

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

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

TUESDAY, NOVEMBER 12, 2019
2:00 PM AT THE SOUTH PADRE ISLAND CONVENTION CENTRE,
7355 PADRE BLVD, ROOM # 201
SOUTH PADRE ISLAND, TEXAS

1. Call to order

2. Pledge of Allegiance

3. Public Comments

This is an opportunity for citizens to speak to Committee relating to agenda or non-agenda items. Speakers are required to address Committee at the podium and give their name before addressing their concerns. [Note: State law will not permit the Special Events Committee to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to City Staff or may be placed on the agenda of a future Special Events Committee meeting.]

4. Consent Agenda

Approve the following post event reports and recommend approval to the Convention and Visitors Advisory Board:

- 4.1 Consent to approve the meeting minutes from September 17, 2019 regular meeting.
- 4.2 Consent to approve the Ride for Rotary post event report.
- 4.3 Consent to approve the Sandcastle Days post event report.
- 4.4 Consent to approve the SPI Triathlon post event report.
- 4.5 Consent to approve the Wahoo post event report.

5. Regular Agenda

Discussion and action to approve the following funding requests for special events and recommend approval to the Convention and Visitors Advisory Board:

- 5.1 Discussion and action to approve the funding request for Jailbreak.
- 5.2 Discussion and action to approve the funding request for the Texas International Fishing Tournament.

5.3 Discussion and action to approve the funding request for Winter Outdoor Wildlife Expo.

5.4 Discussion and action to approve the funding request for Spartan City Sprint – SPI.

6. Discussion regarding Spring Break 2020 marketing fund.

7. Discussion and possible action concerning setting new meeting date for December 2019.

8. Adjournment

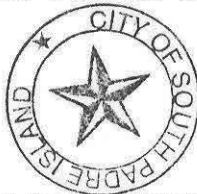
NOTE:

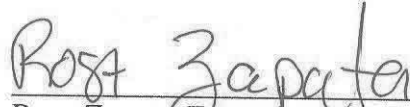
One or more members of the City of South Padre Island City Council and Convention and Visitors Advisory Board may attend this meeting; if so, this statement satisfies the requirements of the OPEN MEETINGS ACT.

DATED ON THIS DATE NOVEMBER 7, 2019


Rosa Zapata, Executive Services Specialist

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE ABOVE NOTICE OF MEETING OF THE SPECIAL EVENTS COMMITTEE OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT CITY HALL/MUNICIPAL BUILDING ON **NOVEMBER 7, 2019**, AT/OR BEFORE **5:00 PM** AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.




Rosa Zapata, 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 DESIGNATED RESPONSIBLE PARTY AT (956) 761-8103.

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

MEETING DATE: November 12, 2019

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

DEPARTMENT: Special Events Committee

ITEM

Items to be considered are:

- 4.1 Approve the meeting minutes for September 17, 2019.
- 4.2 Consent to approve the Ride for Rotary post event report.
- 4.3 Consent to approve the Sandcastle Days post event report.
- 4.4 Consent to approve the SPI Triathlon post event report.
- 4.5 Consent to approve the Wahoo post event report.

RECOMMENDATIONS/COMMENTS:

Recommend approval of consent agenda.

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

MEETING DATE: November 12, 2019

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

DEPARTMENT: Special Events Committee

ITEM

Consent to approve the meeting minutes from September 17, 2019 regular meeting.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

Recommend approve.

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

TUESDAY, SEPTEMBER 17, 2019

I. CALL TO ORDER.

The Special Events Committee of the City of South Padre Island, Texas held a Regular Meeting on Tuesday, September 17, 2019 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Sean Till called the meeting to order at 2:00 p.m. A quorum was present: Committee Members Lisa Graves, Cody Pace, Tomas Seanz, Christian Hasbun and Sean Slovisky. Absent was Vice-Chairman Doyle Wells

City Council Member: Ken Medders, Kerry Schwartz and Joe Ricco

Staff: City Manager Randy Smith, CVB Director Ed Caum, Executive Services Specialist Rosa Zapata, Events Development & Packaging Manager Marisa Amaya, Sales & Events Assistant April Romero.

II. PLEDGE OF ALLEGIANCE.

Chairman Till led the Pledge of Allegiance.

III. PUBLIC ANNOUNCEMENTS AND COMMENTS:

No public comments were given at this time.

IV. CONSENT AGENDA:

Committee Member Saenz made the motion, seconded by Committee Member Slovisky to approve the consent agenda. Motion carried unanimously by those present.

- a. Approve meeting minutes from August 20, 2019, regular meeting.
- b. Approve the special event post event reports and recommend approval to the Convention and Visitors Advisory Board.
 1. Texas International Fishing Tournament
 2. Ladies Kingfish Tournament

V. DISCUSSION AND POSSIBLE ACTION TO APPROVE THE FOLLOWING FUNDING REQUESTS FOR SPECIAL EVENTS:

- a. South Padre Island Food Truck Festival

Committee Member Pace made the motion, seconded by Committee Member Seanz to approve the funding request in the amount of \$17,500. The motion carried unanimously by those present.

b. South Padre Island Fall Festival

Chairman Till made the motion, seconded by Committee Member Hasbun to deny the funding request for the South Padre Island Fall Festival. Motion carried on a 5 to 1 vote with Committee Member Saenz casted a nay vote.

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

New meeting date was set for October 15th at 2:00 pm.

VII. ADJOURNMENT.

There being no further business, Chairman Till adjourned the meeting at 2:41 p.m.

Approved this 17th day of September, 2019.

Sean Till, Special Events Committee Chairman

Attest:

Rosa Zapata, CVB Executive Services Specialist

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

MEETING DATE: November 12, 2019

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

DEPARTMENT: Special Events Committee

ITEM

Consent to approve the Ride for Rotary post event report.

ITEM BACKGROUND

This event has been completed within the last 30 days and is required to submit a post event report.

BUDGET/FINANCIAL SUMMARY

Remaining balance is \$1,500.

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

Recommend approval of final balance.

South Padre Island Convention & Visitors Bureau Post Event Report



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

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POST EVENT REPORT

Today's Date: 10/31/2019

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: Rotary Club of Historic Brownsville

Address: 4745 Lakeway Drive

City, State, Zip: Brownsville, TX 78520

Contact Name: Robert Hibyan

Contact email: hibyr@aol.com

Contact Cell Phone Number: (956) 490-5378

Event Information

Name of Event or Project: Ride for Rotary Causeway Cross

Date(s) of Event or Project: October 6, 2019

Primary Location of Event or Project: Roadway from Brownsville Events Center to Louie's Backyard

Amount Requested: \$ 5,000.00

Amount Received: \$ 1,500.00

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



Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: 11.5%
 2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): None
 3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): None
 4. If staff costs were covered, estimate of actual hours staff spent on funded event: None
 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? Av. Charge \$40,\$8,845 Incl. HOT tax; money to be used to fund club's social service projects (free eye glasses, food for homeless, heart gallery)
-
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*): 700
2. What was the *actual attendance* at the event? 286
3. How many room nights did you *estimate in your application* would be generated by attendees of this event or program? 100
4. How many room nights did you actually generated by attendees of this event? 27+
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: 27+
 - 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.)? Surveys
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? 27



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:

<input type="checkbox"/>	Newspaper: \$	
<input type="checkbox"/>	Radio: \$	
<input type="checkbox"/>	TV: \$	
<input checked="" type="checkbox"/>	Other Paid Advertising: \$	3,548 (Posters and Social Media)
<input checked="" type="checkbox"/>	Number of Press Releases to Media:	1 Coastal Current
<input checked="" type="checkbox"/>	Number emails to out-of-town recipients:	158,395
<input checked="" type="checkbox"/>	Other Promotions	Posters and advertising inserts at cycling events

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 used Facebook and other social media sources

- ☒ 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:

We increased our ridership this year over last year by 64%.



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? 234
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? 230
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? 27 riders report staying, at least, one night on the island associated with this event; most reported staying in condos.

Additional Event Information

1. What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc.? Louie's Backyard
2. What was the weather like during the event? Excellent
3. Were there any other facts that may have affected on the event? Being able to ride over the Queen Isabella Causeway is a big attraction for cyclists.

Signature *Robert H. Hays on behalf of the Rotary Club of Hialeah Brownsville* Date 11/01/19

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



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

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Full name	Registration categ	Gender	Birth date	TShirt size	Staying at The isla
Alcocer,Shaun	Cycling-33 mil	MALE	11/28/83	XL	staying at the i
Avila,Olga	Cycling-33 mil	FEMALE		medium	staying at the i
BANDA, ROCIO	Cycling-33 mil	FEMALE	7/21/81	small	staying at the i
Dorbecker, Ricardo	Cycling-33 mil	MALE	5/3/74	Large	staying at the i
Galindo, Celia	Cycling-33 mil	FEMALE	6/12/61	Medium	staying at the i
Galvan,Francisco	Cycling-33 mil	MALE	2/1/56	XL	staying at the i
Garza,Jose Alejandro	Cycling-33 mil	MALE		XL	staying at the i
Gutierrez, Hugo	Cycling-Half C	MALE	2/16/70	Medium	staying at the i
Gutierrez, Marco	Cycling-Half C	MALE	10/13/63	Small	staying at the i
Gutierrez, Sandra	Cycling-33 mil	FEMALE	6/18/71		staying at the i
Hickey, Dave	Cycling-Half C	MALE	12/26/57	Small/XL	staying at the i
Maqueda, Carlos	Cycling-Half C	MALE	6/20/56	Large	staying at the i
Maqueda, Debra	Cycling-Half C	FEMALE	9/23/61	Medium	staying at the i
Martinez,Carlos	Cycling-33 mil	MALE		XL	staying at the i
Mendez, Samuel	Cycling-Half C	MALE	8/23/67	XL	staying at the i
Perez, Cesario	Cycling-Half C	MALE	11/15/63	2XL	staying at the i
Ramirez, Manny	Cycling-Half C	MALE	8/17/95	small	staying at the i
Salazar,Jody	Cycling-33 mil	FEMALE	1/1/67	Small	staying at the i
Shrewbury,Kenya	Cycling-Half C	FEMALE	3/14/74	small	staying at the i
Trevino,Victor	Cycling-Half C	Male	2/23/74	Medium	staying at the i

Sponsors

Plains Capital Bank
Raul Villanueva
Ximena villanueva

Brownsville PUB
Arnulfo Mejia
Francisca Calles
Sylvia Sierrz

First Community Bank
Rosie Munoz
Sandra Lopez Langley

Bicycle world
Miguel Araiza
Terry Hall

Frost Bank
Jose Vasquez
Joseph Hernandez

Waiver sign: Email
signed shaun1059@hotmail.com
signed
Signed rocio.banda@hotmail.com
Signed ricardodorbecker@me.com
Signed celgalindo@gmail.com
signed celgalindo@gmail.com
Signed alextrek70@gmail.com
Signed tritex1970@yahoo.com
Signed doctormedico@aol.com
Not signed flaka1971@yahoo.com
Signed dhickey@hotmail.com
Signed cmaqueda@aol.com
Not signed carlos.maqueda@outlook.com
Signed
Signed Mailmansam@gmail.com
Signed Elprofep@gmail.com
Signed Ramirezd@rcisd.org
Signed jodysal2@gmail.com
Signed kenyabrooks1974@icloud.com
Signed hawaii600@gmail.com

PROPERTY

#RMS

NITES

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Full name	Registration categ	Gender	Birth date	TShirt size	Staying at The Islan Xtra Shirt	Xtra Meal	Waiver sign	Email	Bib number	Wave	Packet pickup group
Abrego, Teresa 714	Cycling-Half C	FEMALE		2/28/70 Medium	Day Trip		Signed	Mini.228@att.net			
Acebedo, Danny 717	Cycling-Half C	MALE		8/8/60 medium	Day Trip		Signed	Dannyacebedo@sbcglobal.net			
Acebedo, Janie 724	Cycling-33	mil FEMALE		10/14/65 small	Day Trip	yes	Signed	janieacebedo@gmail.com			
AGUADO, ANGIE 727	Cycling-Half C	FEMALE		6/21/82 XL	Day Trip		Signed	angie.aguado.north@gmail.com			
Aguilar, Marisa 445	Cycling-33	mil FEMALE		5/1/71 XL	Day Trip		Signed	rmjraguilar12@yahoo.com			
Alcoer, Shaun 728	Cycling-33	mil MALE		11/28/83 XL	staying at the island		signed	shaun1059@hotmail.com			
Alvarado, Violeta R 442	Cycling-33	mil Female		small	Day Trip		signed	alvardovioleta49@gmail.com			
Alvarez, Francisco 711	Cycling-Half C	MALE		5/15/69 Small	Day Trip		Signed	alvarezlaw@hotmail.com			
alvarez, lupe 712	Cycling-Half C	MALE		1/27/45 Small	Day Trip		Not signe	alvarezlaw95@gmail.com			
Andersen, Kimberly 455	Cycling-33	mil FEMALE		12/4/89 small	Day Trip		Signed	Kimberly.andersen49@gmail.com			
Andrade, blanca 715	Cycling-33	mil FEMALE		11/29/59 M	Day Trip		Signed	hnosandra.de@hotmail.com			
Arambul JR, Jose G 454	Cycling-Half C	MALE		6/22/83 small	Day Trip		Signed	jose.arambul@gmail.com			
Ariaza, Miguel 656	Cycling-33	mil MALE		1/31/00 Large	Day Trip		signed	amikeal@yahoo.com			
Arredondo, Susana 729	Cycling-33	mil FEMALE		5/17/72 xl	Day Trip		Signed	sround390@gmail.com			
Astorga, Jose 441	Cycling-Half C	MALE		XL	Day Trip		Signed	joeedoc3771@yahoo.com			
Avila, Olga 428	Cycling-33	mil FEMALE		medium	staying at the island		signed				
Baker, Ken 730	Cycling-Half C	MALE		9/24/55 2XL	Day Trip		Signed	kwbdental@aol.com			
Banda, Briza 672	Cycling-33	mil FEMALE		4/4/79 Large	Day Trip		Signed	bz_banda@yahoo.com			
Banda, Cassandra 731	Cycling-33	mil FEMALE		11/3/90 Small	Day Trip		Signed	cassdes3@gmail.com			
BANDA, ROCIO 673	Cycling-33	mil FEMALE		7/21/81 small	staying at the island		Signed	rocio.banda@hotmail.com			
Barrera, Abel 482	Cycling-Half C	MALE		8/11/67 large	Day Trip		Signed	abelbarrera21@gmail.com			
Barrientes, Hilda B 733	Cycling-33	mil FEMALE		10/28/62 Medium	Day Trip		Signed	Barrientes1028@yahoo.com			
Barriondes, Miguel 735	Cycling-Half C	FEMALE		Medium	Day Trip		signed	mbarrrie6829@gmail.com			
Bermundes, Daniel 736	Cycling-Half C	MALE		Medium	Day Trip		Signed	izzlesince89@gmail.com			
Bernal, Maria Rosario 444	Cycling-33	mil Female		9/25/02 Small	Day trip		signed	olmitjon08@hotmail.com			
Bingham, Leslie 439	Cycling-33	mil FEMALE		12/21/62 Medium	Day Trip		Signed	leslie.bingham@ymail.com			
Bough, Ana 705	Cycling-Half C	FEMALE		10/4/67 Large	Day Trip		Signed	alaurabough@hotmail.com			
Bough, Darlene 737	Cycling-Half C	FEMALE		6/1/58 Medium	Day Trip		Signed	boughd@aol.com			
Buentello, Andrew 738	Cycling-Half C	male		small	Day Trip		Signed	ikliglass@gmail.com			
Calleros, Benjamin 609	cycling-33	mile Male		Lg Medium	day trip		signed				
Calles, Francisca 739	Cycling-Half C	FEMALE		1/3/82 Small	Day Trip		Signed	francalles@live.com			
Calzada, Jose 740	Cycling-33	mil male		XL	Day Trip		Signed	jcws1992@gmail.com			

2301 Ken ya Shrewsbury

David Kennedy 793

Alex Hernandez 774

Karen Crag 797

David Renner 798

Leo Delvigil 799

Elizabeth Garcia 816

Emanuel Gomez 821

Laura Perez Reyes 822

Santiago Garcia 823

Homero Villafraña 825

Tan Bethel 828

Betty Manon 832

Cantu, Renata 741	Cycling-Half C♀ FEMALE	8/24/80 Medium	Day Trip	Yes	Signed	Renatarae80@msn.com	8
cantu,Cristina 614	Cycling-33 milr FEMALE	Small	Day Trip		Signed	ceballos0630@yahoo.com	
Cantu,Maximo 745	Cycling-Half C♀ Male	11/3/70 Medium	Day Trip		Signed	maximocantu48@gmail.com	
Caranay, Rogel 747	Cycling-33 milr MALE	4/19/61 Large	Day Trip		Signed	cryanglore@sbcglobal.net	
Castro, Gaby 651	Cycling-Half C♀ FEMALE	2/11/77 Medium large	Day Trip		Signed	gabysmiles9@yahoo.com	
castro,Johana 725	Cycling-Hait C♀ FEMALE		Day Trip		Signed	johanacr_95@hotmail.com	
Cavazos, Iris 748	Cycling-Half C♀ FEMALE	4/30/72 Large	Day Trip		Signed	caifaro2@rgv.rr.com	
Cavazos, Luis 630	Cycling-33 milr MALE	11/6/55 Large	Day Trip		Signed	lrcavazos@aol.com	
Cepeda,Jose 749	cycling33-milr MALE	1/3/72 M	Day Trip		Signed	josecepeda1122@gmail.com	7
Chacon, Liza 700	Cycling-Half C♀ FEMALE	1/7/69 Large	Day Trip		Signed	lizaunimortgage@yahoo.com	
Chapa, Norma 694	Cycling-33 milr FEMALE	4/27/71 Medium	Day Trip	Yes /	Signed	nachapa@bisd.us	
Chavez, Rocio 637	Cycling-33 milr FEMALE	9/4/82 Large	Day Trip		Signed	Chio8222@yahoo.com	
Corbiel,Jean-Baptiste 713	Cycling-33 milr Male	1/15/60 Medium	Day Trip		Signed	jean.corbeil@valleybaptist.net	
Coronado,Adrian 750	Cycling-Half C♀ MALE	1/7/71 2xl	Day Trip	Yes	Signed	aaronsbrakes@yahoo.com	
Davila,Ana 752	cycling-33 milr FEMALE	Large	day trip		signed	analidiavila@yahoo.com	
De La Garza, Ana 681	Cycling-Half C♀ FEMALE	2/15/72 small	Day Trip		Signed	anamdelagarza@aol.com	
De leon, Aurora 753	Cycling-33 milr FEMALE	5/22/71 2XL	Day Trip		Signed	dawnofthelion71@yahoo.com	5
de Leon, Rob 757	Cycling-33 milr MALE	7/24/80 Large	Day Trip		Signed	robdeleonjr@gmail.com	
delagarza, Joseph 754	Cycling-Half C♀ MALE	1/29/65 Large	Day Trip		Signed	dtrisurf@aol.com	
Dietrich,Antoine 758	Cycling-Half C♀ MALE	3/20/86 L	Day Trip		Signed	antoine.dietrich@gmail.com	
Dominguez,Rosalba 687	Cycling-33 milr FEMALE	Medium	Day Trip		Signed	cape-rdominguez@hotmail.com	
Dorbecker, Ricardo 760	Cycling-33 milr MALE	5/3/74 Large	staying at the island		Signed	ricardodorbecker@me.com	
Flores Jr, Jorge 720	Cycling-33 milr MALE	4/17/94 SMALL	Day Trip		Not signe	l.flores,jorge01@utrgv.edu	
Flores, Andrea 721	Cycling-33 milr FEMALE	9/9/02 Small	Day Trip		Signed	jfloresg94@hotmail.com	
Flores, Jorge 722	Cycling-Half C♀ MALE	6/25/63 IARGE	Day Trip		Signed	jfloresg94@hotmail.com	5
Flores, Rafael 756	Cycling-Half C♀ MALE	3/24/74 Large	Day Trip		Signed	reflores9997@sbcglobal.net	
Flores, Rene 692	Cycling-33 milr MALE	2/4/67 LARGE	Day Trip		Not signe	drhfrog@gmail.com	
Flores, Rossana 723	Cycling-Half C♀ FEMALE	2/1/70 MEDIUM	Day Trip		Signed	rossanasaldana@hotmail.com	
Galindo, Celia 631	Cycling-33 milr FEMALE	6/12/61 Medium	staying at the island		Signed	celgalindo@gmail.com	
Galvan,Francisco 632	Cycling-33 milr MALE	2/1/56 XL	staying at the island		signed	celgalindo@gmail.com	

garcia, filimon 605	Cycling-33 milk MALE	3/8/48 XL	Day Trip	Signed	roadskryn@yahoo.com
Garcia, Guadalupe 761	Cycling-Half Cc MALE	9/28/80 XL	Day Trip	Signed	phpd1270@yahoo.com
Garcia, Lidia 769	Cycling-Half Cc FEMALE	10/23/63 Medium	Day Trip	Signed	lyo9797@yahoo.com
Garcia, Noe 619	Cycling-33 milk MALE	11/30/69 Large	Day Trip	Signed	noegg5150@yahoo.com
Garcia, Claudia 608	Cycling-33 milk FEMALE	Medium	Day Trip	Signed	cpgarcia74@yahoo.com
Garza, Felipe 746	Cycling-33 milk MALE	12/15/75 Small and XL	Day Trip	Signed	fgarza_75@yahoo.com
Garza, Jose Alejandro 685	Cycling-33 milk MALE	XL	staying at the island	Signed	alextrk70@gmail.com
Garza, Olga 771	Cycling-Half Cc FEMALE	medium	Day Trip	signed	olga3souls@gmail.com
Gil, Michelle 624	Cycling-33 milk FEMALE	1/21/84 Medium	Day Trip	Not signed	michelleeagles9@gmail.com
Gilchrist, Sandra 818	Cycling-33 milk FEMALE	12/26/69 XL	Day Trip	Signed	sandravilchrist@hotmail.com
Ginez, Melinda 800	Cycling-Half Cc FEMALE	large	Day Trip	Signed	fmginez@yahoo.com
Gomez, Ansel 675	Cycling-33 milk MALE	8/14/95 Small	Day Trip	Signed	anselgomez@gmail.com
Gonzalez, Claudia	Cycling-Half Cc FEMALE	7/7/75 small	Day Trip	Signed	cgonzalez7575@gmail.com
Gonzalez, Javier 791	Cycling-Half Cc MALE	9/27/72 Medium	Day Trip	Signed	gizjavi28@yahoo.com
Gonzalez, Krystle 776	Cycling-33 milk FEMALE	8/27/87 Medium	Day Trip	Signed	kagonzalez3@yahoo.com
Gonzalez, Rene	Cycling-Half Cc MALE	4/3/71 Medium	Day Trip	Signed	rgonzalez7195@yahoo.com
Gonzalez, Robert	Cycling-Half Cc MALE	9/9/60 large	Day Trip	Signed	rgg1960@att.net
Gonzalez, Mari 811	Cycling-33 half FEMALE	small	Day Trip	Signed	alex_maria.gonzalez@yahoo.com
Gonzalez, Olga 694	Cycling-33 milk MALE	large	Day Trip	Signed	olgagonzalez56@hotmail.com
Gonzalez, Sal 695	cycling-33 milk Male	5/17/27 Large	day trip	signed	endaira819@yahoo.com
Guerrero, Endaira 620	Cycling-33 milk FEMALE	8/19/93 Medium	Day Trip	Signed	hgurrero2002@hotmail.com
Guerrero, Héctor 755	Cycling-Half Cc MALE	6/11/66 small	Day Trip	Not signed	manuel_gr25@yahoo.com
Guerrero, Manuel 621	Cycling-33 milk MALE	12/25/63 Large	Day Trip	Signed	c.guevara13@yahoo.com
Guevara, Cristina 628	Cycling-Half Cc FEMALE	2/13/65 Small	Day Trip	Signed	supersito2003@gmail.com
Guevara, Luis 627	Cycling-Half Cc MALE	3/25/69 medium	Day Trip	Signed	alglaguna@gmail.com
Gutierrez, Alfonso 618	Cycling-33 milk MALE	5/15/55 Medium	Day Trip	Signed	tritex1970@yahoo.com
Gutierrez, Hugo	Cycling-Half Cc MALE	2/16/70 Medium	staying at the island	Signed	doctormedico@aol.com
Gutierrez, Marco	Cycling-Half Cc MALE	10/13/63 Small	staying at the island	Not signed	flaka1971@yahoo.com
Gutierrez, Sandra	Cycling-33 milk FEMALE	6/18/71	staying at the island	signed	cesia-guzman@hotmail.com
Guzman, Cesia 684	Cycling-33 milk FEMALE	Small	day trip		
Hall Terry 658	cycling=33 mil Female	2/24/00 2XL	Day Trip	Signed	cycleterry@hotmail.com
Hall, Deidre 809	Cycling-33 milk FEMALE	1/17/65 XL	Day Trip	Signed	diichnovsky2@yahoo.com
Haught, Wendy 683	Cycling-33 milk FEMALE	Medium	Day Trip	Signed	whaught@hotmail.com
Hermosa, Pearl 624	Cycling-Half Cc FEMALE	12/20/65 small	Day Trip	Signed	phermosa40@yahoo.com

Hernandez, Antonio	65	Cycling-33	male	9/6/74	XL	Day Trip	Signed	Tonyhdz74@icloud.com
Hernandez, Patricia	82	Cycling-33	female	7/2/81	Medium	Day Trip	Signed	Legalsec81@hotmail.com
Hernandez, Joseph	704	Cycling-33	male		xl	Day Trip	Signed	frostbank
Hickey, Dave	677	Cycling-Half C	male	12/26/57	XL	staying at the	Signed	dhickey@hotmail.com
Hinojosa, Manuel	718	cycling-33	male	5/17/27	XL	day trip	signed	hinojosacar@aol.com
Hitchcock, John	441	Cycling-Half C	male	10/30/67	large	Day Trip	Signed	hitchcockjc@hotmail.com
Hitchcock, Tracy	662	Cycling-33	female	7/23/69	XL	Day Trip	Signed	hitchcocktracy@hotmail.com
Jeffery, Deisy	604	Cycling-33	female	1/17/61	xl	Day Trip	Signed	rjeffery@rgv.rr.com
Jeffery, Roger	603	Cycling-33	male	2/10/61	2xl	Day Trip	Signed	rj3rdagain@hotmail.com
Jimenez, Karina		Cycling-Half C	female	5/29/75	small	Day Trip	Signed	Karyjimenenez@live.com
Kennard, Fred	803	Cycling-Half C	male	2/11/50	xl	Day Trip	Signed	fred530b5@hotmail.com
Lambarri, Isac	444	Cycling-Half C	male	12/1/93	medium	Day Trip	Signed	Lambarri47@gmail.com
Langley, Ed	493	Cycling-33	male	5/24/43	small	Day Trip	Signed	langley.ed@gmail.com
Langley, Sandra	601	Cycling-33	female	2/29/00	Medium	Day Trip	Signed	sandralangley1978@yahoo.com
Lerma, Javier	634	Cycling-33	male	10/3/93	Large	Day Trip	Signed	lermajavier19@yahoo.com
Lopez, Federico		Cycling-33	male	12/4/80	XL	Day Trip	Signed	Federicolp0321@gmail.com
Lozano, Rosa	703	Cycling-Half C	female	5/25/66	small	Day Trip	Signed	rgabyloz@hotmail.com
Lockhart, Leslie	819	Cycling-Half C	female	9/15/77	medium	Day Trip	Signed	leslockhart@adamsgraham.com
Macarayan, Norman	780	Cycling-33	male	5/24/66	Small and N	Day Trip	Signed	normanmacarayan@gmail.com
Maqueda, Carlos	791	Cycling-Half C	male	6/20/56	Large	staying at the	Signed	cmaqueda@aol.com
Maqueda, Debra	782	Cycling-Half C	female	9/23/61	Medium	staying at the island	Not signed	carlos.maqueda@outlook.com
Martinez, Alex	497	cycling-33	male		Medium	Day Trip	signed	katoliaco10@gmail.com
Martinez, Reyes	797	Cycling-33	male	3/27/73	XL	Day Trip	Signed	reyreymtz@gmail.com
Martinez, Alejandro	678	cycling-33	male	4/8/00	2XL	day trip	signed	m_a_rtinez@hotmail.com
Martinez, Carlos	704	Cycling-33	male		XL	staying at the island	Signed	
Martinez, Genaro	452	cycling-33	male		xxl	day trip	signed	genaroutb@yahoo.com
Mata, Martha	614	Cycling-33	female		large	Day Trip	Signed	marthamendoza70@gmail.com
Mata, Sebastian	417	Cycling-33	male		medium	Day Trip	Signed	marthamendoza70@gmail.com
Mederos, Alejandra	807	Cycling-33	male	12/11/74	Large	Day Trip	Signed	Alemederos@yahoo.com
Medez, Joe	709	Cycling-33	male	5/10/66	Small and L	Day Trip	Signed	jose.mendez@ca-cost.org
Mejia, Enriquez, Juan Carl		Cycling-33	male	11/5/81	Medium	Day Trip	Signed	ccedillo23@outlook.com

Name	Age	Sex	Weight	Day Trip	Staying at the island	Signed	Email
Mejia, Arnulfo	785	Cycling-Half Cc	MALE	Day Trip		Signed	amejia@brownsville-pub.com
Mendez, Samuel	710	Cycling-Half Cc	MALE	Day Trip		Signed	Mailmansam@gmail.com
Meza, Victor		Cycling-Half Cc	MALE	Day Trip	yes	Signed	karyjimenez@live.com
Moriya, Yasutaka	786	Cycling-Half Cc	MALE	Day Trip	Yes	Signed	Yasutaka.mor@gmail.com
Munoz, Rosie	602	Cycling-33 milik	FEMALE	Day Trip		Signed	sandralangley1978@yahoo.com
Murphy, Angela	457	Cycling-33 milik	FEMALE	Day Trip	yes 2	Signed	aamurphy1978@yahoo.com
Najera, Iliana	454	Cycling-33 milik	FEMALE	Day Trip		Signed	nilianavictory@gmail.com
Najera, Paul	653	Cycling-33 milik	MALE	Day Trip		Signed	Paul.najera.paul@gmail.com
Nash, Adriana	440	Cycling-Half Cc	FEMALE	Day Trip		Signed	an1896@aol.com
Nunez, Orlando	795	Cycling-Half Cc	Male	Day Trip		signed	orlando.nunez13@yahoo.com

Name	Age	Sex	Weight	Day Trip	Staying at the island	Signed	Email
Olvera, Lucy	788	Cycling-Half Cc	FEMALE	Day Trip	YES	Signed	radrck07@yahoo.com
Orozco, Rolando	635	Cycling-33 milik	MALE	Day Trip	Yes	Signed	rolando93@aol.com
Ortiz, Miguez	829	Cycling-Half Cc	MALE	Day Trip		signed	nak45z@aol.com
Paz, Fausto		Cycling-33 milik	male	Day Trip		Signed	faustopaz@outlook.com
Perez, Cesario	643	Cycling-Half Cc	MALE	Day Trip		Signed	Elprofep@gmail.com
Perez, Norma	606	Cycling-Half Cc	FEMALE	Day Trip		Signed	ilusionhrstdyo@hotmail.com
portales, Carlos	743	Cycling-33 milik	MALE	Day Trip		Signed	herbalrunners1@gmail.com
Presas, Brenda	789	Cycling-Half Cc	FEMALE	Day Trip		Signed	presas39@gmail.com
Quidlat, Jerry	617	Cycling-Half Cc	MALE	Day Trip		signed	gquidlat@yahoo.com
Quintanilla, Raul	806	Cycling-33 milik	Male	Day Trip		Signed	ruly_136@hotmail.com
Ramirez, Sierra, Hugo	649	Cycling-Half Cc	MALE	Day Trip		Signed	hugors32@hotmail.com
Ramirez, Anna	804	Cycling-33 milik	FEMALE	Day Trip		Signed	anna.ramirez93@yahoo.com
Ramirez, Carlos	718	Cycling-Half Cc	MALE	Day Trip		Signed	c6ramirez@yahoo.com
Ramirez, Manny	719	Cycling-Half Cc	MALE	Day Trip		Signed	Ramirez d@rcisd.org
Ramos, Claudio	622	Cycling-33 milik	MALE	Day Trip	Refund \$10.00	Not signed	cramos061990@gmail.com
Ramos, Victor	623	Cycling-33 milik	Male	Day Trip		Not signed	mr.vicswelding@gmail.com
Regalado, Lucia	824	Cycling-33 milik	FEMALE	Day Trip		Signed	luciamregalado@gmail.com
Renteria, Karen	808	Cycling-33 milik	FEMALE	Day Trip		Signed	karenteria@yahoo.com
Reyes, Laura E.	659	Cycling-33 milik	FEMALE	Day Trip		Signed	ler1228@hotmail.com
Rodriguez, Claudia	890	Cycling-Half Cc	FEMALE	Day Trip	Yes	Signed	Guicha00@hotmail.com
Rodriguez, margarita	691	Cycling-Half Cc	FEMALE	Day Trip	Yes	Signed	gerardordz@msn.com
Rodriguez, Orlando	629	Cycling-Half Cc	MALE	Day Trip	need to refund \$10	Signed	ocrodriguez@sbcglobal.net
Rodriguez, Clare	671	Cycling-33 milik	FEMALE	Day Trip		Signed	clarerodriguez04@gmail.com
Rodriguez, Rodolfo	670	Cycling-33 milik	MALE	Day Trip		Signed	rodolfo1968@aol.com

Rosales, Maggie 801	Cycling-Half Cx FEMALE	11/10/74	Medium	Day Trip	Signed	mmagdalena3@yahoo.com
Ruiz, Greg 646	cycling-33 Milk Male		XL	Day Trip	signed	greg.ruiz@valleybaptist.net
Salazar, Jody 605	Cycling-33 milk FEMALE	1/1/67	Small	staying at the island	Signed	jodysal2@gmail.com
Salinas, John Tristan 765	Cycling-33 milk MALE	7/21/92	Medium	Day Trip	Signed	Jt2345sal@yahoo.com
Salinas, Isela 836	Cycling-33 milk FEMALE		Medium	Day Trip	Signed	isalinasy2@gmail.com
Salvatore, Mark 640	Cycling-33 milk MALE	12/8/53	Medium	Day Trip	Signed	mark.salvatore@gmail.com
Sanchez, Cynthia 802	Cycling-Half Cx FEMALE	7/28/68	Medium	Day Trip	Signed	cindysanchezcpa@yahoo.com
Sanchez, Joshua 724	Cycling-33 milk Male		large	Day Trip	Signed	jes_sanz5@hotmail.com
Sanchez, Jesus 638	cycling-33 milk Male	5/17/27	Medium	day trip	signed	hinojosacar@aol.com
Santamaria, Jackie 744	Cycling-33 milk FEMALE		Small	Day Trip	Signed	jcksantamaria@aol.com
Shrewsbury, Kenya 313	Cycling-Half Cx FEMALE	3/14/74	small	staying at the island	Signed	kenyabrooks1974@icloud.com
SIBAYAN, RONALD 812	Cycling-Half Cx MALE	9/21/73	Large	Day Trip	Signed	rsibayan@btapt.com
Sierra, Silvia 734	Cycling-33 milk FEMALE	1/3/57	small	Day Trip	Signed	ssierra30@ymail.com
Sizer, Christopher 663	Cycling-Half Cx MALE	11/3/64	large	Day Trip	Signed	Sirseezor@gmail.com
Soto, Julian 835	Cycling-33 milk MALE		Large	Day Trip	Signed	juliansoto624@gmail.com
Starr, Tracey	Cycling-Half Cx MALE	9/8/72	small	Day Trip	Signed	t.starr@ecisd.us
Susa, Franklin 779	Cycling-Half Cx MALE	2/27/72	Medium	Day Trip	Signed	doc_boyng@yahoo.com
Thomas, Joe 787	Cycling-Half Cx MALE		xxl	Day Trip	Signed	joethomas138@gmail.com
Thraillkill, Frances	Cycling-33 milk FEMALE	7/7/77	small	Day Trip	Signed	ftthraillkill@gmail.com
Trevino, Heila 792	Cycling-33 milk FEMALE	3/15/77	Medium	Day Trip	Signed	Heila.trevino@gmail.com
Trevino, Enrique 634	Cycling-33 milk MALE		Large	Day Trip	Signed	htrevino70@yahoo.com
Trevino, Victor	Cycling-Half Cx Male	2/23/74	Medium	staying at the island	Signed	hawaii600@gmail.com
Uribe, Liliana Chavez 744	Cycling-33 milk FEMALE		Medium	Day Trip	Signed	cliliana85@yahoo.com
Valdez, Doris 796	Cycling-Half Cx FEMALE	6/15/69	small	Day Trip	Signed	Vdoris@aol.com
Valdez, Ruben 770	Cycling-33 milk MALE		Medium	Day Trip	Signed	rvaldez8@rgv.rr.com
Vallejo, Ana 775	Cycling-33 milk FEMALE	1/24/79	Medium	Day Trip	Signed	anasalas@msn.com
Vargas, Abel 810	Cycling-Half Cx MALE	3/19/63	W44	Day Trip	Signed	vargassabe07@gmail.com
Vasquez, Jose 714	Cycling-33 milk male		XXxl	Day Trip	Signed	frostbank
Vega, Monica	Cycling-33 milk FEMALE	4/18/71	XL	Day Trip	Signed	Romobry@yahoo.com
venegas, justin	Cycling-33 milk MALE	6/17/80	small	Day Trip	Signed	justpaulx9@yahoo.com
Villanueva, Raul 107	Cycling-33 milk Individual /	1/3/72	Medium	Day Trip	Signed	raulfv36@gmail.com
Villanueva, Ximena 708	Cycling-33 milk FEMALE	1/3/02	small	Day Trip	Signed	raulfv36@gmail.com

Villarreal, Cris 676

White, Brad 648

ZAMORANO, MARY ANN
Cycling-Half Cc FEMALE
Cycling-Half Cc FEMALE
Cycling-Half Cc FEMALE

Sponsors

Plains Capital Bank
Raul Villanueva
Ximena Villanueva

Brownsville PUB
Arnulfo Mejia
Francisca Calles
Sylvia Sierrz

First Community Bank
Rosie Munoz
Sandra Lopez Langley

Bicycle world
Miguel Araiza
Terry Hall

Frost Bank
Jose Vasquez
Joseph Hernandez

Kay Conley

Rebecca Garza 613 5
Cassandra Benavidez 612 5
Yair Coast N/C 607

Giloor Lumben N/C

Joe White m 610

Eddie Padron 611

David Rendon 615 *

Francisco Miranda 625

Israel Guayados 639

Cycling-Half Cc MALE

Cycling-33 mile MALE

Cycling-Half Cc FEMALE

Cycling-Half Cc FEMALE

3/23/95 Medium/Mn Day Trip

8/14/68 Medium Day Trip

9/10/75 medium Day Trip

8/5/67 small Day Trip

Yes

Design Group N/C

Valencia, Roberto 647

Grant, Ema 650

Wells Fargo H/C

Alejandro Cardenas 646

Alejandro Fernandez 667

Carolina Cardenas 668

Jesus Zepeda 669

Joe Mancias 679

Janie Alanis 680

Bye

Juan Manuel Barajas 689

Cecilia Beltran 690

Hamilton & Lucio

Judith Lucio 69815

Sophia " 699814

Sax Garza Const.

Ruth Gomez Serra 701

Robert Serra 702

Signed chris.villarreal23@gmail.com

Signed m.brad.white@icloud.com

Signed luzgzamora@gmail.com

Signed tun2run5@yahoo.com

Eva Ruiz 732

Berta Padilla 742

Cristina Guzman 743

M & M Clinic N/C

Humberto de la Vega 762

ANOVA LNG

Lorena Azuna 766

Carla Gonzalez 767

Linda Guzman 768

Pro Bos Edith Castaneda 772

Martin Alvarado 773

RioBank - Miguel A. Sosa 774

~~Eric~~ Ramon 783

Ride for Rotary

Amount Spent
\$1,522.27

Oct 3, 2019

Sep 24, 2019

Sep 19, 2019

Sep 19, 2019

Sep 11, 2019

Sep 11, 2019

Aug 31, 2019

RIDE Event 2019 Ride for Rotary Over the Causeway	\$53.73
RIDE Traffic Carousel	\$48.59
RDE Post "There's still time! REGISTER NOW to Ride for "	\$73.47
RDE Event 2019 Ride for Rotary Over the Causeway	\$82.27
RDE Post "There's still time! REGISTER NOW to Ride for "	\$16.92
RDE Post "Play, Stay & Ride! Book your hotel nights at "	\$5.12
RDE Post "Register NOW to guarantee your medal!"	\$33.51
RDE Post "Don't pay more rates increase Sept 17th	\$73.97
RDE Post "Rates increase tomorrow 9-17 Register NOW for "	\$49.96
RDE Post "Play, Stay & Ride! Book your hotel nights at "	\$32.13
RDE Event 2019 Ride for Rotary Over the Causeway	\$38.70
RDE FOR ROTARY Sept 17th Rate Increase	\$40.01
RDE Event 2019 Ride for Rotary Over the Causeway	\$41.56
RDE FOR ROTARY Sept 17th Rate Increase	\$64.26
RDE Post "Don't pay more rates increase Sept 17th	\$101.03
RDE Post "Play, Stay & Ride! Book your hotel nights at "	\$11.08
RDE Event 2019 Ride for Rotary Over the Causeway	\$141.50
RDE Post "Register NOW for ONLY \$35 for either 33 miles or "	\$44.23
RDE Post "The \$35 rate has be EXTENDED thru 9/21/19 for "	\$12.50
RIDE Brand awareness	\$42.52
RDE Post "Make it a weekend adventure! Register now for "	\$75.05
RIDE Cyclists Houston Make it an adventure	\$33.15
RDE RGV Runners Make it an adventure	\$27.41
RDE Cyclists Austin Make it an adventure	\$32.17
RDE Cyclists San Antonio Make it an adventure	\$31.82
RDE Cyclists Corpus Make it an adventure	\$32.62
RDE Cyclists Laredo Make it an adventure	\$32.36
RDE Cyclists Houston Make it an adventure	\$10.01
RDE Event 2019 Ride for Rotary Over the Causeway	\$12.24
RDE Post "Register NOW for ONLY \$35 for either 33 miles or "	\$105.77

\$1424.66

From: Robert Hibyan <hibyr@aol.com>
To: markus.villanueva <markus.villanueva@yahoo.com>
Subject: Re: ride for Rotary
Date: Wed, Oct 16, 2019 4:20 pm

Markus,




I am a bit confused. The numbers are helpful, but I also need receipts; 1,500 worth.

ride for Rotary
 Tue, O

-----Original Message-----

From: Markus Villanueva <markus.villanueva@yahoo.com>
To: Hibyr <hibyr@aol.com>
Sent: Tue, Oct 15, 2019 1:52 pm
Subject: ride for Rotary

Riders 234
 Amount spent on Facebook \$1522.27
 Amount spent on other advertising \$1827.19

	Post Engagements Sign up by August 31 for REDUCED ENTRY F Promoted by Entry Link Oct 21 to Aug 23, 2019 Completed	9,936 People Reaching	533 Post Engagement	\$139.19 Percent of \$150.00	View Results
	Post Engagements Register before 8/31 for a reduced price! Promoted by Entry Link Oct 21 to Aug 17, 2019 Completed	12,984 People Reached	683 Post Engagement	\$213.81 Percent of \$250.00	View Results
	Ticket Sales 2019 Ride for Rotary Over the Causeway Promoted by Entry Link Oct 21 to Aug 2, 2019 Completed	24,496 People Reached	450 Ticket Sales	\$130.00 Percent of \$150.00	View Results



SAVE
THE
DATE

Ride for Rotary



A project of:
The Rotary Club of Historic Brownsville



Queen Isabella Causeway Cross

OCTOBER 6, 2019

TO REGISTER VISIT ACTIVE.COM



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

MEETING DATE: November 12, 2019

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

DEPARTMENT: Special Events Committee

ITEM

Consent to approve the Sandcastle Days post event report.

ITEM BACKGROUND

This event has been completed within the last 30 days and is required to submit a post event report.

BUDGET/FINANCIAL SUMMARY

Remaining balance is \$35,000.00

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

Recommend approval of final balance.

South Padre Island Convention & Visitors Bureau

Post Event Report



POST EVENT REPORT

Today's Date: 11/7/2019

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: SANDCASTLE DAYS 2019
Address: 6900 PADRE BLVD.
City, State, Zip: SOUTH PADRE ISLAND, TX 78597
Contact Name: CLAYTON BRASHEAR Contact email: claytonsbeachbar@aol.com
Contact Cell Phone Number: 956.455.8436

Event Information

Name of Event or Project: 2019 SANDCASTLE DAYS
Date(s) of Event or Project: 10/2/2019 - 10/6/2019
Primary Location of Event or Project: CLAYTON'S RESORT
Amount Requested: \$ 35,000.00
Amount Received: \$ 35,000.00
How many years have you held this Event or Program: 8



Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: 51%
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): 31%
4. If staff costs were covered, estimate of actual hours staff spent on funded event: 1002
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? No, No
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): 20-30,000
2. What was the actual attendance at the event? 13,000
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 4,100
4. How many room nights did you actually generated by attendees of this event? 2,145
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: 2,145
 - Last Year: 4,100
 - 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 Report 2019
UTRGV Report 2019
7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? no
If the room block did not fill, how many rooms were picked up? N/A



**2019 Sandcastle Days
Statement of Revenues and Expenses**

Jan 1 - Nov 7, 19

REVENUES:

Sponsorship	
City of South Padre Island	35,000.00
Sponsorship - Other	5,250.00
Total Sponsorship	40,250.00
Vendors	3,600.00
Amateur Sand Sculptors	90.00
Total Revenues	43,940.00

EXPENSES:

Auto/Gas	99.00
Advertising	
Digital Marketing & Website	3,276.96
Print	957.77
TV	10,000.00
Total Advertising	14,234.73
Entertainment	
Amusement Rides	2,720.00
Total Entertainment	2,720.00
In-Kind Expenses	
In-Kind Hotel Rooms	7,000.00
In-Kind Venue Cost	15,000.00
In-Kind Food	4,000.00
Total In-Kind	26,000.00
Materials & Supplies	3,815.87
Security	467.64
Event Staff	
Management Fees	1,000.00
MC and Sound	950.00
Master Sand Sculptors	
Sand Sculptors	12,000.00
Sculptor Travel Expense	3,000.00
Sculptor Awards	1,750.00
Total Master Sand Sculptors	16,750.00
Sand Slaves	2,600.00
Total Event Staff	21,300.00
Total Expense	68,637.24
Net Income	-24,697.24

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:

<input checked="" type="checkbox"/>	Newspaper: \$	800.00
<input type="checkbox"/>	Radio: \$	
<input checked="" type="checkbox"/>	TV: \$	10,000.00
<input checked="" type="checkbox"/>	Other Paid Advertising: \$	358.00
<input type="checkbox"/>	Number of Press Releases to Media:	
<input type="checkbox"/>	Number emails to out-of-town recipients:	
<input checked="" type="checkbox"/>	Other Promotions	3,277.00 Facebook and Website

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?
TV Interviews with San Antonio TV Station, KVEO Channel 23, KGBT Channel 4, and
Telemundo TV

- ☒ 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:

Great weather all weekend, and hats off to the City of South Padre Island. They always come through for SandCastle Days to ensure this event is a success.



FREE
EVENT ENTRY

32ND ANNUAL



**OCTOBER
3-6**

*South
Padre*
ISLAND



Clayton's

Biggest Beach Bar In Texas

BANDS ON THE BEACH

**Sandcastles • Games
Vendors • Food & Drinks**

32ND ANNUAL



**OCTOBER
3-6**



*South
Padre*
ISLAND

**FREE EVENT
ENTRY**



BANDS



PRODUCTION SCRIPT

PA #:
SHOOT DATE:
EDIT DATE:

DATE: 9/1/19	CLIENT: Sandcastle Days	CONTACT:
CLIENT #:	ADDRESS:	PHONE:
A/E: Shannon Garza	A/E FAX:	FAX:

AUDIO / SFX	SEC	VIDEO / FX	TEXT OVERLAY / CG
<p>Don't Miss South Padre Island 32nd Annual Sand Castle Days Event At Claytons! Oct 3rd through the 6th. Watch As Master Sculptors Create Works of Art. Enjoy Live Music, Fireworks And Family Fun. Admission is Free. Join Us At Sand Castle Days At Claytons Beach Bar and Grill.</p> <p>TV Advertising: Script used for KVEO Channel 23, KGBT Channel 4</p>		<p>Sandcastle Days footage</p> <p>Sandcastles Band Fireworks Slide</p>	<p>October 3rd – 6th</p> <p>Sandcastle Days Logo</p> <p>South Padre Island Logo</p> <p>Clayton's Beach Bar Logo</p> <p>La Quinta Inns & Suits Logo</p>

TITLE:	COMMENTS:
SCRIPTWRITER:	

CLIENT SCRIPT APPROVAL

DATE _____

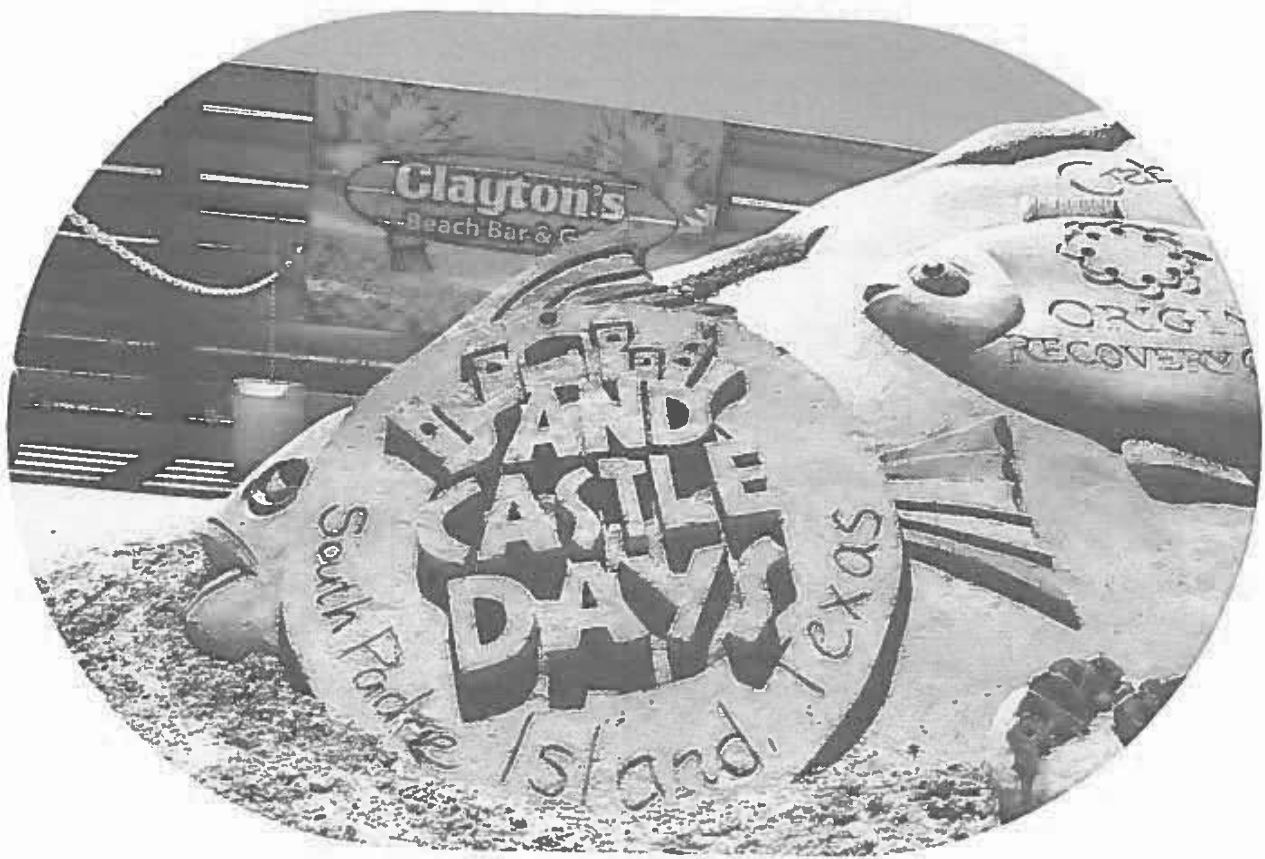
CLIENT SPOT APPROVAL

DATE _____

*Changes after client approval are subject to an additional charge

MARK ALL ELEMENTS THAT APPLY TO THIS PRODUCTION

AUDIO: ☐ NONE ☐ ON CAMERA ☐ MUSIC ONLYVOICE: ☐ MALE ☐ FEMALE ☐ CHARACTER: _____MUSIC TYPE: ☐ NONE ☐ COUNTRY ☐ JAZZ ☒ ROCK☐ OTHER: _____MUSIC TEMPO: ☐ FAST ☒ MEDIUM ☐ SLOW



➤ Proudly hosted by:



<http://claytonsbeachbar.com>

ADVERTISING INTERNET
WEB PAGE, sandcastledays.com

➤ Book your trip today!



