgrade will enhance the SPI brand and be attraction for tourists, convention and sponsors.
One more motivating venue to visit South Padre and the Lower Texas Coast.

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
This is a new branding and Hotels activity	Regional Schools & Colleges may be exempt	# of rooms will be quantified by # of registrants

How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)?
# of rooms will be quantified by # of registrants at participating hotels

Regional Schools & Colleges may be exempt, but families, high school kids and colleges students in the arts, video and photography will be encouraged to sign up.

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

Will the event charge admission? To be decided

Do you anticipate a net profit from the event? Any fund balance to remain for 2021 Contest

If there is a net profit, what is the anticipated amount and how will it be used?
This activity is intended to provide a new fall-winter brand for South Padre and the Lower Texas Coast. Success and profit will be measured by the full collaboration of participating entities and sponsors.

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: $ New Releases
- Radio: $ Talk Shows
- TV: $ PSA's
- Website, Social Media: $ stakeholders
- Other Paid Advertising: $ sponsors

Anticipated Number of Press Releases to Media: 20 in the Fall/Winter

Anticipated Number Direct Mailings to out-of-town recipients: To be established

Other Promotions: To be established by Consultant / CVB / Committee. Public service announcements & talk shows will occur.

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?
The is a definite offer option available to the tourism and tours market.

[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?
Any marketing opportunities available which will enhance fall/winter hotels stays, conventions and attendees attraction options during their stay, and expand sponsor participation of this activity, including exhibiting contest winners pictures, art work, or video at their locations.

What geographic areas does your event reach?

The plan will include youth and their parents and colleges students in these fields and the region and Texas to participate in the contest.

The CVB marketing will be able to incorporate this initiative and activity into its overall tourism & conventions sales pitch.

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

- **Expected Visitation by Tourists Monthly/Annually:** Not applicable
- **Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities:** N/A **% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)**

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

All registrants will sign an indemnification and and hold harmless clause for all parties involved from any liability in participation in this contest at the application process.

All youth applicants will require a parent or guardian or adult sponsor to sign and accompany the registrant in their venture if taking pictures, video or drawing art work.

[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an additionally 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 Manager
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

Item No. 7

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

MEETING DATE: June 20, 2019

NAME & TITLE: Marisa Amaya, Event Development & Packaging Manager

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and possible action to enter into a three year contract term with Pro WaterCross and recommend approval to the Convention and Visitors Advisory Board.

ITEM BACKGROUND

This would form a contract between the City of South Padre Island and Pro WaterCross for a term of three consecutive years.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Special Events Committee approve a three year contract term and recommend to CVAB.

APPLICATION FOR INITIAL FUNDING

Today's Date: 6/13/19

ORGANIZATON INFORMATION

Name of Organization: Pro Watercross

Address: 1937 Fairport Nine Mile Point Rd

City, State, Zip: Penfield, NY 14526

Contact Name: AJ Handler **Contact Office Phone Number:** 585-330-0742

Contact Cell Phone Number: 585-330-0742

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

Non-Profit or For-Profit status: For-profit **Tax ID #:** 45-5191163

Entity's Creation Date: 4/12

Purpose of your organization:
Race, sanction and membership organization

EVENT INFORMATION

Name of Events or Project: Pro Watercross National Tour - South Padre Island Nationals

Date of Event or Project: June 2020

Primary Location of Event or Project: TBD

Amount Requested: $ 35,000

Primary Purpose of Funded Activity/Facility:
National Tour stop on the Pro Watercross National Tour - personal watercraft (PWC) closed course racing, freestyle competition and endurance racing.

Please see the attached file "event description"

How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures)
The HOT Grant Funds will be used to facilitate the entire event throughout the Tour and the National Championships; from beginning to end, through pre-event promotions, event banners, live web streaming and TV production. The pre-event promotions through digital media, including social media, e-blast, press releases as well as Tour live web streaming which will encourage athletes, their families, crew members, as well as spectators and fans to come to South Padre, TX to be part of the action and excitement of the Pro Watercross National Tour.

Percentage of Hotel Tax Support of Related Costs

100 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: $ 35,000

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

How many attendees are expected to come to the sporting related event? 150 athletes

How many of the attendees at the sporting related event are expected to be from another city or county? 150+

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?
Area hotels and campgrounds can expect Pro Watercross competitors to begin arriving on Thursday and Friday, with a majority of them staying through to Monday.

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?

N/A

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?

N/A

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project:

June 2019 was the first time that a national tour stop had been held in South Padre Island, Texas.