<http://sopadre.com/>

Advertising Social Media
FACEBOOK
*There were other ads on Facebook
that included videos

**FREE
TICKET ENTRY**

32ND ANNUAL



South Padre Island, Texas

**OCTOBER
3-6**

BANDS ON THE BEACH



THU-OCT 3
Robert Gracia Band: 5-8 pm

FRI-OCT 4	SAT-OCT 5	SUN-OCT 6
Street Corner Soul 2-6 pm	Acho de Barrio 3-7 pm	Acho de Barrio 2-6 pm
Rockstar Denied 6-10 pm	Rockstar Denied 7-11 pm	Rockstar Denied 6-10 pm


Sandcastles • Games • Vendors • Food & Drinks

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

Additional Event Information

1. What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc.?
Ace Hardware, Toucan Graphics, Island Geek, Clifton International Audio, Clayton's Beach Bar
[REDACTED]
[REDACTED]
2. What was the weather like during the event? Nice
[REDACTED]
[REDACTED]
3. Were there any other facts that may have affected on the event? No
[REDACTED]
[REDACTED]


[REDACTED]
Signature

11/7/2019

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



2019 SANDCASTLE DAYS EXPENSE SHEET

Expenses:	Type	Date	Num	Name	Memo	Amount
<u>Auto/Gas</u>						
	Check	10/01/2019	1228	Marco Colorado/Cash Receipts	3 Gas Receipts to purchase materials and supplies (McAllen,	110.00
	Deposit	11/04/2019		Marco Colorado/Cash Receipts	Over Paid on Check #1228/Reimbursement	-11.00
<u>Total Auto/Gas</u>						99.00
<u>Advertising</u>						
<u>Digital Marketing & Website</u>						
	Check	09/06/2019	1224	Island Geek	4049 Web Hosling, SEO, Updates, Security & Maintenance	1,000.00
	Bill	09/27/2019	Facebook Ads C	Facebook	Facebook Ads citibank cc	800.18
	Bill	09/30/2019	Facebook Ads C	Facebook	Facebook Ads citibank cc	615.03
	Bill	10/03/2019	Facebook Ads C	Facebook	Facebook Ads Citibank CC	861.75
<u>Total Digital Marketing & Website</u>						3,276.96
<u>Print</u>						
	Check	09/20/2019	1227	Toucan Graphics	27662 for 6 Posters & 50 Flyers	237.61
	Bill	09/26/2019	10.08.2019	Port Isabel South Padre Press	Ads Placed 9/19-9/26/19	500.00
	Bill	09/27/2019	40014767-0919	The Coastal Current/Aim Media	40014767-0919 Ad Ran 9/27/19	100.00
	Check	10/01/2019	1229	Toucan Graphics	27760 SCD's Mercado Banner	120.16
<u>Total Print</u>						957.77
<u>TV</u>						
	Check	09/06/2019	1225	KGBT Channel 4	74 TV Spots 9/23-10/6/19 Plus 12,500 OTT Streaming Comm	5,000.00
	Check	09/06/2019	1226	KVEO Channel 23	250 TV Spots 9/9-10/6/19	5,000.00
<u>Total TV</u>						10,000.00
<u>Total Advertising</u>						14,234.73
<u>Entertainment</u>						
Amusement Rides	Bill	10/06/2019	1022	RGV Pary Rentals	1022 Amusement Rides 10/4-10/6/19	2,720.00
<u>Total Entertainment</u>						2,720.00
<u>Materials & Supplies</u>						
	Bill	09/26/2019	1909-968167	Zarsky Lumber	Wood and Nails to build Sandcastle Molds	225.83
	Bill	09/26/2019	Acadamy Citibank	Academy	2 10X10 Canopy Tents	173.18
	Bill	09/26/2019	Home Depot Citi	Home Depot	Blades, Masonline, Glove, Drill, 1X2-36" Stakes	286.79
	Check	10/01/2019	1229	Toucan Graphics	27760 Sand Sculpters Bios Signs 12	365.88
	Bill	10/06/2019	1022	RGV Pary Rentals	1022 Vendor Tent 10/4-10/6/19	780.00
	Check	10/07/2019	1252	Clayton's Beach Bar/Cash Receipts	10/3/19 Walmart/4 Extention Cords for Welcome Castle	77.14
	Check	10/07/2019	1253	Toucan Graphics	27814 Award Stickers, Coroplast Boards with Stakes and Sig	119.90

2019 SANDCASTLE DAYS EXPENSE SHEET

	Check	10/07/2019	1252		Clayton's Beach Bar/Cash Receipts	10/2/19 Home Depot/5 Extension Cords, 3 Spot Lights for light	167.58
	Check	10/07/2019	1252		Clayton's Beach Bar/Cash Receipts	9/26/19 Lowes/8 Stakes for Fencing	71.70
	Check	10/07/2019	1252		Clayton's Beach Bar/Cash Receipts	10/1/19 Ace/Misc Hardware for framing Vendor Booths	33.01
	Check	10/07/2019	1252		Clayton's Beach Bar/Cash Receipts	9/27/19 Ace/16 Hose Nozzles, WD 40, 15 2Way Hose Adap	198.83
	Check	10/07/2019	1252		Clayton's Beach Bar/Cash Receipts	9/30/19 Ace/3 Poly Seal MP1, 1 Sillcock Key, 1 Work Glove	43.53
	Check	10/07/2019	1252		Clayton's Beach Bar/Cash Receipts	9/29/19 Home Depot/3 Spot Lights, 5 Extension Cords, 1 Ton	189.20
	Check	10/07/2019	1252		Clayton's Beach Bar/Cash Receipts	9/27/19 Home Depot/30 C-Clamps	63.98
	Check	10/07/2019	1252		Clayton's Beach Bar/Cash Receipts	9/27/19 Home Depot/8 C-Clamps	17.06
	Check	10/07/2019	1252		Clayton's Beach Bar/Cash Receipts	9/26/19 Home Depot/7 C-Clamps, 5 Hosebibs	54.76
	Check	10/07/2019	1252		Clayton's Beach Bar/Cash Receipts	9/21/19 Home Depot/Clamps, Hammer, Staples, UKnife, Zip Tie	947.50
Total Materials & Supplies							3,815.87
Security							
	Bill	10/06/2019	19-1008-21		Ace Security	19-1008-21 Overnight Security 10/3-10/5/19	467.64
Total Security							467.64
Event Staff							
Management Fees							
	Bill	10/04/2019	2019 SCD'S Mar		Lucinda Wierenga	2019 SCD'S Management Fees	1,000.00
Total Management Fees							1,000.00
MC and Sound							
	Bill	10/06/2019	2019 SCD'S MC		Clifton International Audio	2019 SCD'S MC/Sound	950.00
Total MC and Sound							950.00
Master Sand Sculptors							
Sand Sculptors							
	Bill	10/04/2019	2019 SCD'S Mar		Greg J Grady	9/30-10/5/19 Sculptor Fee	1,000.00
	Bill	10/04/2019	2019 SCD'S Mar		Abe Waterman	9/30-10/5/19 Sculptor Fee	1,000.00
	Bill	10/04/2019	2019 SCD'S Mar		Andrew Daily	9/30-10/5/19 Sculptor Fee	1,000.00
	Bill	10/04/2019	2019 SCD'S Mar		Christy Atkinson	9/30-10/5/19 Sculptor Fee	1,000.00
	Bill	10/04/2019	2019 SCD'S Mar		Edith Van De Watering	9/30-10/5/19 Sculptor Fee	1,000.00
	Bill	10/04/2019	2019 SCD'S Mar		Emerson Schreiner	9/30-10/5/19 Sculptor Fee	1,000.00
	Bill	10/04/2019	2019 SCD'S Mar		John Joaquin Cortez	9/30-10/5/19 Sculptor Fee	1,000.00
	Bill	10/04/2019	2019 SCD'S Mar		Ludo Roders	9/30-10/5/19 Sculptor Fee	1,000.00
	Bill	10/04/2019	2019 SCD'S Mar		Bruce Q Peck	9/30-10/5/19 Sculptor Fee	1,000.00
	Bill	10/04/2019	2019 SCD'S Mar		Wilfred Stijger	9/30-10/5/19 Sculptor Fee	1,000.00
	Bill	10/04/2019	2019 SCD'S Mar		Walter C McDonald	9/30-10/5/19 Sculptor Fee	1,000.00

2019 SANDCASTLE DAYS EXPENSE SHEET

	Bill	10/04/2019	2019 SCD'S Mas	Lucinda Wierenga	9/30-10/5/19 Sculptor Fee	1,000.00
Total Sand Sculptors						12,000.00
Sculptor Travel Expense						
	Bill	10/04/2019	2019 SCD'S Mas	Greg J Grady	Sculptor Travel Expense	300.00
	Bill	10/04/2019	2019 SCD'S Mas	Abe Waterman	Sculptor Travel Expense	300.00
	Bill	10/04/2019	2019 SCD'S Mas	Andrew Daily	Sculptor Travel Expense	300.00
	Bill	10/04/2019	2019 SCD'S Mas	Christy Atkinson	Sculptor Travel Expense	300.00
	Bill	10/04/2019	2019 SCD'S Mas	Edith Van De Wetering	Sculptor Travel Expense	300.00
	Bill	10/04/2019	2019 SCD'S Mas	Emerson Schreiner	Sculptor Travel Expense	300.00
	Bill	10/04/2019	2019 SCD'S Mas	John Joaquin Cortez	Sculptor Travel Expense	300.00
	Bill	10/04/2019	2019 SCD'S Mas	Ludo Roders	Sculptor Travel Expense	300.00
	Bill	10/04/2019	2019 SCD'S Mas	Bruce Q Peck	Sculptor Travel Expense	300.00
	Bill	10/04/2019	2019 SCD'S Mas	Wilfred Stijger	Sculptor Travel Expense	300.00
Total Sculptor Travel Expense						3,000.00
Sculptor Awards						
1st Place	Bill	10/05/2019	2019 1st Place	Abe Waterman	SCD's 1st Place Masters	1,000.00
2nd Place	Bill	10/05/2019	2019 2nd Place	Wilfred Stijger	SCD's 2019 2nd Place Masters	500.00
3rd Place	Bill	10/05/2019	2019 3rd Place	Greg J Grady	SCD's 3rd Place Masters	250.00
Total Sculptor Awards						1,750.00
Total Master Sand Sculptors						16,750.00
Sand Slaves						
	Bill	10/06/2019	2019 Sand Slave	Lori Gaudi	10/1-10/6/19 Sand Slave	500.00
	Bill	10/06/2019	2019 SCD'S Foc	Ken Zoric	10/3-10/5/19 Food Prep for Sculptor's Lunches	200.00
	Bill	10/06/2019	2019 Master Sla	Dennis W Barrett Jr	9/30-10/7/19 Master Sand Slave	1,000.00
	Bill	10/06/2019	2019 Sand Slave	Ken Barnett	9/30-10/7/19 Sand Slave	700.00
	Bill	10/06/2019	2019 Sand Slave	Ken Barnett	Sand Slave Travel Expense	200.00
Total Sand Slaves						2,600.00
Total Event Staff						21,300.00
Total Expense						42,637.24

4:52 PM

11/04/19

Accrual Basis

Sandcastle Days
Account QuickReport
January 1 through November 4, 2019

Type	Date	Num	Name	Memo	Amount
Auto/Gas					
Check	10/01/2019	1228	Marco Colorado/Cash Receipts	3 Gas Receipts to purchase materials and supplies (McAllen, Weslaco & Brownsville)	110.00
Deposit	11/04/2019		Marco Colorado/Cash Receipts	Over Paid on Check #1228/Reimbursement	-11.00
Total Auto/Gas					99.00
TOTAL					99.00

Murphy USA 7590
1405 Hwy 100
Port Isabel, TX 78578
09/21/2019 16:09:35 Store#7590

#1226
10/1/19

✓ All NEW Murphy Drive Rewards
Get ahead with offers & savings!
Play Rev Up for Murphy Drive points!

Your Cashier: Tally

12 UNLPLUS \$31.00
Pump #10
11.747 GAL @ \$2.639
MDR: ASSOCIATED
TOTAL \$31.00
CASH TENDER \$40.00
CHANGE DUE \$-9.00

Customer Service is here for you!
Call 877-889-2382 OR
murphydrive@murphyusa.com

Save \$.05 per gallon with

Murphy USA 7365
2719 Boca Chica Blvd
Brownsville, TX 7852
SITE: 7365
DATE: 09-30-19
TIME: 08:11
TRACE: 4565

PUMP: 1
PRODUCT: UNLPLUS
PRICE/GAL: \$2.549
NET/GAL: \$2.549
QTY(GAL): 11.769
FUEL TOTAL: \$30.00

PREPAY COMPLETION

PREPAY AMT: \$30.00
TOTAL: \$30.00
REFUND: \$0.00

Murphy USA 7365
2719 Boca Chica Blvd
Brownsville, TX 78521
09/26/2019 18:22:23 Store#7365

#1228
10/1/19

✓ All NEW Murphy Drive Rewards
Get ahead with offers & savings!
Play Rev Up for Murphy Drive points!

Your Cashier: CARLOS ALEJA

15 UNLPLUS \$38.00
Pump #7
14.733 GAL @ \$2.579
MDR: ASSOCIATED
TOTAL \$38.00
CASH TENDER \$40.00
CHANGE DUE \$-2.00

Customer Service is here for you!
Call 877-889-2382 OR
murphydrive@murphyusa.com

Save \$.05 per gallon with your
MURPHY VISA CARD
Apply at www.murphyvisacard.com

FOR A CHANCE TO WIN \$100 OF GAS
Go to: www.tellmurphyusa.com

SURVEY CODE:
369 468 086 596

Tran #7365-20190926-1-2-

Auto/Gas Paid 10/1/19
CR #1228
\$110.00 *
Over Paid by \$11.00 See 11/4/19
Deposit Credit Auto \$11.00
Total Auto/Gas \$99

6:14 PM
11/04/19
Accrual Basis

Sandcastle Days Account QuickReport January 1 through November 4, 2019

Type	Date	Num	Name	Memo	Amount
Advertising					
Digital Marketing & Website					
Check	09/06/2019	1224	Island Geek	4049 Web Hosting, SEO, Updates, Security & Maintenance	1,000.00
Bill	09/27/2019	Facebook...	Facebook	Facebook Ads cltbank cc	800.18
Bill	09/30/2019	Facebook...	Facebook	Facebook Ads cltbank cc	615.03
Bill	10/03/2019	Facebook...	Facebook	Facebook Ads Cltbank CC	861.75
Total Digital Marketing & Website					3,276.96
Print					
Check	09/20/2019	1227	Toucan Graphics	27662 for 6 Posters & 50 Flyers	237.61
Bill	09/26/2019	10.08...	Port Isabel South Padre Press	Ads Placed 9/19-9/26/19	500.00
Bill	09/27/2019	40014...	The Coastal Current/Alim Media	40014767-0919 Ad Rain 9/27/19	100.00
Check	10/01/2019	1229	Toucan Graphics	27760 SCD's Mercado Banner	120.16
Total Print					957.77
TV					
Check	09/06/2019	1225	KGBT Channel 4	74 TV Spots 9/23-10/6/19 Plus 12,500 OTT Streaming Commercials	5,000.00
Check	09/06/2019	1226	KVEO Channel 23	250 TV Spots 9/9-10/6/19	5,000.00
Total TV					10,000.00
Total Advertising					14,234.73
TOTAL					14,234.73

Island Geek

104 West Bahama Street
South Padre Island, TX 78597
(956)761-3333
sean@islandgeek.com
islandgeek.com

**island geek**

INVOICE

BILL TO

Clayton Brashear
Clayton's Beach Bar
6900 Padre Blvd,
South Padre Island, TX 78597

INVOICE # 4049**DATE 09/06/2019****DUE DATE 09/06/2019****TERMS Due on receipt****DESCRIPTION****AMOUNT****Services****1,000.00**

Sandcastle Days Website Hosting, SEO, Updates, Security and Maintenance.

BALANCE DUE**\$1,000.00**

9/6/19 Paid \$1000.00 ck #1224

10/24/2019

Your Facebook Ads Receipt (Account ID: 3181469786842)

From: Facebook Ads Team <advertise-noreply@support.facebook.com>

To: Clayton Brashear <>

Subject: Your Facebook Ads Receipt (Account ID: 3181469786842)

Date: Fri, Sep 27, 2019 12:39 pm



Receipt for Clayton Brashear (Account ID: 3181469786842)

Summary

\$800.18

AMOUNT BILLED

\$900.00 USD

BILLING REASON

You're being billed because you reached your \$900.00 billing threshold.

DATE RANGE

Aug 30, 2019, 9:30 PM - Sep 27, 2019, 12:39 PM

PRODUCT TYPE

Facebook Ads

PAYMENT METHOD

MasterCard*2025

REFERENCE NUMBER ⓘ

9LYUVNNBK2

CAMPAIGN	RESULTS	AMOUNT
Post: "The Beach is Calling you 🌴 Super Nice day"	2,220 Impressions	\$7.19
Post: "🎵 Nicky Nicky Nicky Jam 🎵 "	30,419 Impressions	\$92.63
Post: "Sandcastle Vendors & Sponsors Application is NOW..."	56,859 Impressions	\$500.00
Post: "Sandcastle Days October 3rd - 6th 2019"	84,502 Impressions	\$300.18

Bill Payment Stub

Credit Card Payment Date: 9/27/2019

Credit Card Payment No.: Citibank

Credit Card Payment Amount: 800.18

Sandcastle Days
6900 Padre Blvd.
South Padre Island TX 78597

Paid To: Facebook

Date	Type	Reference	Original Amt.	Balance	Discount	Payment
9/27/2019	Bill	Facebook Ads Citibank	800.18	800.18		800.18

10/24/2019

Your Facebook Ads Receipt (Account ID: 3181469786842)

From: Facebook Ads Team <advertise-noreply@support.facebook.com>

To: Clayton Brashear <>

Subject: Your Facebook Ads Receipt (Account ID: 3181469786842)

Date: Mon, Sep 30, 2019 6:24 am



Receipt for Clayton Brashear (Account ID: 3181469786842)

Summary

AMOUNT BILLED

\$615.03 USD

BILLING REASON

Remaining ad costs at the end of the month.

DATE RANGE

Sep 26, 2019, 6:30 PM - Sep 30, 2019, 12:00 AM

PRODUCT TYPE

Facebook Ads

PAYMENT METHOD

MasterCard*2025

REFERENCE NUMBER ⓘ

G37HEPNAK2

CAMPAIGN

RESULTS

AMOUNT

Post: "Sandcastle Days October 3rd - 6th 2019"

161,979
Impressions

\$615.03

TOTAL

\$615.03

Bill Payment Stub

Sandcastle Days
6900 Padre Blvd.
South Padre Island TX 78597

Paid To: Facebook

Credit Card Payment Date: 9/30/2019

Credit Card Payment No.: Citibank

Credit Card Payment Amount: 615.03

Date	Type	Reference	Original Amt.	Balance	Discount	Payment
9/30/2019	Bill	Facebook Ads Citibnk	615.03	615.03		615.03

10/24/2019

Your Facebook Ads Receipt (Account ID: 3181469786842)

From: Facebook Ads Team <advertise-noreply@support.facebook.com>

To: Clayton Brashear <>

Subject: Your Facebook Ads Receipt (Account ID: 3181469786842)

Date: Thu, Oct 3, 2019 5:59 pm



Receipt for Clayton Brashear (Account ID: 3181469786842)

Summary

AMOUNT BILLED

~~\$900.00~~ **USD**

BILLING REASON

You're being billed because you reached your \$900.00 billing threshold.

DATE RANGE

Sep 29, 2019, 2:30 PM - Oct 3, 2019, 5:59 PM

PRODUCT TYPE

Facebook Ads

PAYMENT METHOD

MasterCard*2025

REFERENCE NUMBER ⓘ

QD78YNJBK2

CAMPAIGN

RESULTS

AMOUNT

Post: "Sandcastle Days October 3rd - 6th 2019"

266,869
Impressions

\$861.75

Bill Payment Stub

Credit Card Payment Date: 10/3/2019

Credit Card Payment No.:

Credit Card Payment Amount: 861.75

Sandcastle Days
6900 Padre Blvd.
South Padre Island TX 78597

Paid To: Facebook

Date	Type	Reference	Original Amt.	Balance	Discount	Payment
10/3/2019	Bill	Facebook Ads Citibnk	861.75	861.75		861.75

notification settings for this ad account.

Facebook, Inc., Attention: Community Support, 1 Facebook Way, Menlo Park, CA 94025



TOUCAN GRAPHICS

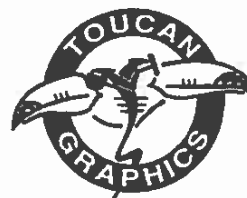
Accounting Dept.

14725 S Padre Island Dr., Unit 4

Corpus Christi, TX 78418 US

(361)949-1400

accounting@toucangraphics.net

**INVOICE****BILL TO**

SANDCASTLE DAYS

Clayton's Beach Resort

6900 Padre Blvd.

South Padre Island, TX

78597

INVOICE # 27662**DATE 09/11/2019****DUE DATE 09/11/2019****TERMS Due on receipt**

DESCRIPTION	QTY	RATE	AMOUNT
Signs	4	9.00	36.00T
14 x 8.5" PVC w/OL signs - 51% Notice			
Design	1	10.00	10.00T
Art Services: Changes to Sandcastle days poster			
Signs	6	30.00	180.00T
2x3 Sandcastle Days posters on coroplast			
Xcolor	50	0.59	29.50T
Printing: 8.5x11 flyers of sandcastle days			

SUBTOTAL	219.50	255.50
TAX (8.25%)	18.11	21.08
TOTAL	<u>\$237.61</u>	276.58
BALANCE DUE	→	

\$276.58**<38.97>****237.61**

Paid 9/20/19

OK #1227

\$237.61

**FREE
EVENT ENTRY**

32ND ANNUAL



South Padre
ISLAND

**OCTOBER
3 - 6**



Clayton's

Biggest Beach Bar In Texas

BANDS ON THE BEACH

**Sandcastles • Games
Vendors • Food & Drinks**

PORT ISABEL SOUTH PADRE PRESS

P.O. BOX 308

PORT ISABEL, TEXAS 78578

(956) 943-5545 FAX (956) 943-4782

e-mail: sales@portisabelsouthpadre.com

INVOICE/STATEMENT

Invoice No. 10.08.2019

Sandcastle Days - Clayton Brashear
6900 Padre Blvd.
South Padre Island, Tx 78597

DATE	DESCRIPTION	QUANTITY	AMOUNT
09.19.2019	1x12 color cover banner- Port Isabel-Press	1	\$200.00
09.19.2019	Full page color ad- Parade	1	\$300.00
09.26.2019	1x12 color cover banner- Port Isabel-Press	1	\$200.00
09.26.2019	Full page color ad-Parade	1	\$300.00

10/8/19 Sandcastle Days
Paid ck # 1255 \$500.00

TOTAL: \$1,000.00

10/8/19 Clayton Beach Bar
Paid ck # 10922
\$500.00

Thank you!

**32ND
ANNUAL**



South Padre Island, Texas

**OCTOBER
3-6**



*South
Padre*
ISLAND

**FREE EVENT
ENTRY**



Biggest Beach Bar in Texas



RANDS

Paid 10/8/19

#1255

*Ram Banner Ad.
9/19 + 9/26/19*

**FREE
EVENT ENTRY**

32ND ANNUAL



*South
Padre*

**OCTOBER
3-6**



Biggest Beach Bar In Texas

BANDS ON THE BEACH

**Sandcastles • Games
Vendors • Food & Drinks**

Paid 10/8/19 #1255 Full Page Ad Run 9/19 + 9/26/19

ACCOUNT NUMBER		CURRENT	PAST DUE 31-60 DAYS	PAST DUE 61-90 DAYS	PAST DUE 91-OVER
40014767		\$200.00	\$0.00	\$0.00	\$0.00
DATE	REF #	DESCRIPTION		UNITS	AMOUNT
09/01/19	AGING	*BALANCE FORWARD*			200.00
09/09/19	9097	9000-MM Retail Payment CS\CK CLAYTONS			200.00-
09/27/19	30139792	1000-CC Display Advertising		20.00	200.00

Coastal Current Ad
Sandcastle Days Paid \$100.00 ck#1254
Claytons Beach Bar Paid \$100.00 ck#10923

Invoice #
40014767-c

PREVIOUS BALANCE		NEW CHARGES		CREDITS		BALANCE DUE
\$200.00	(+)	\$200.00	-	\$200.00	=	\$200.00

THE MONITOR
 Mid-Valley
 TOWN & CRIER

VALLEY STAR
 The Coastal CURRENT

The Herald
 El Nuevo Herald

SUNDAY Extra

Phone: 956-683-4000
 Fed ID# 45-5484496

This Statement
 is due and payable
 upon receipt.

32ND

ANNUAL

OCTOBER 3-6

BANDS
ON THE
BEACH

Sandcastles

Fireworks Fri & Sat 9:00

Food & Drinks

Games vendors



South
Paddle
ISLAND

Clayton's

FREE EVENT ENTRY



Paid 10/8/19 at #10923 \$100.00
Carrot's Lunch at Pan 9/27/19

TOUCAN GRAPHICS

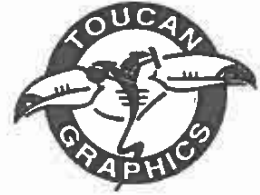
Accounting Dept.

14725 S Padre Island Dr., Unit 4

Corpus Christi, TX 78418 US

(361)949-1400

accounting@toucangraphics.net

**INVOICE****BILL TO****SANDCASTLE DAYS**

Clayton's Beach Resort

6900 Padre Blvd.

South Padre Island, TX

78597

INVOICE # 27760**DATE 09/27/2019****DUE DATE 09/27/2019****TERMS Due on receipt**

Mercado Banner
Advertising #120.16
ck#1229 10/1/19
Supplies #365.88

DESCRIPTION	QTY	RATE	AMOUNT
Design	1	15.00	15.00T
Art Services: Mercado Days Banner for Sandcastle Days			
Signs	1	96.00	96.00T
8' x 3' Banner			
Design	1	50.00	50.00T
Art Services: Sandcastle Bios			
Signs	12	24.00	288.00T
18x24" PVC Signs - Sandcastle Bios			

SUBTOTAL	449.00
TAX (8.25%)	37.04
TOTAL	486.04
BALANCE DUE	\$486.04

Paid 10/1/19
ck#1229
\$486.04



Inv #27760 Paid 10/1/19 ck #1229

9/6/2019

Sandcastle Days Advertising

From: Cynthia Velasquez <cvelasquez@sbgtv.com>
To: claytonbeachbar@aol.com <claytonbeachbar@aol.com>
Subject: Sandcastle Days Advertising
Date: Thu, Sep 5, 2019 12:04 pm

only 1/16

Hi Laura! We are partnering with Clayton for Sandcastle Days advertising. Here is the signed proposal. Can you send me a picture of the check when you are in the office so we can get the order entered? I can come by and pick it up next week when you are in the office.



September 23th 2019 – October 6th 2019

Day	Time	Program	Weekly Commercials
Mon-Fri	6:00PM – 6:30PM	CBS 4 News at 6 (\$100 per spot)	10X per week
Mon-Fri	10:00P-10:30P	CBS 4 News at 10 (\$125 per spot)	10X per week
Sa-Sun	10:00P-10:30P	CBS 4 News at 10 (\$95 per spot)	2X
Mon-Sun	6A-12M	CBS 4 Rotator (No Charge-Bonus)	15X



74X Total Spots (20X 6P News, 24X 10p News and 30X Rotators)

Total of 74X :15 second commercials on CBS 4
Plus 12,500 OTT Streaming Commercials on Connected TVs (\$500)

Impressions Adults 18+ 989,728

Total Investment: \$5,000

Signature

Date

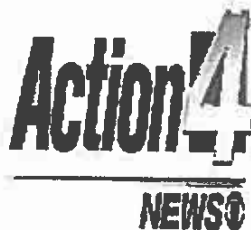
*Production of 30 commercial included at no additional charge

Thank you!

Cindy Velasquez
Senior Marketing Consultant
CBS 4- Azteca America - Valleycentral.com
9201 W Expressway 83
Harlingen, TX 78552
956-533-1786 (c)
956-366-4466 (o)

*KBPT T.V. spots (adv.)
Paid 9/6/19 \$5000.00 CBS #1225*

** 8 Bonus Spots did not Run.
They can carry over to 2020 Sandcastle Days
or City can use them*



KGBT
 9201 West Expressway 83
 Harlingen, TX 78552
 Main: (956) 366-4444
 Billing: (956) 366-4444

INVOICE

paid #1225

Invoice #	Invoice Date	Invoice Month	Invoice Period
1239020-1	09/29/19	September 2019	09/01/19 - 09/27/19

Property	Account Executive	Sales Office	Sales Region
KGBT	Cindy Velasquez	Local-Harlingen	Local

Billing Address:

Claytons Beach Bar & Grill
 Attention: Accounts Payable
 6900 Padre Blvd
 South Padre Island, TX 78597

Advertiser	Product	Estimate Number
Claytons Beach Bar & Grill	Sandcastle Days 2019	

Flight Dates	Order #	Alt Order #
09/27/19 - 09/27/19	1239020	

Billing Calendar	Billing Type	Deal #
Calendar	Cash	

Special Handling

Agency Code	Advertiser Code	Product 1/2

Agency Ref	Advertiser Ref
15233	15233

Send Payment To:

KGBT
 REMIT TO Sinclair Broadcast Group Inc
 c/o KGBT
 PO Box 206270
 Dallas, TX 75320-6270

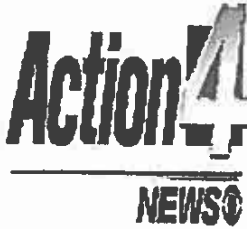
Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
1	09/27/19	09/27/19	OTT/CTV	OTT/CTV	----F--	:00	1	\$500.00	NS
12,500 OTT Commercials									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/23/19 09/29/19 ----F-- 1 \$500.00									
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	KGBT	F	09/27/19		OTT/CTV	OTT/CTV	:00		\$500.00 NS
Total Spots							1		

Payment Terms 30 Days

Net Total \$500.00

Net 30-Payment is due within 30 days from invoice date. Station owned or provided services by the Sinclair Broadcast Group.

Warranty-We warrant the above broadcasts were made according to the official station log. Please note that we do not notarize invoices since the purpose of placing a notary seal on a document is to guaranty the authenticity of an individual's signature and not to certify the accuracy of commercial aired.



KGBT
9201 West Expressway 83
Harlingen, TX 78552
Main: (956) 366-4444
Billing: (956) 366-4444

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
1234887-1	09/30/19	September 2019	09/01/19 - 09/30/19

Property	Account Executive	Sales Office	Sales Region
KGBT	Cindy Velasquez	Local-Harlingen	Local

Billing Address:

Claytons Beach Bar & Grill
Attention: Accounts Payable
6900 Padre Blvd
South Padre Island, TX 78597

Advertiser	Product	Estimate Number
Claytons Beach Bar & Grill	Sandcastle Days 2019	

Flight Dates	Order #	Alt Order #
09/23/18 - 10/05/19	1234887	

Billing Calendar	Billing Type	Deal #
Calendar	Cash	

Special Handling

Agency Code	Advertiser Code	Product 1/2

Agency Ref	Advertiser Ref
15233	15233

Send Payment To:

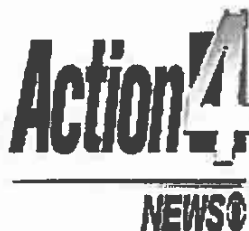
KGBT
REMIT TO Sinclair Broadcast Group Inc
c/o KGBT
PO Box 206270
Dallas, TX 75320-6270

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type	
5	09/23/19	10/05/19	M-F Action 4 News At 6p m	6p-630pm	MTWTF--	:15	10	\$100.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/23/19 09/29/19 MTWTF-- 10 \$100.00										
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	KGBT	M	09/23/19	6:08 PM	M-F Action 4 News At 6pm	6p-630pm	:15	scd090919	\$100.00	NM
7	KGBT	M	09/23/19	6:28 PM	M-F Action 4 News At 6pm	6p-630pm	:15	scd090919	\$100.00	NM
8	KGBT	Tu	09/24/19	6:07 PM	M-F Action 4 News At 6pm	6p-630pm	:15	scd090919	\$100.00	NM
2	KGBT	Tu	09/24/19	6:27 PM	M-F Action 4 News At 6pm	6p-630pm	:15	scd090919	\$100.00	NM
6	KGBT	W	09/25/19		M-F Action 4 News At 6pm	6p-630pm	:00	X	\$400.00	NM
See MG 5.21,5.22,5.23,5.24										
3	KGBT	W	09/25/19	6:09 PM	M-F Action 4 News At 6pm	6p-630pm	:15	scd090919	\$100.00	NM
4	KGBT	Th	09/26/19		M-F Action 4 News At 6pm	6p-630pm	:00	X	\$400.00	NM
See MG 5.21,5.22,5.23,5.24										
9	KGBT	Th	09/26/19	6:05 PM	M-F Action 4 News At 6pm	6p-630pm	:15	scd090919	\$100.00	NM
22	KGBT	Th	09/26/19	6:26 PM	M-F Action 4 News At 6pm	6p-630pm	:15	scd090919	\$100.00	NM
MG for 6.4,5.6,5.4,5.10										
10	KGBT	F	09/27/19		M-F Action 4 News At 6pm	6p-630pm	:00	X	\$400.00	NM
See MG 5.21,5.22,5.23,5.24										
21	KGBT	F	09/27/19	6:13 PM	M-F Action 4 News At 6pm	6p-630pm	:15	scd090919	\$100.00	NM
MG for 6.4,5.6,5.4,5.10										
5	KGBT	F	09/27/19	6:25 PM	M-F Action 4 News At 6pm	6p-630pm	:15	scd090919	\$100.00	NM
24	KGBT	M	09/30/19	10:31 PM	Mon-Fri 4 News 10p	10p-1035p	:15	scd090919	\$125.00	NM
MG for 6.4,5.6,5.4,5.10										
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/30/19 10/06/19 MTWTF-- 10 \$100.00										
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
11	KGBT	M	09/30/19	6:08 PM	M-F Action 4 News At 6pm	6p-630pm	:15	scd090919	\$100.00	NM
16	KGBT	M	09/30/19	6:23 PM	M-F Action 4 News At 6pm	6p-630pm	:15	scd090919	\$100.00	NM
6	09/23/19	10/05/19	Mon-Fri 4 News 10p	10p-1035p	MTWTF--	:15	7	\$125.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/23/19 09/29/19 MTWTF-- 10 \$125.00										

Net 30-Payment is due within 30 days from invoice date. Station owned or provided services by the Sinclair Broadcast Group.

Warranty-We warrant the above broadcasts were made according to the official station log. Please note that we do not notarize invoices since the purpose of placing a notary seal on a document is to guaranty the authenticity of an individual's signature and not to certify the accuracy of commercial aired.

INVOICE



Send Payment To:

KGBT
REMIT TO Sinclair Broadcast Group Inc
c/o KGBT
PO Box 206270
Dallas, TX 75320-6270

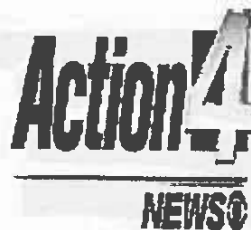
Invoice #	Invoice Date	Invoice Month	Invoice Period
1234887-1	09/30/19	September 2019	09/01/19 - 09/30/19

Advertiser	Product	Estimate Number
Claytons Beach Bar & Grill	Sandcastle Days 2019	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	09/23/19	10/05/19	Mon-Fri 4 News 10p	10p-1035p	MTWTF--	:15	7	\$125.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
6	KGBT	M	09/23/19	10:07 PM	Mon-Fri 4 News 10p	10p-1035p	:15	scd090919	\$125.00 NM
1	KGBT	M	09/23/19	10:30 PM	Mon-Fri 4 News 10p	10p-1035p	:15	scd090919	\$125.00 NM
20	KGBT	Tu	09/24/19	10:09 PM	Mon-Fri 4 News 10p	10p-1035p	:15	scd090919	\$125.00 NM
2	KGBT	Tu	09/24/19	10:32 PM	Mon-Fri 4 News 10p	10p-1035p	:15	scd090919	\$125.00 NM
7	KGBT	W	09/25/19	10:08 PM	Mon-Fri 4 News 10p	10p-1035p	:15	scd090919	\$125.00 NM
3	KGBT	W	09/25/19	10:32 PM	Mon-Fri 4 News 10p	10p-1035p	:15	scd090919	\$125.00 NM
4	KGBT	Th	09/26/19		Mon-Fri 4 News 10p	10p-1035p	:00		\$125.00 NM
See MG 5.21, 5.22, 5.23, 5.24									
18	KGBT	Th	09/26/19	10:07 PM	Mon-Fri 4 News 10p	10p-1035p	:15	scd090919	\$125.00 NM
5	KGBT	F	09/27/19	10:12 PM	Mon-Fri 4 News 10p	10p-1035p	:15	scd090919	\$125.00 NM
19	KGBT	F	09/27/19	10:28 PM	Mon-Fri 4 News 10p	10p-1035p	:15	scd090919	\$125.00 NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/30/19 10/06/19 MTWTF-- 8 \$115.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
17	KGBT	M	09/30/19	10:08 PM	Mon-Fri 4 News 10p	10p-1035p	:15	scd090919	\$115.00 NM
8	KGBT	M	09/30/19	10:12 PM	Mon-Fri 4 News 10p	10p-1035p	:15	scd090919	\$115.00 NM
7	09/28/19	10/05/19	Sa Action 4 News at 10p	10p-1035p	-----S-	:15	1		NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/23/19 09/29/19 -----S- 1									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1	KGBT	Sa	09/28/19	10:09 PM	Sa Action 4 News at 10p	10p-1035p	:15	scd090919	
8	09/23/19	10/05/19	Corporate Platform 6a-12 6a-12a			MTWTFSS	:15	5	\$15.00 NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/23/19 09/29/19 MTWTFSS 5 \$15.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
4	KGBT	Tu	09/24/19	12:59 PM	Corporate Platform 6a-12a	6a-12a	:15	scd090919	\$15.00 NM
8	KGBT	Th	09/26/19	11:59 AM	Corporate Platform 6a-12a	6a-12a	:15	scd090919	\$15.00 NM
10	KGBT	F	09/27/19	11:36 AM	Corporate Platform 6a-12a	6a-12a	:15	scd090919	\$15.00 NM
12	KGBT	Sa	09/28/19		Corporate Platform 6a-12a	6a-12a	:00		\$15.00 NM
See MG 8.32									
14	KGBT	Su	09/29/19	10:14 AM	Corporate Platform 6a-12a	6a-12a	:15	scd090919	\$15.00 NM
32	KGBT	Su	09/29/19	1:04 AM	America This Week	America This Week	:15	scd090919	\$15.00 NM
MG for 8.12 09/28									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/30/19 10/06/19 MTWTFSS- 7 \$15.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
17	KGBT	M	09/30/19	9:48 AM	Corporate Platform 6a-12a	6a-12a	:15	scd090919	\$15.00 NM
33	KGBT	M	09/30/19	12:09 PM	Noon News	12-1230p	:15	scd090919	\$15.00 NM
MG for 8.21 10/02									
31	KGBT	M	09/30/19	12:59 PM	Corporate Platform 6a-12a	6a-12a	:15	scd090919	\$15.00 NM
9	09/30/19	10/05/19	Corporate Platform 6a-12 6a-12a			MTWTFSS-	:15	20	\$0.00 NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/30/19 10/06/19 MTWTFSS- 20 \$0.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

Net 30-Payment is due within 30 days from invoice date. Station owned or provided services by the Sinclair Broadcast Group.

Warranty-We warrant the above broadcasts were made according to the official station log. Please note that we do not notarize invoices since the purpose of placing a notary seal on a document is to guaranty the authenticity of an individual's signature and not to certify the accuracy of commercial aired.



Send Payment To:

KGBT

REMIT TO Sinclair Broadcast Group Inc

c/o KGBT

PO Box 206270

Dallas, TX 75320-6270

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
1234687-2	10/13/19	October 2019	10/01/19 - 10/05/19
Advertiser	Product	Estimate Number	
Claytons Beach Bar & Grill	Sandcastle Days 2019		

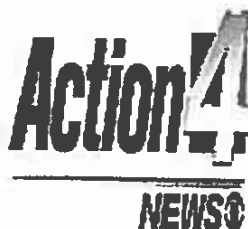
Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
10	10/01/19	10/05/19	Mon-Fri 4 News 10p	10p-1035p	-TWTF--	:15	2	\$0.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1	KGBT	F	10/04/19		Mon-Fri 4 News 10p	10p-1035p	:00		
			Unresolved					\$0.00	NM
Total Spots							34		

Payment Terms 30 Days

Net Total \$1,725.00

Net 30-Payment is due within 30 days from invoice date. Station owned or provided services by the Sinclair Broadcast Group.

Warranty-We warrant the above broadcasts were made according to the official station log. Please note that we do not notarize invoices since the purpose of placing a notary seal on a document is to guaranty the authenticity of an individual's signature and not to certify the accuracy of commercial aired.



KGBT
 9201 West Expressway 83
 Harlingen, TX 78552
 Main: (956) 366-4444
 Billing: (956) 366-4444

INVOICE

Paid 9/6/19 \$5,000.00 ck #1225

Invoice #	Invoice Date	Invoice Month	Invoice Period
1234887-2	10/13/19	October 2019	10/01/19 - 10/05/19

Property	Account Executive	Sales Office	Sales Region
KGBT	Cindy Velasquez	Local-Harlingen	Local

Billing Address:

Claytons Beach Bar & Grill
 Attention: Accounts Payable
 6900 Padre Blvd
 South Padre Island, TX 78597

Advertiser	Product	Estimate Number
Claytons Beach Bar & Grill	Sandcastle Days 2019	

Flight Dates	Order #	Alt Order #
09/23/18 - 10/05/19	1234887	

Billing Calendar	Billing Type	Deal #
Calendar	Cash	

Special Handling

Agency Code	Advertiser Code	Product 1/2

Agency Ref	Advertiser Ref
15233	15233

Send Payment To:

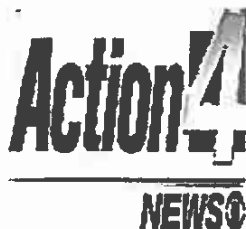
KGBT
 REMIT TO Sinclair Broadcast Group Inc
 c/o KGBT
 PO Box 206270
 Dallas, TX 75320-6270

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
5	09/23/19	10/05/19	M-F Action 4 News At 6p	6p-630pm	MTWTF--	:15	10	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/23/19 09/29/19 MTWTF-- 10 \$100.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
23	KGBT	Th	10/03/19	6:27 PM	M-F Action 4 News At 6pm	6p-630pm	:15	SCD090919	\$100.00 NM
MG for 6.4,5.6,5.4,5.10									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/30/19 10/06/19 MTWTF-- 10 \$100.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
17	KGBT	Tu	10/01/19	6:07 PM	M-F Action 4 News At 6pm	6p-630pm	:15	SCD090919	\$100.00 NM
12	KGBT	Tu	10/01/19	6:27 PM	M-F Action 4 News At 6pm	6p-630pm	:15	SCD090919	\$100.00 NM
20	KGBT	W	10/02/19	6:08 PM	M-F Action 4 News At 6pm	6p-630pm	:15	SCD090919	\$100.00 NM
13	KGBT	W	10/02/19	6:27 PM	M-F Action 4 News At 6pm	6p-630pm	:15	SCD090919	\$100.00 NM
14	KGBT	Th	10/03/19		M-F Action 4 News At 6pm	6p-630pm	:00		\$100.00 NM
See MG 5.25									
18	KGBT	Th	10/03/19	6:12 PM	M-F Action 4 News At 6pm	6p-630pm	:15	SCD090919	\$100.00 NM
15	KGBT	F	10/04/19	6:09 PM	M-F Action 4 News At 6pm	6p-630pm	:15	SCD090919	\$100.00 NM
19	KGBT	F	10/04/19	6:25 PM	M-F Action 4 News At 6pm	6p-630pm	:15	SCD090919	\$100.00 NM
25	KGBT	F	10/04/19	10:12 PM	Mon-Fri 4 News 10p	10p-1035p	:15	SCD090919	\$100.00 NM
MG for 5.14 10/03									
6	09/23/19	10/05/19	Mon-Fri 4 News 10p	10p-1035p	MTWTF--	:15	7	\$125.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/30/19 10/06/19 MTWTF-- 8 \$115.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
9	KGBT	Tu	10/01/19	10:08 PM	Mon-Fri 4 News 10p	10p-1035p	:15	SCD090919	\$115.00 NM
13	KGBT	Tu	10/01/19	10:32 PM	Mon-Fri 4 News 10p	10p-1035p	:15	SCD090919	\$115.00 NM
12	KGBT	W	10/02/19	10:09 PM	Mon-Fri 4 News 10p	10p-1035p	:15	SCD090919	\$115.00 NM
16	KGBT	W	10/02/19	10:32 PM	Mon-Fri 4 News 10p	10p-1035p	:15	SCD090919	\$115.00 NM
15	KGBT	Th	10/03/19	10:24 PM	Mon-Fri 4 News 10p	10p-1035p	:15	SCD090919	\$115.00 NM
14	KGBT	F	10/04/19	10:20 PM	Mon-Fri 4 News 10p	10p-1035p	:15	SCD090919	\$115.00 NM

Net 30-Payment is due within 30 days from invoice date. Station owned or provided services by the Sinclair Broadcast Group.

Warranty-We warrant the above broadcasts were made according to the official station log. Please note that we do not notarize invoices since the purpose of placing a notary seal on a document is to guaranty the authenticity of an individual's signature and not to certify the accuracy of commercial aired.

INVOICE



Send Payment To:

KGBT
REMIT TO Sinclair Broadcast Group Inc
c/o KGBT
PO Box 206270
Dallas, TX 75320-6270

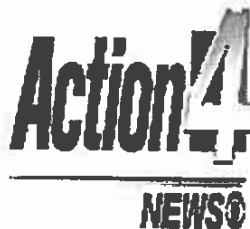
Invoice #	Invoice Date	Invoice Month	Invoice Period
1234687-2	10/13/19	October 2019	10/01/19 - 10/05/19

Advertiser	Product	Estimate Number
Claytons Beach Bar & Grill	Sandcastle Days 2019	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
7	09/28/19	10/05/19	Sa Action 4 News at 10p	10p-1035p	-----S-	:15	1		NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/30/19 10/06/19 -----S- 1									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	KGBT	Sa	10/05/19	10:09 PM	Sa Action 4 News at 10p	10p-1035p	:15	SCD090919	\$15.00 NM
8	09/23/19	10/05/19	Corporate Platform 6a-12a	6a-12a	MTWTFSS	:15	5	\$15.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/30/19 10/06/19 MTWTFSS- 7 \$15.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
28	KGBT	Tu	10/01/19	8:59 AM	Corporate Platform 6a-12a	6a-12a	:15	SCD090919	\$15.00 NM
30	KGBT	Tu	10/01/19	3:14 PM	Corporate Platform 6a-12a	6a-12a	:15	SCD090919	\$15.00 NM
21	KGBT	W	10/02/19		Corporate Platform 6a-12a	6a-12a	:00		\$15.00 NM
See MG 8.33									
23	KGBT	Th	10/03/19	8:27 AM	Corporate Platform 6a-12a	6a-12a	:15	SCD090919	\$15.00 NM
29	KGBT	Sa	10/05/19	11:35 AM	Corporate Platform 6a-12a	6a-12a	:15	SCD090919	\$15.00 NM
9	09/30/19	10/05/19	Corporate Platform 6a-12a	6a-12a	MTWTFSS-	:15	20	\$0.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/30/19 10/06/19 MTWTFSS- 20 \$0.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
13	KGBT	Tu	10/01/19		Corporate Platform 6a-12a	6a-12a	:00		\$0.00 NM
Unresolved									
4	KGBT	Tu	10/01/19	1:59 PM	Corporate Platform 6a-12a	6a-12a	:15	SCD090919	\$0.00 NM
16	KGBT	W	10/02/19	7:25 AM	Corporate Platform 6a-12a	6a-12a	:15	SCD090919	\$0.00 NM
20	KGBT	W	10/02/19	8:27 AM	Corporate Platform 6a-12a	6a-12a	:15	SCD090919	\$0.00 NM
5	KGBT	W	10/02/19	8:57 AM	Corporate Platform 6a-12a	6a-12a	:15	SCD090919	\$0.00 NM
6	KGBT	W	10/02/19	3:36 PM	Corporate Platform 6a-12a	6a-12a	:15	SCD090919	\$0.00 NM
15	KGBT	Th	10/03/19		Corporate Platform 6a-12a	6a-12a	:00		\$0.00 NM
Unresolved									
19	KGBT	Th	10/03/19		Corporate Platform 6a-12a	6a-12a	:00		\$0.00 NM
Unresolved									
7	KGBT	Th	10/03/19	1:30 PM	Corporate Platform 6a-12a	6a-12a	:15	SCD090919	\$0.00 NM
3	KGBT	F	10/04/19		Corporate Platform 6a-12a	6a-12a	:00		\$0.00 NM
Unresolved									
9	KGBT	F	10/04/19	8:12 AM	Corporate Platform 6a-12a	6a-12a	:15	SCD090919	\$0.00 NM
10	KGBT	F	10/04/19	2:25 PM	Corporate Platform 6a-12a	6a-12a	:15	SCD090919	\$0.00 NM
17	KGBT	F	10/04/19	2:58 PM	Corporate Platform 6a-12a	6a-12a	:15	SCD090919	\$0.00 NM
8	KGBT	Sa	10/05/19	6:59 AM	Corporate Platform 6a-12a	6a-12a	:15	SCD090919	\$0.00 NM
18	KGBT	Sa	10/05/19	11:15 AM	Corporate Platform 6a-12a	6a-12a	:15	SCD090919	\$0.00 NM
12	KGBT	Sa	10/05/19	11:55 AM	Corporate Platform 6a-12a	6a-12a	:15	SCD090919	\$0.00 NM
11	KGBT	Sa	10/05/19	12:59 PM	Corporate Platform 6a-12a	6a-12a	:15	SCD090919	\$0.00 NM
10	10/01/19	10/05/19	Mon-Fri 4 News 10p	10p-1035p	-TWTF--	:15	2	\$0.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/30/19 10/06/19 -TWTF-- 2 \$0.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	KGBT	Th	10/03/19	10:06 PM	Mon-Fri 4 News 10p	10p-1035p	:15	SCD090919	\$0.00 NM

Net 30-Payment is due within 30 days from invoice date. Station owned or provided services by the Sinclair Broadcast Group.

Warranty-We warrant the above broadcasts were made according to the official station log. Please note that we do not notarize invoices since the purpose of placing a notary seal on a document is to guaranty the authenticity of an individual's signature and not to certify the accuracy of commercial aired.



Send Payment To:

KGBT

REMIT TO Sinclair Broadcast Group Inc

c/o KGBT

PO Box 206270

Dallas, TX 75320-6270

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
1234687-1	09/30/19	September 2019	09/01/19 - 09/30/19
Advertiser	Product	Estimate Number	
Claytons Beach Bar & Grill	Sandcastle Days 2019		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
9	09/30/19	10/05/19	Corporate Platform 6a-12a	6a-12a	MTWTF--	:15	20	\$0.00	NM
Spots:									
#	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KGBT	M	09/30/19		Corporate Platform 6a-12a	6a-12a	:00		\$0.00 NM
			Credited						
2	KGBT	M	09/30/19		Corporate Platform 6a-12a	6a-12a	:00		\$0.00 NM
			Credited						
14	KGBT	M	09/30/19		Corporate Platform 6a-12a	6a-12a	:00		\$0.00 NM
			Credited						
Total Spots							32		

Payment Terms 30 Days

Net Total **\$2,775.00**

Net 30-Payment is due within 30 days from invoice date. Station owned or provided services by the Sinclair Broadcast Group.