Pro Watercross is entering its 24th season of racing, and has been producing the Watercross National Tour since 2012.

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: 4 nights

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

Yes, athletes and the families/pit crew will spend time in the area at various hotels, camp grounds, vacation rentals etc.

Because kids are out for the summer, many will use this opportunity to stay a couple extra days to explore the area.

50-70 per night spread out through several hotels ranging in price to accommodate the different economic levels.

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
June 2019	35,000	122

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

Information is requested through competitor entry forms;

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

Will the event charge admission? free for the public to watch

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?

Yes there is a net profit. Any profit would be used to enhance the SPI 2021 event.
Local advertising
Additional prize money

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:** $ 32,500
- **Website, Social Media:** $ 500
- **Other Paid Advertising:** $ 2,000

Anticipated Number of Press Releases to Media: 1-2 formal / 6-7 eblast

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

Other Promotions:

Promotions through live web streaming of other events - 30-second TV commercials can be played during live breaks at each tour stop (7 tour stops)

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?

South Padre Island Nationals TV show will includes a 30-60 vignette of the area, South Padre Island can use this to promote the area in any way they would like.

What geographic areas does your event reach?

National, Pro Watercross social media platforms have over 150,000 followers worldwide and our TV shows reach into100+ million household in 2018.

Please see attached file "Pro Watercross TV-Live"

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:

5,000,000 general aggregate

[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

APPLICATION FOR INITIAL FUNDING

Today's Date: 6/13/19

ORGANIZATON INFORMATION

Name of Organization: Pro Watercross

Address: 1937 Fairport Nine Mile Point Rd

City, State, Zip: Penfield, NY 14526

Contact Name: AJ Handler **Contact Office Phone Number:** 585-330-0742

Contact Cell Phone Number: 585-330-0742

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

Non-Profit or For-Profit status: For-profit **Tax ID #:** 45-5191163

Entity's Creation Date: 4/12

Purpose of your organization:
Race, sanction and membership organization

EVENT INFORMATION

Name of Events or Project: Pro Watercross National Tour - South Padre Island Nationals

Date of Event or Project: June 2021

Primary Location of Event or Project: TBD

Amount Requested: $35,000

Primary Purpose of Funded Activity/Facility:
National Tour stop on the Pro Watercross National Tour - personal watercraft (PWC) closed course racing, freestyle competition and endurance racing.

Please see the attached file "event description"

How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures)
The HOT Grant Funds will be used to facilitate the entire event throughout the Tour and the National Championships; from beginning to end, through pre-event promotions, event banners, live web streaming and TV production. The pre-event promotions through digital media, including social media, e-blast, press releases as well as Tour live web streaming which will encourage athletes, their families, crew members, as well as spectators and fans to come to South Padre, TX to be part of the action and excitement of the Pro Watercross National Tour.

Percentage of Hotel Tax Support of Related Costs

100 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: $ 35,000

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

How many attendees are expected to come to the sporting related event? 150 athletes

How many of the attendees at the sporting related event are expected to be from another city or county? 150+

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?
Area hotels and campgrounds can expect Pro Watercross competitors to begin arriving on Thursday and Friday, with a majority of them staying through to Monday.

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?

N/A

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?

N/A

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project:

June 2019 was the first time that a national tour stop had been held in South Padre Island, Texas.

Pro Watercross is entering its 24th season of racing, and has been producing the Watercross National Tour since 2012.

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: 4 nights

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

Yes, athletes and the families/pit crew will spend time in the area at various hotels, camp grounds, vacation rentals etc.

Because kids are out for the summer, many will use this opportunity to stay a couple extra days to explore the area.

50-70 per night spread out through several hotels ranging in price to accommodate the different economic levels.

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
June 2019	35,000	122
June 2020	35,000	TBD

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

Information is requested through competitor entry forms;

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

Will the event charge admission? free for the public to watch

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?

Yes there is a net profit. Any profit would be used to enhance the SPI 2022 event.
Local advertising
Additional prize money

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:

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Other Promotions:

Promotions through live web streaming of other events - 30-second TV commercials can be played during live breaks at each tour stop (7 tour stops)

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?

South Padre Island Nationals TV show will includes a 30-60 vignette of the area. South Padre Island can use this to promote the area in any way they would like.

What geographic areas does your event reach?

National, Pro Watercross social media platforms have over 150,000 followers worldwide and our TV shows reach into100+ million household in 2018.

Please see attached file "Pro Watercross TV-Live"

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:

5,000,000 general aggregate

[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

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Entity's Creation Date: 4/12

Purpose of your organization:
Race, sanction and membership organization

EVENT INFORMATION

Name of Events or Project: Pro Watercross National Tour - South Padre Island Nationals

Date of Event or Project: June 2022

Primary Location of Event or Project: TBD

Amount Requested: $35,000

Primary Purpose of Funded Activity/Facility:
National Tour stop on the Pro Watercross National Tour - personal watercraft (PWC) closed course racing, freestyle competition and endurance racing.

Please see the attached file "event description"

How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures)
The HOT Grant Funds will be used to facilitate the entire event throughout the Tour and the National Championships; from beginning to end, through pre-event promotions, event banners, live web streaming and TV production. The pre-event promotions through digital media, including social media, e-blast, press releases as well as Tour live web streaming which will encourage athletes, their families, crew members, as well as spectators and fans to come to South Padre, TX to be part of the action and excitement of the Pro Watercross National Tour.

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

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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: $ _____

How many attendees are expected to come to the sporting related event? 150 athletes

How many of the attendees at the sporting related event are expected to be from another city or county? 150+

Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?
Area hotels and campgrounds can expect Pro Watercross competitors to begin arriving on Thursday and Friday, with a majority of them staying through to Monday.

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?

N/A

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?

N/A

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project:

June 2019 was the first time that a national tour stop had been held in South Padre Island, Texas.

Pro Watercross is entering its 24th season of racing, and has been producing the Watercross National Tour since 2012.

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: 4 nights

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

Yes, athletes and the families/pit crew will spend time in the area at various hotels, camp grounds, vacation rentals etc.

Because kids are out for the summer, many will use this opportunity to stay a couple extra days to explore the area.

50-70 per night spread out through several hotels ranging in price to accommodate the different economic levels.

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
June 2019	35,000	122
June 2020	35,000	TBD
JUne 2021	35,000	TBD

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

Information is requested through competitor entry forms;

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

Will the event charge admission? free for the public to watch

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?

Yes there is a net profit. Any profit would be used to enhance the SPI 2023 event.
Local advertising
Additional prize money

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:** $ 32,500
- **Website, Social Media:** $ 500
- **Other Paid Advertising:** $ 2,000

Anticipated Number of Press Releases to Media: 1-2 formal / 6-7 eblast

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

Other Promotions:

Promotions through live web streaming of other events - 30-second TV commercials can be played during live breaks at each tour stop (7 tour stops)

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?

South Padre Island Nationals TV show will includes a 30-60 vignette of the area, South Padre Island can use this to promote the area in any way they would like.

What geographic areas does your event reach?

National, Pro Watercross social media platforms have over 150,000 followers worldwide and our TV shows reach into100+ million household in 2018.

Please see attached file "Pro Watercross TV-Live"

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:

5,000,000 general aggregate

[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


PRO WATERCROSS
2019 MEDIA KIT

COMPANY OVERVIEW

What is Watercross?

Watercross can be simply put as motocross on Personal Watercrafts (PWCs or jetskis). The exception being, these athletes compete on unpredictable liquid track varying from oceans, lakes and rivers. Competitors challenge the notion of what is possible on a PWC; utilizing the most advanced equipment reaching speeds of over 85 mph against a full line of competitors to the extreme freestylist landing a double back-flip in surf. This sport is driven by their passion, creating a lifestyle that combines adrenaline and pure enjoyment of being on the water.

Who is Pro Watercross?

Pro Watercross is the world leader in professional watercross events for both professional and amateur athletes. Pro Watercross events are the proving grounds for the world's greatest watercross competitors; United Kingdom, Indonesia and South Africa just to name a few. These titles are the most coveted National and World titles in watercross racing.

2019 Pro Watercross National Tour

RD 1:	May 4-5	Pensacola Beach, FL
RD 2:	May 11-12	Daytona Beach, FL
RD 3:	June 1-2	South Padre Island, TX
RD 4:	July 13-14	Racine, WI
RD 5:	July 27-28	Lavonia, GA (Lake Hartwell)

Pro Watercross National Championship

RD 6 :	August 10-11	Bryan College-Station, TX

Pro Watercross World Championship

October 25 - November 3, 2019 - Naples, FL

Pro Runabout GP: features the fastest watercrafts in the world, together in shoulder-to-shoulder competition. The intent of the Runabout (sit-down watercraft) GP class is to establish a venue in which all riders and machines can compete at their own level with the highest level of modification and performance reaching speeds up to 85mph.