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Sandcastle Days 2019 Marketing Proposal



*Paid 9/6/19 net 1226 \$5000.00 TV spots
9/9-10/16/19*

Program	Days	Air Time	# of :15 seconds spots (as bookends)
News @ 5p	M-F	5p-5:30p	50
News @ 10p	M-F	10p-10:30p	50
Today Show	M-F	7a-11a	40
Today Show Sat	Sa	7a-9a	10
Today Show Sun	Su	7a-8a	10
A/V rotators	M-Su	5a-5a	90
✓ Total # of Spots: 250 Average Cost Per Spot: \$20			

Total Investment: \$5,000

Flight Dates: 9/09/19 – 10/6/19

Approved by: _____

Date: _____

9/5/19



Shannon Garza
(956) 545-7177
shannong@kveo.com

INVOICE



Remit Address:
KVEO
 PO Box 840185
 Dallas, TX 75284
 Main: (956) 544-2323
 Billing: (214) 765-4159

Billing Address:

Sandcastle Days
 Attention: Accounts Payable
 600 Padre Blvd
 South Padre Island, TX 78597

Paid 9/12/19
 9/16/19

Advertiser	Sandcastle Days
Product	Sandcastle Days 2019
Estimate Number	Sandcastle Days 2019

Invoice #	2138249-1
Invoice Date	09/30/19
Invoice Month	September 2019
Invoice Period	09/01/19 - 09/30/19

Property	KVEO
Account Executive	Shannon Garza
Sales Office	Brownsville Local Sales Office
Sales Region	Local

Order #	2138249
Alt Order #	
Deal #	
Order Flight	09/12/19 - 10/08/19

Billing Calendar	Calendar
Billing Type	Cash
Special Handling	

Agency Code	
Advertiser Code	
Product 1/2	

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
1	KVEO	Newscenter 23 @5p	5-530pm								
08/09/19 to 09/15/19 4x ---TF--											
KVEO				Th	08/12/19	:15	5:16 PM	SCD-090919	\$25.00		3
KVEO				Th	08/12/19	:15	5:19 PM	SCD-090919	\$25.00		3
KVEO				Th	08/12/19	:15	5:27 PM	SCD-090919	\$25.00		1
KVEO				F	08/13/19	:15	5:28 PM	SCD-090919	\$25.00		4
KVEO				F	08/13/19	:15	5:16 PM	SCD-090919	\$25.00		4
KVEO				F	08/13/19	:15	5:18 PM	SCD-090919	\$25.00		2
KVEO				F	08/13/19	:15	5:22 PM	SCD-090919	\$25.00		2
KVEO				F	08/13/19	:15	5:25 PM	SCD-090919	\$25.00		2
09/16/19 to 09/22/19 5x MTWTF--											
KVEO				M	09/16/19	:15	5:10 PM	SCD-090919	\$25.00		5
KVEO				Tu	09/17/19	:15	5:13 PM	SCD-090919	\$25.00		5
KVEO				Tu	09/17/19	:15	5:10 PM	SCD-090919	\$25.00		6
KVEO				W	09/18/19	:15	5:13 PM	SCD-090919	\$25.00		6
KVEO				W	09/18/19	:15	5:09 PM	SCD-090919	\$25.00		7
KVEO				Th	09/19/19	:15	5:11 PM	SCD-090919	\$25.00		7
KVEO				Th	09/19/19	:15	5:16 PM	SCD-090919	\$25.00		9
KVEO				F	09/20/19	:15	5:18 PM	SCD-090919	\$25.00		9
KVEO				F	09/20/19	:15	5:27 PM	SCD-090919	\$25.00		8
KVEO				F	09/20/19	:15	5:28 PM	SCD-090919	\$25.00		8
09/23/19 to 09/29/19 6x MTWTF--											
KVEO				M	09/23/19	:15	5:23 PM	SCD-090919	\$23.00		10
KVEO				Tu	09/24/19	:15	5:28 PM	SCD-090919	\$22.00		10
KVEO				Tu	09/24/19	:15	5:08 PM	SCD-090919	\$23.00		11
KVEO				W	09/25/19	:15	5:11 PM	SCD-090919	\$22.00		11
KVEO				W	09/25/19	:15	5:08 PM	SCD-090919	\$23.00		12
KVEO				W	09/25/19	:15	5:12 PM	SCD-090919	\$22.00		12
KVEO				W	09/25/19	:15	5:22 PM	SCD-090919	\$23.00		15
KVEO				W	09/25/19	:15	5:25 PM	SCD-090919	\$22.00		15

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

INVOICE



Remit Address:
KVEO
 PO Box 840185
 Dallas, TX 75284
 Main: (956) 544-2323
 Billing: (214) 765-4159

Billing Address:

Sandcastle Days
 Attention: Accounts Payable
 600 Padre Blvd
 South Padre Island, TX 78597

Advertiser	Sandcastle Days
Product	Sandcastle Days 2019
Estimate Number	Sandcastle Days 2019

Invoice #	2136249-1
Invoice Date	08/30/19
Invoice Month	September 2019
Invoice Period	08/01/19 - 08/30/19

Property	KVEO
Account Executive	Shannon Garza
Sales Office	Brownsville Local Sales Office
Sales Region	Local

Order #	2136249
Alt Order #	
Deal #	
Order Flight	08/12/19 - 10/06/19

Billing Calendar	Calendar
Billing Type	Cash
Special Handling	

Agency Code	
Advertiser Code	
Product 1/2	

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
1	KVEO	Newscenter 23 @ 5p	5-530pm								
	KVEO			Th	08/28/19	:15	5:10 PM	SCD-090919	\$23.00		13
	KVEO			F	08/27/19	:15	5:13 PM	SCD-090919	\$22.00		14
	KVEO					:15	5:10 PM	SCD-090919	\$23.00		
	KVEO					:15	5:12 PM	SCD-090919	\$22.00		
	KVEO			08/30/19 to 10/06/19	10x	MTWTF--					
	KVEO			M	08/30/19	:15	5:11 PM	SCD-090919	\$23.00		19
	KVEO					:15	5:13 PM	SCD-090919	\$22.00		
	KVEO			M	08/30/19	:15	5:18 PM	SCD-090919	\$23.00		22
	KVEO					:15	5:20 PM	SCD-090919	\$22.00		
	KVEO			M	08/30/19	:15	5:23 PM	SCD-090919	\$23.00		16
	KVEO					:15	5:25 PM	SCD-090919	\$22.00		
2	KVEO	Newscenter 23 @ 10p	Mon-Fri 10-1035p								
	KVEO			08/09/19 to 08/15/19	2x	---TF--					
	KVEO			Th	08/12/19	:15	10:31 PM	SCD-090919	\$75.00		1
	KVEO					:15	10:33 PM	SCD-090919	\$75.00		
	KVEO			F	08/13/19	:15	10:12 PM	SCD-090919	\$75.00		2
	KVEO					:15	10:14 PM	SCD-090919	\$75.00		
	KVEO			08/16/19 to 08/22/19	4x	MTWTF--					
	KVEO			M	08/16/19	:15	10:26 PM	SCD-090919	\$80.00		4
	KVEO					:15	10:28 PM	SCD-090919	\$80.00		
	KVEO			Tu	08/17/19	:15	10:12 PM	SCD-090919	\$80.00		5
	KVEO					:15	10:15 PM	SCD-090919	\$80.00		
	KVEO			W	08/18/19	:15	10:25 PM	SCD-090919	\$80.00		3
	KVEO					:15	10:27 PM	SCD-090919	\$80.00		
	KVEO			Th	08/19/19	:15	10:11 PM	SCD-090919	\$80.00		6
	KVEO					:15	10:14 PM	SCD-090919	\$80.00		
	KVEO			08/23/19 to 08/29/19	4x	MTWTF--					
	KVEO			M	08/23/19	:15	10:12 PM	SCD-090919	\$80.00		7
	KVEO					:15	10:15 PM	SCD-090919	\$80.00		

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

INVOICE



Remit Address:
KVEO
 PO Box 840185
 Dallas, TX 75284
 Main: (956) 544-2323
 Billing: (214) 765-4159

Billing Address:

Sandcastle Days
Attention: Accounts Payable
 600 Padre Blvd
 South Padre Island, TX 78597

Advertiser	Sandcastle Days
Product	Sandcastle Days 2018
Estimate Number	Sandcastle Days 2018

Invoice #	2136249-1
Invoice Date	09/30/19
Invoice Month	September 2019
Invoice Period	09/01/19 - 09/30/19

Property	KVEO
Account Executive	Shannon Garza
Sales Office	Brownsville Local Sales Office
Sales Region	Local

Order #	2136249
Alt Order #	
Deal #	
Order Flight	09/12/19 - 10/06/19

Billing Calendar	Calendar
Billing Type	Cash
Special Handling	

Agency Code	
Advertiser Code	
Product 1/2	

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
2	KVEO	Newcenter 23 @ 10p	Mon-Fri 10-1035p								
	KVEO			Tu	09/24/19	:15	10:21 PM	SCD-090919	\$80.00		8
	KVEO			W	09/25/19	:15	10:22 PM	SCD-090919	\$90.00		8
	KVEO			F	09/27/19	:15	10:25 PM	SCD-090919	\$80.00		9
	KVEO			F	09/27/19	:15	10:26 PM	SCD-090919	\$80.00		10
	KVEO			F	09/27/19	:15	10:28 PM	SCD-090919	\$80.00		10
	KVEO			F	09/27/19	:15	10:29 PM	SCD-090919	\$80.00		10
	KVEO			M	09/30/19	:15	10:12 PM	SCD-090919	\$48.00		12
	KVEO			M	09/30/19	:15	10:14 PM	SCD-090919	\$48.00		12
	KVEO			M	09/30/19	:15	10:20 PM	SCD-090919	\$48.00		21
	KVEO			M	09/30/19	:15	10:21 PM	SCD-090919	\$48.00		21
	KVEO			M	09/30/19	:15	10:31 PM	SCD-090919	\$48.00		11
	KVEO			M	09/30/19	:15	10:32 PM	SCD-090919	\$48.00		11
3	KVEO	7:00 AM-11:00 AM	7:00 AM-11:00 AM								
	KVEO			Th	09/12/19	:15	8:45 AM	SCD-090919	\$13.00		4
	KVEO			Th	09/12/19	:15	8:47 AM	SCD-090919	\$12.00		4
	KVEO			Th	09/12/19	:15	10:55 AM	SCD-090919	\$13.00		1
	KVEO			F	09/13/19	:15	10:57 AM	SCD-090919	\$12.00		1
	KVEO			F	09/13/19	:15	10:55 AM	SCD-090919	\$13.00		2
	KVEO			F	09/13/19	:15	10:56 AM	SCD-090919	\$12.00		2
	KVEO			F	09/13/19	:15	10:58 AM	SCD-090919	\$13.00		3
	KVEO			F	09/13/19	:15	11:00 AM	SCD-090919	\$12.00		3
	KVEO			M	09/16/19 to 09/22/19	5x	MTWTF--				
	KVEO			M	09/16/19	:15	10:58 AM	SCD-090919	\$13.00		5
	KVEO			M	09/16/19	:15	11:00 AM	SCD-090919	\$12.00		5
	KVEO			Tu	09/17/19	:15	9:56 AM	SCD-090919	\$13.00		6
	KVEO			Tu	09/17/19	:15	8:58 AM	SCD-090919	\$12.00		6

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

INVOICE



Remit Address:
KVEO
 PO Box 840185
 Dallas, TX 75284
 Main: (956) 544-2323
 Billing: (214) 765-4159

Billing Address:

Sandcastle Days
 Attention: Accounts Payable
 800 Padre Blvd
 South Padre Island, TX 78597

Advertiser	Sandcastle Days
Product	Sandcastle Days 2019
Estimate Number	Sandcastle Days 2019

Invoice #	2136249-1
Invoice Date	09/30/19
Invoice Month	September 2019
Invoice Period	08/01/19 - 09/30/19

Property	KVEO
Account Executive	Shannon Garza
Sales Office	Brownsville Local Sales Office
Sales Region	Local

Order #	2136249
Alt Order #	
Deal #	
Order Flight	08/12/19 - 10/06/19

Billing Calendar	Celebrar
Billing Type	Cash
Special Handling	

Agency Code	
Advertiser Code	
Product 1/2	

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
3	KVEO	7:00 AM-11:00 AM	7:00 AM-11:00 AM								
	KVEO			W	08/18/19	:15	7:57 AM	SCD-090919	\$13.00		7
	KVEO			Th	08/19/19	:15	8:00 AM	SCD-090919	\$12.00		8
	KVEO			F	08/20/19	:15	7:57 AM	SCD-090919	\$13.00		8
	KVEO			F	08/20/19	:15	8:00 AM	SCD-090919	\$12.00		9
	KVEO			F	08/20/19	:15	8:58 AM	SCD-090919	\$13.00		9
	KVEO			F	08/20/19	:15	8:00 AM	SCD-090919	\$12.00		9
	KVEO			M	08/23/19	:15	10:49 AM	SCD-090919	\$13.00		12
	KVEO			Tu	08/24/19	:15	10:51 AM	SCD-090919	\$12.00		11
	KVEO			W	08/25/19	:15	10:32 AM	SCD-090919	\$12.00		11
	KVEO			W	08/25/19	:15	9:58 AM	SCD-090919	\$13.00		10
	KVEO			Th	08/26/19	:00	9:58 AM	SCD-090919	\$12.00		14
	KVEO			Th	08/26/19	:00	9:58 AM	SCD-090919	\$12.00		14
	KVEO			F	08/27/19	:15	8:56 AM	SCD-090919	\$13.00		13
	KVEO			F	08/27/19	:15	8:58 AM	SCD-090919	\$12.00		13
	KVEO			M	08/30/19	:15	7:57 AM	SCD-090919	\$13.00		15
	KVEO			M	08/30/19	:15	8:00 AM	SCD-090919	\$12.00		15
	KVEO			M	08/30/19	:15	10:54 AM	SCD-090919	\$13.00		20
	KVEO			M	08/30/19	:15	10:56 AM	SCD-090919	\$12.00		20
4	KVEO	Today Show Sa	7a-9a								
	KVEO			Sa	08/16/19 to 08/22/19	1x	-----S-				
	KVEO			Sa	08/21/19	:15	7:18 AM	SCD-090919	\$8.00		1
	KVEO			Sa	08/21/19	:15	7:21 AM	SCD-090919	\$7.00		1
	KVEO			Sa	08/23/19 to 08/29/19	2x	-----S-				
	KVEO			Sa	08/28/19	:15	7:21 AM	SCD-090919	\$8.00		2
	KVEO			Sa	08/28/19	:15	7:22 AM	SCD-090919	\$7.00		2

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

INVOICE



Remit Address:
KVEO
 PO Box 840185
 Dallas, TX 75284
 Main: (956) 544-2323
 Billing: (214) 765-4159

Billing Address:

Sandcastle Days
 Attention: Accounts Payable
 600 Padre Blvd
 South Padre Island, TX 78597

Advertiser	Sandcastle Days
Product	Sandcastle Days 2019
Estimate Number	Sandcastle Days 2019

Invoice #	2136249-1
Invoice Date	08/30/19
Invoice Month	September 2019
Invoice Period	08/01/19 - 08/30/19

Property	KVEO
Account Executive	Shannon Garza
Sales Office	Brownsville Local Sales Office
Sales Region	Local

Order #	2136249
Alt Order #	
Deal #	
Order Flight	08/12/19 - 10/08/19

Billing Calendar	Calendar
Billing Type	Cash
Special Handling	

Agency Code	
Advertiser Code	
Product 1/2	

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
4	KVEO	Today Show Sa	7a-9a	Sa	08/28/19	:15	7:26 AM	SCD-090919	\$8.00		3
	KVEO					:15	7:30 AM	SCD-090919	\$7.00		
5	KVEO	Today Show Su		Su	08/29/19	:15	7:45 AM	SCD-090919	\$8.00		1
	KVEO					:15	7:47 AM	SCD-090919	\$7.00		
	KVEO					:15	7:26 AM	SCD-090919	\$8.00		2
	KVEO					:15	7:30 AM	SCD-090919	\$7.00		
	KVEO					:15	7:56 AM	SCD-090919	\$8.00		3
	KVEO					:15	7:57 AM	SCD-090919	\$7.00		
6	KVEO	M-Sun 4a-4x		Su	08/29/19	:15	3:16 PM	SCD-090919	\$0.00		4
	KVEO					:15	3:18 PM	SCD-090919	\$0.00		
	KVEO					:15	3:23 PM	SCD-090919	\$0.00		6
	KVEO					:15	3:25 PM	SCD-090919	\$0.00		
	KVEO					:15	3:27 AM	SCD-090919	\$0.00		14
	KVEO					:15	3:27 AM	SCD-090919	\$0.00		

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

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INVOICE



Remit Address:
KVEO
 PO Box 840185
 Dallas, TX 75284
 Main: (956) 544-2323
 Billing: (214) 765-4159

Billing Address:

Sandcastle Days
Attention: Accounts Payable
 600 Padre Blvd
 South Padre Island, TX 78597

Advertiser	Sandcastle Days
Product	Sandcastle Days 2019
Estimate Number	Sandcastle Days 2019

Invoice #	2136249-1
Invoice Date	09/30/19
Invoice Month	September 2019
Invoice Period	09/01/19 - 09/30/19

Property	KVEO
Account Executive	Shannon Garza
Sales Office	Brownsville Local Sales Office
Sales Region	Local

Order #	2136249
Alt Order #	
Deal #	
Order Flight	09/12/19 - 10/06/19

Billing Calendar	Calendar
Billing Type	Cash
Special Handling	

Agency Code	
Advertiser Code	
Product 1/2	

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
8	KVEO	M-Sun 4a-4x	M-Sun 4a-4x								
	KVEO			Tu	09/17/19	:15	4:57 AM	SCD-090919	\$0.00		15
	KVEO			Tu	09/17/19	:15	5:00 AM	SCD-090919	\$0.00		
	KVEO			Tu	09/17/19	:15	3:41 AM	SCD-090919	\$0.00		7
	KVEO			W	09/18/19	:15	3:42 AM	SCD-090919	\$0.00		
	KVEO			W	09/18/19	:15	4:20 AM	SCD-090919	\$0.00		8
	KVEO			W	09/18/19	:15	4:24 AM	SCD-090919	\$0.00		
	KVEO			W	09/18/19	:15	5:28 AM	SCD-090919	\$0.00		13
	KVEO			W	09/18/19	:15	5:30 AM	SCD-090919	\$0.00		
	KVEO			Th	09/19/19	:15	10:31 AM	SCD-090919	\$0.00		9
	KVEO			Th	09/19/19	:15	10:32 AM	SCD-090919	\$0.00		
	KVEO			F	09/20/19	:15	8:28 AM	SCD-090919	\$0.00		10
	KVEO			F	09/20/19	:15	8:30 AM	SCD-090919	\$0.00		
	KVEO			F	09/20/19	:15	11:36 AM	SCD-090919	\$0.00		16
	KVEO			F	09/20/19	:15	11:38 AM	SCD-090919	\$0.00		
	KVEO			Sa	09/21/19	:15	4:23 AM	SCD-090919	\$0.00		11
	KVEO			Sa	09/21/19	:15	4:25 AM	SCD-090919	\$0.00		
	KVEO			Sa	09/21/19	:15	6:28 AM	SCD-090919	\$0.00		17
	KVEO			Sa	09/21/19	:15	6:30 AM	SCD-090919	\$0.00		
	KVEO			Su	09/22/19	:15	5:16 AM	SCD-090919	\$0.00		12
	KVEO			Su	09/22/19	:15	5:17 AM	SCD-090919	\$0.00		
	KVEO			Su	09/22/19	:15	6:43 AM	SCD-090919	\$0.00		16
	KVEO			Su	09/22/19	:15	6:45 AM	SCD-090919	\$0.00		
	KVEO			09/23/19 to 09/29/19 15x MTWTFSS							
	KVEO			M	09/23/19	:15	4:58 AM	SCD-090919	\$0.00		19
	KVEO			M	09/23/19	:15	5:00 AM	SCD-090919	\$0.00		
	KVEO			M	09/23/19	:15	8:52 AM	SCD-090919	\$0.00		23
	KVEO			M	09/23/19	:15	8:54 AM	SCD-090919	\$0.00		
	KVEO			M	09/23/19	:15	10:54 AM	SCD-090919	\$0.00		20
	KVEO			M	09/23/19	:15	10:56 AM	SCD-090919	\$0.00		

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

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INVOICE



Remit Address:
KVEO
 PO Box 840185
 Dallas, TX 75284
 Main: (956) 544-2323
 Billing: (214) 765-4159

Billing Address:
 Sandcastle Days
 Attention: Accounts Payable
 600 Padre Blvd
 South Padre Island, TX 78597

Advertiser	Sandcastle Days
Product	Sandcastle Days 2019
Estimate Number	Sandcastle Days 2019

Invoice #	2136249-1
Invoice Date	09/30/19
Invoice Month	September 2019
Invoice Period	09/01/19 - 09/30/19

Property	KVEO
Account Executive	Shannon Garza
Sales Office	Brownsville Local Sales Office
Sales Region	Local

Order #	2136249
Alt Order #	
Deal #	
Order Flight	09/12/19 - 10/06/19

Billing Calendar	Calendar
Billing Type	Cash
Special Handling	

Agency Code	
Advertiser Code	
Product 1/2	

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
6	KVEO	M-Sun 4a-4x	M-Sun 4a-4x								
	KVEO			M	09/23/19	:15	11:46 AM	SCD-090919	\$0.00		33
	KVEO			Tu	09/24/19	:15	11:46 AM	SCD-090919	\$0.00		22
	KVEO			Tu	09/24/19	:15	4:18 AM	SCD-090919	\$0.00		21
	KVEO			Tu	09/24/19	:15	4:23 AM	SCD-090919	\$0.00		24
	KVEO			W	09/25/19	:15	8:41 AM	SCD-090919	\$0.00		25
	KVEO			W	09/25/19	:15	8:43 AM	SCD-090919	\$0.00		26
	KVEO			Th	09/26/19	:15	5:29 AM	SCD-090919	\$0.00		27
	KVEO			Th	09/26/19	:15	5:30 AM	SCD-090919	\$0.00		28
	KVEO			Th	09/26/19	:15	5:59 AM	SCD-090919	\$0.00		29
	KVEO			Th	09/26/19	:15	6:00 AM	SCD-090919	\$0.00		30
	KVEO			F	09/27/19	:15	11:08 AM	SCD-090919	\$0.00		31
	KVEO			F	09/27/19	:15	11:11 AM	SCD-090919	\$0.00		32
	KVEO			F	09/27/19	:15	6:29 AM	SCD-090919	\$0.00		33
	KVEO			F	09/27/19	:15	6:30 AM	SCD-090919	\$0.00		34
	KVEO			F	09/27/19	:15	8:41 AM	SCD-090919	\$0.00		35
	KVEO			F	09/27/19	:15	8:43 AM	SCD-090919	\$0.00		36
	KVEO			Se	09/28/19	:15	4:53 AM	SCD-090919	\$0.00		37
	KVEO			Se	09/28/19	:15	4:56 AM	SCD-090919	\$0.00		38
	KVEO			Se	09/28/19	:15	6:59 AM	SCD-090919	\$0.00		39
	KVEO			Su	09/29/19	:15	7:00 AM	SCD-090919	\$0.00		40
	KVEO			Su	09/29/19	:15	4:59 AM	SCD-090919	\$0.00		41
	KVEO			Su	09/29/19	:15	5:00 AM	SCD-090919	\$0.00		42
	KVEO			Su	09/29/19	:15	6:38 AM	SCD-090919	\$0.00		43
	KVEO			Su	09/29/19	:15	6:40 AM	SCD-090919	\$0.00		44
	KVEO			09/30/19 to 10/06/19	12x	MTWTF--	4:28 AM	SCD-090919	\$0.00		42
	KVEO			M	09/30/19	:15	4:30 AM	SCD-090919	\$0.00		42
	KVEO			M	09/30/19	:15	8:40 AM	SCD-090919	\$0.00		34
	KVEO			M	09/30/19	:15	8:41 AM	SCD-090919	\$0.00		34

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

INVOICE



Remit Address:
KVEO
 PO Box 840185
 Dallas, TX 75284
 Main: (956) 544-2323
 Billing: (214) 765-4159

Billing Address:

Sandcastle Days
Attention: Accounts Payable
 600 Padre Blvd
 South Padre Island, TX 78597

Advertiser	Sandcastle Days
Product	Sandcastle Days 2019
Estimate Number	Sandcastle Days 2019

Invoice #	2136249-1
Invoice Date	09/30/19
Invoice Month	September 2019
Invoice Period	09/01/19 - 09/30/19

Property	KVEO
Account Executive	Shannon Garza
Sales Office	Brownsville Local Sales Office
Sales Region	Local

Order #	2136249
Alt Order #	
Deal #	
Order Flight	09/12/19 - 10/06/19

Billing Calendar	Calendar
Billing Type	Cash
Special Handling	

Agency Code	
Advertiser Code	
Product 1/2	

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
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Aired Spots

87

Net Total \$3,348.00

Payment Terms 30 Days

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

PREVIEW



Remit Address:
KVEO
 PO Box 840185
 Dallas, TX 75284
 Main: (956) 544-2323
 Billing: (214) 765-4159

Billing Address:

Sandcastle Days
 Attention: Accounts Payable
 600 Padre Blvd
 South Padre Island, TX 78597

Paid 11/20/20

Advertiser	Sandcastle Days
Product	Sandcastle Days 2019
Estimate Number	Sandcastle Days 2019

Invoice #	
Invoice Date	
Invoice Month	October 2019
Invoice Period	10/01/19 - 10/31/19

Property	KVEO
Account Executive	Shannon Garza
Sales Office	Brownsville Local Sales Office
Sales Region	Local

Order #	2136249
Alt Order #	
Deal #	
Order Flight	09/12/19 - 10/08/19

Billing Calendar	Calendar
Billing Type	Cash
Special Handling	

Agency Code	
Advertiser Code	
Product 1/2	

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
1	KVEO	Newscenter 23 @ 5p	5-530pm								
	KVEO			Tu	09/30/19 to 10/06/19	10x	MTWTF--				
	KVEO			Tu	10/01/19	:15	5:17 PM	SCD-090919	\$23.00		17
	KVEO			Tu	10/01/19	:15	5:20 PM	SCD-090919	\$22.00		
	KVEO			W	10/02/19	:15	5:25 PM	SCD-090919	\$23.00		21
	KVEO			W	10/02/19	:15	5:11 PM	SCD-090919	\$23.00		23
	KVEO			W	10/02/19	:15	5:13 PM	SCD-090919	\$22.00		
	KVEO			Th	10/03/19	:15	5:23 PM	SCD-090919	\$23.00		18
	KVEO			Th	10/03/19	:15	5:25 PM	SCD-090919	\$22.00		
	KVEO			F	10/04/19	:15	5:10 PM	SCD-090919	\$23.00		24
	KVEO			F	10/04/19	:15	5:13 PM	SCD-090919	\$22.00		25
	KVEO			F	10/04/19	:15	5:18 PM	SCD-090919	\$22.00		
	KVEO			F	10/04/19	:15	5:20 PM	SCD-090919	\$22.00		20
2	KVEO	Newscenter 23 @ 10p	Mon-Fri 10-1035p								
	KVEO			Tu	09/30/19 to 10/06/19	15x	MTWTF--				
	KVEO			Tu	10/01/19	:15	10:11 PM	SCD-090919	\$48.00		14
	KVEO			Tu	10/01/19	:15	10:14 PM	SCD-090919	\$48.00		
	KVEO			Tu	10/01/19	:15	10:21 PM	SCD-090919	\$48.00		13
	KVEO			Tu	10/01/19	:15	10:23 PM	SCD-090919	\$48.00		
	KVEO			W	10/02/19	:15	10:27 PM	SCD-090919	\$48.00		22
	KVEO			W	10/02/19	:15	10:28 PM	SCD-090919	\$48.00		
	KVEO			W	10/02/19	:15	10:13 PM	SCD-090919	\$48.00		24
	KVEO			W	10/02/19	:15	10:15 PM	SCD-090919	\$48.00		
	KVEO			W	10/02/19	:15	10:21 PM	SCD-090919	\$48.00		16
	KVEO			W	10/02/19	:15	10:23 PM	SCD-090919	\$48.00		
	KVEO			W	10/02/19	:15	10:26 PM	SCD-090919	\$48.00		15

PREVIEW



Remit Address:
KVEO
 PO Box 840185
 Dallas, TX 75284
 Main: (956) 544-2323
 Billing: (214) 765-4159

Billing Address:

Sandcastle Days
 Attention: Accounts Payable
 600 Padre Blvd
 South Padre Island, TX 78597

Advertiser	Sandcastle Days
Product	Sandcastle Days 2019
Estimate Number	Sandcastle Days 2019

Invoice #	
Invoice Date	
Invoice Month	October 2019
Invoice Period	10/01/19 - 10/31/19

Property	KVEO
Account Executive	Shannon Gaiza
Sales Office	Brownsville Local Sales Office
Sales Region	Local

Order #	2136249
Alt Order #	
Deal #	
Order Flight	09/12/19 - 10/06/19

Billing Calendar	Calendar
Billing Type	Cash
Special Handling	

Agency Code	
Advertiser Code	
Product 1/2	

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
2	KVEO	Newscenter 23 @ 10p	Mon-Fri 10-1035p								
	KVEO			Th	10/03/19	:15	10:22 PM	SCD-090919	\$48.00		17
	KVEO			Th	10/03/19	:15	10:23 PM	SCD-090919	\$48.00		17
	KVEO			Th	10/03/19	:15	10:28 PM	SCD-090919	\$48.00		25
	KVEO			Th	10/03/19	:15	10:32 PM	SCD-090919	\$48.00		18
	KVEO			F	10/04/19	:15	10:33 PM	SCD-090919	\$48.00		18
	KVEO			F	10/04/19	:15	10:11 PM	SCD-090919	\$48.00		19
	KVEO			F	10/04/19	:15	10:14 PM	SCD-090919	\$48.00		19
	KVEO			F	10/04/19	:15	10:20 PM	SCD-090919	\$48.00		23
	KVEO			F	10/04/19	:15	10:21 PM	SCD-090919	\$48.00		23
	KVEO			F	10/04/19	:15	10:24 PM	SCD-090919	\$48.00		20
	KVEO			F	10/04/19	:15	10:27 PM	SCD-090919	\$48.00		20
3	KVEO	7:00 AM-11:00 AM	7:00 AM-11:00 AM								
	KVEO				09/23/19 to 09/29/19	5x	MTWTF--				
	KVEO			W	10/02/19	:15	9:56 AM	SCD-090919	\$13.00	MG for 3.14 09/26	21
	KVEO				10/02/19	:15	9:57 AM	SCD-090919	\$12.00		
	KVEO				09/30/19 to 10/06/19	6x	MTWTF--				
	KVEO			Tu	10/01/19	:15	7:18 AM	SCD-090919	\$13.00		16
	KVEO				10/01/19	:15	7:20 AM	SCD-090919	\$12.00		16
	KVEO			W	10/02/19	:15	10:46 AM	SCD-090919	\$13.00		17
	KVEO				10/02/19	:15	10:48 AM	SCD-090919	\$12.00		17
	KVEO			Th	10/03/19	:15	8:51 AM	SCD-090919	\$13.00		18
	KVEO				10/03/19	:15	8:52 AM	SCD-090919	\$12.00		18
	KVEO			F	10/04/19	:15	9:58 AM	SCD-090919	\$13.00		19
	KVEO				10/04/19	:15	10:00 AM	SCD-090919	\$12.00		19
4	KVEO	Today Show Sa	7a-8a								
	KVEO				09/30/19 to 10/06/19	2x	-----S-				
	KVEO			Sa	10/05/19	:15	7:51 AM	SCD-090919	\$8.00		5
	KVEO				10/05/19	:15	7:52 AM	SCD-090919	\$7.00		5

PREVIEW



Remit Address:
KVEO
 PO Box 840185
 Dallas, TX 75284
 Main: (956) 544-2323
 Billing: (214) 765-4159

Billing Address:

Sandcastle Days
 Attention: Accounts Payable
 600 Padre Blvd
 South Padre Island, TX 78597

Advertiser	Sandcastle Days
Product	Sandcastle Days 2019
Estimate Number	Sandcastle Days 2019

Invoice #	
Invoice Date	
Invoice Month	October 2019
Invoice Period	10/01/19 - 10/31/19

Property	KVEO
Account Executive	Shannon Garza
Sales Office	Brownsville Local Sales Office
Sales Region	Local

Order #	2136249
Alt Order #	
Deal #	
Order Flight	09/12/19 - 10/08/19

Billing Calendar	Calendar
Billing Type	Cash
Special Handling	

Agency Code	
Advertiser Code	
Product 1/2	

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
4	KVEO	Today Show Sa	7a-8a	Sa	10/05/19	:15	8:27 AM	SCD-090919	\$8.00		4
	KVEO			Sa	10/06/19	:15	8:30 AM	SCD-090919	\$7.00		
5	KVEO	Today Show Su		Su	10/06/19	:15	7:25 AM	SCD-090919	\$8.00		4
	KVEO			Su	10/06/19	:15	7:28 AM	SCD-090919	\$7.00		
	KVEO			Su	10/06/19	:15	7:56 AM	SCD-090919	\$8.00		
	KVEO			Su	10/06/19	:15	7:57 AM	SCD-090919	\$7.00		5
6	KVEO	M-Sun 4a-4x	M-Sun 4a-4x								
	KVEO			Tu	10/01/19	:15	5:28 AM	SCD-090919	\$0.00		35
	KVEO			Tu	10/01/19	:15	5:29 AM	SCD-090919	\$0.00		
	KVEO			Tu	10/01/19	:15	8:31 AM	SCD-090919	\$0.00		40
	KVEO			W	10/02/19	:15	8:33 AM	SCD-090919	\$0.00		
	KVEO			W	10/02/19	:15	5:58 AM	SCD-090919	\$0.00		41
	KVEO			W	10/02/19	:15	6:00 AM	SCD-090919	\$0.00		
	KVEO			Th	10/03/19	:15	10:30 AM	SCD-090919	\$0.00		36
	KVEO			Th	10/03/19	:15	10:31 AM	SCD-090919	\$0.00		
	KVEO			Th	10/03/19	:15	6:29 AM	SCD-090919	\$0.00		37
	KVEO			Th	10/03/19	:15	6:30 AM	SCD-090919	\$0.00		
	KVEO			F	10/04/19	:15	8:43 AM	SCD-090919	\$0.00		45
	KVEO			F	10/04/19	:15	8:45 AM	SCD-090919	\$0.00		
	KVEO			F	10/04/19	:15	8:57 AM	SCD-090919	\$0.00		43
	KVEO			F	10/04/19	:15	8:58 AM	SCD-090919	\$0.00		
	KVEO			Sa	10/05/19	:15	11:14 AM	SCD-090919	\$0.00		38
	KVEO			Sa	10/05/19	:15	11:16 AM	SCD-090919	\$0.00		
	KVEO			Sa	10/05/19	:15	4:22 AM	SCD-090919	\$0.00		44
	KVEO			Sa	10/05/19	:15	4:24 AM	SCD-090919	\$0.00		
	KVEO			Sa	10/05/19	:15	4:53 AM	SCD-090919	\$0.00		
	KVEO			Sa	10/05/19	:15	4:55 AM	SCD-090919	\$0.00		39

12:57 PM
11/06/19
Accrual Basis

Sandcastle Days
Account QuickReport
January 1 through November 5, 2019

Type	Date	Num	Name	Memo	Amount
Entertainment					
Amusement Rides					2,720.00
Bill	10/06/2019	1022	RGV Pary Rentals	1022 Amusement Rides 10/4-10/6/19	2,720.00
Total Amusement Rides					2,720.00
Total Entertainment					2,720.00
TOTAL					2,720.00



Amusement Rides = Entertainment = 2,720.00
 Supplies Tent for Vendors Booth \$780.00
 Paid 10/7/19 #1251 \$3500.00

INVOICE

RGV PARTY RENTAL

2320 FM 732

San Benito, TX 78586

9567422132

info@rgvpartyrental.com

Invoice: 1022

Date : October 4, 2019

Adolfo Zamora

Oct. 4 - 6, 2019

claytonsbeachbar@aol.com

claytonsbeachbar@aol.com

Quantity	Description	Unit Price	Line Total
1	Tropical Combo	\$439.96	\$439.96
1	Mechanical Bull	\$2,370.00	\$2,370.00
1	Double Lane Palm Tree Waterslide	\$716.00	\$716.00
1	Tent	\$1,000.00	\$1,000.00
	travel fee	\$30.00	\$30.00
	To reserve the date we would need FULL PAYMENT		
	Discount	-\$1,055.96	-\$1,055.96
		Subtotal	\$3,500.00
		Sales Tax @ 0.00%	
		TOTAL	\$ 3,500.00

Adolfo Zamora
 Paid 10-07-19
 check #1251
 \$3500.00

Make all checks payable to: RGV PARTY RENTAL
 THANK YOU FOR YOUR BUSINESS!

1:16 PM

11/05/19

Accrual Basis

Sandcastle Days Account QuickReport January 1 through November 5, 2019

Type	Date	Num	Name	Memo	Amount
Materials & Supplies					
Bill	09/26/2019	1909-998167	Zarsky Lumber	Wood and Nails to build Sandcastle Molds	225.83
Bill	09/26/2019	Academy Citibank	Academy	2 10X10 Canopy Tents	173.18
Bill	09/26/2019	Home Depot Citibank	Home Depot	Blades, Masonline, Glove, Drill, 1X2-36" Stakes	286.79
Check	10/01/2019	1229	Toucan Graphics	27760 Sand Sculpters Bios Signs 12	365.88
Bill	10/06/2019	1022	RCV Pary Rentals	1022 Vendor Tent 10/4-10/6/19	780.00
Check	10/07/2019	1252	Clayton's Beach Bar/Cash Receipts	10/3/19 Walmar/4 Extension Cords for Welcome Castle	77.14
Check	10/07/2019	1253	Toucan Graphics	27814 Award Stickers, Coroplast Boards with Stakes and Signs	119.90
Check	10/07/2019	1252	Clayton's Beach Bar/Cash Receipts	10/2/19 Home Depot/5 Extension Cords, 3 Spot Lights for lighting Beach ...	167.58
Check	10/07/2019	1252	Clayton's Beach Bar/Cash Receipts	9/26/19 Lowes/8 Stakes for Fencing	71.70
Check	10/07/2019	1252	Clayton's Beach Bar/Cash Receipts	10/1/19 Ace/Misc Hardware for framing Vendor Booths	33.01
Check	10/07/2019	1252	Clayton's Beach Bar/Cash Receipts	9/30/19 Ace/16 Hose Nozzles, WD 40, 15 2Way Hose Adaptors	198.83
Check	10/07/2019	1252	Clayton's Beach Bar/Cash Receipts	9/29/19 Ace/3 Poly Saal MP1, 1 Sillcock Key, 1 Work Glove	43.53
Check	10/07/2019	1252	Clayton's Beach Bar/Cash Receipts	9/27/19 Home Depot/3 Spot Lights, 5 Extension Cords, 1 Torp Level	189.20
Check	10/07/2019	1252	Clayton's Beach Bar/Cash Receipts	9/27/19 Home Depot/30 C-Clamps	63.98
Check	10/07/2019	1252	Clayton's Beach Bar/Cash Receipts	9/26/19 Home Depot/7 C-Clamps, 5 Hoseblbs	17.06
Check	10/07/2019	1252	Clayton's Beach Bar/Cash Receipts	9/26/19 Home Depot/8 C-Clamps, 5 Hoseblbs	54.76
Check	10/07/2019	1252	Clayton's Beach Bar/Cash Receipts	9/21/19 Home Depot/Clamps,Hammer,Staples,UKnife,ZipTies,Gloves,Dr...	947.50
Total Materials & Supplies					3,815.87
TOTAL					3,815.87



604 East Rio Grande
Victoria, TX 77902
(361) 573-2479

SDB's 2019

Paid 10/24/19
CR # 259

INVOICE

1909-968167

Invoice Date: 09/26/2019
Account: 90848
Branch: Zarsky Lumber - Los Fresnos
Order #: 1909-967782

BILL TO:

38409 1 MB 0.428 E0007X I0013 D5319327004 S2 P6793213 0001:0001



CLAYTON CUSTOM HOMES
PO BOX 2344
SOUTH PADRE ISLAND TX 78597-2344

SHIP TO:

clayton bar & grill

s.p.i. 000000000

Page 1 of 1

PO:		REF:		JOB: 1	
ORDER DATE: 09/26/2019		SALES AGENT:		ORDER TYPE: Order	
SHIP DATE: 09/26/2019		CASHIER: RORA		ORDERED BY: RORA	
				ENTERED BY: RORA	
				SHIP VIA: Delivered	
QTY ORDERED	UOM	ITEM/DESCRIPTION		PRICE/UOM	AMOUNT
40	EACH	2X4-10' STD & 8TR SPF		4.32/EACH	\$172.80
1	BOX	5# 8D HG BOX NAILS		17.85/BOX	\$17.85
1	BOX	5# BOX 16D HG BOX NAILS		17.85/BOX	\$17.85
A 15% Restocking Fee will apply to all returned material.					
All sales on Special Order/Non-Stock items are final.					
Materials to build sandcastle molds					

Due Date: 10/15/2019

SUBTOTAL: \$208.62

SALES TAX: \$17.21

TOTAL: \$225.83

TO VIEW ONLINE GO TO:

<http://zarsky.billtrust.com>

USE THIS ENROLLMENT CODE:

PLW RXV LFT

0001:0001



ACADEMY @ BROWNSVILLE 936-554-6900

09/25/19 12:06
399767 SALE 4924 0030 222

OXIO STRAIGHT EVE / 110731197
2nd 1 for 79.99 MDS 159.98
ECLIPSE WINTERFRODS / 119633714
1 @ 1 for 3.79 MDS 3.79
SUBTOTAL 163.77
8.25% SALES TAX 13.51
TOTAL USD\$ 177.28

MTD 328020030990

TID 08139315

RRN 227453

<<ELEC SIGNATURE CAPTURED 1924 1 >>

Mastercard 177.28

XXXXXXXXXXXX2025

Chip Read

CLAYTON BRASHEAR AJTH 521672

Mode: Issuer

AID A0000000041010

FOR ALL. FOR LESS.™

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www.academyfeedback.com

2019 SCB's
2 Canopy Tent
Supplies

0.*

159.98x

8.25%

13.20*+

13.20+

173.18*

\$173.18

Bill Payment Stub

Sandcastle Days
6900 Padre Blvd.
South Padre Island TX 78597

Paid To: Academy

Credit Card Payment Date: 9/26/2019

Credit Card Payment No.:

Credit Card Payment Amount: 173.18

Date	Type	Reference	Original Amt.	Balance	Discount	Payment
9/26/2019	Bill	Citibank Academy	173.18	173.18		173.18

Sand Castle DAYS 2019

materials & supplies



More saving.
More doing.SM

605 W MORRISON RD
BROWNSVILLE, TX 77820 (956)350-2232

6984 00002 82814 09/26/19 11:46 AM
CASHIER ALEXYS

0. *

613499020024 INSECTICIDE <A>
SEVIN BUG KILLER RTU 32OZ
206.62 13.24
X 071549019358 WED GON 24OZ <A> 5.67
ORTHO WEED B GON MAX BASE 24OZ RTU
X 071121100641 INDOOR FOGGR <A> 7.97
REAL KILL INDOOR FOGGR 6 PK
X 071121961808 3PK FOGGR <A>
HOT SHOT INDOOR FOGGR 3PK
205.87 11.74
X 817986029464 TOSHIBA FAN <A> 34.96
20" TOSHIBA AIR CIRCULATOR
X 045242005888 5PKBLADE <A> 24.97
MILWAUKEE 12"X5/8TPI SAWZALL AX BLDE
X 045242082889 SAWZALL <A> 14.97
MILWAUKEE 9"X14TPI RECIPBLDE 5PK
X 008925095323 3" CUP BRSH <A> 5.17
AVANTI PRO 3"WIRE CUP BRUSH GP
X 008925084037 A 7.25 24T <A> 5.47
AVANTI 7-1/4"X24T FRAMING SAW BLADE
X 820909574774 MASONLINE <A> 9.75
ANVIL 500 FT PINK MASON LINE
X 731919553126 FG10PRPUGL <A> 5.88
BTP FG HIGH VIS PU GLOVE TS 10 PR L
X 731919331021 3PKAPGLVS <A> 9.88
FIRM GRIP 3 PACK HIGH DEX GLOVE
X 079567490029 WD-40 8OZ <A> 4.48
WD-40 8OZ MP LUBE & PENETRANT
X 088381878142 MK18VBL2PC30 <A> 179.00
MAK 18V BL 2 PC 3.0AH DRL/IMP KIT
X 090489110185 STAKES <A>
1X2-36" GRADE STAKES 12PS BUNDLE
407.59 30.36
X 088381827768 MK18VCB2BL <A> 279.00
MAK 18V BL 2PC 4.0AH DRL/IMP KIT

24.97+
14.97+
9.75+
5.88+
179.00+
30.36+
264.93*+
264.93x
8.25%
21.86*+
21.86+
286.79*
0. *

Bill Payment Stub

Credit Card Payment Date: 9/26/2019

Credit Card Payment No.:

Credit Card Payment Amount: 286.79

Sandcastle Days
6900 Padre Blvd.
South Padre Island TX 78597

Paid To: Home Depot

Date	Type	Reference	Original Amt.	Balance	Discount	Payment
9/26/2019	Bill	Home Depot Citibank	286.79	286.79		286.79

TOUCAN GRAPHICS

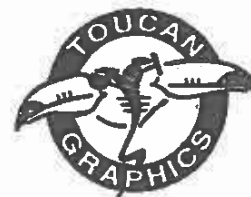
Accounting Dept.

14725 S Padre Island Dr., Unit 4

Corpus Christi, TX 78418 US

(361)949-1400

accounting@toucangraphics.net

**INVOICE****BILL TO****SANDCASTLE DAYS**

Clayton's Beach Resort

6900 Padre Blvd.

South Padre Island, TX

78597

INVOICE # 27760**DATE 09/27/2019****DUE DATE 09/27/2019****TERMS Due on receipt**

Supplies \$365.88 #1229 10/1/19
+ Advertising \$120.14

DESCRIPTION	QTY	RATE	AMOUNT
Design	1	15.00	15.00T
Art Services: Mercado Days Banner for Sandcastle Days			
Signs	1	96.00	96.00T
8' x 3' Banner			
Design	1	50.00	50.00T
Art Services: Sandcastle Bios			
Signs	12	24.00	288.00T
18x24" PVC Signs - Sandcastle Bios			

SUBTOTAL	449.00
TAX (8.25%)	37.04
TOTAL	486.04
BALANCE DUE	\$486.04

Paid 10/1/19
Ok #1229
\$486.04

TOUCAN GRAPHICS

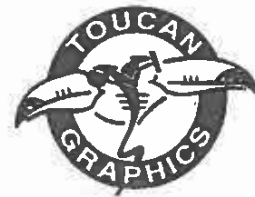
Accounting Dept.

14725 S Padre Island Dr., Unit 4

Corpus Christi, TX 78418 US

(361)949-1400

accounting@toucangraphics.net

**INVOICE****BILL TO****SANDCASTLE DAYS**

Clayton's Beach Resort

6900 Padre Blvd.

South Padre Island, TX

78597

INVOICE # 27760**DATE 09/27/2019****DUE DATE 09/27/2019****TERMS** Due on receipt

✓ Supplies \$365.88 #1229 10/1/19
+ Advertising \$120.16

DESCRIPTION	QTY	RATE	AMOUNT
Design	1	15.00	15.00T
Art Services: Mercado Days Banner for Sandcastle Days			
Signs	1	96.00	96.00T
8' x 3' Banner			
Design	1	50.00	50.00T
Art Services: Sandcastle Bios			
Signs	12	24.00	288.00T
18x24" PVC Signs - Sandcastle Bios			

SUBTOTAL	449.00
TAX (8.25%)	37.04
TOTAL	486.04
BALANCE DUE	\$486.04

Paid 10/1/19
Ok #1229
\$486.04



Amusement Rides = Entertainment = 2,720.00
Supplies Tent for Vendors Booth \$780.00
Paid 10/7/19 #1251 \$3500.00

INVOICE

RGV PARTY RENTAL

2320 FM 732

San Benito, TX 78586

9567422132

info@rgvpartyrental.com

Invoice: 1022

Date: October 4, 2019

Adolfo Zamora

Oct. 4 - 6, 2019

claytonsbeachbar@aol.com

claytonsbeachbar@aol.com

Vendors Tent
\$780.00
ck#1251

Quantity	Description	Unit Price	Line Total
1	Tropical Combo	\$439.96	\$439.96
1	Mechanical Bull	\$2,370.00	\$2,370.00
1	Double Lane Palm Tree Waterslide	\$716.00	\$716.00
1	Tent	\$1,000.00	\$1,000.00
travel fee		\$30.00	\$30.00
To reserve the date we would need FULL PAYMENT			
Discount		-\$1,055.96	-\$1,055.96
Subtotal			\$3,500.00
Sales Tax @ 0.00%			
TOTAL			\$ 3,500.00

Adolfo Zamora
Paid 10-07-19
check #1251
\$3500.00

Make all checks payable to: RGV PARTY RENTAL
THANK YOU FOR YOUR BUSINESS!

TOUCAN GRAPHICS

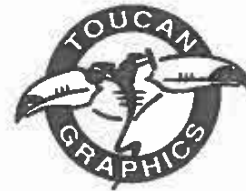
Accounting Dept.

14725 S Padre Island Dr., Unit 4

Corpus Christi, TX 78418 US

(361)949-1400

accounting@toucangraphics.net

**INVOICE****BILL TO****SANDCASTLE DAYS**

Clayton's Beach Resort

6900 Padre Blvd.

South Padre Island, TX

78597

INVOICE # 27814**DATE 10/07/2019****DUE DATE 10/07/2019****TERMS Due on receipt**

DESCRIPTION	QTY	RATE	AMOUNT
Vinyl 36x18" Coroplast Signs - Beach Entrance fro Sandcastle Days	2	27.00	54.00T
Design Art Services: Sandcastle Days Music Schedule Poster	1	40.00	40.00T
Xcolor Printing: Sheets of Sandcastle Days Prize Stickers	4	0.89	3.56T
Misc. 12x9 blank coroplast boards	6	1.25	7.50T
Misc. Economy Wire Stakes	6	0.95	5.70T

SUBTOTAL 110.76

TAX (8.25%) 9.14

TOTAL 119.90

BALANCE DUE **\$119.90**

Paid 10/7/19
CK #1253
\$119.90

See back of receipt for your chance
to win \$1000 ID #:7N7L134GSL1

Walmart

956-943-1387 Mgr: NORMA PUENTES
1401 STATE HIGHWAY 100
PORT ISABEL TX 78578

ST# 00413.OP# 009046 TE# 46 TR# 04781
50FT CORD 078175623492 11.44 X
100FT CORD 078175623244 19.94 X
100FT CORD 078175623244 19.94 X
100FT CORD 078175623244 19.94 X

SUBTOTAL 71.26
TAX 1 8.250 % 5.88
TOTAL 77.14
CASH TEND 100.00
CHANGE DUE 22.86

ITEMS SOLD 4

TC# 8139 8533 6224 9288 1732



Low Prices You Can Trust. Every Day.

10/03/19 11:17:31

Scan with Walmart app to save receipts



*Electric Cords for
Welcome Cattle*

*Spot Lights > Beach
Ext. Cords > Candles*



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4551 PADRE ISLAND HIGHWAY
BROWNSVILLE, TX 78521 (956)544-5466

6521 00018 75442 10/02/19 06:52 PM
CASHIER MIRIAN

756847002379 15FT 16/3BLK <A>
15FT 16/3 WORKSHOP EXT CORD BLK
509.98 49.90

819236019350 1000W HALWLT <A>
1000W HAL TEL TRIPOD WK LT
3034.97 104.91

SUBTOTAL 154.81
SALES TAX 12.77
TOTAL \$167.58
CASH 200.00
CHANGE DUE 32.42



8 Stakes for Fencing

*Misc Hardware for Framing for
Barragans for
Vendors Booth*



LOWE'S HOME CENTERS, LLC
4705 SOUTH EXPRESSWAY 77/8
HARLINGEN, TX 78550 (956) 365-0200

- SALE -

SALES#: FSTLANE3 13 TRANS#: 6550577 09-26-19

348946 6-CT 60-IN TALL WD LANDSC 66.24
8 @ 8.28

SUBTOTAL: 66.24
TAX: 5.46
INVOICE 06206 TOTAL: 71.70
CASH: 75.00
CHANGE: 3.30

STORE: 2468 TERMINAL: 06 09/26/19 21:16:17
OF ITEMS PURCHASED: 8
EXCLUDES FEES, SERVICES AND SPECIAL ORDER ITEMS



THANK YOU FOR SHOPPING AT ACE
14117-CHL/ACE-F
4012 PADRE BOULEVARD
SOUTH PADRE ISLAND TX 78597
(956) 761-2670

ITEMS MUST BE IN RESALABLE CONDITION
RETURNED WITHIN 30 DAYS WITH RECEIPT
10/01/19 3:39PM KARENH 590 SALE

56 1 EA .01 EA
HARDWARE .01
58450 2 EA 4.59 EA
SCREWEYE LG 3/8"X2.88SS 9.18
56 30 EA .44 EA
HARDWARE 13.20
56 30 EA .27 EA
HARDWARE 8.10

SUB-TOTAL: \$ 30.49 TAX: \$ 2.52
TOTAL: \$ 33.01
CASH TEND: 40.00 CHANGE: 6.99



==>> JRNL#B45982
CUST NO:#7

Customer Copy

SANDCASTLE DAYS 2019 PAID 10/7/19 CLAYTON'S BEACH BAR, CASH RECEIPTS CHECK #1252 (TOTAL \$1,864.29)

1) Hose 2) Nozzles 3) WD 40,
Adaptr 2 way

THANK YOU FOR SHOPPING AT ACE
14117-CHL/ACE-F
4012 PADRE BOULEVARD
SOUTH PADRE ISLAND TX 78597
(956) 761-2670

RETURNS MUST BE IN RESALABLE CONDITION
AND RETURNED WITHIN 30 DAYS WITH RECEIPT
09/27/19 12:20PM KARENH 590 SALE

71463	15	EA	7.59	EA
ADAPTR HOSE POLY Y W/DF				113.85
73212	16	EA	3.99	EA
NOZZLE POLYGUN PROMO				63.84
2076099	1	EA	5.99	EA
WD-40 80Z SMART STRAW				5.99

SUB-TOTAL: \$ 183.68 TAX: \$ 15.15
TOTAL: \$ 198.83
CASH TEND: 200.00 CHANGE: 1.17



====> JRNL#B44801 <<==
CUST NO:*7
Customer Copy

1) Fly Seal MPI, 2) Sillcock key,
3) Work Gloves.

THANK YOU FOR SHOPPING AT ACE
14117-CHL/ACE-F
4012 PADRE BOULEVARD
SOUTH PADRE ISLAND TX 78597
(956) 761-2670

RETURNS MUST BE IN RESALABLE CONDITION
AND RETURNED WITHIN 30 DAYS WITH RECEIPT
09/30/19 9:47AM CRISTINA 590 SALE

1502707	3	EA	8.49	EA
NP1 POLYSEAL BLACK 100Z				25.47
40072	1	EA	2.79	EA
SILLCOCK KEY 5/16"STEM				2.79
9349507	1	EA	3.99	EA
GLOVE LTHR PALM LG				3.99
56	2	EA	1.99	EA
HARDWARE				3.99
9349507	1	EA	3.99	EA
GLOVE LTHR PALM LG				3.99

SUB-TOTAL: \$ 40.22 TAX: \$ 3.31
TOTAL: \$ 43.53
CASH TEND: 100.00 CHANGE: 56.47



====> JRNL#B45382 <<==
CUST NO:*7

1) Flight for Welcome Castle.
2) Extension cord 3) Torp Level.
for SC frames.



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4551 PADRE ISLAND HIGHWAY
BROWNSVILLE, TX 78521 (956) 544-5466

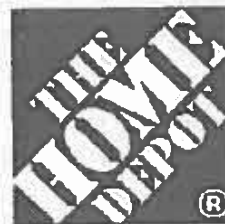
6521 00018 57689 09/29/19 07:10 PM
CASHIER MIRIAN

819236019350 1000W HALMT <A>	
1000W HAL TEL TRIPOD WK LT	
3934 97	104.91
156847002379 15FT 16/3BLK <A>	
15FT 16/3 WORKSHOP EXT CORD BLK	
589 98	49.90
076174430035 TORP LEVEL <A>	19.97
DEWALT 9" TORPEDO LEVEL	

SUBTOTAL 174.78
SALES TAX 14.42
TOTAL \$189.20
CASH 200.00
CHANGE DUE 10.80



C-Clamps



More saving.
More doing.™

1500 W EXPRESSWAY
WESLACO, TX 78596 (956) 447-2645

6577 00009 80771 09/27/19 07:36 PM
CASHIER CLARISSA

6942629275886 1" CLAMP <A>	
HUSKY 1" C-CLAMP	
3001.97	59.10

SUBTOTAL 59.10
SALES TAX 4.88
TOTAL \$63.98
XXXXXXXXXXXX8324 DEBIT

AUTH CODE 872113
AID A0000000042203
USD\$ 63.98
US Debit



C-Clamps



More saving.
More doing.™

409 NORTH JACKSON
MCALLEN, TX 78577 (956)994-1419
0506 00052 51319 09/27/19 08:26 PM
SELF CHECKOUT

6942629275886 1" CLAMP <A>
HUSKY 1" C-CLAMP
801.97 15.76

SUBTOTAL 15.76
SALES TAX 1.30
TOTAL \$17.06

XXXXXXXXXXXX8324 DEBIT USD\$ 17.06

AUTH CODE 362073
AID A0000000042203 US Debit



0506 52 51319 09/27/2019 0837

RETURN POLICY DEFINITIONS
POLICY ID DAYS POLICY EXPIRES ON

C-Clamps



More saving.
More doing.™

4710 SOUTH EXPRESSWAY 83
HARLINGEN, TX 78550 (956)440-7779

6528 00008 75005 09/26/19 08:30 PM
CASHIER AMANDA

6942629275886 1" CLAMP <A>
HUSKY 1" C-CLAMP
701.97 13.79

820633958932 3/4 HOSE BIB <A>
3/4" HOSEBIBB MPT
507.36 36.80

SUBTOTAL 50.59
SALES TAX 4.17
TOTAL \$54.76
CASH 60.00
CHANGE DUE 5.24



6528 08 75005 09/26/2019 6936



More saving.
More doing.™

4551 PADRE ISLAND HIGHWAY
BROWNSVILLE, TX 78521 (956)544-5466

6521 00052 51525 09/21/19 03:18 PM
CASHIER NATHAN

0000-823-066 1" CLAMP <A> 78.80
4001.97
6940989321878 CLAW HAMMER <A> 29.85
505.97
032076032678 CABLE <A> 2.45
076174102734 KNIFE <A> 7.97
713153293648 11NATTIE100 <A> 11.74
4715409150039 8IN NTLTI100 <A> 7.98
662909996244 LEATHERGLOVE <A> 7.56
045242249343 P2 BIT 5PK <A> 7.97
078627142120 50 FT HOSE <A> 99.70
1009.97
X 756847000030 12' BRWN CORD <A> 20.82
603.47
X 827214000196 12' BRWN CORD <A> 10.41
303.47
781756626347 50' GRN CORD <A> 13.97
764666139046 NAILS <A> 18.75
764666528437 PTN2S5 <A> 26.97
756847002379 15FT 16/3BLK <A> 89.82
909.98
X 756847000306 12'WKSHOPCRD <A> 7.47
015812770621 TAPE <A> 14.91
304.97
742366999740 2X60YDAPDCTP <A,S> 13.44
304.48
017398801966 CLAMP LIGHT <A> 55.86
609.31
026156914602 2GAL SPRAYER <A> 224.55
15014.97
.. 851414002261 STRTH WRAP <A> 42.90
508.58
049206155435 SHOVEL <A> 69.80
1006.98
693690564145 ES60A19DL4PK <A> 28.44
ECS 8.5W(60W) A19 DL DIM ES LED 4PK 0.98
309.48
030699426942 SPRING LINK <A> 1.97
SPRING LINK 5/16X3 ASORTDCOLOR
6942629275886 1" CLAMP <A> 7.98
HUSKY 1" C-CLAMP
015812780026 STAKE <A>
EMPIRE ORANGE STAKE FLAGS 100PK

SUBTOTAL 903.06
SALES TAX 74.50
TOTAL \$977.56
CASH 1,000.00
CHANGE DUE 22.44



Return
ext. cord

More saving.
More doing.™

4551 PADRE ISLAND HIGHWAY
BROWNSVILLE, TX 78521 (956)544-5466

6521 00018 75350 10/02/19 06:41 PM
CASHIER MIRIAN
* ORIG REC: 6521 052 51525 09/21/19 TA *

0000-145-009 12'BRWN CORD -27.76
80-3.47

SUBTOTAL -27.76
SALES TAX -2.30
TOTAL < \$30.06
CASH -30.06

REFUND CUSTOMER COPY

ONLY ONE TIME DICK-ED TM STORE

0.*

977.56+
30.06-
947.50*+

2:45 PM

11/06/19

Accrual Basis

Sandcastle Days
Account QuickReport
January 1 through November 6, 2019

Type	Date	Num	Name	Memo	Amount
Security Bill	10/06/2019	19-1008-21	Ace Security	19-1008-21 Overnight Security 10/3-10/5/19	467.64
Total Security					467.64
TOTAL					467.64

Day	Date	Event	#Officer	Shift	Hours	Total
Thu	10/3/2019	Sand Castle	1	8:00p-8:00a	12	12
		Night Security				
					Total	12
Fri	10/4/2019	Sand Castle	1	8:00p-8:00a	12	12
		Night Security				
					Total	12
Thu	10/5/2019	Sand Castle	1	8:00p-8:00a	12	12
		Night Security				
					Total	12
			Total Hours Billed			36
				Amount		\$432.00
				State Sales Tax		\$35.64
				Total		\$467.64

Paid 10/8/19
CR# 1256
\$467.64

overnight
Security for SCP's 2019
for Vendor Booth's

Sandcastle Days
Account QuickReport
January 1 through November 6, 2019

Type	Date	Numb	Name	Memo	Amount
Event Staff					
Management Fees					
Bill	10/04/2019	2019 SCD'S Managmt	Lucinda Wierenga	2019 SCD'S Management Fees	1,000.00
Total Management Fees					1,000.00
MC and Sound					
Bill	10/06/2019	2019 SCD'S MC/Sound	Clifton International ...	2019 SCD'S MC/Sound	950.00
Total MC and Sound					950.00
Master Sand Sculptors					
Sand Sculptors					
Bill	10/04/2019	2019 SCD'S Master #3	Greg J Grady	9/30-10/5/19 Sculptor Fee	1,000.00
Bill	10/04/2019	2019 SCD'S Master#2	Abe Waleman	9/30-10/5/19 Sculptor Fee	1,000.00
Bill	10/04/2019	2019 SCD'S Master #8	Andrew Daily	9/30-10/5/19 Sculptor Fee	1,000.00
Bill	10/04/2019	2019 SCD'S Master#11	Christy Atkinson	9/30-10/5/19 Sculptor Fee	1,000.00
Bill	10/04/2019	2019 SCD'S Master #5	Edith Van De Waterl...	9/30-10/5/19 Sculptor Fee	1,000.00
Bill	10/04/2019	2019 SCD'S Master #7	Emerson Schreiner	9/30-10/5/19 Sculptor Fee	1,000.00
Bill	10/04/2019	2019 SCD'S Master #9	John Joaquin Cortez	9/30-10/5/19 Sculptor Fee	1,000.00
Bill	10/04/2019	2019 SCD'S Master#10	Ludo Roders	9/30-10/5/19 Sculptor Fee	1,000.00
Bill	10/04/2019	2019 SCD'S Master#12	Bruce Q Peck	9/30-10/5/19 Sculptor Fee	1,000.00
Bill	10/04/2019	2019 SCD'S Master#1	Wilfred Stilger	9/30-10/5/19 Sculptor Fee	1,000.00
Bill	10/04/2019	2019 SCD'S Master #4	Walter C McDonald	9/30-10/5/19 Sculptor Fee	1,000.00
Total Sand Sculptors					12,000.00
Sculptor Travel Expense					
Bill	10/04/2019	2019 SCD'S Master #3	Greg J Grady	Sculptor Travel Expense	300.00
Bill	10/04/2019	2019 SCD'S Master#2	Abe Waleman	Sculptor Travel Expense	300.00
Bill	10/04/2019	2019 SCD'S Master #8	Andrew Daily	Sculptor Travel Expense	300.00
Bill	10/04/2019	2019 SCD'S Master#11	Christy Atkinson	Sculptor Travel Expense	300.00
Bill	10/04/2019	2019 SCD'S Master #5	Edith Van De Waterl...	Sculptor Travel Expense	300.00
Bill	10/04/2019	2019 SCD'S Master #7	Emerson Schreiner	Sculptor Travel Expense	300.00
Bill	10/04/2019	2019 SCD'S Master #9	John Joaquin Cortez	Sculptor Travel Expense	300.00
Bill	10/04/2019	2019 SCD'S Master #10	Ludo Roders	Sculptor Travel Expense	300.00
Bill	10/04/2019	2019 SCD'S Master#12	Bruce Q Peck	Sculptor Travel Expense	300.00
Bill	10/04/2019	2019 SCD'S Master#1	Wilfred Stilger	Sculptor Travel Expense	300.00
Total Sculptor Travel Expense					3,000.00
Sculptor Awards					
Bill	10/05/2019	2019 1st Place Master	Abe Waleman	SCD's 1st Place Masters	1,000.00
Total 1st Place					1,000.00

3:15 PM

11/06/19

Accrual Basis

Sandcastle Days Account QuickReport January 1 through November 6, 2019

Type	Date	Num	Name	Memo	Amount
2nd Place					
Bill	10/05/2019	2019 2nd Place Master	Wilfred Stilger	SCD's 2019 2nd Place Masters	500.00
Total 2nd Place					500.00
3rd Place					
Bill	10/05/2019	2019 3rd Place Master	Greg J Grady	SCD's 3rd Place Masters	250.00
Total 3rd Place					250.00
Total Sculptor Awards					1,750.00
Total Master Sand Sculptors					16,750.00
Sand Slaves					
Bill	10/06/2019	2019 Sand Slave	Lon Gaudi	10/1-10/6/19 Sand Slave	500.00
Bill	10/06/2019	2019 SCD's Food Prep	Ken Zoric	10/3-10/5/19 Food Prep for Sculptor's Lunches	200.00
Bill	10/06/2019	2019 Master Slave	Dennis W Barnett Jr	9/30-10/7/19 Master Sand Slave	1,000.00
Bill	10/06/2019	2019 Sand Slave	Ken Barnett	9/30-10/7/19 Sand Slave	700.00
Bill	10/06/2019	2019 Sand Slave	Ken Barnett	Sand Slave Travel Expense	200.00
Total Sand Slaves					2,600.00
Total Event Staff					21,300.00
TOTAL					21,300.00

Bill

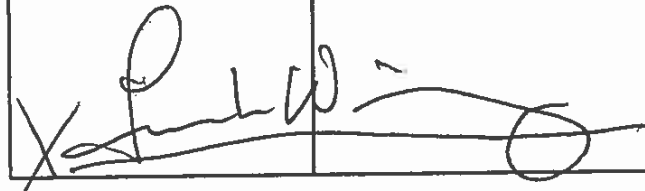
Sandcastle Days
6900 Padre Blvd.
South Padre Island TX 78597

Date	Ref. No.
10/04/2019	2019 SCD'S Mangmt

Vendor
Lucinda Wierenga 117 E Saturn South Padre Island TX 78597

Bill Due	10/04/2019
Terms	Due on receipt
Memo	2019 SCD'S Management Fees

Expenses

Account	Memo	Amount	Customer:Job	Class
Management Fees		1,000.00		
				

Expense Total : 1,000.00

*Paid 10/4/19 ck #1244
\$1,000.*

Bill Total : \$1,000.00

Bill

Sandcastle Days
8900 Padre Blvd.
South Padre Island TX 78597

Date	Ref. No.
10/06/2019	2019 SCD'S MC/Sound

Vendor
Geoff Clifton MC and Sound Guy Geoff Clifton PO Box 2862 South Padre Island TX 78597

PAID

Bill Due	10/06/2019
Terms	Due on receipt
Memo	2019 SCD'S MC/Sound

Expenses

Account	Memo	Amount	Customer:Job	Class
MC and Sound		950.00		
<div>X Geoff Clifton</div> <div>Bill 10/6/19</div> <div>CR #1249</div>				

\$950.⁰⁰

Expense Total : 950.00

Bill Total : \$950.00

Bill


Sandcastle Days
6900 Padre Blvd.
South Padre Island TX 78597

Date	Ref. No.
10/04/2019	2019 SCD's Master #3

Vendor
Master Sculpter Greg J Grady SS Fordway Ext Derry, NH 03038

Bill Due	10/14/2019
Terms	
Memo	2019 SCD's Master Sculpter 9/30-10/5/19

Expenses

Account	Memo	Amount	Customer:Job	Class
Sand Sculptors Sculptor Travel Expense		1,000.00 300.00		
x 				

Expense Total : 1,300.00

Paid 10/4/19 #1232 \$1300.00

Bill Total : \$1,300.00

Bill

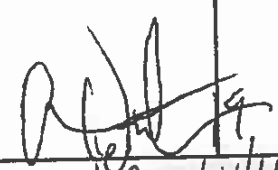
Sandcastle Days
6900 Padre Blvd.
South Padre Island TX 78597

Date	Ref. No.
10/04/2019	SCD's 2019 Master#2

Vendor
Abe Waterman Master Sand Sculptor Abe Waterman 1327 6th Avenue San Francisco, CA 94122

Bill Due	10/04/2019
Terms	Due on receipt
Memo	2019 SCD's Master Sculptor 9/30-10/5/19

Expenses

Account	Memo	Amount	Customer:Job	Class
Sand Sculptors Sculptor Travel Expense		1,000.00 300.00		
<div>X </div>				

Expense Total : 1,300.00

Bill Total : \$1,300.00

Handwritten:
Paid 10/4/19
CP #1233
\$1,300.00

Sandcastle Days
6900 Padre Blvd.
South Padre Island TX 78597

Vendor

**Master Sculptor
Andrew Daily
2963 Edgewood Ln
Sarasota, FL 34231**

Expenses

Expense Total : 1,300.00

Sandcastle Days
6900 Padre Blvd.
South Padre Island TX 78597

Date	Ref. No.
10/04/2019	2019 SCD'S Master#11

Vendor
Christy Atkinson Master Sculpter Christy Atkinson 670 FM 2549 Franklin, TX 77856

Bill Due	10/14/2019
Terms	
Memo	2019 SCD'S Master Sculpter 9/30-10/5/19

[illegible]

Expense Total : 1,300.00

Bill Total : \$1,300.00

X *[Signature]*
Paid #1235 10/4/19
\$1300.00

Bill

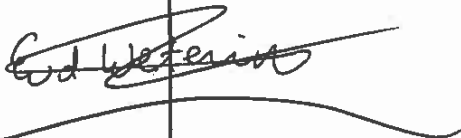
Sandcastle Days
6900 Padre Blvd.
South Padre Island TX 78597

Date	Ref. No.
10/04/2019	2019 SCD'S Master #5

Vendor
Edith Van De Wetering Master Sand Sculptor Edith Van De Wetering Hoofdstraat 6g 9968 AB Pieterburen Holland

Bill Due	10/14/2019
Terms	
Memo	2019 SCD'S Master Sculpter 9/30-10/5/19

Expenses

Account	Memo	Amount	Customer:Job	Class
Master Sand Sculptors Sculptor Travel Expense		1,000.00 300.00		
				

Expense Total : 1,300.00

Bill Total : \$1,300.00

*PAID 10/4/19 CK #1234
\$1300.*

Sandcastle Days
6900 Padre Blvd.
South Padre Island TX 78597

Date	Ref. No.
10/04/2019	2019 SCD'S Master #7

Vendor	
Emerson Schreiner Master Sculpter Emerson Schreiner 318 Eureka Ave So East apt 2 Grand Rapids, MI 49506	

Bill Due	10/04/2019
Terms	Due on receipt
Memo	2019 SCD's Master Sculpter 9/30-10/5/19

Account	Memo	Amount	Customer:Job	Class
Sand Sculptors Sculptor Travel Expense		1,000.00 300.00		

Expense Total : 1,300.00

Bill Total : \$1,300.00

Paul 10/4/19 #1237
\$1300.00

Bill

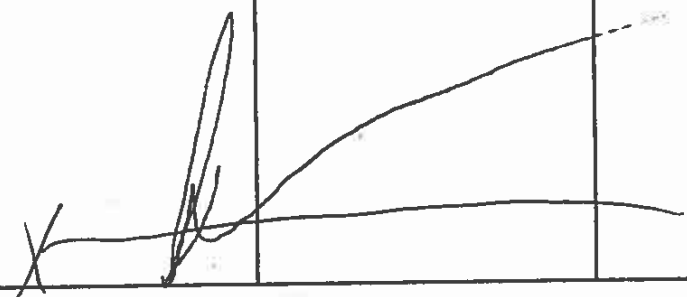
Sandcastle Days
6900 Padre Blvd.
South Padre Island TX 78597

Date	Ref. No.
10/04/2019	2019 SCD'S Master #6

Vendor
John Joaquin Cortez Master Sculpter John Joaquin Cortez 635 W. Clinton St. Dublin, TX 76446

Bill Due	10/04/2019
Terms	Due on receipt
Memo	SCD'S Master Sculpter 9/30-10/5/19

Expenses

Account	Memo	Amount	Customer:Job	Class
Sand Sculptors Sculptor Travel Expense		1,000.00 300.00		
				

Expense Total : 1,300.00

Paid 10/4/19
ck #1238 \$1300.

Bill Total : \$1,300.00

Bill

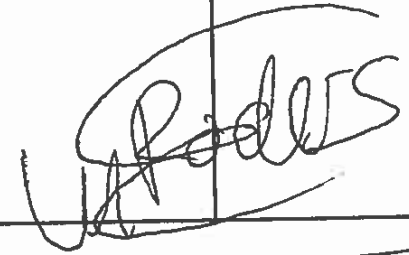
Sandcastle Days
6900 Padre Blvd.
South Padre Island TX 78597

Date	Ref. No.
10/04/2019	2019 SCD'S Master #9

Vendor
Ludo Roders Master Sculpter Ludo Roders 3022 RE Rotterdam, Holland

Bill Due	10/14/2019
Terms	
Memo	2019 SCD'S Master Sculpter 9/30-10/5/19

Expenses

Account	Memo	Amount	Customer:Job	Class
Sand Sculptors Sculptor Travel Expense		1,000.00 300.00		
				

Expense Total : 1,300.00

Bill Total : \$1,300.00

X
Paul 10/4/19 #1239
\$1,300.

Bill


Sandcastle Days
6900 Padre Blvd.
South Padre Island TX 78597

Date	Ref. No.
10/04/2019	SCD'S 2019 Master#10

Vendor
Master Sculpter Bruce Q Peck 147 166th St NE Bradenton, FL 34212

Bill Due	10/14/2019
Terms	
Memo	2019 SCD'S Master Sculpter 9/30-10/5/19

Expenses

Account	Memo	Amount	Customer:Job	Class
Master Sand Sculptors Sculptor Travel Expense		1,000.00 300.00		
				

Expense Total : 1,300.00

Bill Total : \$1,300.00

*paid 10/4/19 ck #1240
\$1300.00*

Bill


Sandcastle Days
6900 Padre Blvd.
South Padre Island TX 78597

Date	Ref. No.
10/04/2019	2019 SCD'S Master#12

Vendor
Wilfred Stijger Master Sand Sculptor Wilfred Stijger Hoofdstraat 6g 9968 AB Pieterburen Holland

Bill Due	10/14/2019
Terms	
Memo	2019 SCD'S Master Sculpter 9/30/10/5/19

Expenses

Account	Memo	Amount	Customer:Job	Class
Master Sand Sculptors		1,000.00		
Sculptor Travel Expense		300.00		
				

Expense Total : 1,300.00

Paid 10/4/19 #1241 \$1,300.00

Bill Total : \$1,300.00

Bill


Sandcastle Days
6900 Padre Blvd.
South Padre Island TX 78597

Date	Ref. No.
10/04/2019	SCD'S Master #1

Vendor
Walter C McDonald Master Sculpter Walter C McDonald 117 W Corral South Padre Island TX 78597

Bill Due	10/04/2019
Terms	Due on receipt
Memo	2019 SCD'S Master Sculpter 9/30-10/5/19

Expenses

Account	Memo	Amount	Customer:Job	Class
Sand Sculptors		1,000.00		
				

Expense Total : 1,000.00

*Paid 10/4/19 ch #1242
\$1,000.00*

Bill Total : \$1,000.00

Bill

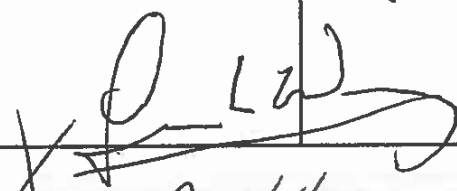
Sandcastle Days
6900 Padre Blvd.
South Padre Island TX 78597

Date	Ref. No.
10/04/2019	2019 SCD'S Master #4

Vendor
Lucinda Wierenga 117 E Saturn South Padre Island TX 78597

Bill Due	10/04/2019
Terms	Due on receipt
Memo	2019 SCD'S Master Sculptors 9/30-10/5/19

Expenses

Account	Memo	Amount	Customer:Job	Class
Master Sand Sculptors		1,000.00		
				

Expense Total : 1,000.00

Bill Total : \$1,000.00

*paid 10/4/19 #1243
\$1,000.00*

Sandcastle Days
6900 Padre Blvd.
South Padre Island TX 78597

Date	Ref. No.
10/05/2019	2019 1st Place Mster

Vendor
Abe Waterman Master Sand Sculptor Abe Waterman 1327 6th Avenue San Francisco, CA 94122

Bill Due	10/05/2019
Terms	Due on receipt
Memo	SCD's 1st Place Masters

[illegible]

Expense Total : 1,000.00

Bill Total : \$1,000.00

Paul 10/3/19
ck # 1245
\$1,000.00

Sandcastle Days
6900 Padre Blvd.
South Padre Island TX 78597

Date	Ref. No.
10/05/2019	2019 2nd Place Mster

Vendor
Wilfred Stijger Master Sand Sculptor Wilfred Stijger Hoofdstraat 6g 9968 AB Pieterburen Holland

Bill Due	10/05/2019
Terms	
Memo	SCD's 2019 2nd Place Masters

[illegible]

PAID 10/5/19 \$500.
#1246

Expense Total : 500.00

Bill Total : \$500.00

Sandcastle Days
6900 Padre Blvd.
South Padre Island TX 78597

Date	Ref. No.
10/05/2019	2019 3rd Place Mster

Vendor
Master Sculpter Master Sculptor Greg J Grady SS Fordway Ext Derry, NH 03038

Bill Due	10/05/2019
Terms	
Memo	SCD's 3rd Place Masters

Account	Memo	Amount	Customer:Job	Class
3rd Place		250.00		
<p style="text-align: right;">  </p>				

Paid 10/5/90 CP #1247
 \$250.00

Expense Total . 250.00

Bill Total : \$250.00

Sandcastle Days
6900 Padre Blvd.
South Padre Island TX 78597

Date	Ref. No.
10/06/2019	2019 SCD'S Sand Slav

Vendor
Sand Slave Lori Gaudi

PAID

Bill Due	10/06/2019
Terms	Due on receipt
Memo	2019 SCD'S Sand Slave

Account	Memo	Amount	Customer:Job	Class
Sand Slaves		500.00		
Paid 10/10/19	X <u>Ramus Funds</u>			

Expense Total : 500.00

Expense Total : 500.00

Bill Total : \$500.00

#1248
\$500.⁰⁰

Bill

Sandcastle Days
6900 Padre Blvd.
South Padre Island TX 78597

Date	Ref. No.
10/06/2019	2019 SCD'S Food Prep

Vendor
Ken Zoric

PAID

Bill Due	10/06/2019
Terms	Due on receipt
Memo	2019 SCD'S Food Prep for Sculptors Lunches

Expenses

Account	Memo	Amount	Customer:Job	Class
Sculptor's Food Prep		200.00		
<div>X Ken Zoric</div> <div>Paid 10/6/19</div> <div>CR #1250</div> <div>\$200.00</div>				

Expense Total : 200.00

Bill Total : \$200.00

Bill

Sandcastle Days
6900 Padre Blvd.
South Padre Island TX 78597

Date	Ref. No.
10/06/2019	2019 Sand Slave

Vendor
Ken Barnett Sand Slave Ken Barnett PO Box 48 Bayside TX 78340

PAID

Bill Due	10/06/2019
Terms	Due on receipt
Memo	SCD's 2019 Sand Slave 9/30-10/7/19 and Travel Expense

Expenses

Account	Memo	Amount	Customer:Job	Class
Sand Slaves	9/30-10/7/19 Sand Slave	700.00		
Sand Slaves	Travel Expense	200.00		
<div>Received by <u>Ken Barnett</u></div>				

Expense Total : 900.00

Bill Total : \$900.00

*Paid 10/7/19
ck #1231
\$900.00*

2019 Sandcastle Days



Event Attendance

12,268 estimated attendees
3,557 unduplicated households
2,145 room nights
17.1% change in Occupancy
3.0% change in ADR
20.8% change in RevPAR



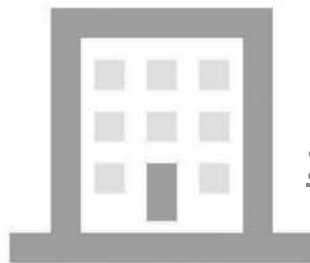
DEMOGRAPHICS

Average age 48
Average Income:
62.3%
\$50,000 or more

\$35,000	\$1,340,695	3,731%
CVB Investment	Total Spending at SPI	Net ROI

\$377

spending per household



City tax share

10.5% Lodging = \$42,676
2% F&B sales tax = \$6,557
2% Other sales tax = \$9,428
Total = \$58,661

3.45 visitors per household

1.38 nights spent on SPI

Total tax ROI = 67.6%
Lodging only ROI = 21.9%

SPI Experience



NET PROMOTER SCORE
likely to recommend
South Padre Island

90

97.4%

Likely to return

99.1%

Satisfied with SPI

98.2%

Satisfied with event



2019 SANDCASTLE DAYS

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
Office Number: 124A & 124D
1201 West University Drive Edinburg, TX 78539-2999 USA
Dr. Singh Office: 956-665-5021 Oscar Office: 956-665-2570
arjun.singh@utrgv.edu

Executive Summary and Survey Highlights

This report details the measured economic impact of the 32nd annual South Padre Island Sandcastle Days event held at Clayton's Beach-Bar & Grill on October 3 – 6th, 2019. The event was organized by Clayton, Brashear (Clayton's Resort) "to demonstrate the magical sculpting qualities of South Padre Island sand AND the critical importance of protecting our beautiful coastal shores." The event was expected to attract more than 10,000 people. To examine the spending of SANDCASTLE DAYS 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, the days of the event. The survey was administered onsite for 652 completed questionnaires resulting in 471 useable responses from unique households on the Island specifically for the event.

On average, event study respondents were predominantly married (65.9%) females (67.5%), had an average age of 48 years, had at least some type of college degree (54.2%), worked full-time (62.1%), were primarily Hispanic (65.8%) and White (29.3%) and (62.3%) had an average annual income above \$50,000. Survey respondents were primarily from the US (98.2%) with 1.8% from Mexico. On average, household participants traveled an average of 136.17 miles with an average of 3.45 people and spent 1.38 nights on SPI during the event. Most survey respondents are considered promoters of the Island (91.5%), resulting in an excellent net promoter score of 90. Most respondents are somewhat or very satisfied with the Island experience (99.1%) and the event (98.2%) and are likely or very likely to return to SPI for a future vacation (97.4%).

Importantly, the survey analysis found that 3,557 household groups attend SANDCASTLE DAYS and spent an ***estimated weighted average of \$377 per household while on the Island for a total spending of \$1,340,695.*** Of this spending, lodging is the highest per household expenditure category with 58.7% of study respondents spending at least one night on the Island in paid lodging and staying an average of 1.38 nights. This resulted in about 2,145 total room nights, most of which were spent in hotels.

With the average weighted lodging expenditure of \$377 per household that spent the night on the Island, a total of \$475,537 was spent on lodging. Of this amount, 17% or \$69,095 was for the Hotel Occupancy Tax (HOT), and 10.5%, or about \$42,676, is the City's share of the HOT. We discuss more on tax benefits in the upcoming sections, also see table 2 for a complete tax breakdown.

Summary of Key Performance Indicators (KPI)

KPI	RESULT	DESCRIPTION OF KPI
CVB INVESTMENT	\$35,000	AMOUNT OF FUNDING PROVIDED BY CVB TO EVENT PROMOTER
TOTAL SPENDING	\$1,340,695	TOTAL SPENT BY EVENT HOUSEHOLDS
ESTIMATED NET ROI	3731%	RETURN ON CVB INVESTMENT CONSIDERING TOTAL SPENDING AT SPI DURING THE EVENT
AVERAGE SPENT PER HOUSEHOLD	\$377	WEIGHTED AVERAGE SPENT PER HOUSEHOLD
NUMBER OF HOUSEHOLDS	3,557	NUMBER OF HOUSEHOLDS AT EVENT
NUMBER IN HOUSEHOLD	3.45	NUMBER OF PEOPLE IN HOUSEHOLD GROUP AT EVENT
NIGHTS ON SPI	1.38	AVERAGE NUMBER OF NIGHTS SPENT ON SPI
LODGING TAX	\$42,676	CITY SHARE OF HOT REVENUE: 10.5% OF 17% HOT
F&B SALES TAX	\$6,557	CITY SHARE OF TOTAL TAX COLLECTED FROM F&B SPENDING: 2% OF 8.25% OF TOTAL SALES TAX
OTHER SALES TAX	\$9,428	CITY SHARE OF TOTAL SALES TAX REVENUE
TOTAL CITY TAX SHARE	\$58,611	TOTAL CITY TAX REVENUE FROM EVENT
TOTAL TAX ROI	67.6%	RETURN ON CVB INVESTMENT CONSIDERING ALL TAXES
LODGING ONLY ROI	21.9%	RETURN ON CVB INVESTMENT CONSIDERING HOT ONLY
NET PROMOTER SCORE	90	MEASURE OF CUSTOMER LOYALTY; CALCULATED AS IDENTIFIED PROMOTERS LESS DETRACTORS
LIKELY TO RETURN	97.4%	PERCENT SOMEWHAT OR EXTREMELY LIKELY TO RETURN TO SPI
SATISFIED WITH THE SPI	99.1%	PERCENT SATISFIED WITH THE SPI EXPERIENCE
SATISFIED WITH EVENT	98.2%	PERCENT SATISFIED WITH EVENT

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SANDCASTLE DAYS 2019

Introduction

This report details the measured economic impact of the 32nd annual South Padre Island Sandcastle Days event held at Clayton's Beach-Bar & Grill on October 3 – 6th, 2019. The event was organized by Clayton, Brashear (Clayton's Resort) "to demonstrate the magical sculpting qualities of South Padre Island sand AND the critical importance of protecting our beautiful coastal shores." The event was expected to attract more than 10,000 people with about 17.4% of the total attendees staying in South Padre Island lodging for three or more nights.

Activities are scheduled daily as follows:

SCHEDULE OF MAIN ACTIVITIES

- WED OCT - 2nd Carving day for Master sculptors
 - THU OCT 3rd Start of sandcastle competition
- FRI OCT 4th More sculpting, Amateur competition begins
 - SAT OCT 5th Sandcastle Days Full Day 1
 - SUN OCT 6th Sandcastle Days Full Day 2

The South Padre Island Convention and Visitors Bureau provided SANDCASTLE DAYS with \$35,000 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 did reach the amount of \$35,000 as informed by CVB. According to the HOT funding application, the sponsor planned to spend \$12,500 on TV advertisements, \$1,000 on website and social media, and \$1,000 in newspaper, and \$0 in radio and \$400 in other paid Advertising.

Research Methodology

Interviews

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

- Saturday, October 5th, 7:30am – 4:30pm: UTRGV survey team.
- Sunday, October 6th, 11:30am – 4:30pm: UTRGV survey team.

On Saturday and Sunday. The days 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 652 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 652 completed responses; 181 responses were eliminated because of the following reasons:

- were completed by another household member
- were from respondents not on the Island for the event
- Live or reside within 10 miles or less from the island
- were outliers

The result is 471 useable questionnaires for analysis. According to the SPI survey team surveys, drone technology (See Appendix D), and clicker counter of 9,588 total people on Saturday and Sunday we estimated the total attendee number for the five Sandcastle Days to be 12,268 people. Assuming that 355 people attended the event on Wednesday, 595 people attended the event on Thursday, 1316 people attended the event on Friday, and 10,000 people attended the event on Saturday and Sunday. Thus, we estimated the response rate by dividing the new total of 12,268 by the total completed surveys (652), so the response rate was 5.3%. Picture evidence was taken (See Appendix C) of the SPI survey Team while approaching event attendees and collecting surveys.

CLICKER COUNTER PER DAY

TIME ▾	SATURDAY ▾	Column1 ▾
	Adults	Children
9:20-10:20	206	55
10:20-11:20	494	105
11:20-12:20	476	144
12:20-1:20	303	90
1:20-2:20	586	279
2:20-3:20	486	188
3:20-4:20	551	189
Totals	3,102	1,050

TIME ▾	SUNDAY ▾	Column1 ▾
	Adults	Children
9:50-10:50	545	173
10:50-11:50	761	324
11:50-12:30	701	259
12:50-1:50	807	342
1:50-2:50	752	344
2:50-3:20	301	127
Totals	3,867	1,569

OUTLIERS BY CATEGORY

The following are survey reported values by Sandcastle Days attendees that are considered outliers. These values were not considered for the economic impact analysis, but still mentioned in the surveys.

Traveled Miles

- 8,000
- 4,500

Household Members

- 19
- 20
- 20

Nights spent at SPI

- 20
- 31
- 30
- 31
- 30
- 19

Food expenditure

- \$1,000
- \$4,500
- \$1,400
- \$1,000
- \$1,200
- \$1,000
- \$1,500
- \$2,000

Night club expenditure

- \$1,000
- \$1,000

Lodging expenditure

- \$1,500
- \$2,600
- \$2,000

Local stuff expenditure

- \$500

Retail expenditure

- \$1,000

Transportation expenditure

- \$700
- \$2,500
- \$500

Parking fees

- \$70

Admission fees

- \$100

Clothing expenditure

- \$1,000

Groceries expenditure

- \$1,500

Other

- \$5,800
- \$2,500

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 12,268 people

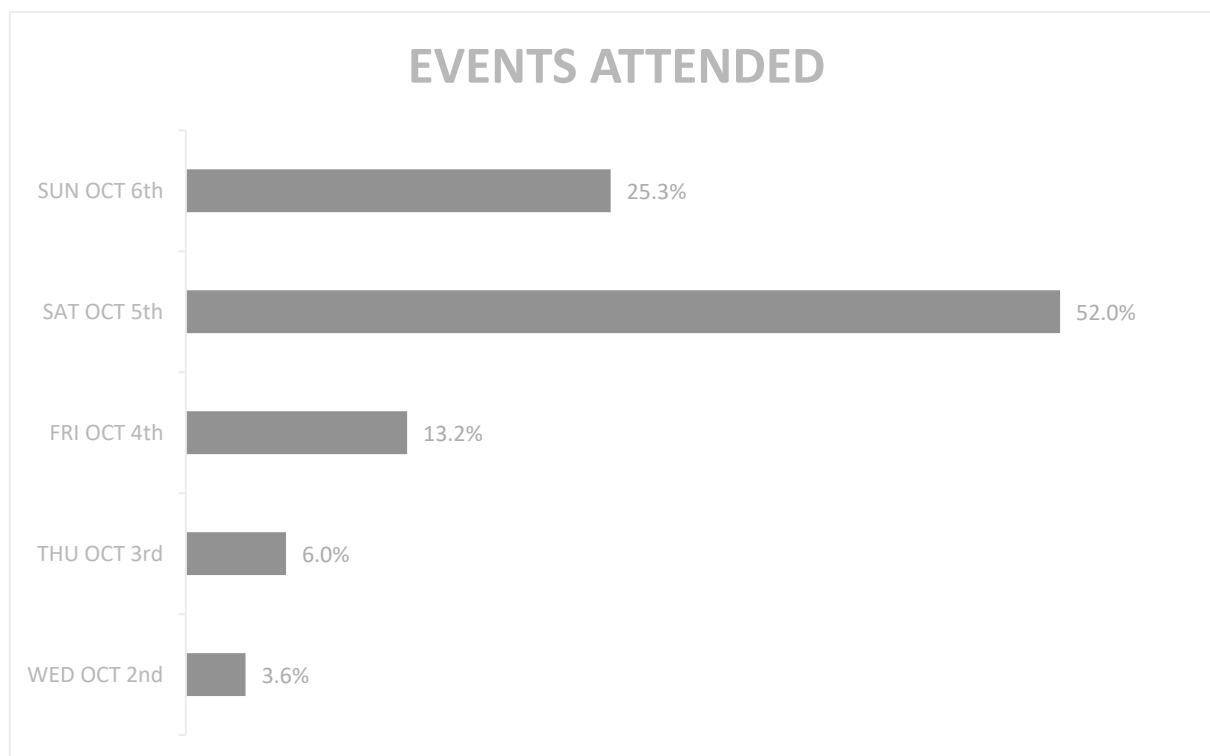


FIGURE 1. EVENTS ATTENDED

attended the five-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 617 respondents indicated attending 957 events suggesting that each household respondent attended an average of 1.55 days of events. Figure 1 shows that the most attended days were the Saturday (52%) and Sunday (25.3%).

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 estimated attendees (12,268) is divided by the average household size (3.45) as found in the survey (see Figure 3) to determine that 3,557 households were at the event over the five-day event.

Results

Survey participants travel, and SPI stay characteristics

In all, 471 useable surveys were completed by people specifically at Clayton's for the 2019 SANDCASTLE DAYS. 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 (88.6%).

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 15 for an average of 3.45 as seen in Figure 3. Data featured in Figure 3 also shows that, on average, study participants traveled 136.17 miles to attend the event, although distances traveled ranged from 10 to 1,600 miles and spent an average of 1.38 nights on SPI for the event with a range of 0 to 12 nights spent on SPI.

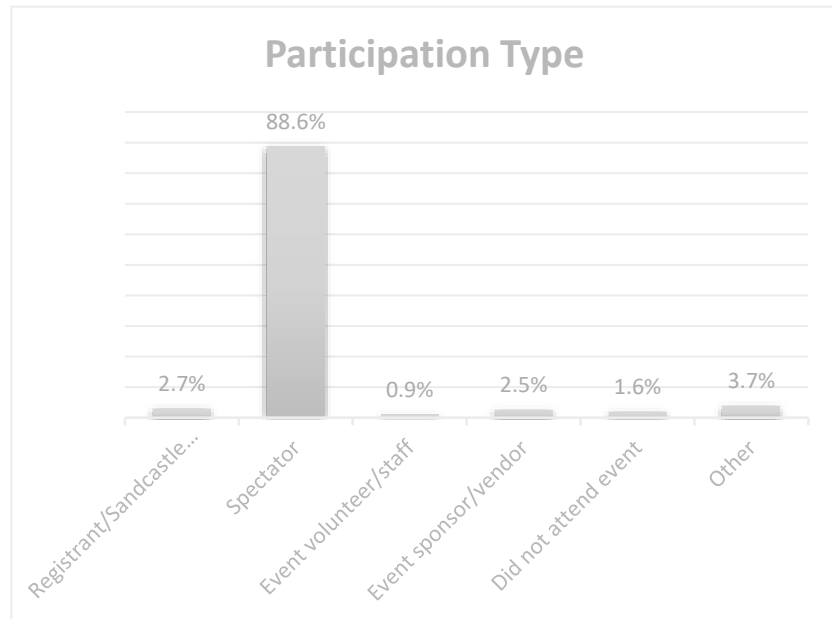


FIGURE 2. PARTICIPATION TYPE

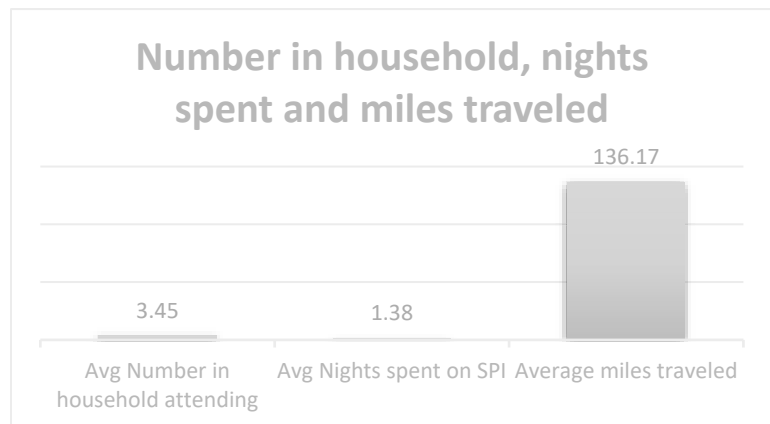
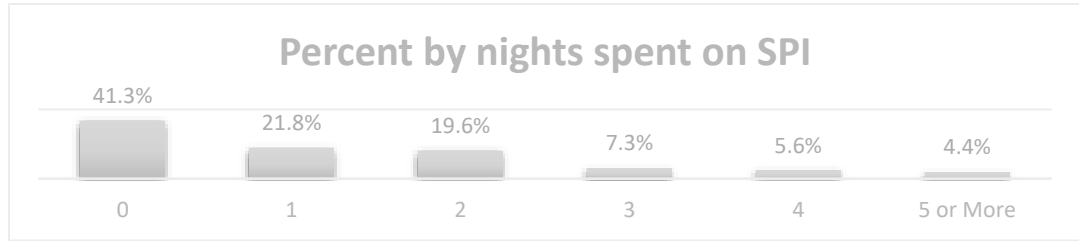


FIGURE 3. AVERAGE MILES TRAVELED, GROUP SIZE AND NIGHTS SPENT

Figure 4
breaks
down the
percent of



respondents by number of nights spent on SPI **FIGURE 4. PERCENTAGE SPENDING THE NIGHT ON SPI**

and shows that 41.3% of respondents did not spend the night on SPI. Of those spending the night, most respondents spent one night (21.8%) or two nights (19.6%). Lastly, (10%) spent more than three nights on SPI for the event.

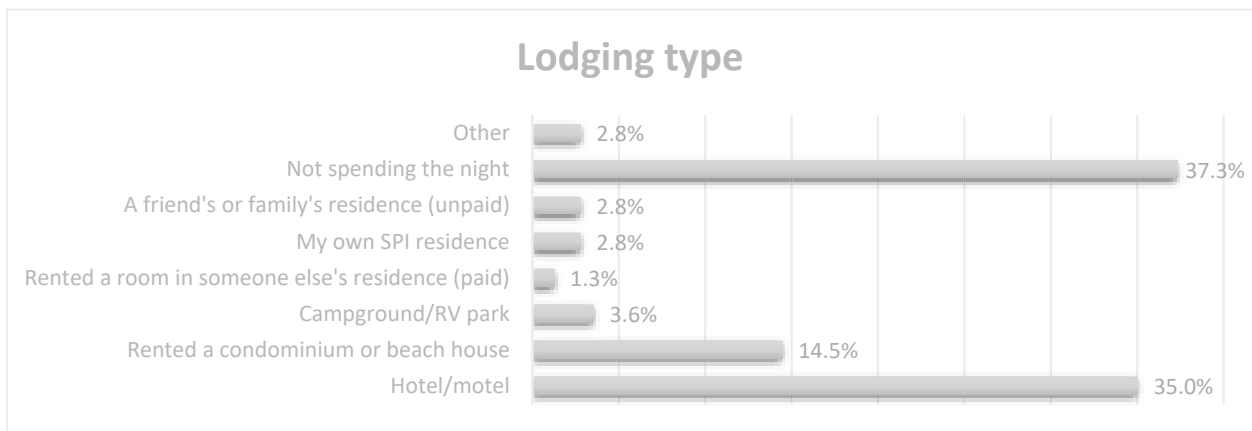


FIGURE 5. TYPE OF LODGING

Figure 5 shows the types of lodging used. While most event attendees reported not spending the night on the Island (37.3%), of those who did, 35% spent the night in a hotel/motel room, 14.5% rented a condominium or beach house, 2.8% stayed with family or friends.

With 43.7% (Table 1, p6) of the estimated 3,557 households spending an average of 1.38 nights (Figure 3, p5) on the Island, the SANDCASTLE DAYS event should have resulted in 2,145 room nights. In addition, a total of 143 people indicated staying at one of the 35 hotels/motels/condos shown below.

SANDCASTLE DAYS 2019 attendees accounted for 2,145 room nights.

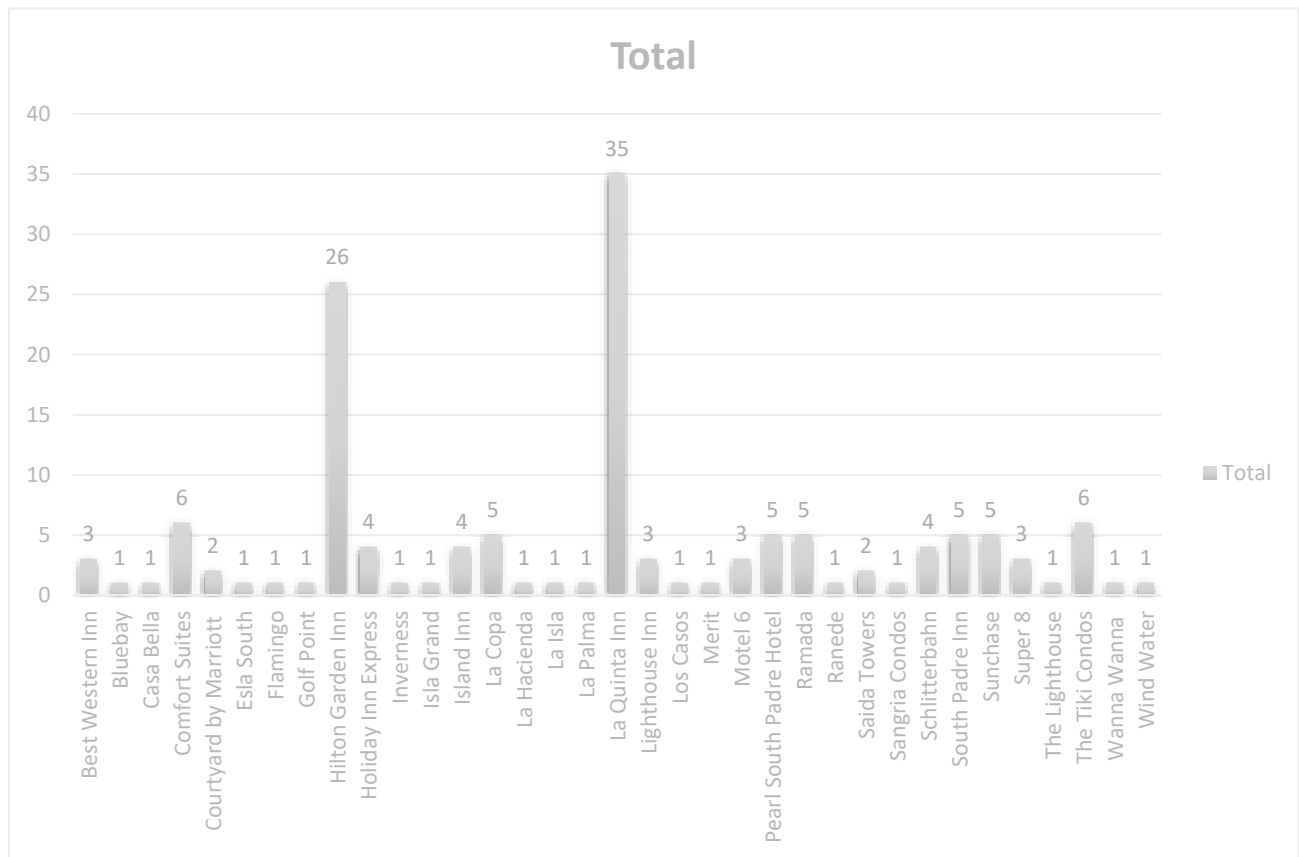


FIGURE 5.1 HOTELS/MOTELS/CONDOS USED DURING THE EVENT

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 of \$306 with a weighted average of \$133.68 considering that 43.7% of respondents spent money on lodging for a total of \$475,537. ***In total, 3,557 event households spent a weighted average of \$377 for a total SPI spending of \$1,340,695.***

TABLE 1. TOTAL AVERAGE WEIGHTED SPENDING

Expenditure category	Total average	% spending in category	Weighted spending per HH	Total spending per HH
Food & Beverages	\$123	80.9%	\$99.76	\$354,888
Night life	\$75	32.9%	\$24.54	\$87,278
Lodging	\$306	43.7%	\$133.68	\$475,537
Attraction entertainment	\$64	22.3%	\$14.20	\$50,512
Retail	\$68	42.0%	\$28.63	\$101,862
Transportation	\$58	57.7%	\$33.28	\$118,394
Parking	\$7	15.7%	\$1.08	\$3,829
Admission fees	\$4	11.7%	\$0.48	\$1,699
Clothing	\$38	21.7%	\$8.24	\$29,319
Groceries	\$62	30.8%	\$18.95	\$67,403
Other	\$83	17.0%	\$14.05	\$49,975
Total	\$886		\$377	\$1,340,695

The estimated direct spending on South Padre Island as attributed to the 2019 SANDCASTLE DAYS is \$1,340,695, within a 3.73% confidence interval of plus or minus \$50,008 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. Altogether, the tax revenue should be \$135,031 with \$58,661 the City's share. The gain from the City's share of the hotel tax alone on the \$35,000 invested in the event is 21.9% and is 67.6% 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	\$475,537	17%	\$69,095	10.50%	\$42,676	21.9%
Food & Beverage	\$354,888	8.25%	\$27,047	2%	\$6,557	
All nonlodging	\$510,271	8.25%	\$38,889	2%	\$9,428	
Totals	\$1,340,695		\$135,031		\$58,661	67.6%

The SPI Experience

The next section of the survey asked SANDCASTLE DAYS 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.