Pro Runabout Box-Stock: Limited modifications keep the playing field level and the competition fierce. Also considered the manufactures class, the Runabout Box Stock class is meant to keep equipment and maintenance costs low. These are the watercrafts you see racing on the weekend and you can go and buy on Monday!

Pro Freestyle: as the freestyle competitors take to the water, spectators crowd in to see the unbelievable tricks that these athletes pull off with amazing amplitude. Competitors use the stand-up watercraft to do ariel barrel rolls, no handed back-flips and sometimes 15 back flips in a row. Each competitor has a two-minute time limit to complete as many tricks and are judged on a scale of "1 to 10" with "10" being the best.

Pro Ski GP: the best stand-up watercross racers and their watercrafts reach speeds of up to 75 mph on the water. These dedicated athletes test their skill, balance, and physical endurance with their lightweight watercrafts that are fine turned for maximum performance. It is up to the racer to decide whether a two-stroke (1300cc max) or four-stroke (900cc turbocharged or 1500cc naturally aspirated) engine displacement is what it takes to cross the finish line first.

Premier TV Classes

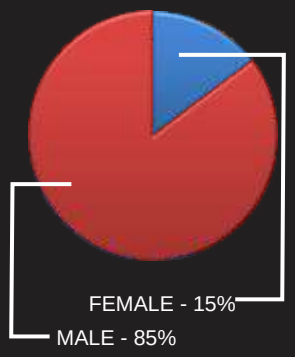
The Pro Show

The Main Event: Saturday & Sunday 11am-2pm

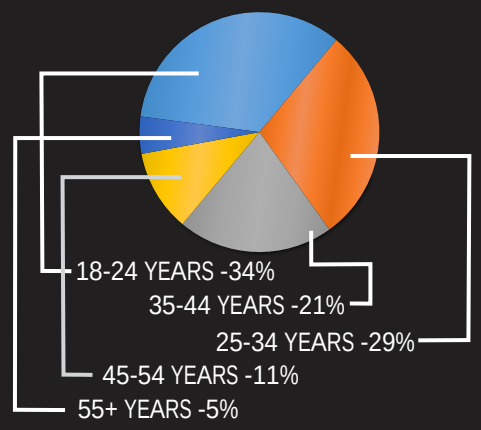
PROWATERCROSS.com

DEMOGRAPHIC REACH

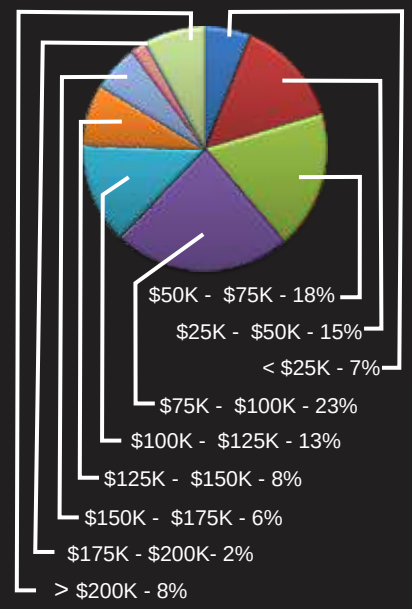
GENDER



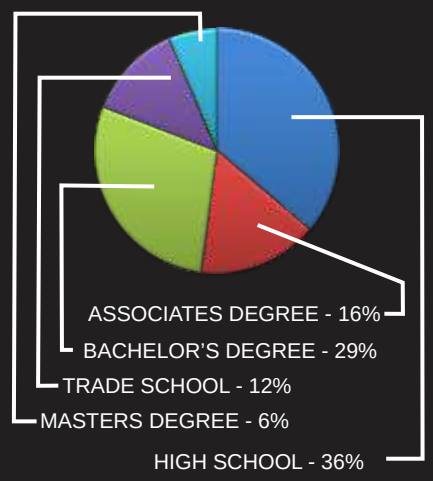
AGE



INCOME



EDUCATION



85% - SUPPORT TOUR SPONSORS
90% - OWN PERSONAL WATERCRAFTS (PWC)
83% - OWN A TRUCK
63% - OWN AN ATV OR UTV

38.4% - OWN A BOAT
30.3% - OWN AN OFF-ROAD MOTORCYCLE
27.3% - OWN A R/V CAMPER
30% - OWN AN SUV

Top Fan Occupations:
28% - Professional Contractors/Trade
20% - Professional/Office Management