The results, shown in Figure 6, indicate that most study respondents (91.5%) are promoters of SPI while (1.1%) are detractors. This yields a net promoter score (NPS) of 90, which is excellent. For example, the hotel industry has an 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 (97.4%) are extremely and somewhat likely to return to the Island at some time 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 99.1% were satisfied with the SPI experience and that 0.4% were extremely and somewhat dissatisfied with SPI.

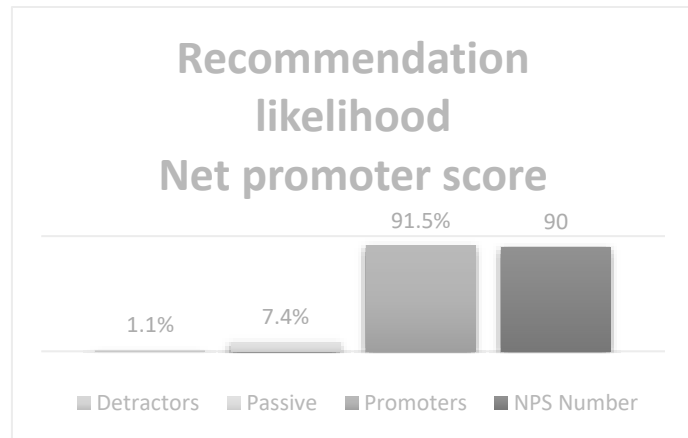


FIGURE 6. NET PROMOTER SCORE

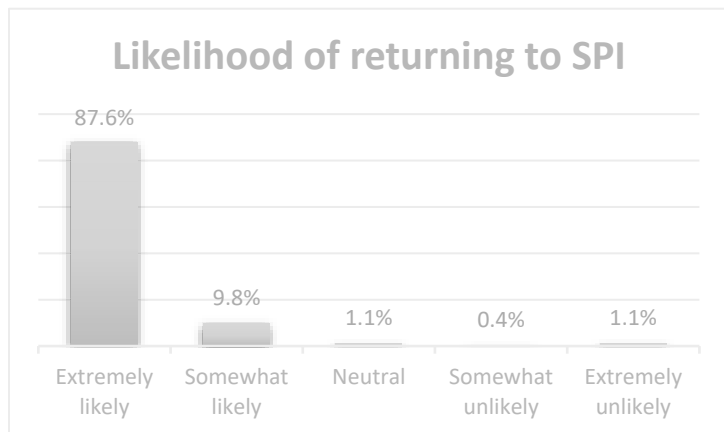


FIGURE 7. LIKELIHOOD OF RETURNING TO SPI IN THE FUTURE

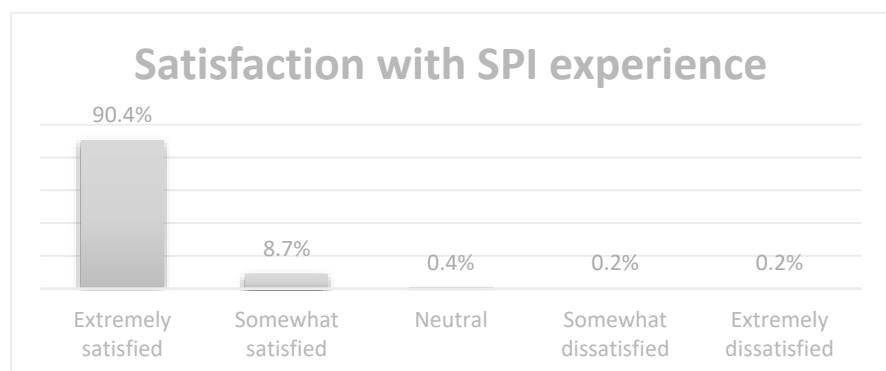


FIGURE 8. SATISFACTION WITH SPI EXPERIENCE

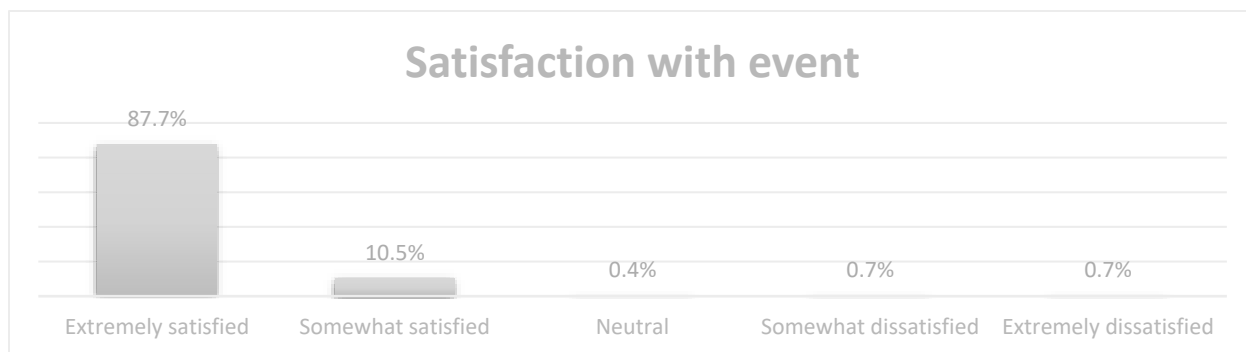


FIGURE 9. SATISFACTION WITH EVENT

Most respondents (98.2%) were also satisfied with the event and only 1.3% 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:

- MAKE THE EVENT LONGER
- ADVERTISE THIS TO THE VALLEY MORE
- KEEPING THE BEACH CLEAN- NO TRASH!
- FREE SHADE, DOG STATIONS, FOOT PRESS
- WHERE TO GET PAID FOR SEATING
- MORE SHADE AVAILABLE, CANOPY WITH WATER/MORE FANS
- LONGER SANDCASTLE DAYS! 2 WEEKS!
- CHAIRS
- MORE FOOD BAR RAN OUT OF FOOD
- MORE POLITE SECURITY
- LARGER SANDCASTLE DAYS
- TELEVISIONS
- MORE AREAS TO SANDCASTLES
- MORE SANDCASTLES
- IMPROVE PARKING ARRANGEMENTS
- BETTER PARKING
- BETTER PARKING MORE SHOWERS AND BATHROOMS
- OTHER LOCAL VENDORS, MORE SANDCASTLE EXHIBIT, KID EVENTS, ENCOURAGE FAMILY EVENTS
- MORE SHADE
- MORE DRINKING WATER ON THE BEACH
- MORE STAFF TO CLEAN UP; MORE BATHROOMS
- MORE SIDE WALKS
- GOOD PLACE TO COME TO
- PARKING BAD
- MORE PARKING
- LARGER AREA FOR SCULPTURES
- SHUTTLE/TRANSPORT SERVICE FROM PARKING LOT TO BEACH; GOLF CARTS, ACCESSIBILITY, ETC.
- MORE SANDCASTLES
- WORK ON ISLAND BEAUTIFICATION. COMB

THE BEACHES EVERY MORNING. PLANT COCO PALM TREES LIKE THE ONES IN FLORIDA. THE AREA LOOKS TOO DEAD. THE LAST TIME TO PLANT A TREE WAS 40 YEARS AGO BUT... IT'S NEVER TOO LATE TO START. HAVE MORE SHADE FOR THE SCULPTORS. ALSO, BE ABLE TO BRING YOUR OWN DRINKS TO THE BEACH AREA.

- IMPROVEMENTS: PAVE PARKING LOT, MORE SANDCASTLES, BE CLEAR ON VOTING FOR PEOPLE'S CHOICE, MORE FOOD VENDORS
- FREE UMBRELLAS/SPACE
- NO DRUNKS OR INAPPROPRIATE MUSIC AS THIS IS A FAMILY-ORIENTED EVENT
- MORE MUSIC AND WAITRESSES AT CLAYTON'S
- MORE MUSIC
- SETUP THIS YEAR IS BETTER

- MORE PARKING
- MORE PARKING
- MORE PARKING
- INCLUDE FACE PAINTING FOR KIDS
- BRING BACK THE FREE CHAIRS
- COOLER TEMPS
- NEEDS TO GROW
- MORE SHADE
- MORE SHADE
- BIGGER PRIZES
- MORE SPACE
- TO SEE THE NAME OF THE SCULPTURE
- MORE CASTLES
- PARKING
- BIGGER!
- GREAT ORGANIZATION CLAYTONS IS GOOD LOOK FORWARD TO NEXT YEAR
- BIO INFO FROM MASTER COMPETITORS

- SPREAD THE COMPETITION OUT DOWN THE BEACH- UNDERSTAND TIDE & WEATHER CONCERNS BUT IT'S JUST NOT SO ENJOYABLE WITH IT BEING SO CRAMPED
- PARKING
- MORE EVENTS ON THE SIDE
- LIVE ENTERTAINMENT, BUFFET BREAKFAST, DJ, RUNNING EVENT, LUNCH BUFFET, CARNIVAL, LIGHTS AT NIGHT, MORE ADVERTISEMENTS WITH RADIOS TO BRING IN MORE PEOPLE NEARBY AND FAR
- MORE MONEY FOR SCULPTURES
- "MORE MONEY FOR COMPETITION
- NEED TO KNOW THAT IT IS PET FRIENDLY"

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 48 years-of-age with ages ranging from 18 to 89.

Most respondents were female (67.5%), a majority were married (65.9%) and most had some type of college degree (54.2%) as shown in Figures 10 through 12, respectively.

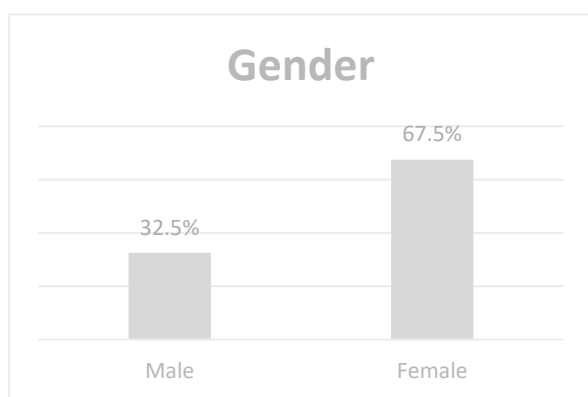


FIGURE 11. GENDER

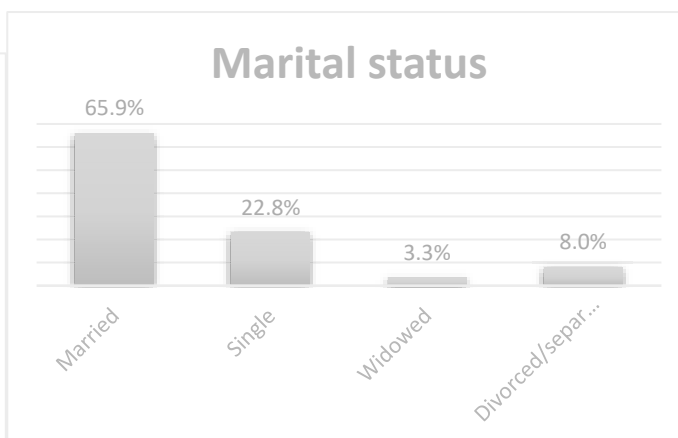


FIGURE 12. MARITAL STATUS

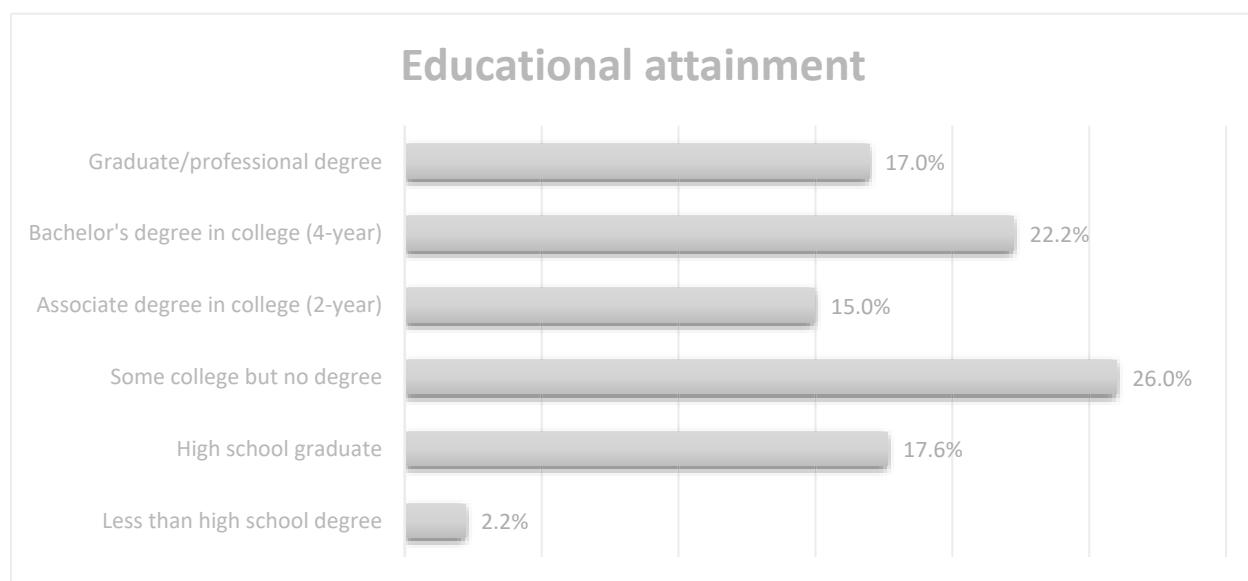


FIGURE 10. EDUCATIONAL ATTAINMENT

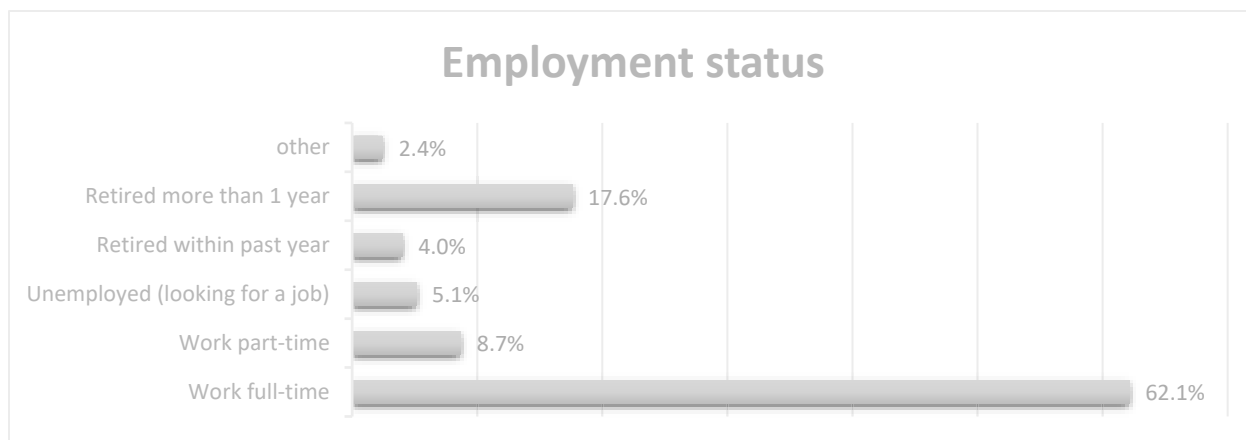


FIGURE 13. EMPLOYMENT STATUS

Most study respondents work full-time (62.1%), although 8.7% work part-time and 21.6% are retired as seen in Figure 13.

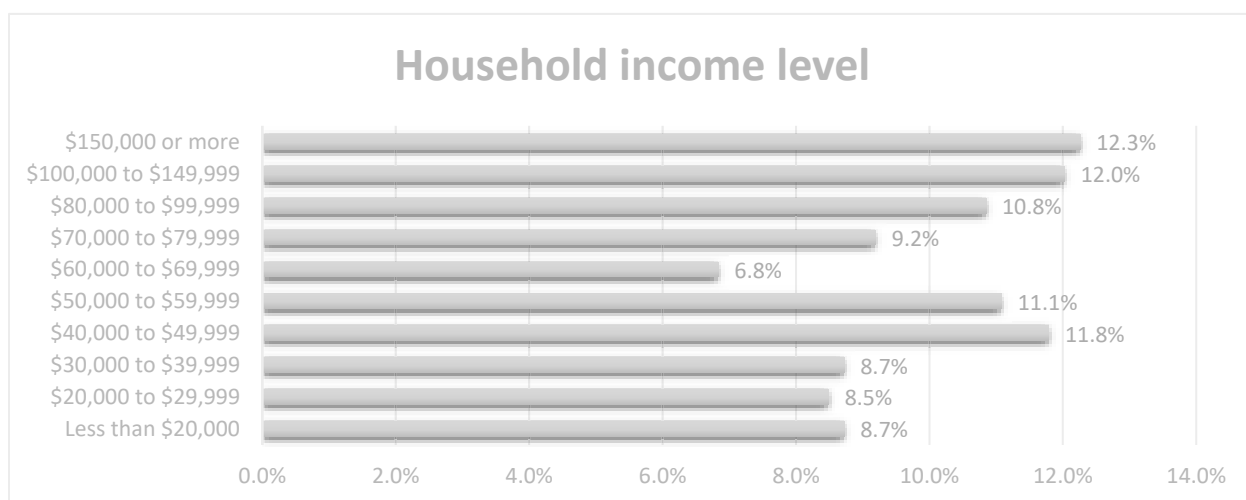


FIGURE 14. HOUSEHOLD INCOME LEVEL

Most SANDCASTLE DAYS study participants reported having a higher-than-average household income level: 62.3% indicated an annual household income above \$50,000 (Figure 14).

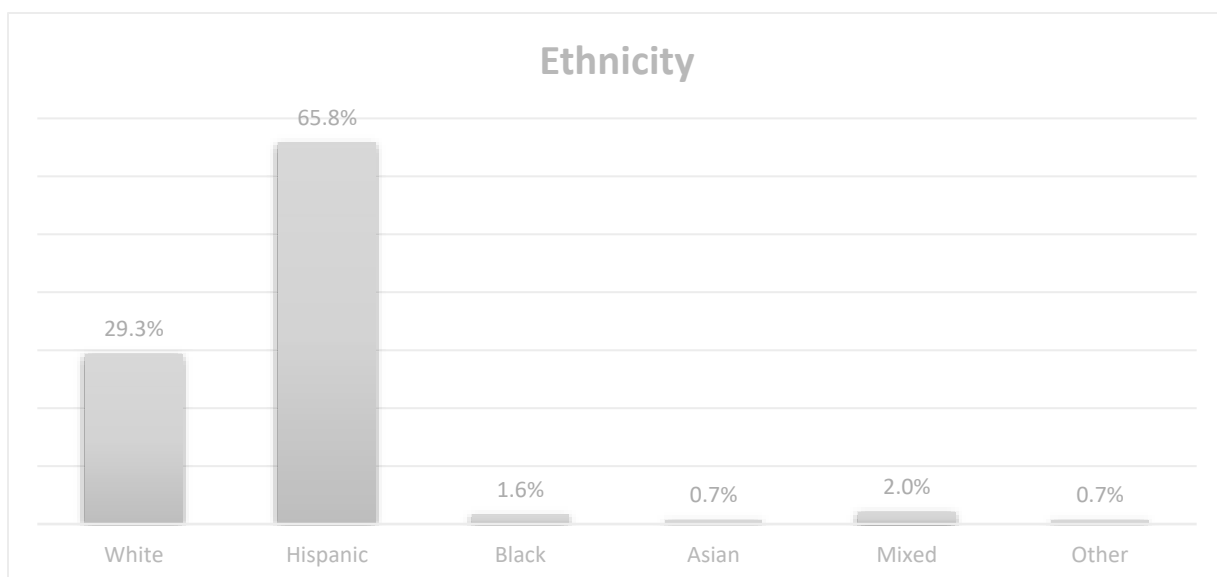


FIGURE 15. ETHNICITY

Respondents were also asked to indicate their ethnicity but could select as many ethnicities as appropriate. Results in Figure 15 show that 65.8% of respondents considered themselves Hispanic while 29.3% indicated being White.

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 (98.2%) and 1.8% indicated being from Mexico as shown in Figure 16.

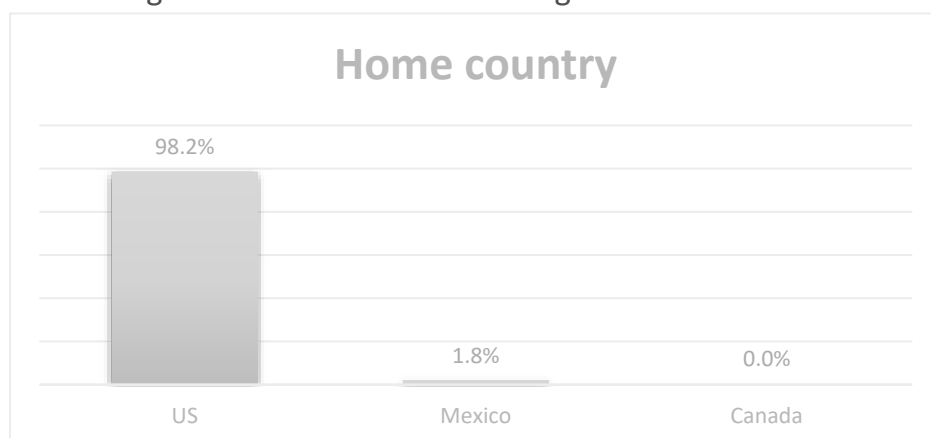


FIGURE 16. HOME COUNTRY

Specific zip or postal codes maps of study respondents and of study participants are shown 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 to those of the same time period in the previous year.

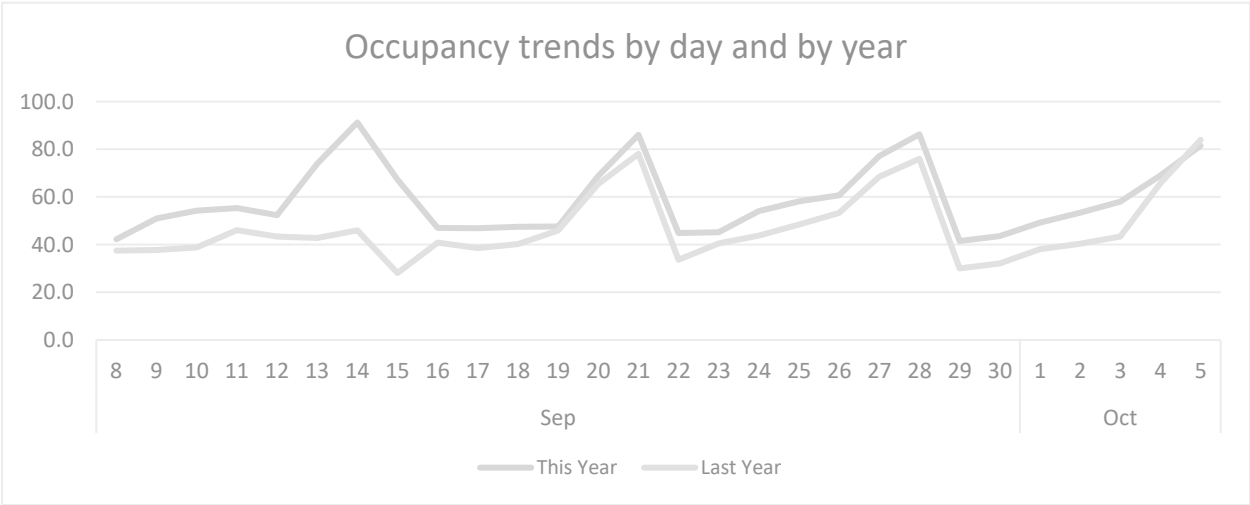


FIGURE 17. STR OCCUPANCY RATES BY DAY AND YEAR

Sandcastle Days was held on Oct 3 – 6th. This means that event attendees could have spent a total of four nights on SPI. The following figures show the hotel metrics for the event period (the month trend) for this year and for the same period as last year (the year trend).

The occupancy rate for the four-night period this year was 65.5%, as compared to 58.3% last year, which is 17.1% above the same day-period last year. This year’s event period was above the week average (56.6%) as well as the 28-day rate of 59.1% as seen in Figure 17.

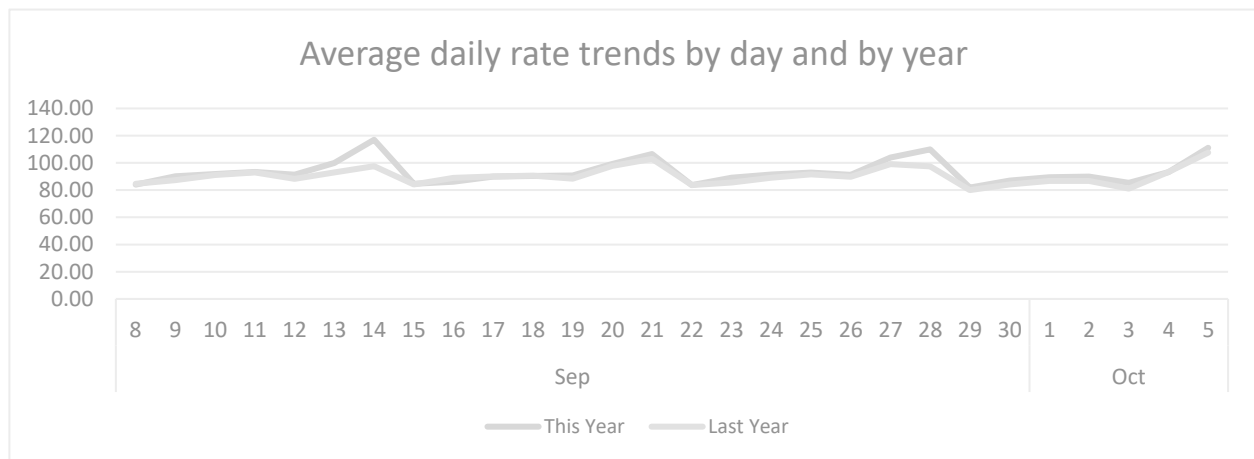


FIGURE 18. AVERAGE DAILY RATE

The average daily rate (ADR) of rooms for this year's event period was \$95, 3% above room rates compared to \$92, the same time last year. The average room rate for this year's event period was also higher than the rate for the week (\$92.95) and almost the same as the 28-day period (\$95.32) as shown in Figure 18.

Figure 19 shows the revenue per available room (RevPAR) for the same year/month-long time period. The average RevPAR for the four nights of the event was \$63, which is 20.8% above last year's same-period average of \$55. This year's RevPAR was also above the average week rate (52.61) and this year's 28 day-period rate of 56.31.

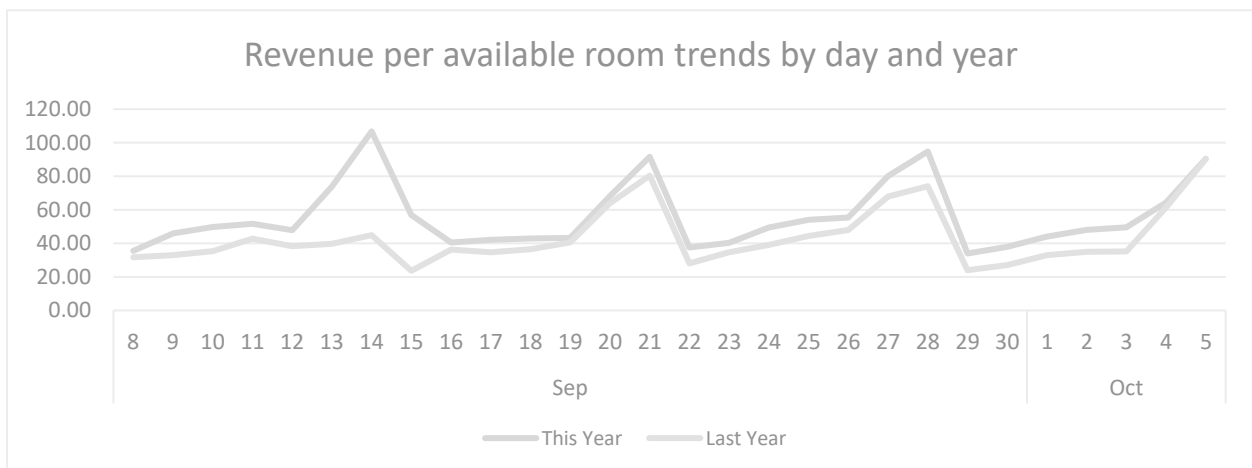


FIGURE 19. STR REVPAR BY DAY AND YEAR

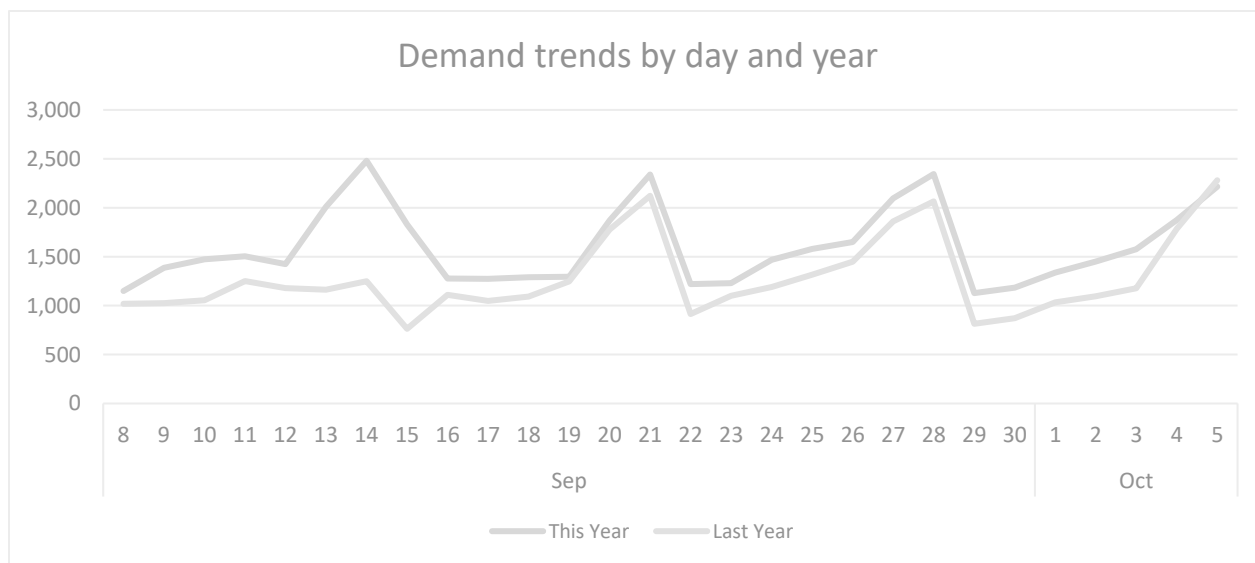


FIGURE 20. STR DEMAND TRENDS BY DAY AND YEAR

The demand trend in Figure 20 shows an increase this year over last year. Room demand for this year’s event period was 1,780 rooms as compared to last year’s same four-day period average of 1,585 rooms, an increase of 17.1%. Room demand during event night. It was also above the daily average demand for the month (1,606) and for the week (1,538).

Total lodging revenue for this year’s event-period was also higher than last years by 20.9%. This year’s SANDCASTLE DAYS four-night revenue averaged \$171,507 whereas last year’s same-day revenue was \$150,644 as seen in Figure 21. The average revenue is also higher than this year’s month average revenue (\$153,043) and for the week (\$142,983).

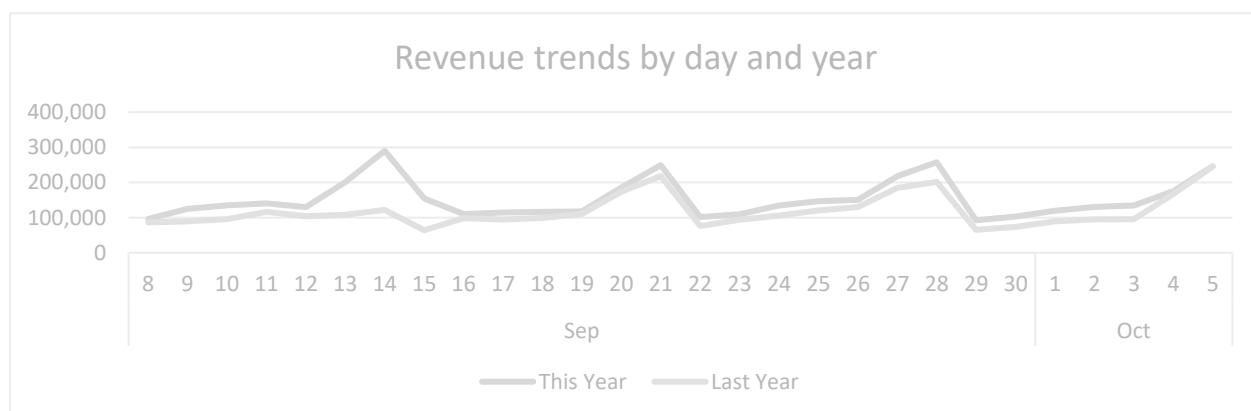


FIGURE 21. STR REVENUE TRENDS BY DAY AND YEAR

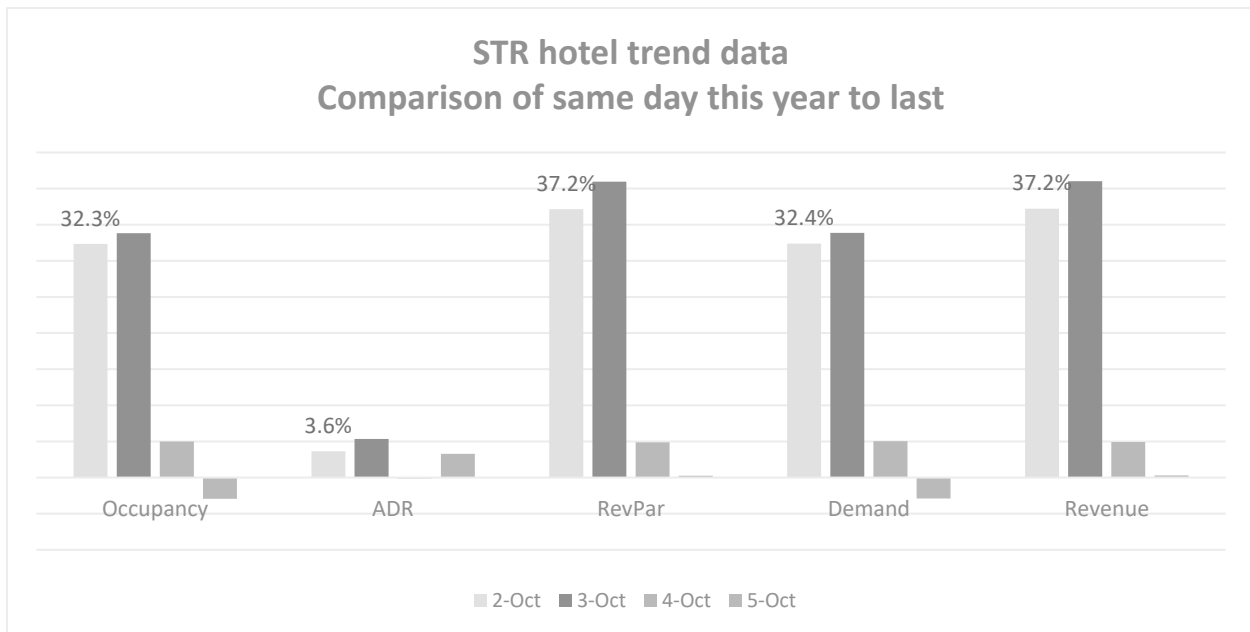


FIGURE 22. STR HOTEL TREND DATA 4-DAY COMPARISON

Finally, Figure 22 summarizes the average percent change in hotel occupancy, ADR, RevPAR, Demand, and Revenue for the final nights of that SANDCASTLE DAYS attendees would have spent the night on the Island were positive.

The STR data suggests that SANDCASTLE DAYS could have resulted in an increase in lodging occupancy and rates over the week or month period as compared to the same four-day period as last year. In addition, other events held during the same four-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 31.4% of the hotel rooms listed, thus all results should be interpreted accordingly without a high degree of assurances of generalizability.

Appendix A: Survey

Sandcastle Days 2019																							
<p>This survey is to understand your household experience and spending during Sandcastle 2019. <i>The one person, older than 18, best able to report on spending for all people in your household</i> 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.</p>																							
<p>1. Have you or someone else in your household already completed this survey? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, return this survey.</p> <p>2. Did you come to South Padre Island specifically for Sandcastle Days? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>3. **About how many miles did you travel to attend this event? _____ miles</p> <p>4. Which of the following best describes your participation at this event? (Check all that apply)</p> <p><input type="checkbox"/> Registrant/Sandcastle Competitor <input type="checkbox"/> Spectator <input type="checkbox"/> Event volunteer/staff <input type="checkbox"/> Event sponsor/vendor <input type="checkbox"/> Did not attend <input type="checkbox"/> Other _____ (write in answer)</p> <p>5. *Including yourself, how many people from your household attended the event? _____ Number in household</p> <p>6. How many nights did you (or will you) spend on South Padre Island while attending this event? _____ nights</p> <p>7. **Where are you staying (or did stay) while on South Padre Island for this event?</p> <p><input type="checkbox"/> Hotel/motel <input type="checkbox"/> Rented condo/beach house <input type="checkbox"/> Campground/RV park <input type="checkbox"/> Rented a room <input type="checkbox"/> My own SPI residence <input type="checkbox"/> Friend/family residence (unpaid) <input type="checkbox"/> Not spending the night <input type="checkbox"/> Other (please specify) _____</p> <p>8. *If Hotel/Motel selected, provide name _____</p> <p>9. Which Sandcastle days did you attend and/or will you attend? (check all that apply)</p> <p><input type="checkbox"/> WED OCT 2nd <input type="checkbox"/> THU OCT 3rd <input type="checkbox"/> FRI OCT 4th <input type="checkbox"/> SAT OCT 5th <input type="checkbox"/> SUN OCT 6th</p> <p>10. **Please give your best estimate of the total amount you and your household spent (or will spend) during your entire time in South Padre Island for Sandcastle. (List only total dollar amounts spent on SPI)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;">Food & beverages (restaurants, concessions, snacks, etc.)</td> <td style="padding: 2px; text-align: right;">\$</td> </tr> <tr> <td style="padding: 2px;">Night clubs, lounges & bars (cover charges, drinks, etc.)</td> <td style="padding: 2px; text-align: right;">\$</td> </tr> <tr> <td style="padding: 2px;">Lodging expenses (hotel, motel, condo, room)</td> <td style="padding: 2px; text-align: right;">\$</td> </tr> <tr> <td style="padding: 2px;">Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)</td> <td style="padding: 2px; text-align: right;">\$</td> </tr> <tr> <td style="padding: 2px;">Retail shopping (souvenirs, gifts, film, etc.)</td> <td style="padding: 2px; text-align: right;">\$</td> </tr> <tr> <td style="padding: 2px;">Transportation (gas, oil, taxi, etc.)</td> <td style="padding: 2px; text-align: right;">\$</td> </tr> <tr> <td style="padding: 2px;">Parking fees</td> <td style="padding: 2px; text-align: right;">\$</td> </tr> <tr> <td style="padding: 2px;">SPI Admission fees</td> <td style="padding: 2px; text-align: right;">\$</td> </tr> <tr> <td style="padding: 2px;">Clothing or accessories</td> <td style="padding: 2px; text-align: right;">\$</td> </tr> <tr> <td style="padding: 2px;">Groceries</td> <td style="padding: 2px; text-align: right;">\$</td> </tr> <tr> <td style="padding: 2px;">Other (please specify)</td> <td style="padding: 2px; text-align: right;">\$</td> </tr> </table>	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)	\$	<p>11. 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?</p> <p>Not at all likely 0 1 2 3 4 5 6 7 8 9 10 Extremely likely</p> <p>12. How likely are you to return to South Padre Island for a vacation at some time in the future?</p> <p><input type="checkbox"/> Extremely likely <input type="checkbox"/> Somewhat likely <input type="checkbox"/> Neutral <input type="checkbox"/> Somewhat unlikely <input type="checkbox"/> Extremely unlikely</p> <p>13. How satisfied are you with your overall South Padre Island experience?</p> <p><input type="checkbox"/> Extremely satisfied <input type="checkbox"/> Somewhat satisfied <input type="checkbox"/> Neutral <input type="checkbox"/> Somewhat dissatisfied <input type="checkbox"/> Extremely dissatisfied</p> <p>14. How satisfied are you with the event?</p> <p><input type="checkbox"/> Extremely satisfied <input type="checkbox"/> Somewhat satisfied <input type="checkbox"/> Neutral <input type="checkbox"/> Somewhat dissatisfied <input type="checkbox"/> Extremely dissatisfied</p> <p>15. **What suggestions do you have for improving Sandcastle Days or your stay in South Padre Island? (write on back)</p> <p>16. What is your home zip or postal code? _____</p> <p>17. What is your home country?</p> <p><input type="checkbox"/> US <input type="checkbox"/> Mexico <input type="checkbox"/> Canada <input type="checkbox"/> Other _____</p> <p>18. What is your age? _____ (years of age)</p> <p>19. What is your gender? <input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Gender diverse <input type="checkbox"/> Prefer not to answer</p> <p>20. What is your marital status?</p> <p><input type="checkbox"/> Married <input type="checkbox"/> Single <input type="checkbox"/> Widowed <input type="checkbox"/> Divorced/separated</p> <p>21. What is your highest educational attainment?</p> <p><input type="checkbox"/> Less than high school <input type="checkbox"/> Associate's degree <input type="checkbox"/> High school graduate <input type="checkbox"/> Bachelor's degree <input type="checkbox"/> Some college, no degree <input type="checkbox"/> Graduate/professional degree</p> <p>22. What is your current employment status?</p> <p><input type="checkbox"/> Work full-time <input type="checkbox"/> Retired within past year <input type="checkbox"/> Work part-time <input type="checkbox"/> Retired more than 1 year <input type="checkbox"/> Unemployed (looking for a job) <input type="checkbox"/> Other (Please specify)</p> <p>23. What is your combined annual household income?</p> <p><input type="checkbox"/> less than \$20,000 <input type="checkbox"/> \$60K-\$69,999 <input type="checkbox"/> \$20K-\$29,999 <input type="checkbox"/> \$70K-\$79,999 <input type="checkbox"/> \$30K-\$39,999 <input type="checkbox"/> \$80K-\$99,999 <input type="checkbox"/> \$40K-\$49,999 <input type="checkbox"/> \$100K-\$149,999 <input type="checkbox"/> \$50K-\$59,999 <input type="checkbox"/> \$150,000 or more</p> <p>24. What is your ethnicity? (Select all that apply)</p> <p><input type="checkbox"/> White <input type="checkbox"/> Hispanic <input type="checkbox"/> Mixed <input type="checkbox"/> Black <input type="checkbox"/> Asian <input type="checkbox"/> Other _____</p>
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)	\$																						
<p>Enter the drawing for a 2-night stay at the Schlitterbahn Beach Resort. Contact information is confidential and will be deleted after the drawing.</p> <p>Name _____</p> <p>Phone number: _____</p> <p>Email: _____</p> <p>Winners will be notified no later than 1 week after event.</p>																							

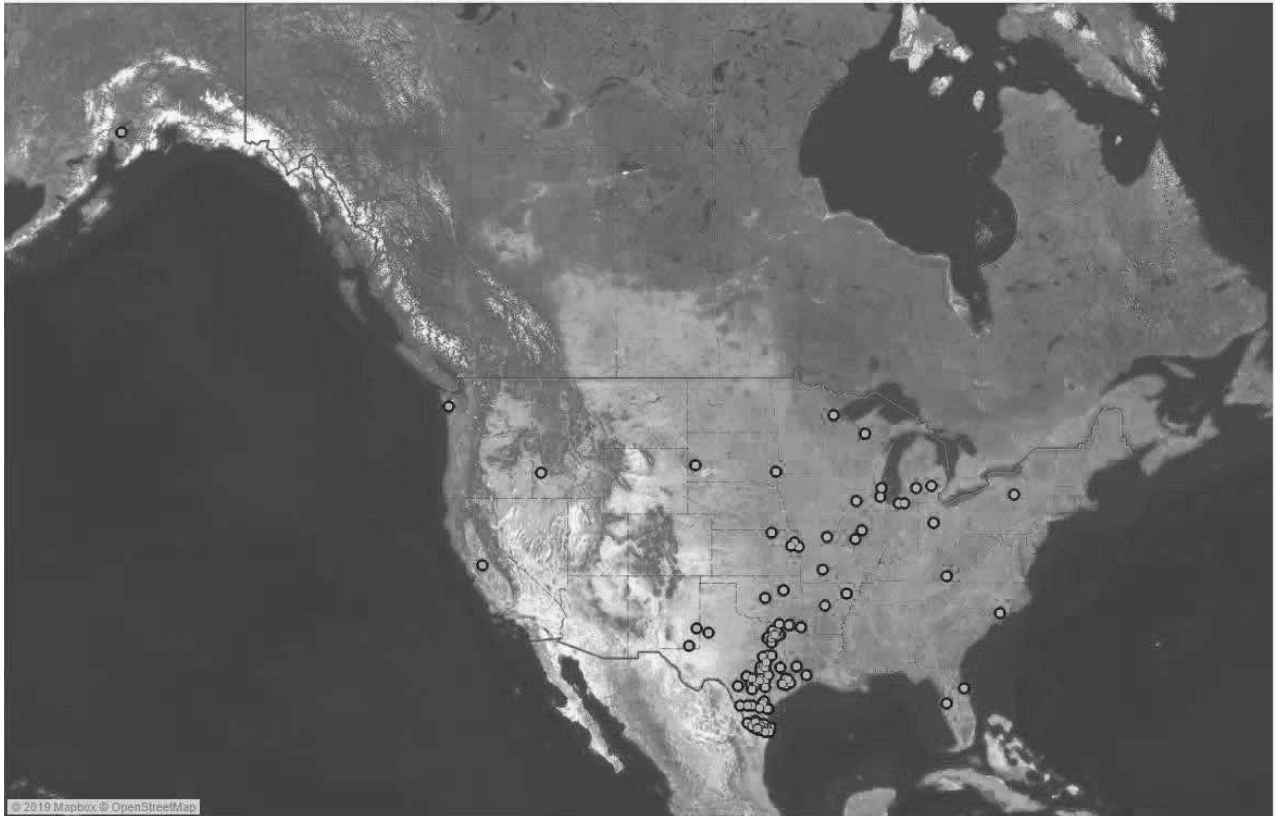
Appendix B: Zip code map

The following showcases the Sandcastle Sculptors zip codes and names provided by the 2019 Sandcastle Days sponsor.

2019 Master Sculptors:	<u>ZIP CODES OR COUNTRY:</u>
Abe Waterman	94122
Andrew Daily	34231
Bruce Q Peck	34212
Christy Atkinson	77856
Edith Van De Wetering	Hoofdstraat 6g 9968 AB Pieterburen, Holland
Emerson Schreiner	49506
Greg J Grady	03038
John Joaquin Cortez	76446
Lucinda Wierenga	78597
Ludo Roders	3022 RE Rotterdam, Holland
Walter C McDonald	78597
Wilfred Stijger	Hoofdstraat 6g 9968 AB Pieterburen, Holland
<u>2019 Amateau Sculptors:</u>	<u>Zip Codes:</u>
Magic Tables Mamas/J Schmidt	79414
Los Morrocayos/M Mendoza	78665
Phrank's Phun/F Elkins	74131
Sand Pitty/S Nagy	76513
Sand Camp/M Miller	78578
Sandbaggers/A Lucio	78728
Beach Bum/B Reynolds	78566
San Marcos Suns/M Foster	78666
Suns of San Marcos/C Martin	78155

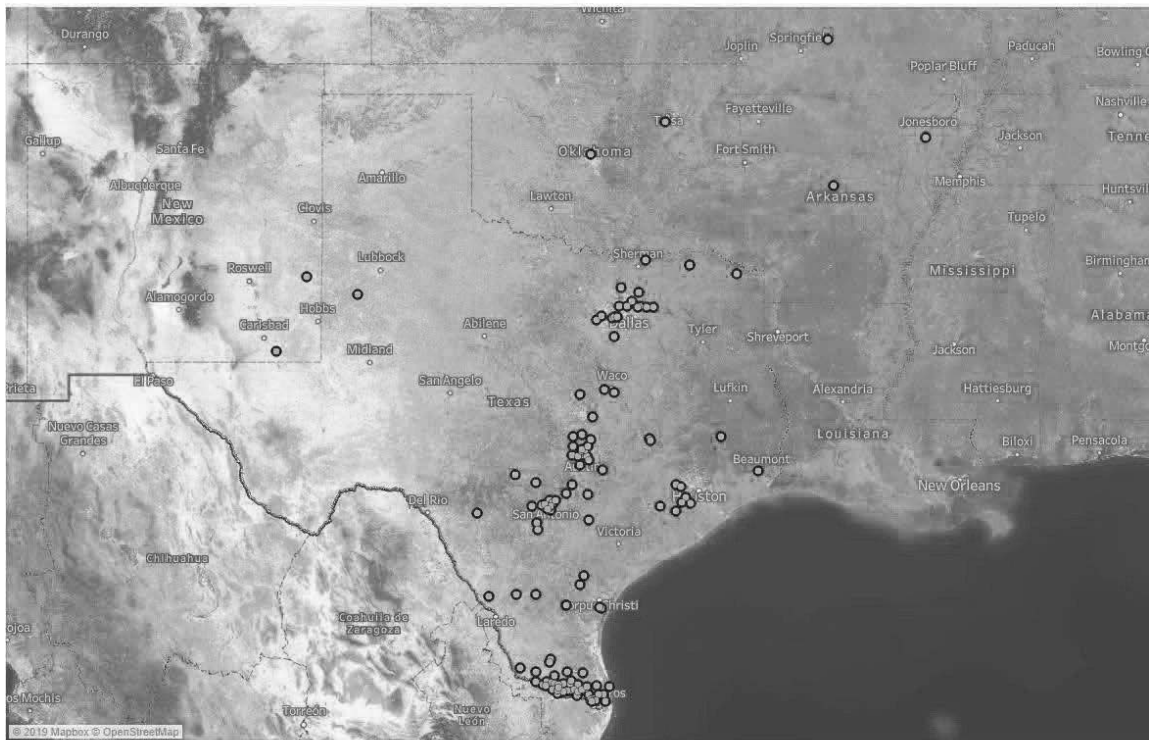
The following showcases the zip codes gathered by the SPI Survey Team at Sandcastle Days 2019.

SURVEYS ZIPCODES



Map based on Longitude (generated) and Latitude (generated). Details are shown for Survey Zipcodes. The view is filtered on Survey Zipcodes, which keeps multiple members.

SURVEYS ZIPCODES



Map based on Longitude (generated) and Latitude (generated). Details are shown for Survey Zipcodes. The view is filtered on Survey Zipcodes, which keeps multiple members.