ALIGN YOUR BRANDS APPEAL & REACH WITH THE HUGE GROWTH IN ACTION SPORTS

2019 TELEVISION

NATIONAL TOUR & SPECIAL EVENTS

- Distribution to 100+ Million US Households plus International Distribution per show.
- 23 Regional Sport Networks (RSN)
- Broadcasts 5 Individual Half-Hour Television
- Broadcasts 2 Individual One-Hour Television
- Shows Per Year, airing an average of 87 times per show throughout the US markets on RSNs

PRO WATERCROSS WORLD CHAMPIONSHIP

One CBS Sports 1-Hour TV show *(See next page)*

CBS SPORTS NETWORK

PRO WATERCROSS EVENT ATTENDEES

- Average number of Tour Stop competitors: 149
- 2018 Pro Watercross members: 1,264

LIVE STREAMING

- 542,750 Live Views for 2018*
- 7,672,094 Live Views since 2014
- 335,362 - 2018 minutes viewed*
- *YouTube, Facebook, Twitter

COMPREHENSIVE SOCIAL MEDIA

- YouTube [304,000 minutes watched in 2018]
- Facebook [535,833 Organic Reach in 2018]
  [147,630 Followers]
- Instagram [8,385 Followers]
- Twitter [716 Followers]
- Website [130% Increase in traffic in 2018]

LIVE ON-SITE ATTENDANCE

- Estimated 78,000 Attended our Events Last Season
- Marketing Campaign from January to November

PRE-EVENT COMPREHENSIVE ADVERTISING

- Newspaper Circulation: 750K
- Community and City Summer Guides: 200K
- Print & Media Reach:
  - Watercraft Journal over 1 million unique readers
  - Tour Program Guides 5,000 Distributed Locally and 45,000 Nationally
  - Seasonal Program Guides 200,000
  - ProRider Magazine distributes 18,000 Magazines each year

PRO WATERCROSS™ | CBS SPORTS NETWORK

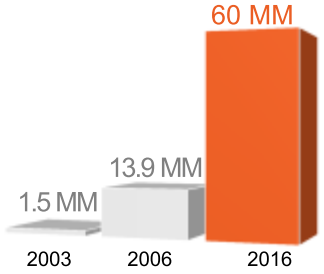
TELEVISION:

National & World Championship's Pro finals will air on CBS Sports Network

AUDIENCE COMPOSITION:

- **Mean household income: $88,700**
- **CBS Sports Network ranks #2 amongst viewers in professional & related occupations (116 index)**
- **Over 65% of the CBS Sports Network audience has a college education or higher (117 index)**
- **Our audience is composed of 77% male and 23% female viewers**
- **38% of our viewers have a home value of over $200K (117 index, #7)**

DISTRIBUTION



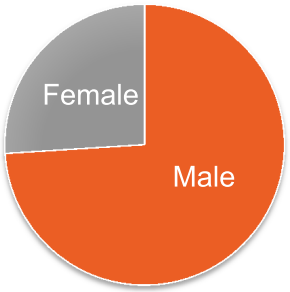
- **Available to over 99 million homes**
- **60 million subscribers**
- **94% distribution in digital cable homes**
- **On digital basic in 13 of the Top 15 and 26 of the Top 30 DMA's**
- **Nationally distributed on DirecTV channel 613 (75%) and Dish Network channel 158 (61%)**

Source: MRI Fall 2011. Index is based on Adults 18+. Ratings are based on reported cable sports networks.
*Super Fans rated their interest level at 10

FAN AFFINITY – CBS Sports Network Ranks:

- **#1 amongst fans who watch live sports regularly (223 index)**
- **#2 amongst fans who watch sports on TV (148 index)**
- **#2 amongst "Super Fans*" of College Football (292 index)**
- **#1 amongst fans with an Interest Level 9 for College Football (257 index)**
- **#2 amongst "Super Fans" of College Basketball (335 index)**
- **#1 amongst fans with an Interest Level 9 for College Basketball (287 index)**

HIGHLY AFFLUENT, LOYAL AND PROFESSIONAL AUDIENCE



VIEWERS

49.6

MEAN AGE

3.0

MEAN NUMBER OF PEOPLE IN HH

MEAN EIE	**$59,930**
MEAN HHI	**$89,030**
MEAN HH NET WORTH	**$370,706**
MEAN VALUE OF OWED HOME	**$261,146**

With a mean age under 50, highest mean EIE and HH net worth among competitive set.
*Source: 2015 Doublebase GFK MRI Set: ESPN, ESPN2, ESPNC, ESPNN, ESPNU, FS 1, F S2, MLBN, NFLN, NBATV, NBCSN, GOLF

PRO WATERCROSS

Thank you for your time & consideration...

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