SURVEYS ZIPCODES

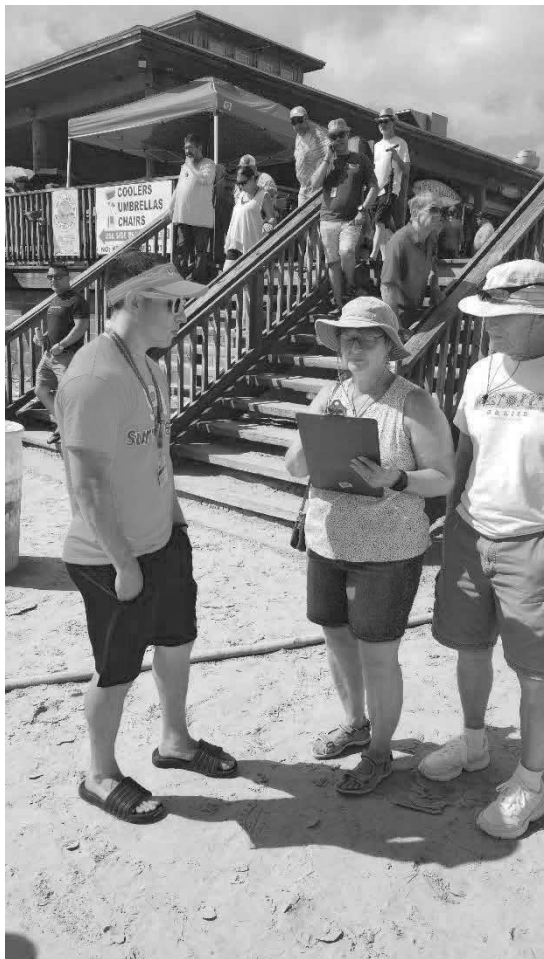


Map based on Longitude (generated) and Latitude (generated). Details are shown for Survey Zipcodes. The view is filtered on Survey Zipcodes, which keeps multiple members.

Appendix C: Survey Picture Evidence



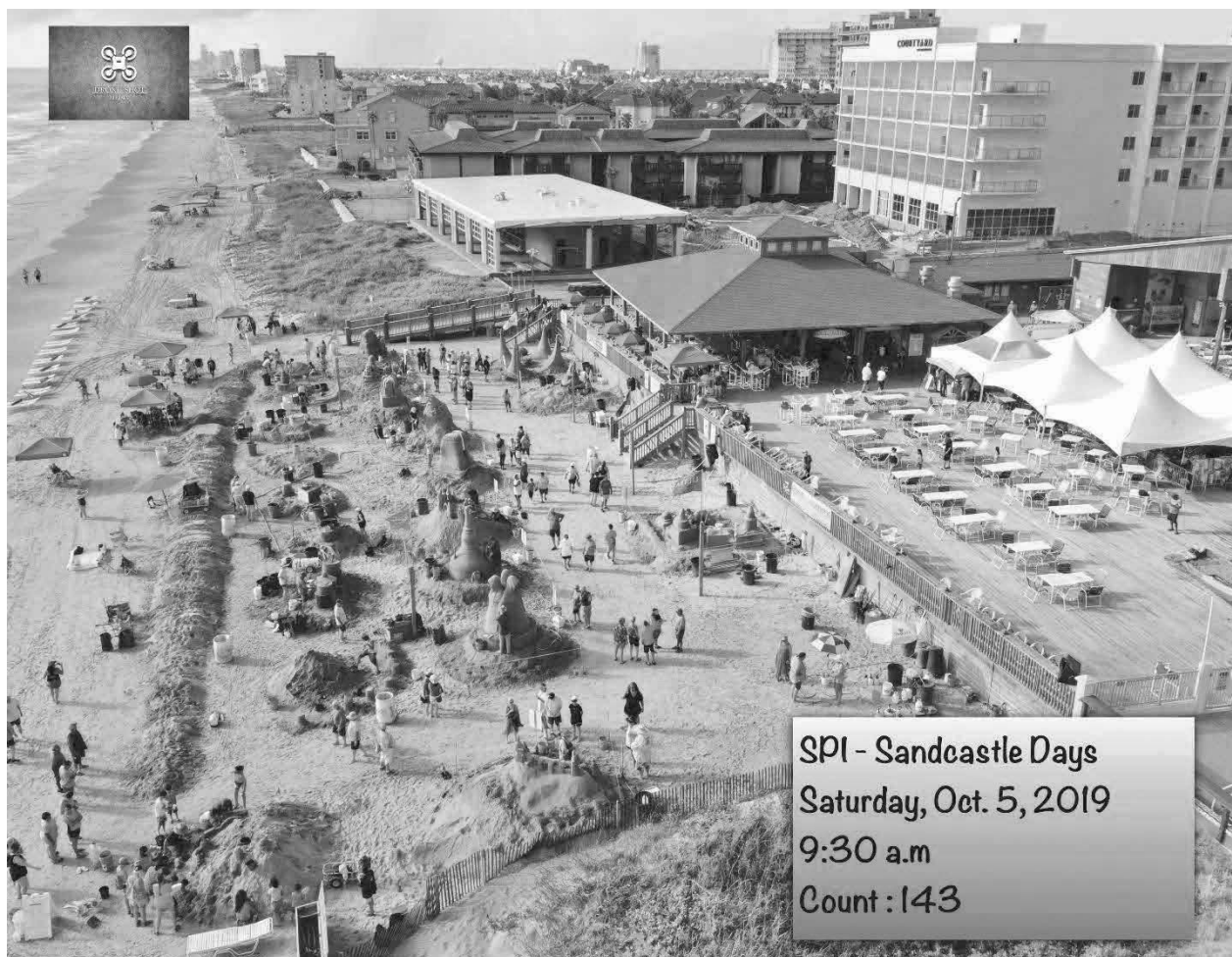




Sandcastle Days 2019 Drone Picture Analysis

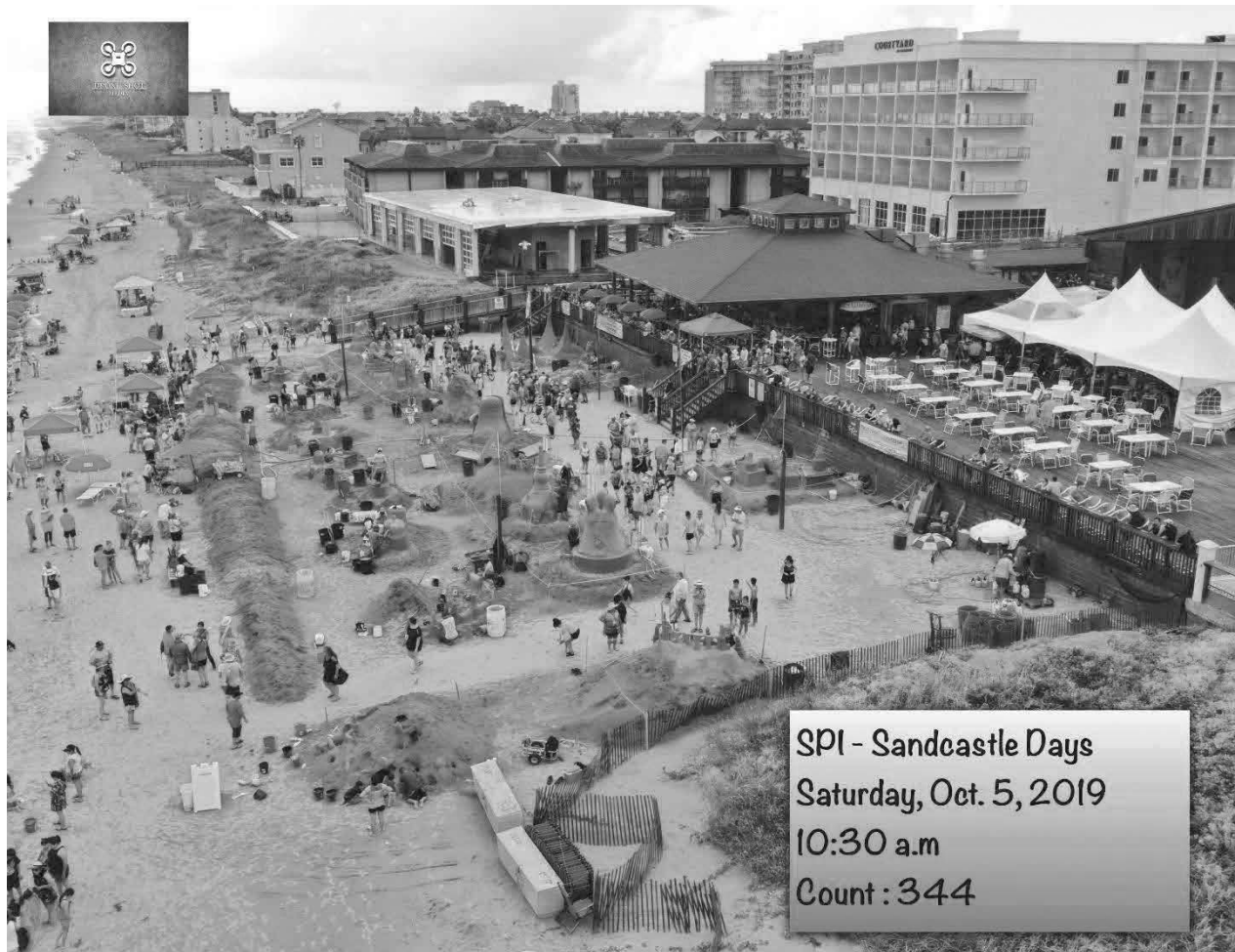


Beginning of the event for the day. 131 people pictured.



SPI - Sandcastle Days
Saturday, Oct. 5, 2019
9:30 a.m
Count : 143

People are arriving to see the almost finished products. 143 people pictured.



In just 1 hour, the amount more than doubles. Sandcastles are nearing completion. 344 people pictured.



Crowd remains steady. Influx has slowed down. 345 people present.

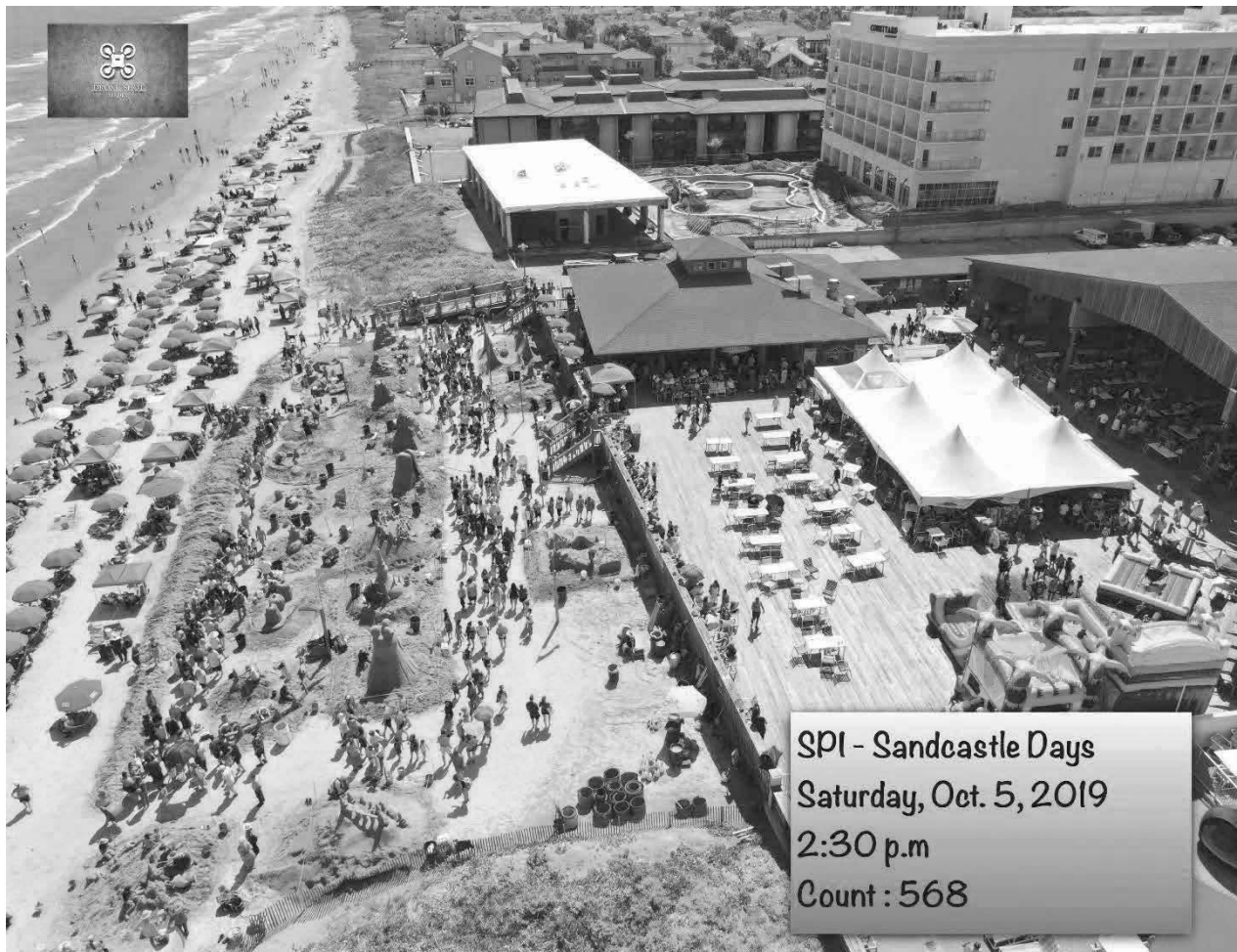


Crowd picks up once again. Some of the sand artworks are completed. Sandcastle building class also attracts a small crowd. 445 people pictured.



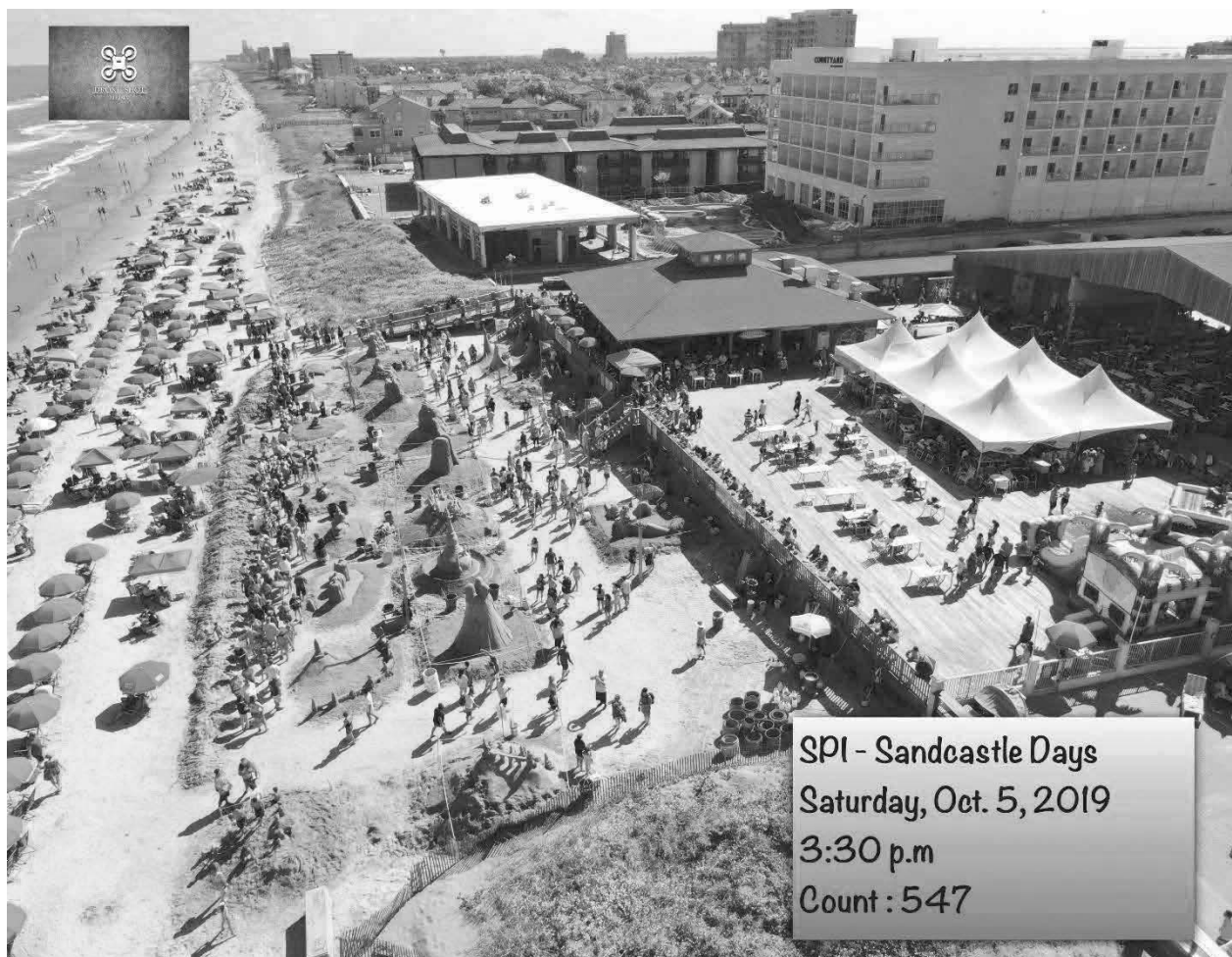
SPI - Sandcastle Days
Saturday, Oct. 5, 2019
1:30 p.m
Count : 553

People keep pouring in to see the finished products. There are still some incomplete, but most are now done. 553 people pictured.



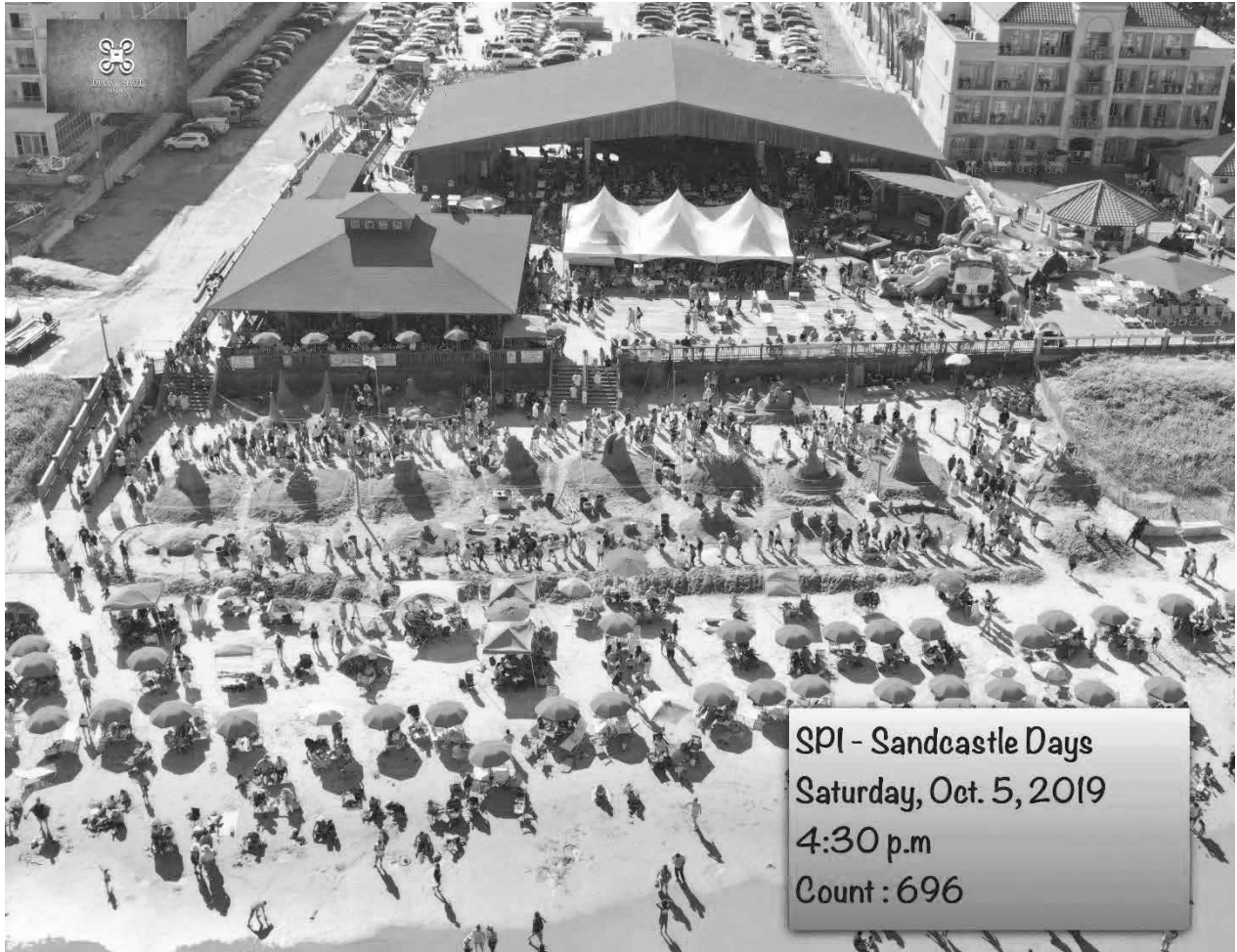
SPI - Sandcastle Days
Saturday, Oct. 5, 2019
2:30 p.m
Count : 568

More people are still arriving. Announcement is made that a local band will perform shortly, so some head to the stage area. 568 people pictured.



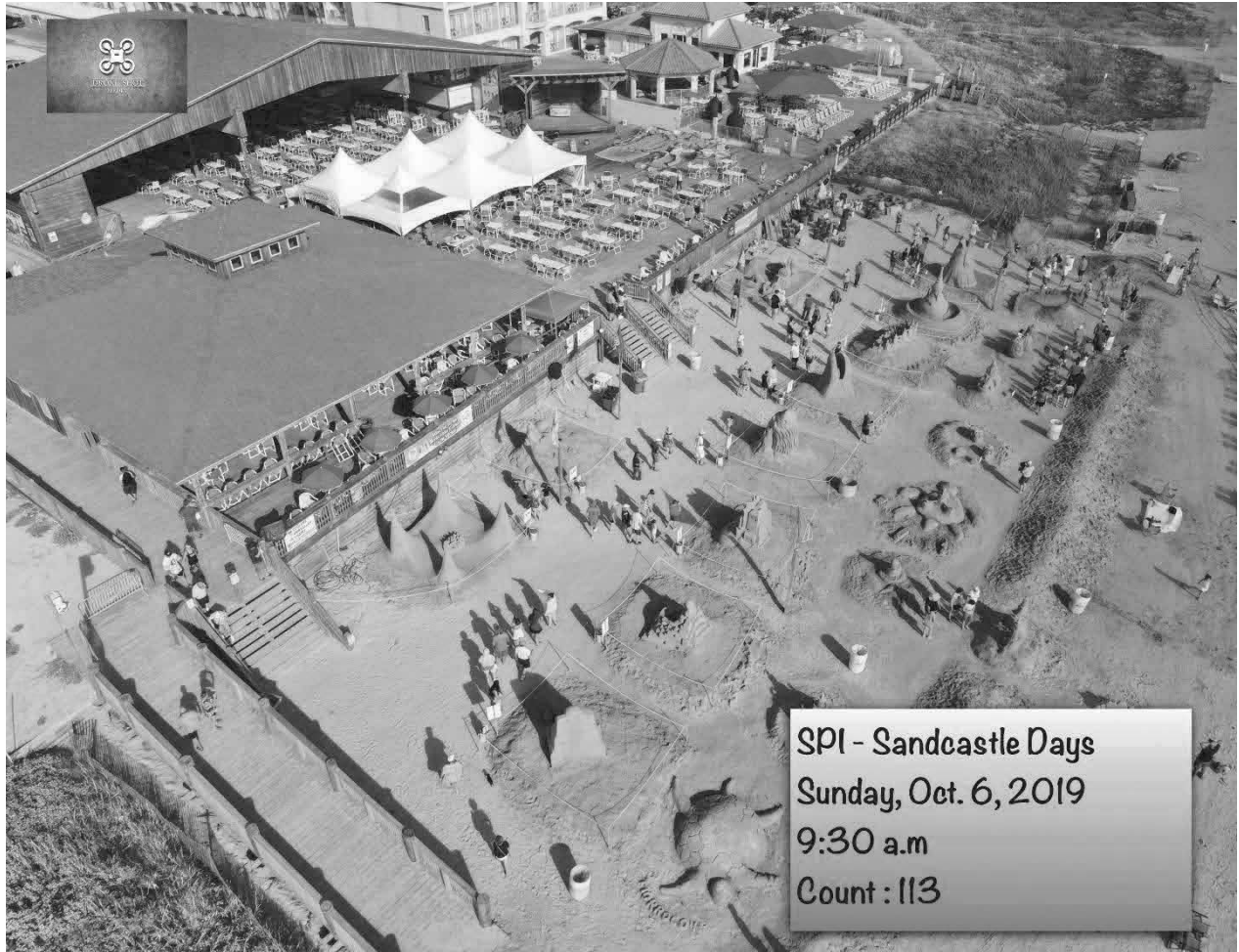
SPI - Sandcastle Days
Saturday, Oct. 5, 2019
3:30 p.m
Count : 547

Spectators are still arriving to admire the sandcastles. Most are complete. Local band is also performing. 547 people pictured.

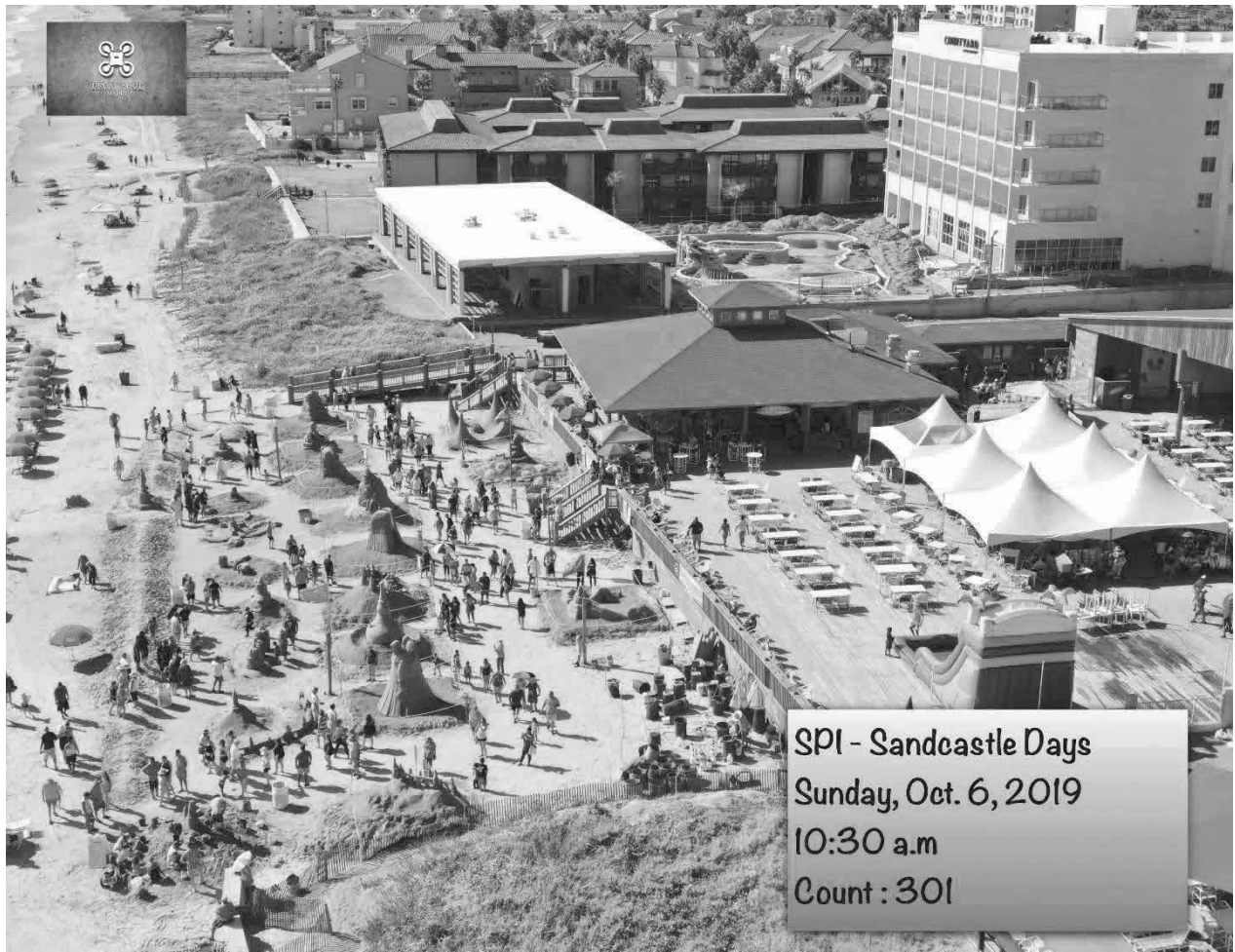


SPI - Sandcastle Days
Saturday, Oct. 5, 2019
4:30 p.m
Count : 696

People still continue to pour in to the event. Local band continues to perform along with a pause for an environmental awareness show. 696 people pictured.



Beginning of the event for the day. 113 people pictured.



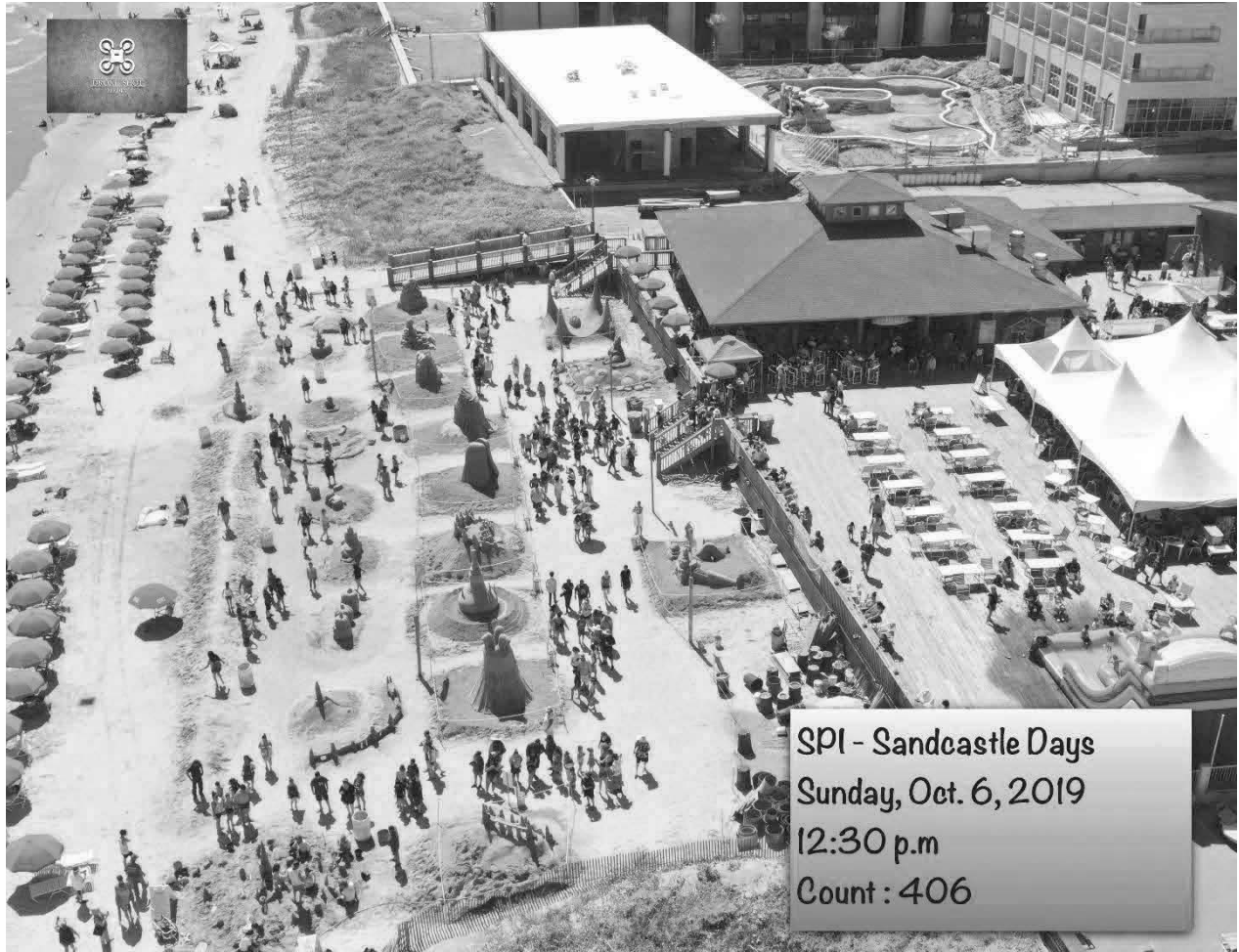
SPI - Sandcastle Days
Sunday, Oct. 6, 2019
10:30 a.m
Count : 301

Crowd sized almost triples as people come to view the finished products. 301 people pictured.

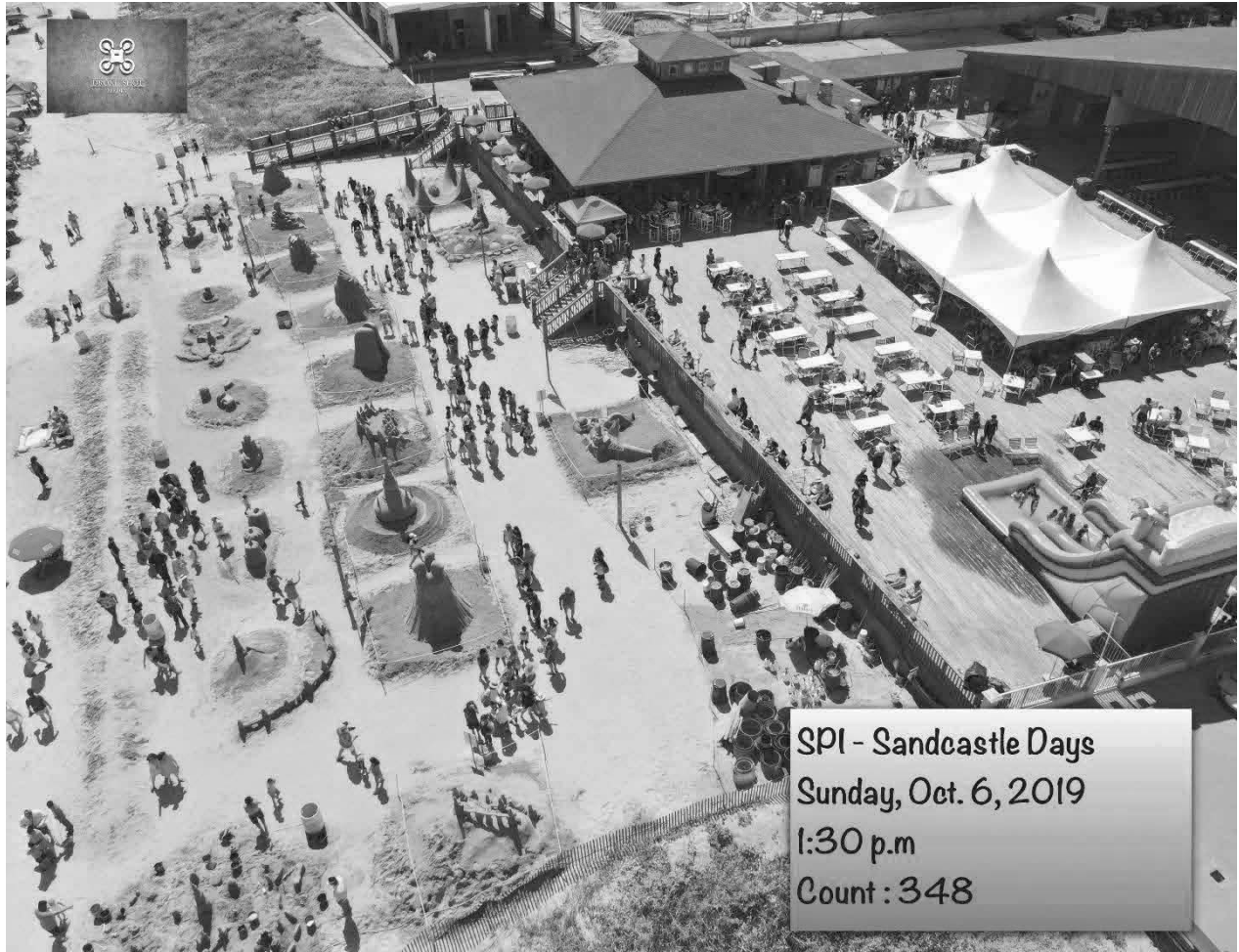


SPI - Sandcastle Days
Sunday, Oct. 6, 2019
11:30 a.m
Count : 355

Crowd increases steadily as more people arrive to view the artwork. 355 people pictured.

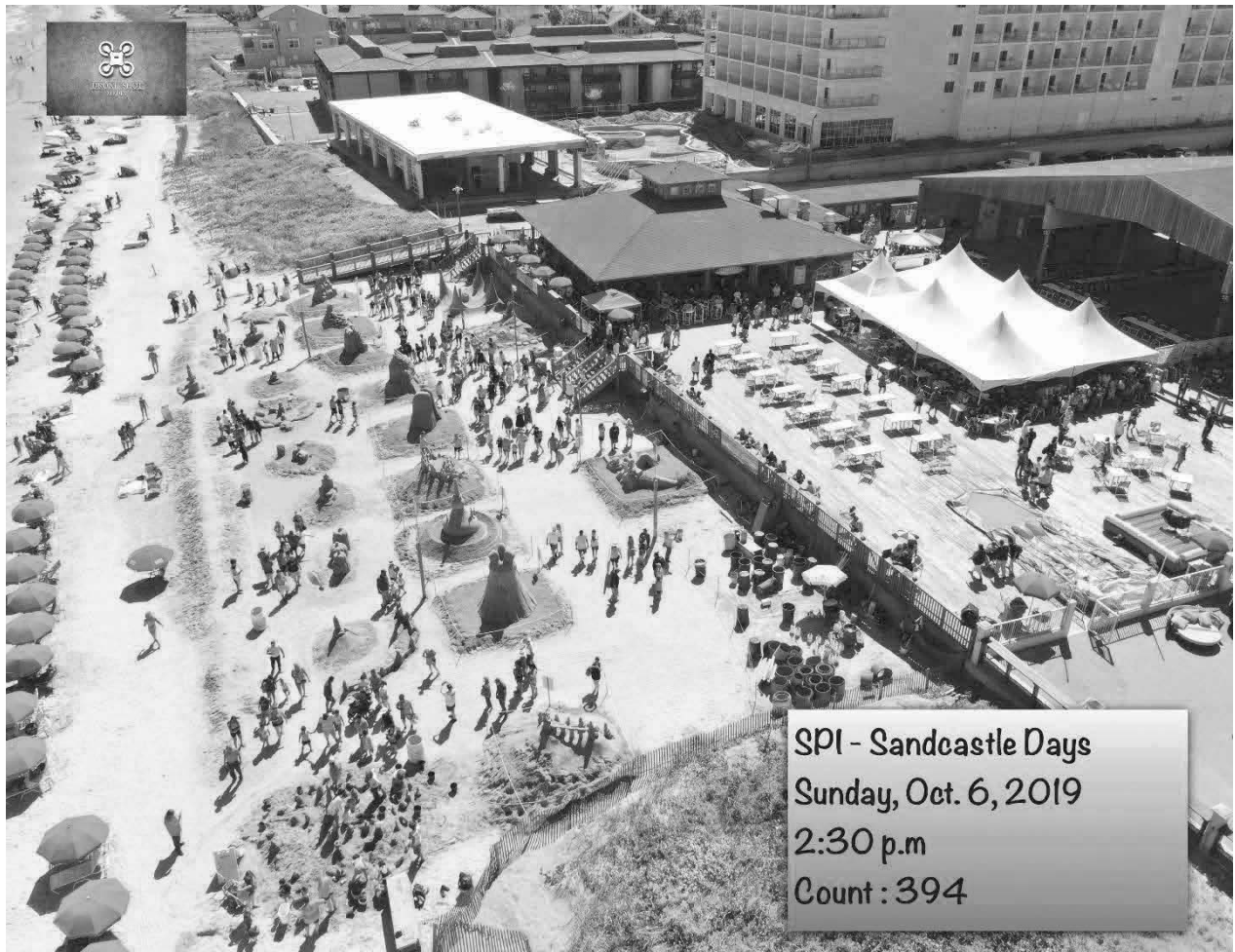


Crowd continues to grow and announcement is made that the bar is once again open. 406 people present.



SPI - Sandcastle Days
Sunday, Oct. 6, 2019
1:30 p.m
Count : 348

Local band shows up once again. Announcement to support local vendors is made. Crowd shifts back toward the stage area. 348 people pictured.



SPI - Sandcastle Days
Sunday, Oct. 6, 2019
2:30 p.m
Count : 394

Saturday Oct. 6, 2019, 2:30 pm: Crowd once again picks up to see the finished sandcastles as well as the music entertainment. 394 people pictured.



Crowd dwindles as event is nearing closure. 278 people pictured.

Drone videos and on the ground interview evidence were also recorded at the event on Saturday Oct 5th and Sunday Oct 6th. They will be provided to the CVB team in the upcoming weeks.

Videos will be finally posted on the Business and Tourism Research Center at the University of Texas Rio Grande Valley YouTube account. Click the link to stay alert for the latest videos.

<https://www.youtube.com/channel/UCmhZTG8c4y5iiB-RDacRPCw>

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

MEETING DATE: November 12, 2019

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

DEPARTMENT: Special Events Committee

ITEM

Consent to approve the SPI Triathlon post event report.

ITEM BACKGROUND

This event has been completed within the last 30 days and is required to submit a post event report.

BUDGET/FINANCIAL SUMMARY

Remaining balance is \$875.

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

Recommend approval of final balance.

South Padre Island Convention & Visitors Bureau

Post Event Report



POST EVENT REPORT

Today's Date: 11/7/2019

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: Dos Guys Race Productions

Address: 1209 Highway 83

City, State, Zip: Alamo, Texas 78516

Contact Name: Casey Swanson

Contact email: casey@swansoncs.com

Contact Cell Phone Number: 956-460-3520

Event Information

Name of Event or Project: South Padre Island Triathlon

Date(s) of Event or Project: 9/29/2019

Primary Location of Event or Project: Parrot Eyes Restaurant and Water Sports

Amount Requested: \$ 5,000.00

Amount Received: \$ 3,500.00

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



Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: 80%
 2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): N/A
 3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): N/A
 4. If staff costs were covered, estimate of actual hours staff spent on funded event: N/A
 5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used? Yes. The profit of \$2,000 will be used for marketing and promotion for next year's event.
-
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*): 200
2. What was the *actual attendance* at the event? 191
3. How many room nights did you *estimate in your application* would be generated by attendees of this event or program? 50
4. How many room nights did you actually generated by attendees of this event? 78
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: 78
 - Last Year: 25
 - Two Years Ago: 20
 - Three Years Ago: 20
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.}? estimated that 78 was a very minimum number of room nights, with possibly 150+ max.
7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? Yes - 30 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:

<input checked="" type="checkbox"/>	Newspaper: \$	Inside Texas Running Magazine \$395
<input type="checkbox"/>	Radio: \$	
<input type="checkbox"/>	TV: \$	
<input checked="" type="checkbox"/>	Other Paid Advertising: \$	Social media boosting \$250 + labor
<input type="checkbox"/>	Number of Press Releases to Media:	
<input checked="" type="checkbox"/>	Number emails to out-of-town recipients:	email blasts from previous event lists
<input checked="" type="checkbox"/>	Other Promotions	fliers distributed at various fitness locations

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 made sure the special rate registration link for Schlitterbahn was on the Athlete Guild registration site when participants registered for the event. It was also blasted on 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: Of the 191 participants, 78 were from out of the Valley, and some from out of state and Mexico. Most participants were from the upper Valley, and our participation increased by at least 50 more this year. The social media boosting into the Austin, San Antonio, Corpus Christi, Houston and Dallas markets attracted people ages 25-55 with a medium income of \$75k.

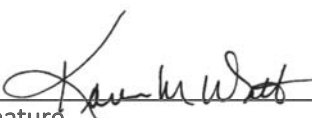


Sporting Related Events

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? 191
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? 185 were from out of city, and 60 were from out of 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? People from out of area had to spend at least one, if not two, nights on the island.

Additional Event Information

1. What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc.? Blue Marlin, Stripes, CVS, Parrot Eyes
2. What was the weather like during the event? Perfect - 75-80 degrees throughout the morning.
3. Were there any other facts that may have affected on the event?

Signature 

11/07/2019

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





PRESENT

South Padre Island triathlon

September 29, 2019



A portion of
proceeds to
benefit Sea
Turtle Inc.



Bib	T-Shirt	First name	Last name	Email add	City	Status	Balance D	Relay Divi
1	X-Large	Matthew	Bate	mjbate@r	Houston	Active	0	
2	Medium	Gerardo	Garcia	gagarcia1987@aol.com		Active	0	
3	Small	Guillermo	Tijerina	gtijerina@	Edinburg	Active	0	
4	Medium	Omar	Elizondo	rockelsco	Edinburg	Active	0	
5	Medium	Arturo	Suplee	arturosup	Mcallen	Active	0	
6	Large	Marco	Alvarez	alvarezma	Arlington	Active	0	
7	Small	Jose G.	Arambul Jr.		Brownsville	Active	0	
8	X-Large	David	Hope	dhope@inetsys.net		Active	0	
9	X-Large	Neil	Chavez	vnchavez2	Mcallen	Active	0	
10	Small	Jose	Perez		Rancho Viejo	Active	0	
11	Medium	Mauricio	Gonzalez	arq.mauri	Santiago	Active	0	
12	Medium	Chris	Hernande	shootit19	San Benito	Active	0	
13	Medium	Fernando	Villar	fernando	Brownsville	Active	0	
14	Large	Jorge	Puig	jpuig@ag	Brownsville	Active	0	
15	Large	Hamish	Mitchell	hamishmi	London	Active	0	
16	X-Large	Daniel	Perez	daniel@e	Monterrey	Active	0	
17	Medium	Rogelio	Garcia	rogelio.ga	Matamoros	Active	0	
18	Large	William	Stuhlreyer	timstuhlr	Humble	Active	0	
19	Large	Chris	Toepfer	cetoepfer	Seabrook	Active	0	
20	Large	Christian	Toepfer		Pearland	Active	0	
21	Medium	Alejandro	Fernande	alejandro.	Mission	Active	0	
22	Large	Charles	Stunz	stunzc@c	League City	Active	0	
23	Medium	Antonio	Huerta	ahuerta1	Mercedes	Active	0	
24	Small	Gerardo	Guerra	Jwar59@f	Brownsville	Active	0	
25	Medium	Hector	Barrera	ecto.barr	Mission	Active	0	
26	Large	Alejandro	Martinez	alli@alex	Mcallen	Active	0	
27	Large	Blake	Sanchez	sanchezbl	Alamo	Active	0	
28	Large	Octavio	Garcia	mauriciog	Mcallen	Active	0	
29	Medium	Robert	Tijerina	robertjam	San Antonio	Active	0	
30	Medium	Jaime	Rodriguez	jj.rodri	Houston	Active	0	
31	Large	Ryan	Grojean	ryan.gro	Dripping Springs	Active	0	
32	Large	Adrian	Olivarez	arez44@a	Mission	Active	0	
33	Medium	Felix	Ochoa	ochoafeli	San Benito	Active	0	
34	Medium	Ahui	Trinidad	ahuitrinid	Laredo	Active	0	
35	Large	Edmundo	Mejia	emessage	South Padre Isla	Active	0	
36	Large	James	Chadburn	Mchad50	San Benito	Active	0	
37	Medium	Gabriel	Ruiz	ruiz.gabri	Laredo	Active	0	
38	X-Large	Chad	Wilson	ctwilson@	Dickinson	Active	0	
39	Large	Jason	Lerma	jasonlrm	Bishop	Active	0	
40	Medium	Todd	Wilson	toddwilso	Houston	Active	0	
41	Large	Terry	Poindexter		Edinburg	Active	0	
42	X-Large	Ricardo	Gomez	rickygomez81@gmail.com		Active	0	
43	X-Large	Adrian	Coronado	aaronsbra	Harlingen	Active	0	

44	Large	Joel	Chapa	chapajoel	La Porte	Active	0
45	Large	Eric	Elizondo	ericelizon	Mcallen	Active	0
46	Large	Frederic	Houville	fhouzille@	comcast.net	Active	0
47	Large	Carlos	Olivares	aolivares2	Mcallen	Active	0
48	Large	Ben	Williams	ptbenw@	Spring Branch	Active	0
49	Medium	Trevor	Phillips	tphillips0	San Antonio	Active	0
50	Medium	Fabian	Rico	fbn6876@	San Benito	Active	0
51	Large	Christian	Trevino	catrevino	Edinburg	Active	0
52	X-Large	Sean	Keane-Da	kdlaw69@	gmail.com	Active	0
53	Medium	Pablo	De Los Sa	pablo.del	Brownsville	Active	0
54	Medium	Eddie	Castilleja		Mcallen	Active	0
55	Large	James	Smith	calebsmit	Edinburg	Active	0
56	Medium	Joseph	Gonzales	Joseph.Le	Grapevine	Active	0
57	Medium	Esau	Pena	TheMonk	Mcallen	Active	0
58	Small	Ramon	Catindig	ramoca22	Edinburg	Active	0
59	Medium	Jj	Garcia	deepsout	Mcallen	Active	0
60	Small	Strauss	Bourdon	strauss_b	Mission	Active	0
61	Large	Asayat	Camarena	acamarea	Mcallen	Active	0
62	Small	Rick	Arellano	rickarellar	Edinburg	Active	0
63	Large	Vance	Hale	vance.hal	Holland	Active	0
64	Medium	Miguel	Pinuelas	mikus99@	Laredo	Active	0
65	Large	Ronnie	Larralde	ronnie.lar	Edinburg	Active	0
66	Large	Ricardo	Dorbecke	ricardodo	Mcallen	Active	0
67	Small	Aracely	Esquivel	esquivela	Weslaco	Active	0
68	Medium	Arlene	Stelzer		South Padre Isla	Active	0
69	Medium	Luz Griseli	Zamora	luzgzamor	Brownsville	Active	0
70	Large	Roger	Mills	rogerpeac	Stockbridge	Active	0
71	Small	Sara Mia	Tijerina		Edinburg	Active	0
72	Medium	Sebastian	Regener		Mcallen	Active	0
73	X-Large	Michael	Regener	michel07	Mcallen	Active	0
74	Medium	Chelsea	Chang	chelseahook@	gmail.com	Active	0
75	Small	Dora	Sauceda	desauced	Brownsville	Active	0
76	Large	Edgar	Gonzalez	ergonzale	Mcallen	Active	0
77	X-Large	Daniel	Salazar	SAL_USM	Brownsville	Active	0
78	Small	Alejandra	Casas	alejandra_	Reynosa	Active	0
79	Medium	Elsa	Alvear	elsa2125	San Benito	Active	0
80	Medium	Rogelio	Soto	rogelio72	Laredo	Active	0
81	Medium	Madalyn	Petit	maddy.ka	League City	Active	0
82	Large	Gaia	Stucky De	gaiastucky	Austin	Active	0
83	Small	Jose Anto	Ruelas Cantu		Victoria	Active	0
84	Large	Michael	Hancock	mphanco	Mcallen	Active	0
85	Large	Jon	Davies	jondavies	Kingwood	Active	0
86	Medium	Rachel	Davies	rachel.dav	Kingwood	Active	0

87	Medium	Mathew	Davies	matt.davi	Kingwood	Active	0
88	X-Large	Julia	Yoder	julia.yode	San Antonio	Active	0
89	X-Large	Tim	Garcia	timgarcia4	Santa Fe	Active	0
90	Medium	Cassie	Garcia	tcgarcia43	Santa Fe	Active	0
91	Medium	Esmeralda	Carr	lalicakes3	San Antonio	Active	0
92	Medium	Jesus Das	Gonzalez	dasael@ic	Mcallen	Active	0
93	Large	Gilberto	Galindo	betogal84	Edinburg	Active	0
94	Medium	Hector	Herrera	hectorher	Laredo	Active	0
95	Small	Claudia	Salinas	cmsalinas	Olmito	Active	0
96	Small	Rodrigo	Quintanill	rodrigoqu	San Pedro Garza	Active	0
97	Large	Gabriel	Aguirre	gaguirre1	San Benito	Active	0 32MOR-T
98	Medium	Roxann	Aguirre	butterflyr	San Benito	Active	0 32MOR-T
99	Small	Cherie	Johnson	cheriejoh	Mcallen	Active	0
100	Small	Danielle	Williams	dlwilliams	Brownsville	Active	0
101	Medium	Dennis	Wammes		Spring	Active	0
102	Small	Cristina	Montalvo	ct1na17@	Deer Park	Active	0
103	Medium	Alyssa	Rodriguez	abvalastr	Houston	Active	0
104	Small	Lara	O'Brien	larakobrie	Houston	Active	0
105	Medium	Enrique	Castro	e.castro@	Mission	Active	0
106	Small	Mercedes	Westenda	mercedes	Mission	Active	0
107	Large	Donnie	Christian	recteach	Houston	Active	0
108	X-Large	Rodolfo	Muniz	munizcorr	Mcallen	Active	0
109	Small	Marisa	Marroquín		Edinburg	Active	0
110	X-Large	Devon	Pannecou	dpanneco	Granville	Active	0
111	Large	Sean	Lafollette	slafoll@gr	Austin	Active	0
112	Medium	Stephanie	Wilson	the.saw17	Dickinson	Active	0
113	Small	Molly	Adams	mollyh.ad	Abilene	Active	0
114	Large	Kathleen	Lillie		South Padre Isla	Active	0
115	Large	David	De La Teje	ddelateje	Mcallen	Active	0
116	Large	Rafael	De La Teje	wudenike	Mcallen	Active	0
117	Medium	Elizabeth	Solis		Edinburg	Active	0
118	XX-Large	Armando	Trevino	Trevino11	League City	Active	0
119	X-Large	Domingo	Aleman	honu6210	Alamo	Active	0
120	Large	Reynaldo	Chavez	rchavez@	San Benito	Active	0
121	X-Large	Ken	Wasche	kcedar@p	Cedar	Active	0
122	Medium	Koren	Wasche	kmw@prc	Oak Grove	Active	0
123	Medium	Edward	Delatejera		Mission	Active	0
124	Large	Robert	Snider	robertsni	Richmond	Active	0
125	Large	Craig	Connor	ccprowler	Corpus Christi	Active	0
126	Medium	Benjamin	Miller	cluricaun2	Edinburg	Active	0
127	X-Large	Robert	Wilson	sheriffwil2	Bayview	Active	0
128	Small	Mercedes	Monaster	monasteri	Katy	Active	0
129	X-Large	Richard	Gillett		Mcallen	Active	0

130	Large	Julio	Gonzalez	julio.c.gor	Reynosa	Active	0
131	X-Large	Jovan	Morales	moralesjo	Houston	Active	0
132	Large	Jaime	Flores	jaime_j_fl	Harlingen	Active	0
133	X-Large	Rolando	Vela	rolandvjr	San Antonio	Active	0
134	Medium	Noe	Santamaria		South Padre Isla	Active	0
135	Medium	Mayela	Solana	mayela_sj	Brownsville	Active	0
136	Large	Joseph	Duenas	jduenas41	Mercedes	Active	0
137	Large	Aurelio	Martinez	draurelio	San Pedro Garza	Active	0
138	Small	Desiree	French	desireeskye@gmail.com		Active	0
139	Large	Leo	Gonzalez	leogonzal	Mcallen	Active	0
140	Small	Nicole	Phillips	nicolejsph	San Antonio	Active	0
141	Large	Oscar	Gonzalez	oscar_l_g	Brownsville	Active	0
142	Small	Lori	Tijerina	lori.atlasr	Mcallenmcallen	Active	0
143	Medium	Hugo	Gutierrez	tritex1970	Palmhurst	Active	0
144	Small	Paulina	Gonzalez		Torreon	Active	0
145	X-Large	Miguel	Gonzalez	miguel_gc	Torreon	Active	0
146	Large	Robert	Flores	robert@r	Raymondville	Active	0
147	Medium	Jesus	Coss	chuy.coss	Saltillo	Active	0
148	Large	Jimena	Gonzalez	jimenaglzl	Mission	Active	0
149	Large	Jose	Gonzalez		Mission	Active	0
150	Medium	Ruben	Martinez	kilocandy	Edinburg	Active	0
151	Medium	Daniella	Santos	danielalb	Mcallen	Active	0
152	Medium	Daniel	Santos		Mcallen	Active	0
153	Small	Rebecca	Brooks		San Juan	Active	0
154	Large	Travis	McCormic	Travis15r	Austin	Active	0
155	Medium	Bradley	Scalise	bscalise8	Keller	Active	0
156	X-Large	Oscar	Vela	Oscarvela	Killeen	Active	0
157	Medium	Carlos	Garduza	hectormg	Brownsville	Active	0
158	Large	Hector M	Garduza		Brownsville	Active	0
159	Medium	Caroline	Myers	caroline_r	Brownsville	Active	0
160	X-Large	Erica	Flores	floresdefl	Progreso Lakes	Active	0
161	Large	Cody	Wilson	CWILSON	Houston	Active	0
162	Small	Mary	Patterson	mary.p.on	Mcallen	Active	0
163	Large	Mark	Nering	gniren@y	Edinburg	Active	0
164	Medium	Jesus	Garza	chuygarza	San Antonio	Active	0
165	Medium	Will	Davis	williamda	Mcallen	Active	0
166	Small	Adrian	Garza	ALBERTGS	Mcallen	Active	0
167	Medium	Annalee	Asbury	annalee.a	Corpus Christi	Active	0
168	Medium	Rodrigo	Martinez	rodrigo_r	Monterrey	Active	0
169	Small	Laura	Berry	uhswimga	Kingwood	Active	0
170	Small	Amanda	Ellison	marsz55@	Laguna Vista	Active	0
171	Large	Joe	Mancillas	jomancilla	Brownsville	Active	0
172	Medium	Eduardo	Meouchi		South Padre Isla	Active	0

173	Medium	Bradley	Scalise	bscalise8@Keller	Active	0
174	Large	Dennis	Heller	dennishel Galveston	Active	0
175	Medium	Nancy	Diaz	lcdelarosa Monterrey	Active	0
176	Medium	Luis	De La Rosa	Monterrey	Active	0
177	Small	Carlos	De La Rosa	carlosdela Monterrey	Active	0
178	X-Large	Timothy	Fauss	timothyfa Tyler	Active	0
179	Medium	Anthea	Davis	anthea_d@ Mcallen	Active	0
180	Medium	Steve	Synovitz	srsynovitz Odem	Active	0
181	Large	Geraldo	Garza	yayo.gble@ Mission	Active	0 32MOR-T
182	Medium	Daniel	Alvarado	d_alvarad San Juan	Active	0 32MOR-T
183	X-Large	Laura	Garza	legarza01@ Edinburg	Active	0 32MOR-T

2019 SPI Triathlon



Event Attendance

170 estimated attendees
45 unduplicated households
38 room nights
13.5% change in event days Occupancy
12.7% change in ADR
27.9% change in RevPAR



DEMOGRAPHICS

Average age 42
Average Income:
82.5%
\$50,000 or more

\$3,500 **\$23,208** **563%**
CVB Investment Total Spending at SPI Net ROI

\$516

spending per household



City tax share

10.5% Lodging = \$770
2% F&B sales tax = \$110
2% Other sales tax = \$160
Total = \$1,040

3.80 visitors per household

1.61 nights spent on SPI

Total tax ROI = -70.3%
Lodging only ROI = -78%



SPI Experience

NET PROMOTER SCORE
likely to recommend
South Padre Island

90

91.3%

Likely to return

97.1%

Satisfied with SPI

94.1%

Satisfied with event

South Padre Island triathlon



2019 SOUTH PADRE ISLAND TRIATHLON

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

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Executive Summary and Survey Highlights

The 2019 SPI TRIATHLON took place at Parrot Eyes in South Padre Island on Sunday, September 29th. The one-day event featured a wonderful course at a great venue for the seasoned veteran or the first timer. This was a spectator friendly triathlon for triathletes of varying abilities bringing in competitors from across the state and bordering/central Mexico. By offering both Olympic and Sprint distance courses, there was bound to be something for everyone. This event was expected to attract more than 200 people.

To examine the spending of SPI TRIATHLON 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 Sunday, the day of the event. The survey was administered onsite for 83 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 (60.9%) males (52.9%), had an average age of 42 years, had at least some type of college degree (70.0%), worked full-time (85.1%), were primarily Hispanic (70.1%) and White (25.4%) and (82.5%) had an average annual income above \$50,000. Survey respondents were primarily from the US (87.9%) with 12.1% from Mexico. On average, household participants traveled an average of 191.35 miles with an average of 3.80 people and spent 1.61 nights on SPI during the event.

Most survey respondents are considered promoters of the Island (92.9%), resulting in an excellent net promoter score of 90. Most respondents are somewhat or very satisfied with the Island experience (97.1%) and the event (94.1%) and are likely or very likely to return to SPI for a future vacation (91.3%).

Importantly, the survey analysis found that 45 household groups attend SPI TRIATHLON and spent an ***estimated weighted average of \$516 per household while on the Island for a total spending of \$23,208***. Of this spending, lodging is the highest per household expenditure category with 52.9% of study respondents spending at least one night on the Island in paid lodging and staying an average of 1.61 nights. This resulted in about 38 total room nights, most of which were spent in hotels.

With the average weighted lodging expenditure of \$516 per household that spent the night on the Island, a total of \$8,582 was spent on lodging. Of this amount, 17% or \$1,247 was for the Hotel Occupancy Tax (HOT), and 10.5%, or about \$770, is the City's share of the HOT. Moreover, the estimated total spending on food and beverages of

\$5,963 included about \$454 in taxes at the 8.25% rate or \$110 at the City 2% tax rate. Other types of expenditures, such as clothing, nightlife and entertainment amounted to \$8,664, of which \$660 was sales taxes, with \$160 the City's share. In total, the \$23,208 spent during SPI TRIATHLON resulted in \$2,362 in tax revenue with \$1,040 the City's share. This represents a return to the City of -\$2,460 for a -70.3% loss on the \$3,500 cash investment made by the CVB in SPI TRIATHLON as shown in the table.

Summary of Key Performance Indicators (KPI)

KPI	RESULT	DESCRIPTION OF KPI	PAGE
CVB INVESTMENT	\$3,500	AMOUNT OF FUNDING PROVIDED BY CVB TO EVENT PROMOTER	P1
TOTAL SPENDING	\$23,208	TOTAL SPENT BY EVENT HOUSEHOLDS	TABLE 1, P6
ESTIMATED NET ROI	563%	RETURN ON CVB INVESTMENT CONSIDERING TOTAL SPENDING AT SPI DURING THE EVENT	
AVERAGE SPENT PER HOUSEHOLD	\$516	WEIGHTED AVERAGE SPENT PER HOUSEHOLD	TABLE 1, P6
NUMBER OF HOUSEHOLDS	45	NUMBER OF HOUSEHOLDS AT EVENT	P5
NUMBER IN HOUSEHOLD	3.80	NUMBER OF PEOPLE IN HOUSEHOLD GROUP AT EVENT	FIGURE 3, P4
NIGHTS ON SPI	1.61	AVERAGE NUMBER OF NIGHTS SPENT ON SPI	FIGURE 3, P4
LODGING TAX	\$770	CITY SHARE OF HOT REVENUE: 10.5% OF 17% HOT	TABLE 2, P7
F&B SALES TAX	\$110	CITY SHARE OF TOTAL TAX COLLECTED FROM F&B SPENDING: 2% OF 8.25% OF TOTAL SALES TAX	TABLE 2, P7
OTHER SALES TAX	\$160	CITY SHARE OF TOTAL SALES TAX REVENUE	TABLE 2, P7
TOTAL CITY TAX SHARE	\$1,040	TOTAL CITY TAX REVENUE FROM EVENT	TABLE 2, P7
TOTAL TAX ROI	-70.3%	RETURN ON CVB INVESTMENT CONSIDERING ALL TAXES	TABLE 2, P7
LODGING ONLY ROI	-78.0%	RETURN ON CVB INVESTMENT CONSIDERING HOT ONLY	TABLE 2, P7
NET PROMOTER SCORE	90	MEASURE OF CUSTOMER LOYALTY; CALCULATED AS IDENTIFIED PROMOTERS LESS DETRACTORS	FIGURE 6, P8
LIKELY TO RETURN	91.3%	PERCENT SOMEWHAT OR EXTREMELY LIKELY TO RETURN TO SPI	FIGURE 7, P8
SATISFIED WITH THE SPI	97.1%	PERCENT SATISFIED WITH THE SPI EXPERIENCE	FIGURE 8, P8
SATISFIED WITH EVENT	94.1%	PERCENT SATISFIED WITH EVENT	FIGURE 9, P9

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SPI TRIATHLON

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SPI TRIATHLON 2019

Introduction

The 2019 SPI TRIATHLON took place at Parrot Eyes in South Padre Island on Sunday, September 29th. The one-day event featured a wonderful course at a great venue for the seasoned veteran or the first timer. This event was expected to attract more than 200 people with about 22.9% of the total attendees staying in South Padre Island lodging for three or more nights.

Activities are scheduled daily as follows:

SCHEDULE OF MAIN ACTIVITIES

- SUN September 29, Super Sprint
- SUN September 29, Sprint Distance
- SUN September 29. Olympic Distance

The South Padre Island Convention and Visitors Bureau provided SPI TRIATHLON with \$3,500 in funding. According to the application for the funding, the event sponsor initially planned to use \$10,000 to cover the cost of the event. Ultimately, the amount reached of \$3,500 as informed by CVB. According to the HOT funding application, the sponsor planned to spend \$0 on TV advertisements, \$500 on website and social media, and \$1,500 in newspaper, and \$1,000 in radio.

Method

Interviews

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

- Sunday, September 29th, 1:30pm - 8pm: UTRGV survey team.

On Sunday. The day 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 Friday and Saturday of the event, the UTRGV survey team interviewers collected 83 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 83 completed responses; 13 responses were eliminated because of the following reasons:

- were completed by another household member
- were from respondents not on the Island for the event
- Live or reside within 10 miles or less from the island

The result is 70 useable questionnaires for analysis. According to the sponsor of the event, a total of 54 registrants attended the one-day event (Based on post-event list). According to the SPI survey team surveys, drone technology (See Appendix D), and clicker counter of 206 (Appendix B) we estimated the total attendee number for SPI Triathlon to be 170 people. Thus, we estimated the response rate by dividing the new total of 170 by the total completed surveys (83), so the response rate was 48.8%. Picture evidence was taken (See Appendix C) of the SPI survey Team while approaching event attendees and collecting surveys.

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 170 people

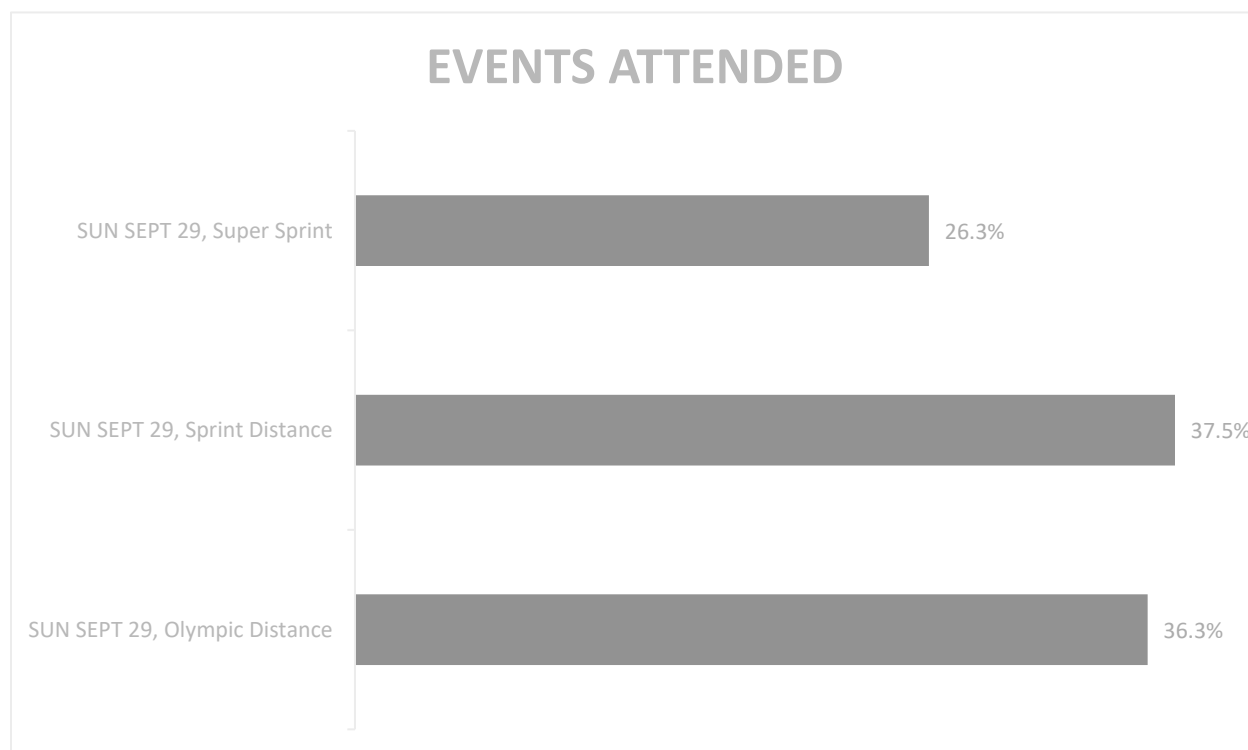


FIGURE 1. EVENTS ATTENDED

attended the one-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 77 respondents indicated attending 160 events suggesting that each household respondent attended an average of 2.08 days of events. Figure 1 shows that the most attended events were the Sprint Distance (37.5%) and Olympic Distance (36.3%).

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 estimated attendees (170) is divided by the average household size (3.80) as found in the survey (see Figure 3) to determine that 45 households were at the event over the one-day event.

Results

Survey participants travel, and SPI stay characteristics

In all, 70 useable surveys were completed by people specifically at Parrot Eyes for the 2019 SPI TRIATHLON. 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 (52.9%) and registrants (42.9%).

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 20 for an average of 3.80 as seen in Figure 3. Data featured in Figure 3 also shows that, on average, study participants traveled 191.35 miles to attend the event, although distances traveled ranged from 10 to 1597 miles and spent an average of 1.61 nights on SPI for the event with a range of 0 to 5 nights spent on SPI.

Figure 4 breaks down the percent of respondents by number of nights spent on SPI and shows that

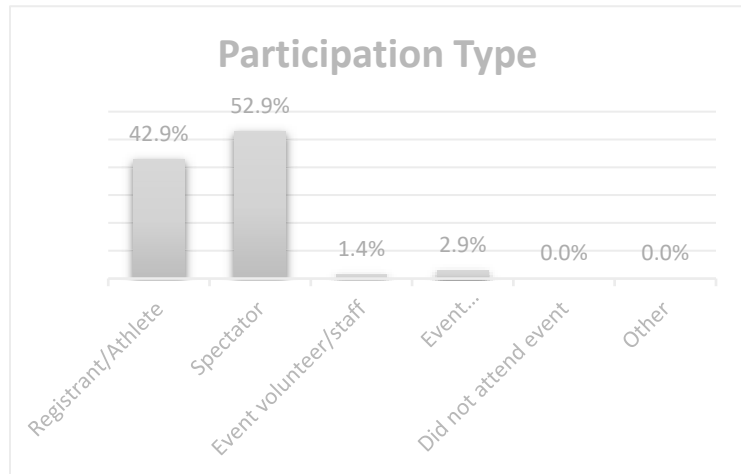


FIGURE 2. PARTICIPATION TYPE

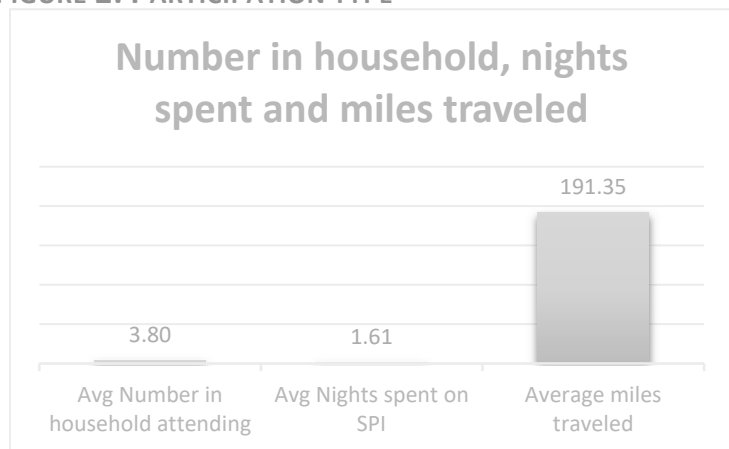


FIGURE 3. AVERAGE MILES TRAVELED, GROUP SIZE AND NIGHTS SPENT

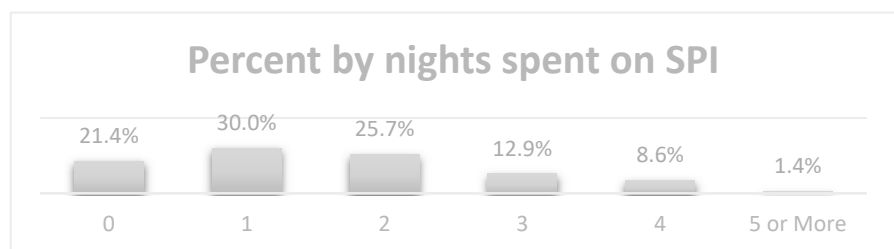


FIGURE 4. PERCENTAGE SPENDING THE NIGHT ON SPI

21.4% of respondents did not spend the night on SPI. Of those spending the night, most respondents spent two (25.7%) or three nights (12.9%) although 30.0% spent one night on the Island. Lastly, (10.0%) spent more than three nights on SPI for the event.

Figure 5 shows the types of lodging used. While most event attendees reported not spending the night on the Island (18.2%), of those who did, 48.5% spent the night in a hotel/motel room, 19.7% rented a condominium or beach house, 7.6% stayed with family or friends.

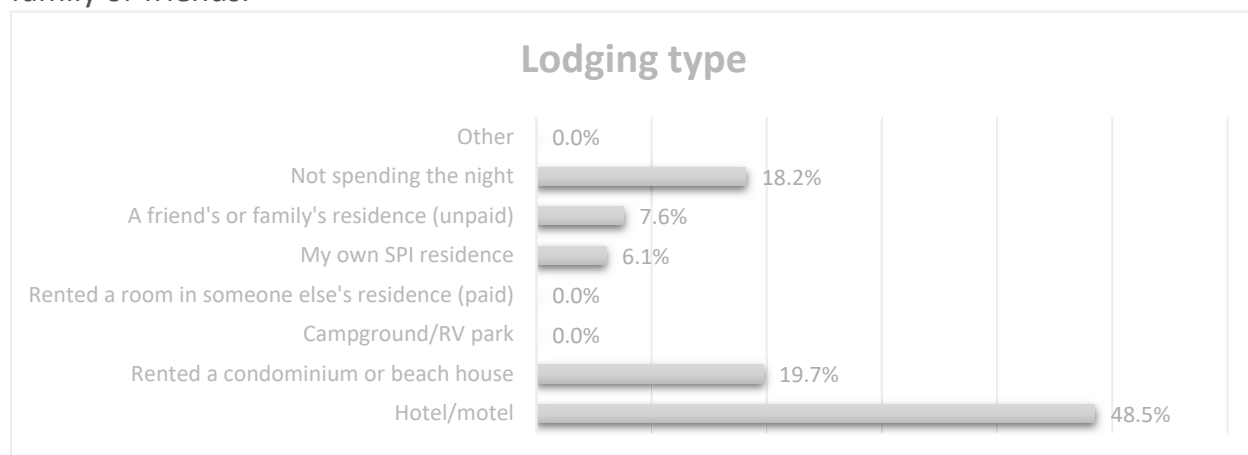


FIGURE 5. TYPE OF LODGING

With 52.9% (Table 1, p6) of the estimated 45 households spending an average of 1.61 nights (Figure 3, p5) on the Island, the SPI TRIATHLON event should have resulted in 38 room nights. In addition, a total of 25 participants indicated staying at one of the 11 hotels shown below.

SPI TRIATHLON 2019 attendees accounted for 38 room nights.

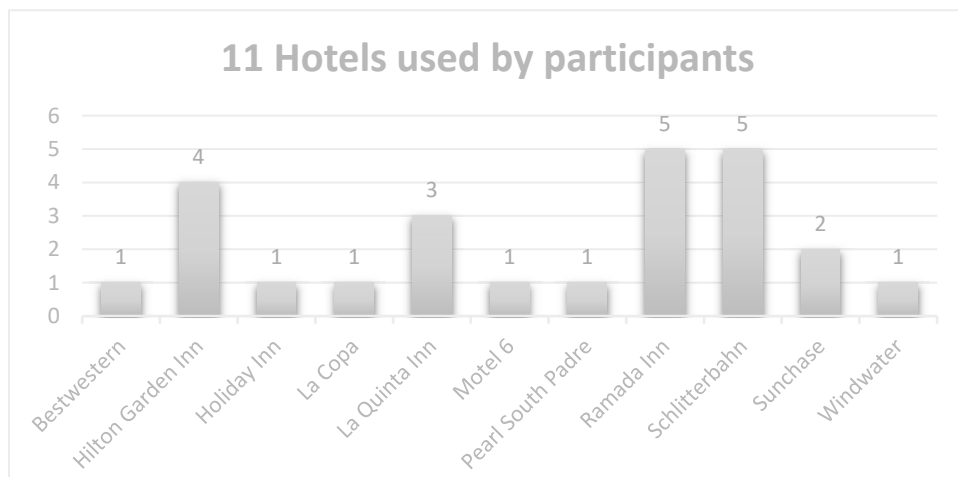


FIGURE 6.1 HOTELS/MOTELS USED DURING THE EVENT

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 of \$361 with a weighted average of \$190.71 considering that 52.9% of respondents spent money on lodging for a total of \$8,582. Average spending on food and beverages was \$175, with a weighted average of \$132.50, for a total category spending of \$5,963 including sales taxes. ***In total, 45 event households spent a weighted average of \$516 for a total SPI spending of \$23,208.***

TABLE 1. TOTAL AVERAGE WEIGHTED SPENDING

Expenditure category	Total average	% spending in category	Weighted spending per HH	Total spending per HH
Food & Beverages	\$175	75.7%	\$132.50	\$5,963
Night life	\$83	15.7%	\$13.07	\$588
Lodging	\$361	52.9%	\$190.71	\$8,582
Attraction entertainment	\$114	22.9%	\$26.07	\$1,173
Retail	\$116	34.3%	\$39.71	\$1,787
Transportation	\$77	55.7%	\$42.71	\$1,922
Parking	\$30	4.3%	\$1.29	\$58
Admission fees	\$114	11.4%	\$13.00	\$585
Clothing	\$110	25.7%	\$28.36	\$1,276
Groceries	\$66	38.6%	\$25.60	\$1,152
Other	\$32	8.6%	\$2.71	\$122
Total	\$1,278		\$516	\$23,208

The estimated direct spending on South Padre Island as attributed to the 2019 SPI TRIATHLON is \$23,208, within a 7.7% confidence interval of plus or minus \$1,792 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 \$1,247 with the City's share at 10.50% totaling \$770. Total spending on food and beverages should result in \$454 in tax revenue with \$110 the City's share while total spending in all other expense categories should yield \$660 in sales tax revenue with \$160 the City's share. Altogether, the tax revenue should be \$2,362 with \$1,040 the City's share. The loss from the City's share of the hotel tax alone on the \$3,500 invested in the event is -78.0% but is -70.3% 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	\$8,582	17%	\$1,247	10.50%	\$770	-78.0%
Food & Beverage	\$5,963	8.25%	\$454	2%	\$110	
All nonlodging	\$8,664	8.25%	\$660	2%	\$160	
Totals	\$23,208		\$2,362		\$1,040	-70.3%

Total spending of 2019 SPI TRIATHLON attendees resulted in an estimated tax revenue of \$2,362, with \$1,040 going to the City of South Padre Island. With an investment of \$3,500 in the event, the loss to the City is -78.0% considering only the 10.50% share of HOT but -70.3% considering all the City's estimated tax revenue share.

The SPI Experience

The next section of the survey asked SPI TRIATHLON 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.

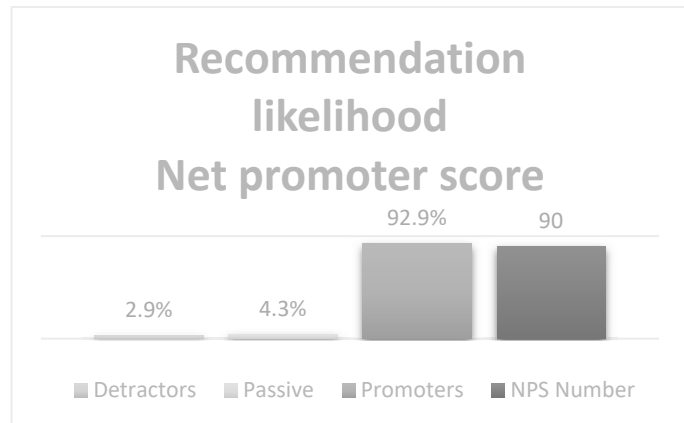


FIGURE 7. NET PROMOTER SCORE

The results, shown in Figure 6, indicate that most study respondents (92.9%) are promoters of SPI while (2.9%) are detractors. This yields a net promoter score (NPS) of 90, which is excellent. For example, the hotel industry has an 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 (91.3%) are extremely likely to return to the Island at some time in the future.

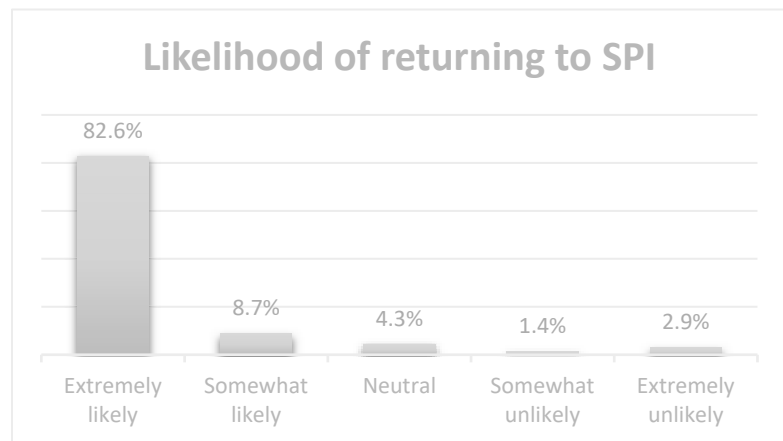


FIGURE 8. LIKELIHOOD OF RETURNING TO SPI IN THE FUTURE

Respondents were also asked to indicate their satisfaction with the SPI experience and with the event. Result shown in Figure 8 indicate that 97.1% were satisfied with the SPI experience and that 1.4% were somewhat dissatisfied with SPI.

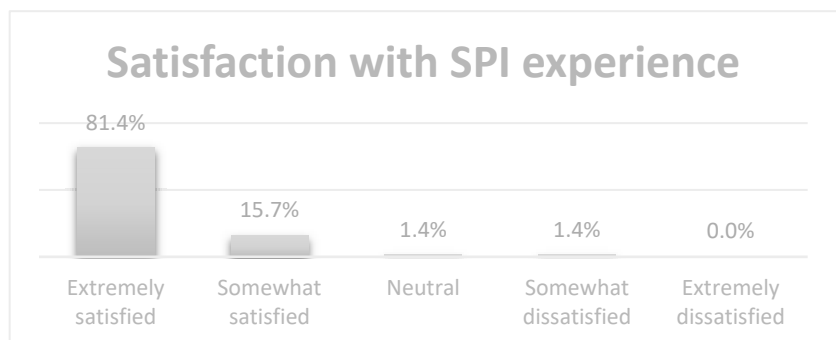


FIGURE 9. SATISFACTION WITH SPI EXPERIENCE

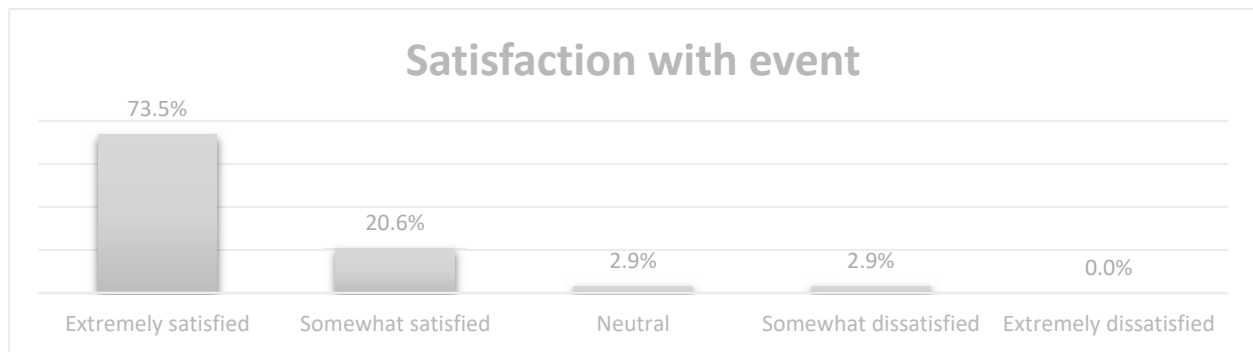


FIGURE 10. SATISFACTION WITH EVENT

Most respondents (94.1%) were also satisfied with the event and only 2.9% 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:

- MY HUSBAND HAS PARTICIPATED IN OVER 125+ TRIATHLONS I TYPICALLY REGISTER MY HUSBAND FOR THESE EVENTS. I BELIEVE HE HAS PARTICIPATED AT THIS EVENT MAYBE 10x5. I'VE NOTICED OVER THE YEARS THAT THE EVENT T-SHIRTS GET WORSE AND WORSE. FOR THE AMOUNT THAT IS PAID, IT REALLY IS A TRUE DISAPPOINTMENT.
- YOU MAY WANT TO TAKE SOME POINTERS FROM THE FOLKS WHO ORGANIZE 10K \$10 FEE (YES, IT IS A 10K) NONETHELESS, IT IS WELL ORGANIZED!!
- DESIGNATED PARKING AREA
- NICE T-SHIRTS, LIKE THE FIRST TRIATHLONS
- IMPROVE T-SHIRT QUALITY, COLOR, AND FABRIC
- ICE- MORE WATER ON LAGUNA
- MORE SIGNS OF WHERE TO RUN, FINISH LINE DIVISION BETWEEN SPRINT AND OLYMPIC
- REPAVE THE STREETS PLEASE AND CLEAN THE BOAT RAMP AREA LOTS OF IMPEDIMENTS
- DIFFERENT VENUE THAT HAS MORE SHADE, PLACE TO PRINT THE CARD CHECK AT ITRI365, MORE LIVELY DJ AT FINISH LINE.
- BETTER PARKING, REDUCED BEACH ACCESS FEES
- VERY HIGHLY ORGANIZED
- RAMP WAS SLIPPERY AND ROCKY, TURN OFF THE SUN (DIM), NO WATER STATIONS ON BIKE RUN, ALCOHOLIC BEVERAGES, GATORADE SHOULD BE AVAILABLE (ELECTROLYTES), MORE SHADE (TENTS), THERE ISN'T ONE, FRUITS MORE -BANANA, MORE VENDORS.
- LANE FOR BIKES
- APP FOR TRACING YOUR RUNNER
- GREAT
- SHOULD HAVE BEER AT THE FINISH LINE
- MORE SIGNS THROUGHOUT THE COURSE

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 42 years-of-age with ages ranging from 21 to 74.

Most respondents were male (52.9%), a majority were married (60.9%) and most had some type of college degree (70.0%) as shown in Figures 10 through 12, respectively.

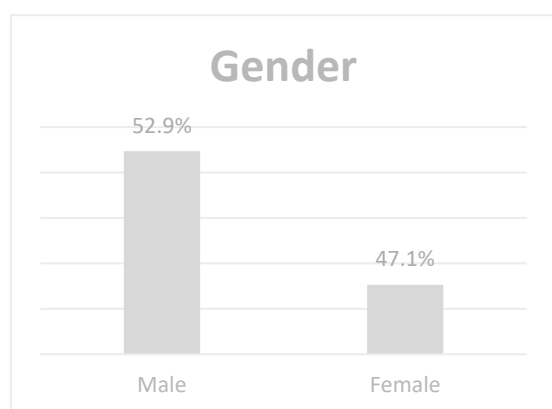


FIGURE 12. GENDER

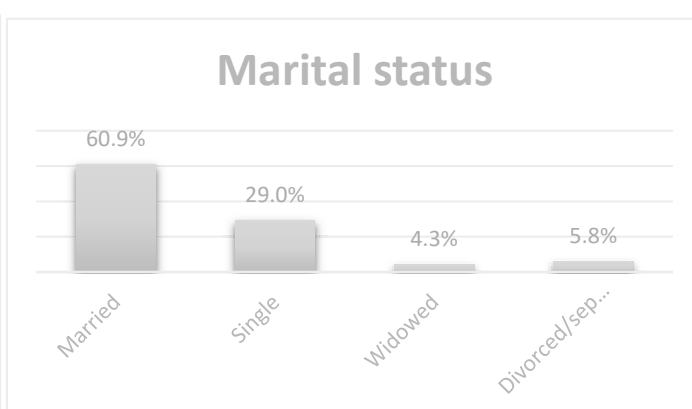


FIGURE 13. MARITAL STATUS

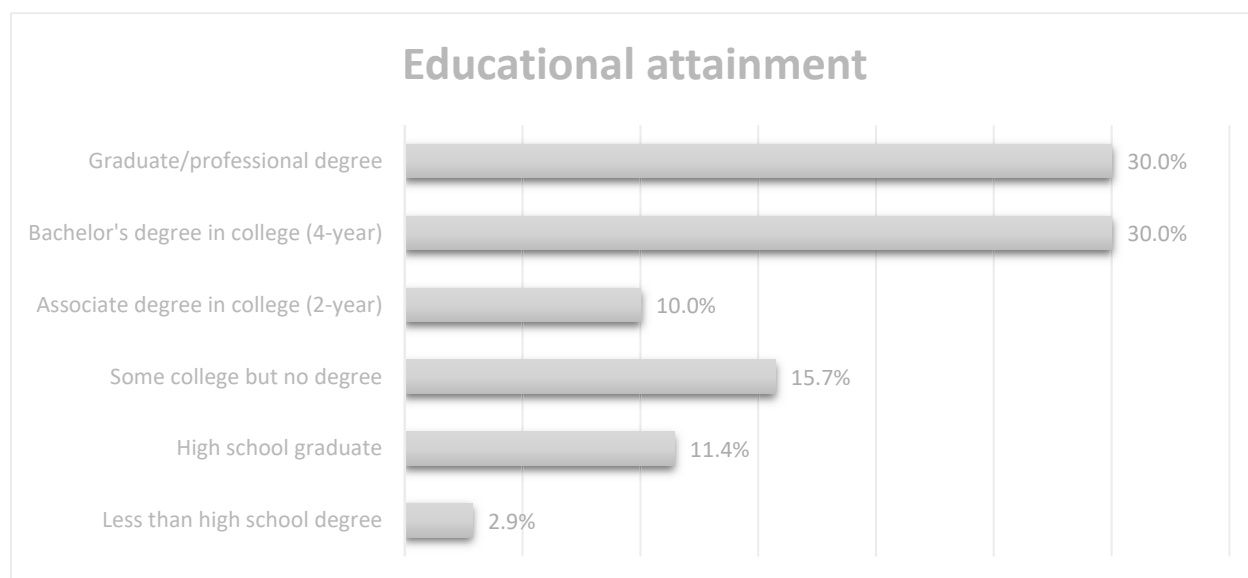


FIGURE 11. EDUCATIONAL ATTAINMENT

Most study respondents work full-time (85.1%), although 6.0% work part-time and 4.5% are retired as seen in Figure 13.

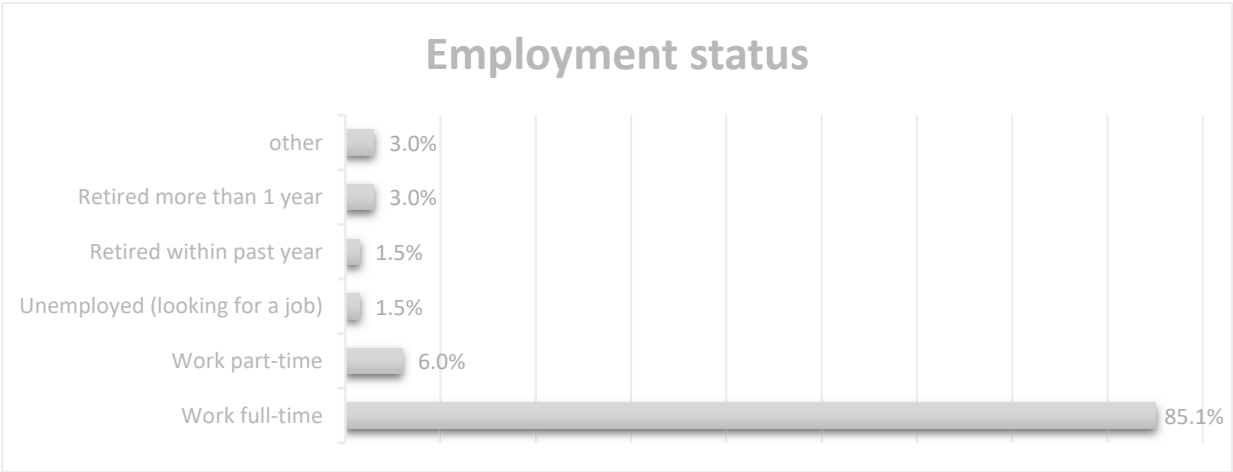


FIGURE 14. EMPLOYMENT STATUS

Most SPI TRIATHLON study participants reported having a higher-than-average household income level: 82.5% indicated an annual household income above \$50,000 (Figure 14).

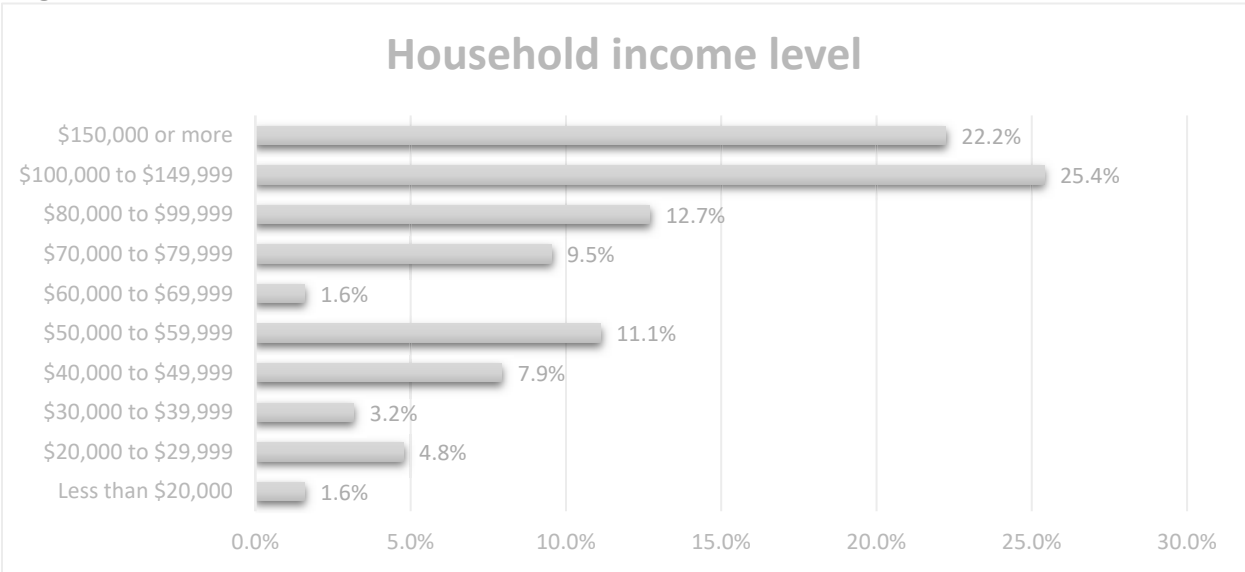


FIGURE 15. HOUSEHOLD INCOME LEVEL

Respondents were also asked to indicate their ethnicity but could select as many ethnicities as appropriate. Results in Figure 15 show that 70.1% of respondents considered themselves Hispanic while 25.4% indicated being White.

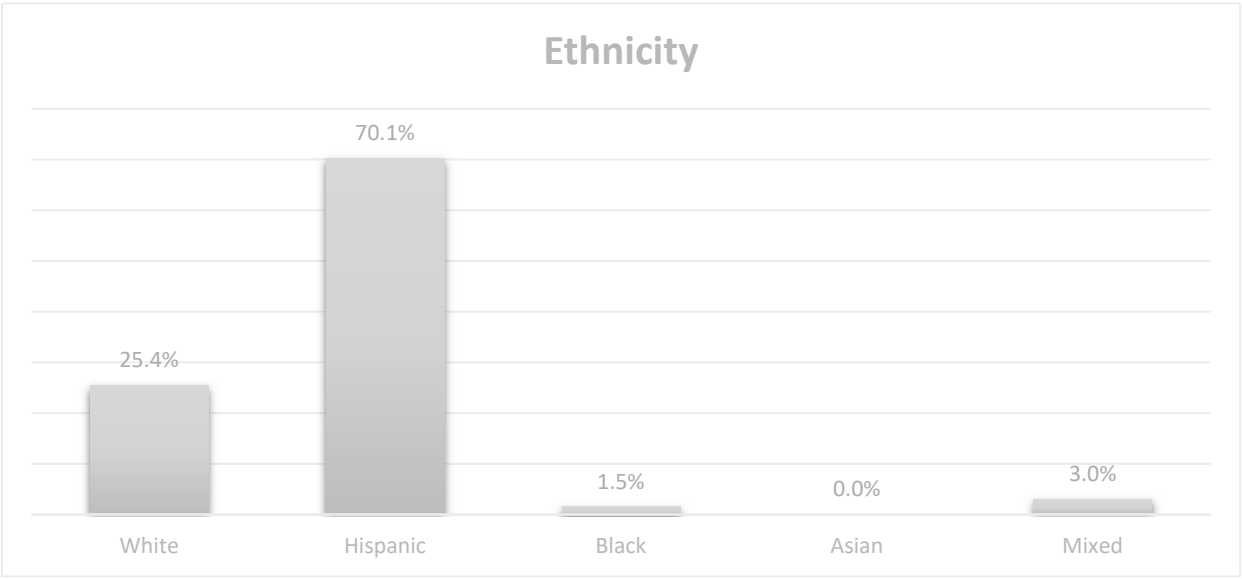


FIGURE 16. ETHNICITY

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 (87.9%) and 12.1% indicated being from Mexico as shown in Figure 16.

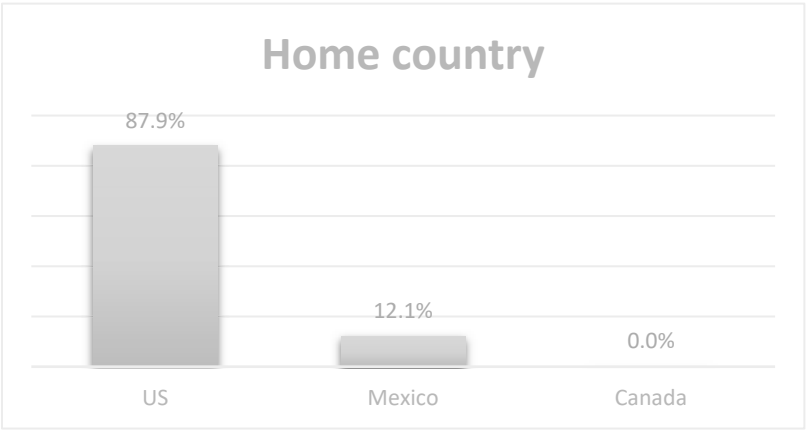


FIGURE 17. HOME COUNTRY

Specific zip or postal codes maps of study respondents and of study participants are shown 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 to those of the same time period in the previous year.

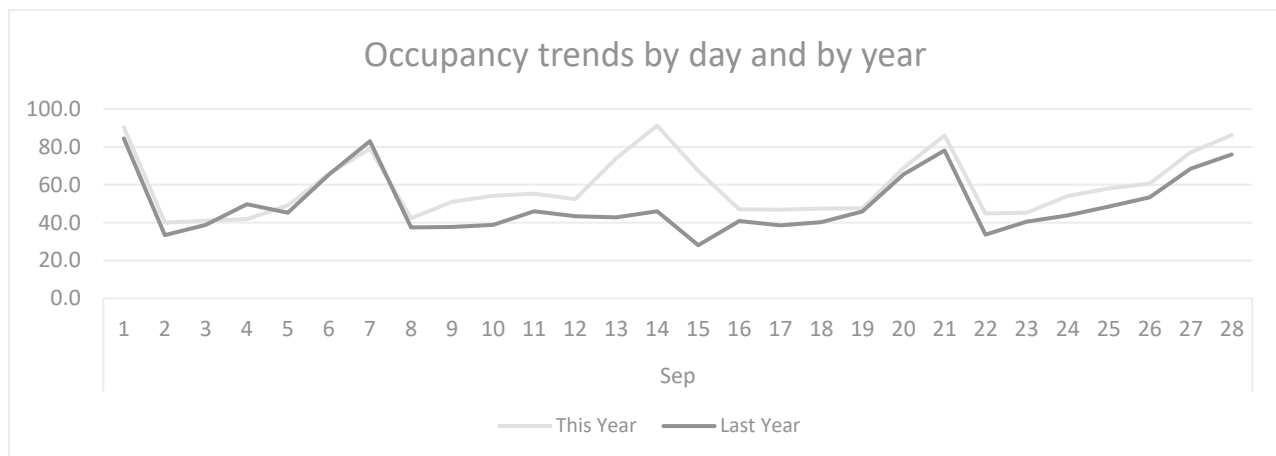


FIGURE 18. STR OCCUPANCY RATES BY DAY AND YEAR

SPI Triathlon was held on Sunday September 29th from 7:00am to 11:00am. This means that event attendees could have spent the night of September 28th on SPI Saturday night. The following figures show the hotel metrics for the Saturday period (the month trend) for this year and for the same period as last year (the year trend).

The occupancy rate for the one-day period this year was 86.2%, as compared to 76% last year, which is 13.5% above the same day-period last year. This year's event period was above the week average (60.9%) as well as the 28-day rate of 59.5% as seen in Figure 17.

The average daily rate (ADR) of rooms for this year’s event period was \$110, 12.7% above room rates compared to \$97, the same time last year. The average room rate for

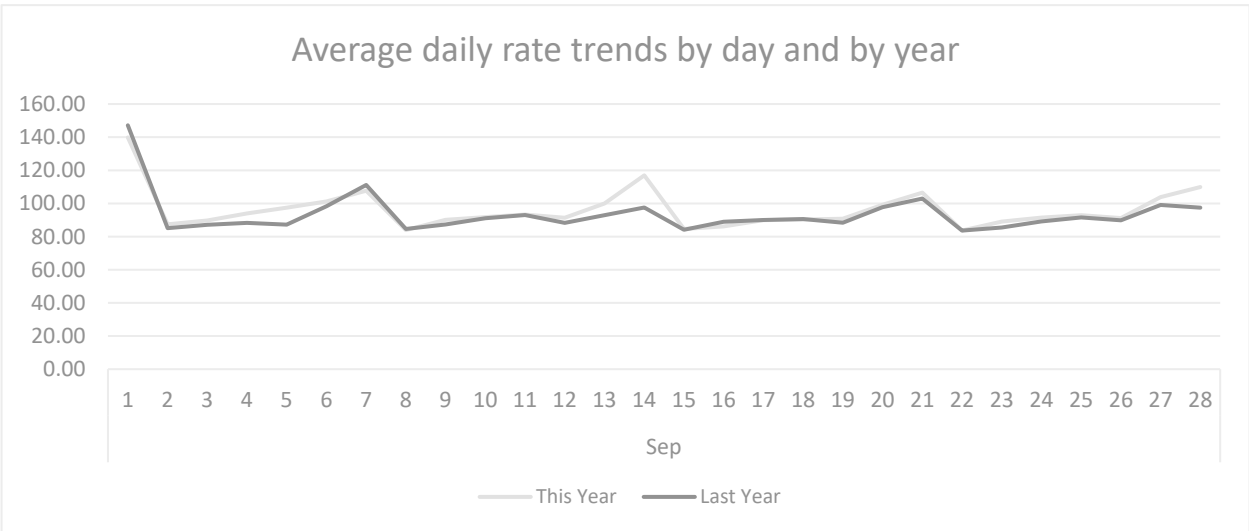


FIGURE 19. AVERAGE DAILY RATE

this year’s event period was also higher than the rate for the week (\$96.52) and higher than the 28-day period (\$98.83) as shown in Figure 18.

Figure 19 shows the revenue per available room (RevPAR) for the same year/month-long time period. The average RevPAR for the one night of the event was \$95, which is 27.9% above last year’s same-period average of \$74. This year’s RevPAR, was also above the average week rate (58.78) and this year’s 28 day-period rate of 58.77.

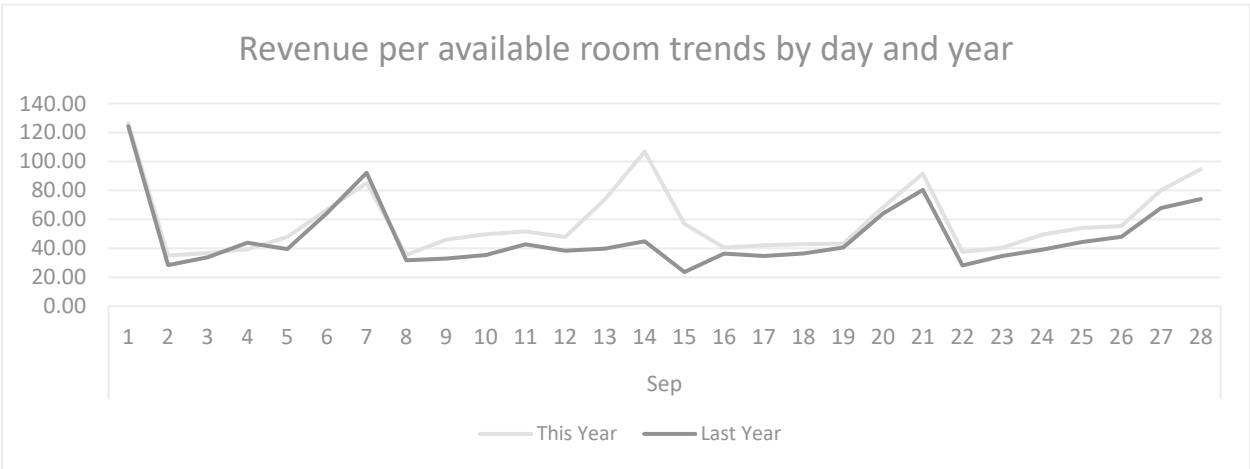


FIGURE 20. STR RevPAR BY DAY AND YEAR

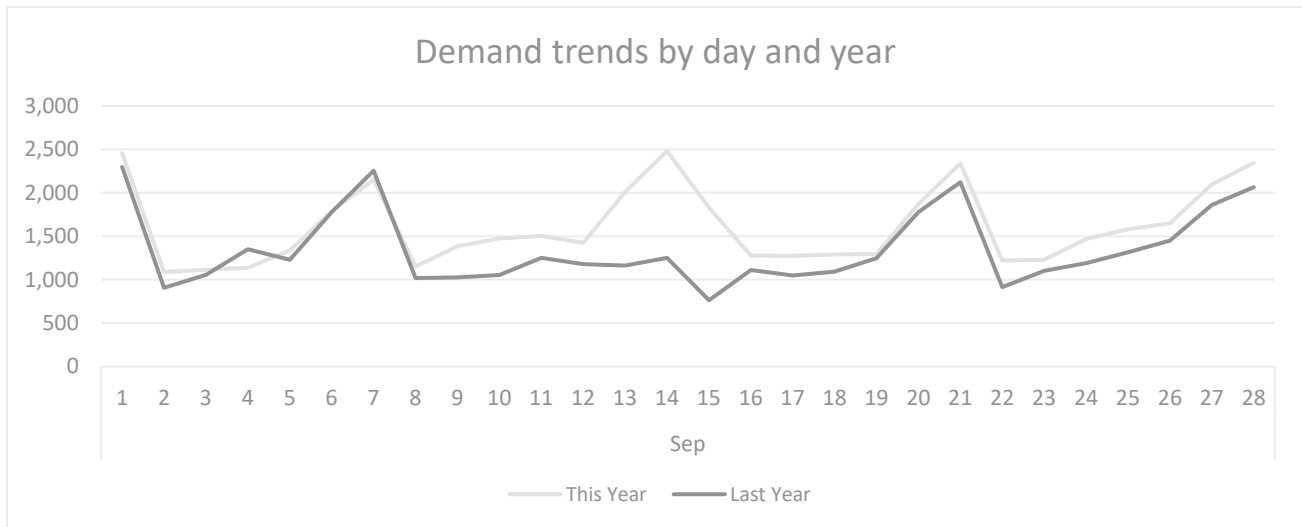


FIGURE 21. STR DEMAND TRENDS BY DAY AND YEAR

The demand trend in Figure 20 shows an increase this year over last year. Room demand for this year's event period was 2,344 rooms as compared to last year's same one-day period average of 2,065 rooms, an increase of 13.5%. Room demand during event night. It was also above the daily average demand for the month (1,616) and for the week (1,655).

Total lodging revenue for this year's event-period was also higher than last years by 28%. This year's SPI TRIATHLON one-night revenue averaged \$257,569 whereas last year's same-day revenue was \$201,304 as seen in Figure 21. The average revenue is also higher than this year's month average revenue (\$159,732) and for the week (\$159,759).

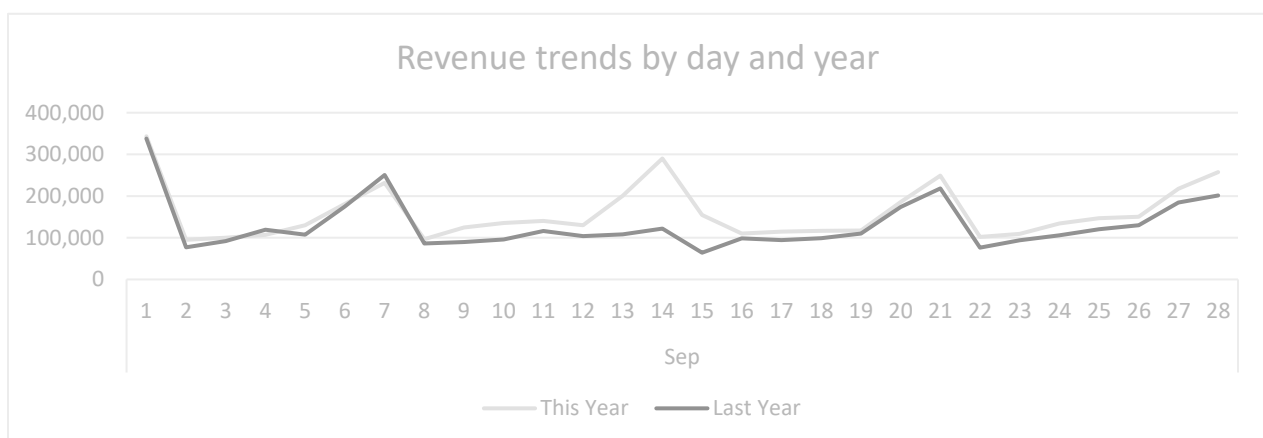


FIGURE 22. STR REVENUE TRENDS BY DAY AND YEAR

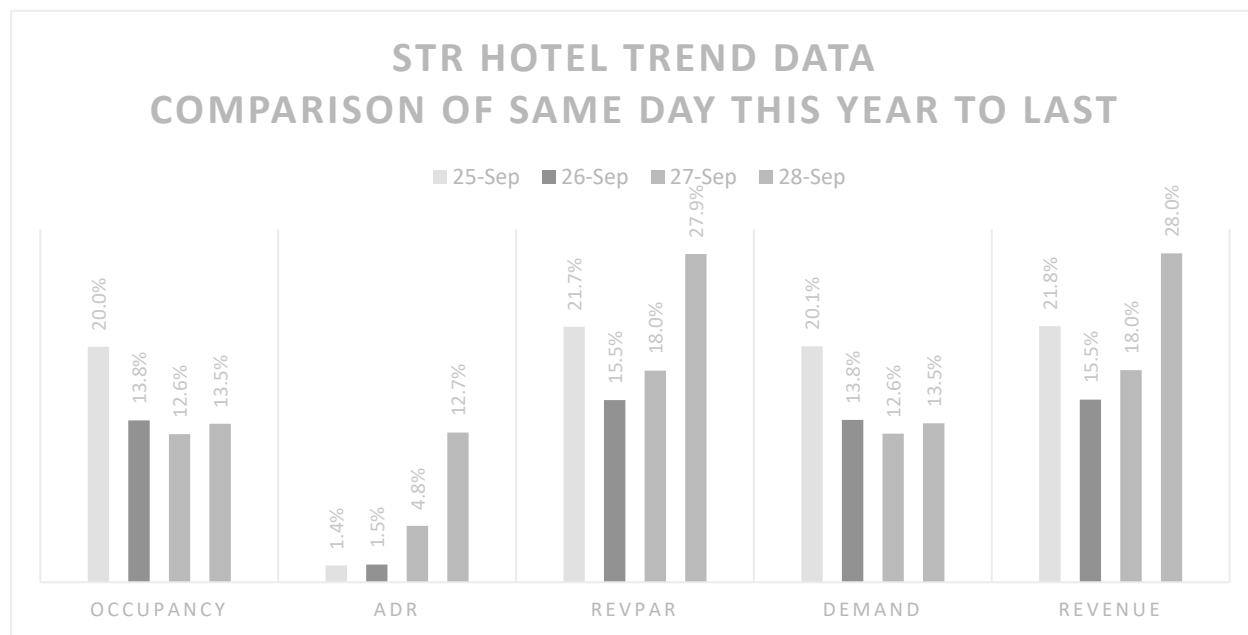


FIGURE 23. STR HOTEL TREND DATA 4-DAY COMPARISON

Finally, Figure 22 summarizes the average percent change in hotel occupancy, ADR, RevPAR, Demand, and Revenue for the final nights of that SPI TRIATHLON attendees would have spent the night on the Island were positive.

The STR data suggests that SPI TRIATHLON 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 31.4% 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 at the 2019 SPI TRIATHLON which took place at Parrot Eyes in South Padre Island on Sunday, September 29th. The one-day event featured a wonderful course at a great venue for the seasoned veteran or the first timer. This was a spectator friendly triathlon for triathletes of varying abilities bringing in competitors from across the state and bordering/central Mexico. This event was expected to attract more than 200 people. 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 83 completed surveys resulted in 70 useable responses for the analysis for a 48.8% response rate.

Demographically, the study sample was comprised of predominately married males who were an average of 42 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 3.80 people, had traveled an average of 191.35 miles and 78.6% spent the night on SPI for an average of 1.61 nights.

By combining the count of people at the event and survey results, event attendees generated an estimate 38 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 \$190.71 event attendees spent a total of \$8,582 on lodging, resulting in about \$770 the City's share of the Hotel Tax revenue. Spending on food and beverages by event attendees was about \$5,963 which should yield \$110 to the City at a tax rate of 2%. The \$8,664 spent in all other categories should provide the City with \$160 in sales tax revenue. Together, SPI TRIATHLON participants spent \$23,208 generating \$2,362 in total sales tax with \$1,040 the City's share. Considering only the City's share of the hotel tax revenue, the City lost -\$2,730 or -78.0% on their \$3,500 investment. Considering all tax revenue from all spending, the City should receive \$1,040 in taxes for a total loss of -\$2,460 or a -70.3% on the cash investment provided to the event sponsor. Additionally, most SPI TRIATHLON 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 negative return on investment (ROI) on the \$3,500 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

South Padre Island Triathlon 2019																							
<p>This survey is to understand your household experience and spending during SPI TRIATHLON 2019. <i>The one person, older than 18, best able to report on spending for all people in your household</i> 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.</p>																							
<p>1. Have you or someone else in your household already completed this survey? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, return this survey.</p> <p>2. Did you come to South Padre Island specifically for the SPI Triathlon? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>3. **About how many miles did you travel to attend the event? <div style="border: 1px solid black; width: 100px; height: 20px; margin-top: 5px;"></div> miles</p> <p>4. Which of the following best describes your participation at this event? (Check all that apply) <input type="checkbox"/> Registrant/Athlete <input type="checkbox"/> Spectator <input type="checkbox"/> Event volunteer/staff <input type="checkbox"/> Event sponsor/vendor <input type="checkbox"/> Did not attend <input type="checkbox"/> Other _____ (write in answer)</p> <p>5. *Including yourself, how many people from your household attended the event? <div style="border: 1px solid black; width: 100px; height: 20px; margin-top: 5px;"></div> Number in household</p> <p>6. How many nights did you (or will you) spend on South Padre Island while attending this event? <div style="border: 1px solid black; width: 100px; height: 20px; margin-top: 5px;"></div> nights</p> <p>7. **Where are you staying (or did stay) while on South Padre Island for this event? <input type="checkbox"/> Hotel/motel <input type="checkbox"/> Rented condo/beach house <input type="checkbox"/> Campground/RV park <input type="checkbox"/> Rented a room <input type="checkbox"/> My own SPI residence <input type="checkbox"/> Friend/family residence (unpaid) <input type="checkbox"/> Not spending the night <input type="checkbox"/> Other (please specify) _____</p> <p>8. *If Hotel/Motel selected, provide name _____</p> <p>9. Which SPI Triathlon events will you attend? (check all that apply) <input type="checkbox"/> SUN SEPT 29, Olympic Distance <input type="checkbox"/> SUN SEPT 29, Sprint Distance <input type="checkbox"/> SUN SEPT 29, Super Sprint</p> <p>10. **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 SPI Triathlon? (List only total dollar amounts spent on SPI)</p> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <tr> <td style="padding: 2px;">Food & beverages (restaurants, concessions, snacks, etc.)</td> <td style="padding: 2px; text-align: right;">\$</td> </tr> <tr> <td style="padding: 2px;">Night clubs, lounges & bars (cover charges, drinks, etc.)</td> <td style="padding: 2px; text-align: right;">\$</td> </tr> <tr> <td style="padding: 2px;">Lodging expenses (hotel, motel, condo, room)</td> <td style="padding: 2px; text-align: right;">\$</td> </tr> <tr> <td style="padding: 2px;">Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)</td> <td style="padding: 2px; text-align: right;">\$</td> </tr> <tr> <td style="padding: 2px;">Retail shopping (souvenirs, gifts, film, etc.)</td> <td style="padding: 2px; text-align: right;">\$</td> </tr> <tr> <td style="padding: 2px;">Transportation (gas, oil, taxi, etc.)</td> <td style="padding: 2px; text-align: right;">\$</td> </tr> <tr> <td style="padding: 2px;">Parking fees</td> <td style="padding: 2px; text-align: right;">\$</td> </tr> <tr> <td style="padding: 2px;">SPI Admission fees</td> <td style="padding: 2px; text-align: right;">\$</td> </tr> <tr> <td style="padding: 2px;">Clothing or accessories</td> <td style="padding: 2px; text-align: right;">\$</td> </tr> <tr> <td style="padding: 2px;">Groceries</td> <td style="padding: 2px; text-align: right;">\$</td> </tr> <tr> <td style="padding: 2px;">Other (please specify)</td> <td style="padding: 2px; text-align: right;">\$</td> </tr> </table>	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)	\$	<p>11. 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</p> <p>12. How likely are you to return to South Padre Island for a vacation at some time in the future? <input type="checkbox"/> Extremely likely <input type="checkbox"/> Somewhat likely <input type="checkbox"/> Neutral <input type="checkbox"/> Somewhat unlikely <input type="checkbox"/> Extremely unlikely</p> <p>13. How satisfied are you with your overall South Padre Island experience? <input type="checkbox"/> Extremely satisfied <input type="checkbox"/> Somewhat satisfied <input type="checkbox"/> Neutral <input type="checkbox"/> Somewhat dissatisfied <input type="checkbox"/> Extremely dissatisfied</p> <p>14. How satisfied are you with the event? <input type="checkbox"/> Extremely satisfied <input type="checkbox"/> Somewhat satisfied <input type="checkbox"/> Neutral <input type="checkbox"/> Somewhat dissatisfied <input type="checkbox"/> Extremely dissatisfied</p> <p>15. **What suggestions do you have for improving the SPI Triathlon or your stay on South Padre Island? (write on back)</p> <p>16. What is your home zip or postal code? _____</p> <p>17. What is your home country? <input type="checkbox"/> US <input type="checkbox"/> Mexico <input type="checkbox"/> Canada <input type="checkbox"/> Other _____</p> <p>18. What is your age? _____ (years of age)</p> <p>19. What is your gender? <input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Gender diverse <input type="checkbox"/> Prefer not to answer</p> <p>20. What is your marital status? <input type="checkbox"/> Married <input type="checkbox"/> Single <input type="checkbox"/> Widowed <input type="checkbox"/> Divorced/separated</p> <p>21. What is your highest educational attainment? <input type="checkbox"/> Less than high school <input type="checkbox"/> Associate's degree <input type="checkbox"/> High school graduate <input type="checkbox"/> Bachelor's degree <input type="checkbox"/> Some college, no degree <input type="checkbox"/> Graduate/professional degree</p> <p>22. What is your current employment status? <input type="checkbox"/> Work full-time <input type="checkbox"/> Retired within past year <input type="checkbox"/> Work part-time <input type="checkbox"/> Retired more than 1 year <input type="checkbox"/> Unemployed (looking for a job) <input type="checkbox"/> Other (Please specify)</p> <p>23. What is your combined annual household income? <input type="checkbox"/> less than \$20,000 <input type="checkbox"/> \$60K-\$69,999 <input type="checkbox"/> \$20K-\$29,999 <input type="checkbox"/> \$70K-\$79,999 <input type="checkbox"/> \$30K-\$39,999 <input type="checkbox"/> \$80K-\$99,999 <input type="checkbox"/> \$40K-\$49,999 <input type="checkbox"/> \$100K-\$149,999 <input type="checkbox"/> \$50K-\$59,999 <input type="checkbox"/> \$150,000 or more</p> <p>24. What is your ethnicity? (Select all that apply) <input type="checkbox"/> White <input type="checkbox"/> Hispanic <input type="checkbox"/> Mixed <input type="checkbox"/> Black <input type="checkbox"/> Asian <input type="checkbox"/> Other _____</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>Enter the drawing for a 2-night stay at the Schlitterbahn Beach Resort. Contact information is confidential and will be deleted after the drawing.</p> <p>Name _____</p> <p>Phone number: _____</p> <p>Email: _____</p> <p>Winners will be notified no later than 1 week after event.</p> </div>
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)	\$																						

Appendix B: Zip code map

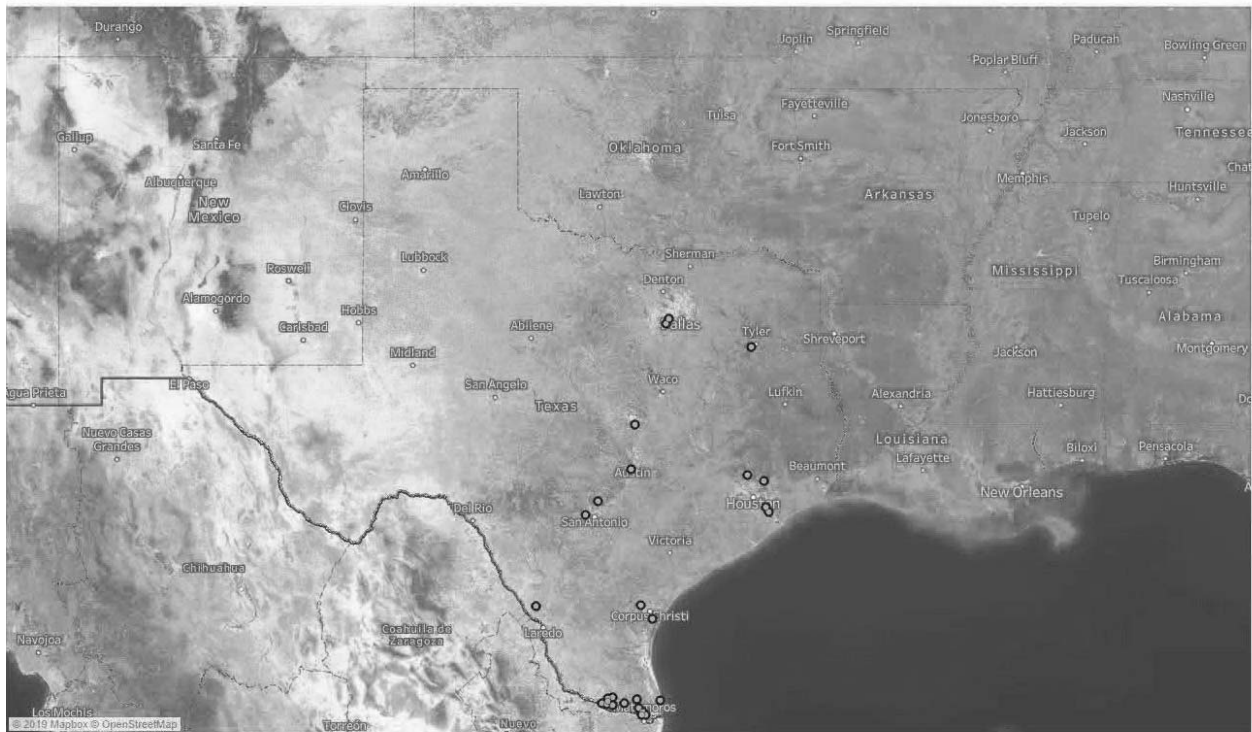
The following showcases the zip codes provided by SPI TRIATHLON officials at SPI TRIATHLON 2019.

SPONSORS ZIPCODES



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

SPONSORS ZIPCODES



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

SPONSORS ZIPCODES



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

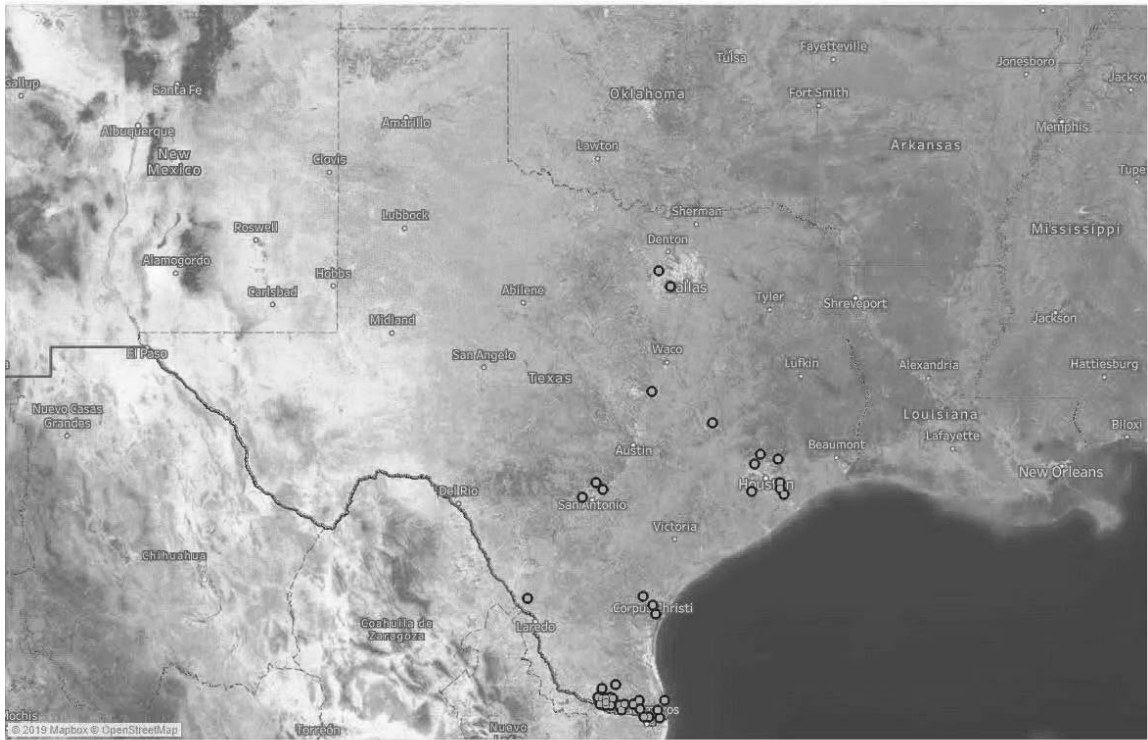
The following showcases the zip codes gathered by the SPI Survey Team at SPI TRIATHLON 2019.

SURVEYS ZIPCODES



Map based on Longitude (generated) and Latitude (generated). Details are shown for Survey Zipcodes. The view is filtered on Survey Zipcodes, which keeps 47 of 47 members.

SURVEYS ZIPCODES



Map based on Longitude (generated) and Latitude (generated). Details are shown for Survey Zipcodes. The view is filtered on Survey Zipcodes, which keeps 47 of 47 members.

SURVEYS ZIPCODES



Map based on Longitude (generated) and Latitude (generated). Details are shown for Survey Zipcodes. The view is filtered on Survey Zipcodes, which keeps 47 of 47 members.

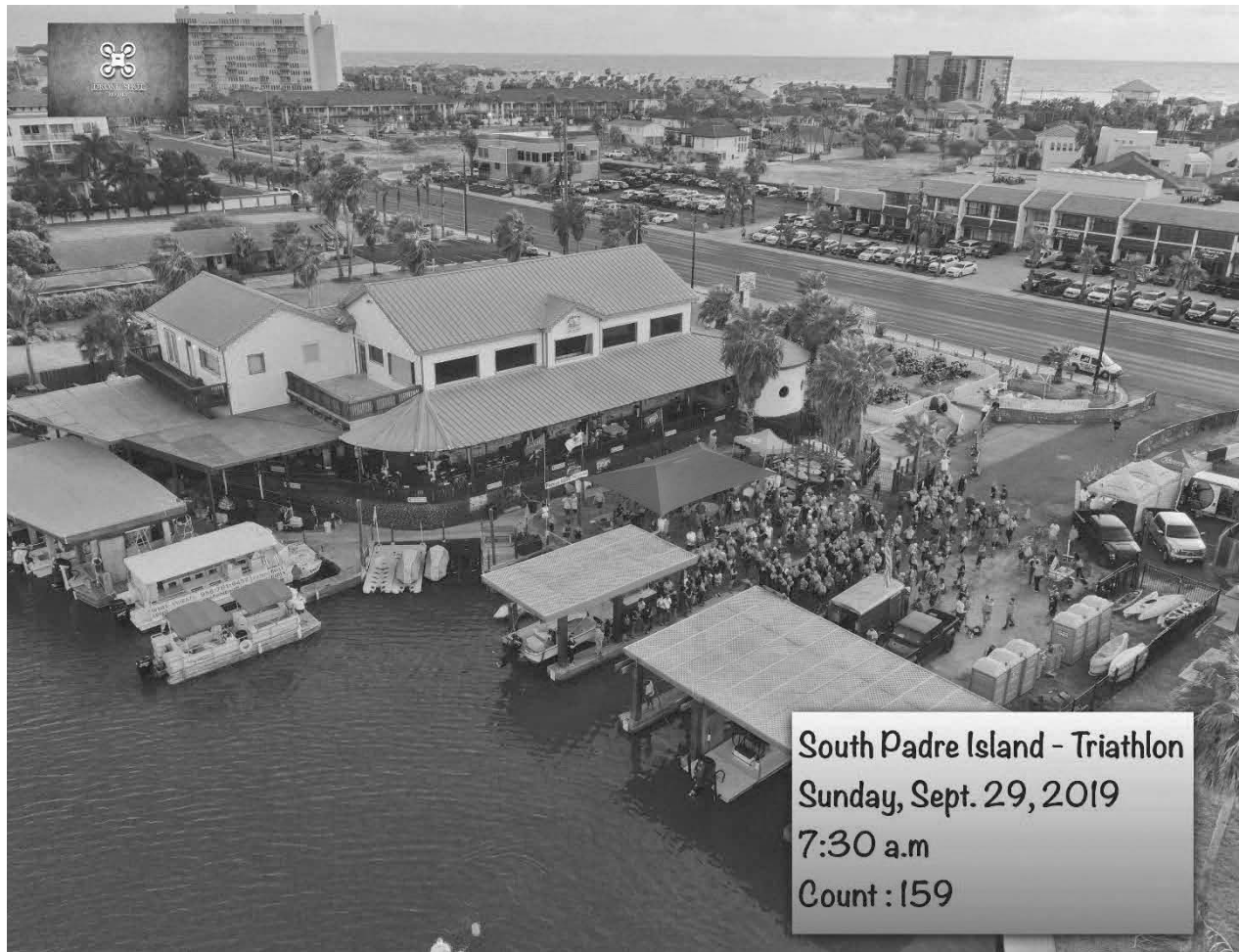
Appendix C: Survey Picture Evidence



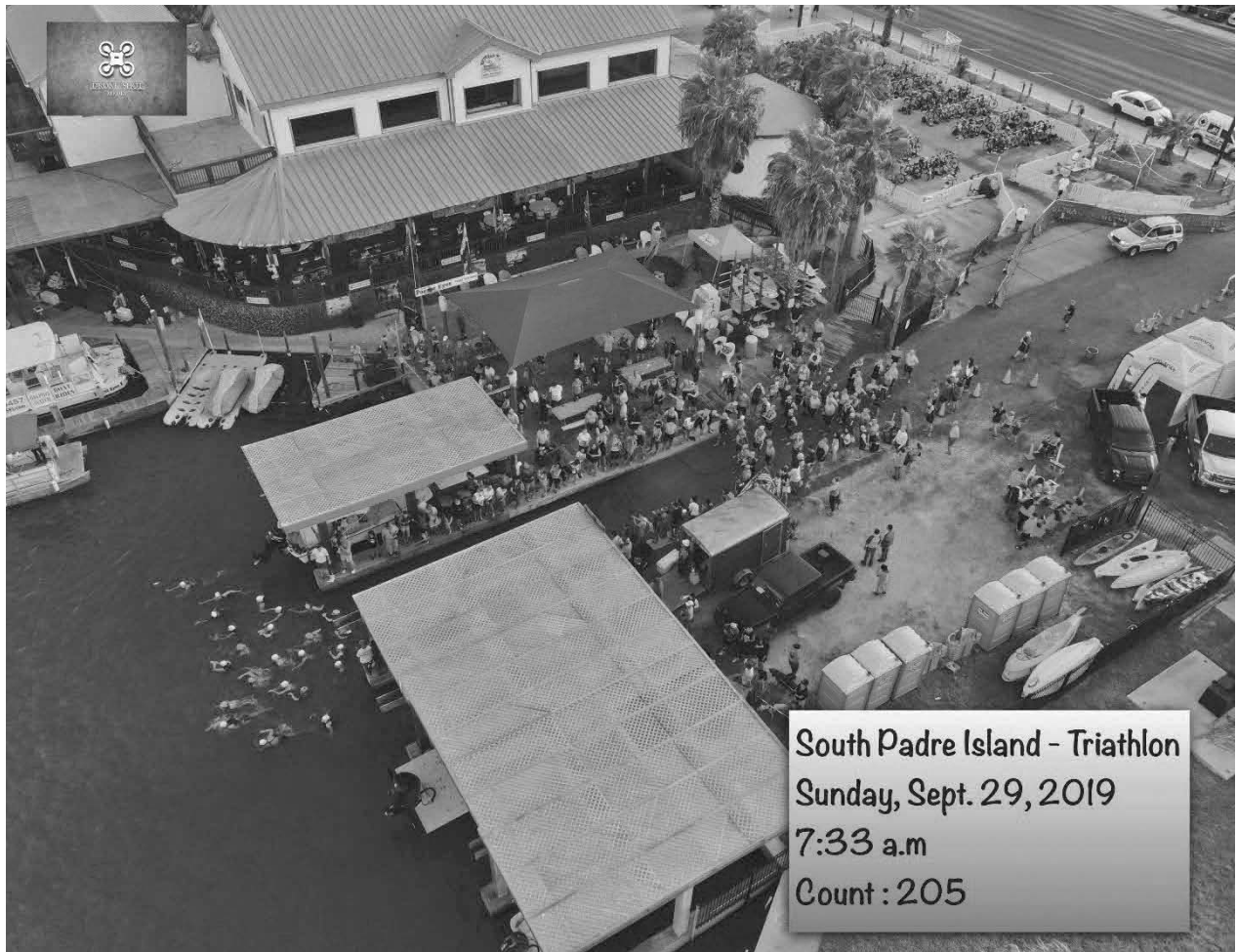




SPI Triathlon 2019 Drone Picture Analysis



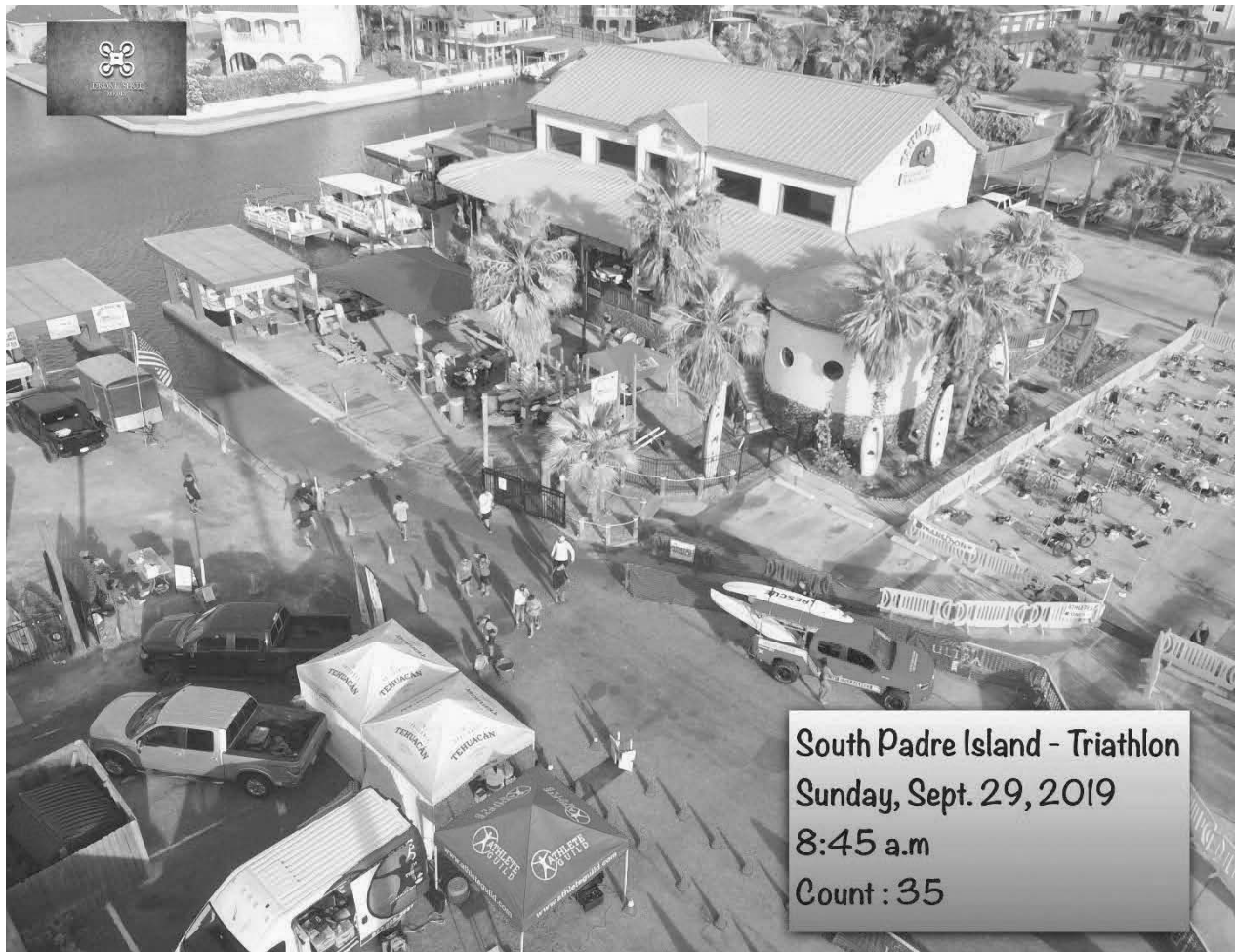
Beginning of the event. Contestants take their mark. 159 people present.



Event officially begins. First group of swimmers take off. Spectators come to see start of race. 205 people present.



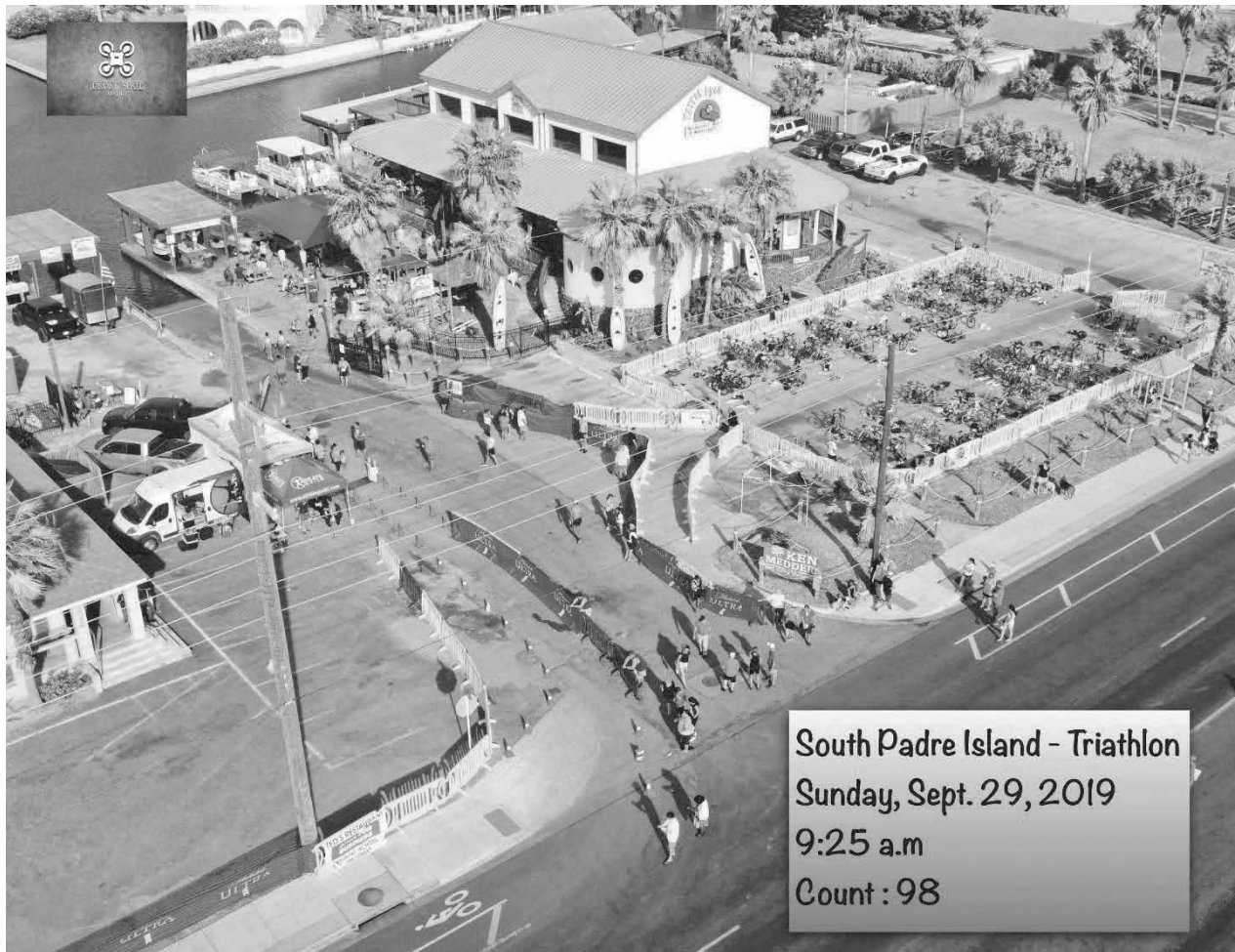
Some swimmers have finished and begun the biking phase. Spectators scatter to different parts of the course to support competitors. 131 people pictured.



All swimmers have now completed their race and are off to the biking phase. Crowd has dwindled almost completely as they set up at different spots of the course. 35 people pictured.



Bikers are now finishing and moving on to running stage. Spectators can be seen moving to Padre Blvd. to support competitors. 73 people pictured.

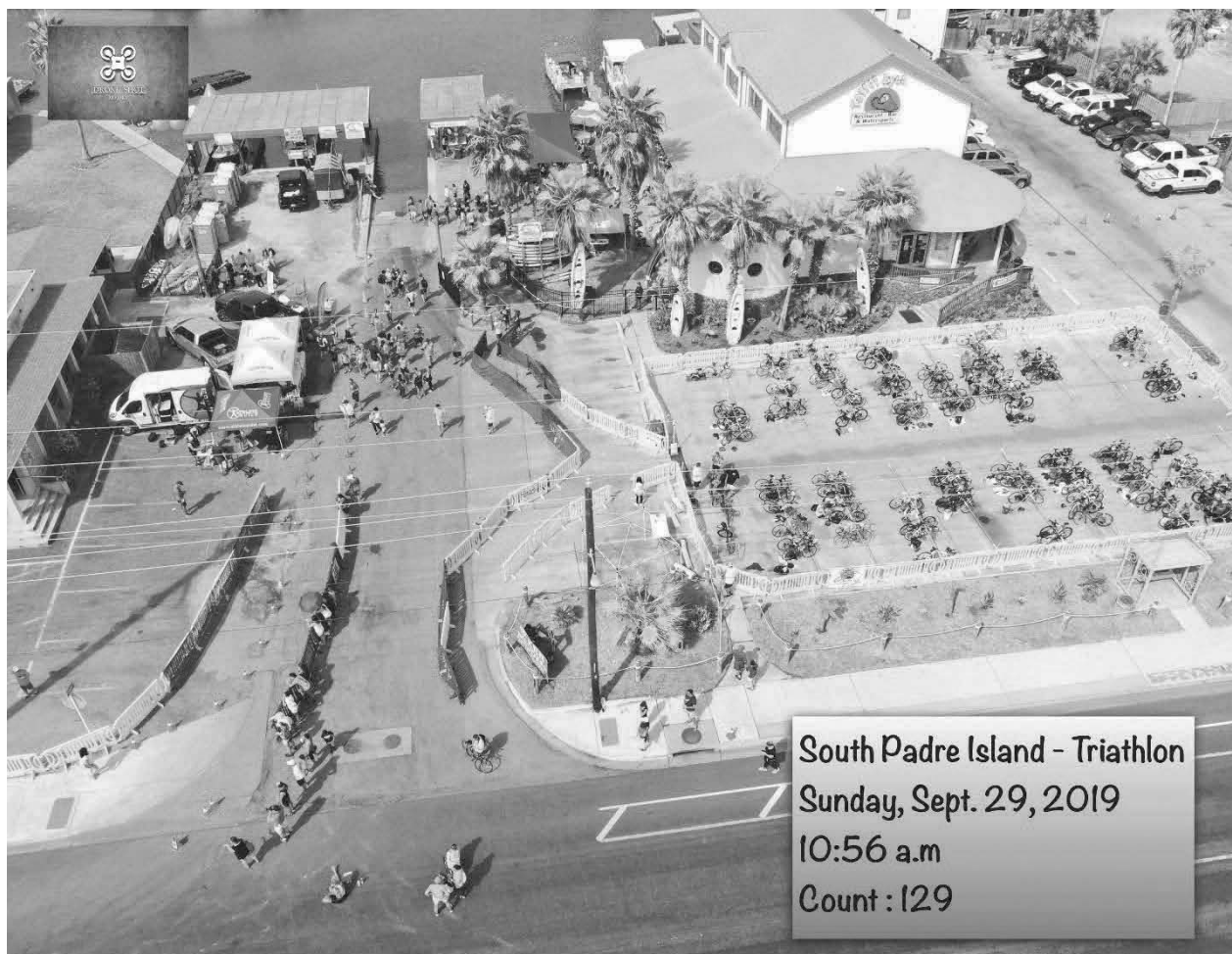


More bikers are finishing and moving on to the running phase. Spectators are starting to return to Start/Finish line at Parrot Eyes. 98 people pictured.



South Padre Island - Triathlon
Sunday, Sept. 29, 2019
10:05 a.m
Count : 111

Almost all bikers have finished and have moved on to the running phase. Lead runners are also completing the final stage of SPI Triathlon. Spectators continue to return to Start/Finish at Parrot Eyes. 111 people pictured.



All bikers have finished and moved on to final running phase. More than half of runners have finished the final stage. Spectators continue to return to Start/ Finish to show support. 129 people pictured.



Event is about to end. Most participants have completed the triathlon. Some spectators have stuck around until the very end. 98 people pictured.

Drone videos and on the ground interview evidence were also recorded at the event on Sunday Sept 29th. They will be provided to the CVB team in the upcoming weeks.

Videos will be finally posted on the Business and Tourism Research Center at the University of Texas Rio Grande Valley YouTube account. Click the link to stay alert for the latest videos.

<https://www.youtube.com/channel/UCmhZTG8c4y5iiB-RDacRPCw>

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

MEETING DATE: November 12, 2019

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

DEPARTMENT: Special Events Committee

ITEM

Consent to approve the Wahoo post event report.

ITEM BACKGROUND

This event has been completed within the last 30 days and is required to submit a post event report.

BUDGET/FINANCIAL SUMMARY

Remaining balance is \$1,250.

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

Recommend approval of final balance.

South Padre Island Convention & Visitors Bureau

Post Event Report



POST EVENT REPORT

Today's Date: 10/24/2019

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: SPI Wahoo Classic

Address: PO Box 2312

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

Contact Name: Dave Hollenbeck

Contact email: deep.sea.dave@hotmail.com

Contact Cell Phone Number: 308.517.9414

Event Information

Name of Event or Project: SPI Wahoo Classic

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

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

Amount Requested: \$ 5,000

Amount Received: \$ 3,750 (75%)

How many years have you held this Event or Program: This was the fourth year.



Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: 14%
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): None
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): None
4. If staff costs were covered, estimate of actual hours staff spent on funded event: None
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? No admission for spectators; \$350 per boat - up to 4 anglers - No 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): 250
2. What was the actual attendance at the event? 225-260
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 75
4. How many room nights did you actually generated by attendees of this event? 28
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: 28
 - Last Year: 24
 - Two Years Ago: 22
 - Three Years Ago: 43
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.)? Surveys
Surveys
7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? No
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:

<input type="checkbox"/>	Newspaper: \$	
<input type="checkbox"/>	Radio: \$	
<input type="checkbox"/>	TV: \$	
<input checked="" type="checkbox"/>	Other Paid Advertising: \$	Facebook
<input type="checkbox"/>	Number of Press Releases to Media:	
<input type="checkbox"/>	Number emails to out-of-town recipients:	
<input checked="" type="checkbox"/>	Other Promotions	Website

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?
Greater use of 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:

25% more boats. There were more people at the weigh in and award presentation.



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? 28 Boats. Average 4 people per boat = 112
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? 50%
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? Fact Sheet attached for additional economic impact.

Additional Event Information

1. What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc.? Tom & Jerrys; Blue Marlin, Toucan Graphics, Sky Dive T-shirt printing, Liams. Stripes, Yummies
2. What was the weather like during the event? Great. Light winds, sunny, low seas,
3. Were there any other facts that may have affected on the event? We know of 6 boats with mechanical problems that had planned to attend but could not.

De Hollander Pass

Signature

10/24/2019

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



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

5/5



- 3 DAY EVENT: September 13-15, 2019
- Held at Jim's Pier for 4 years
- 28 Registered Boats/Teams
- TEAM OF 3-5 ANGLERS
(AVERAGE 4.2 PER TEAM)
- 117 REGISTERED ANGLERS
- 18 SPONSOR COMPANIES
- 15 VOLUNTEERS
- ESTIMATED 225-250 PEOPLE PARTICIPATION
- Fuel: **\$8,400 min.** (120 gal per boat x \$2.50 x 28 boats)
- RESTAURANTS: **\$4,000** (\$20/PERSON X 1 VISIT)
- FISHING INDUSTRY: (Hiring guides, tackle, bait, slip rental, launch fees, etc.)
\$6,500
- GROCERIES/BEER: **\$2,800** (\$100/team)

TOTAL = \$21,700



2019 Tournament Rules

All participants in the Wahoo Classic must comply with the tournament rules as set forth by the committee.

General Rules

SPI Logo on Website



The SPI Wahoo Classic is a boat tournament awarding cash prizes to the top five fish:

Largest Wahoo	\$10,000
2nd Largest Wahoo	\$3,000
3rd Largest Wahoo	\$2,000
Largest Dorado	\$1,000
Largest Blackfin Tuna	\$1,000



2019 Sponsors



A BIG THANK YOU
TO ALL OF OUR 2019
SPONSORS



Facebook



SPI Wahoo Classic

[Home](#)[Posts](#)[Reviews](#)[Photos](#)[Events](#)[About](#)[Community](#)[Create a Page](#)[Like](#) [Share](#)[View 3 more comments](#)

SPI Wahoo Classic shared a post

August 11

Save the date!! SPI Wahoo Classic September 13-15th! Come join us!



SPI Wahoo Classic

August 10

Congrats to all the TIFT and LKT winners! See you in September!

2

[Like](#)[Comment](#)[Share](#)

SPI Wahoo Classic

August 10

Congrats to all the TIFT and LKT winners!
See you in September!

3

[1 Share](#)



SPI Wahoo Classic

Home

Posts

Reviews

Photos

Events

About

Community

Create a Page



SPI Wahoo Classic

September 11

The tournament is finally here! This year will be our biggest and best yet! The weather looks great for fishing! Our sponsors have really stepped up both financially and with some FANTASTIC door prizes!

It is not too late to register online www.spiwahooclassic.com or at registration from 5-7 PM on Friday night, Sept 13th, 2019!

We are looking to see all of our return anglers this year and many new ones!



SPIWAHOOCCLASSIC.COM

Wahoo Classic | SPI Wahoo Classic | United States

The SPI Wahoo Classic is a boat tournament awarding \$17,000 in cash prizes. Participate in an incredible fishing tournament and have a chance...

28

6 Comments 18 Shares

Like

Comment

Share

Most Relevant

September 11



10

1 Share

Like

Comment

Share



SPI Wahoo Classic

September 12

Hoping to see all you anglers Friday, Sept. 13 for registration from 5 - 7 p.m., captain's meeting at 7 p.m. Let's go fishing!!



SPIWAHOOCCLASSIC.COM

Wahoo Classic | SPI Wahoo Classic | United States

The SPI Wahoo Classic is a boat tournament awarding \$17,000 in cash prizes. Participate in an incredible fishing tournament and have a chance...



SPI Wahoo Classic

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Expenses for 2019 Wahoo Classic which included some form of link or advertisement to South Padre Island

Add in SPI chamber of commerce brochures	\$245
Toucan graphics, banners and stickers	\$375
Facebook page and maintenance	\$634
T-shirts with SPI website printed down one arm.	\$5545
Award knives with SPI engraving	\$601
Banners plus stickers applied to buckets which included SPI	\$1156
Buckets	\$1250

Total expenses = \$ 9,806.⁰⁰

Marketing Tools Include:

MARKETING TOOLS	DIGITAL, ONLINE
Word of Mouth	Website
Participants, sponsors and local fishing guides	www.spiwahoooclassic.com
Databases/Direct mail	Social Media, Blogs, Forums
Save the date letters and emails	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 cards
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

**SPI Wahoo Classic
Financial Statements
FY2019**

	FY 2019	FY 2018	FY 2017	FY 2016
Revenue:				
CVB Final 2016 Payment/2nd FY 2016	\$ -	\$ -	\$ 15,000	\$ 25,000
CVB 1st Payment	3,750	18,750	30,000	-
CVB 2nd Payment	-	6,250	10,000	-
Expense Reimbursement FY16	-	-	2,708	-
Sponsor Support	28,450	26,225	23,550	19,700
Participants	8,687	7,648	8,169	12,655
Shirt/Tumblers - Sales	2,080	305	1,300	1,980
Total Revenue	\$ 42,967	\$ 59,178	\$ 90,727	\$ 59,335
Expenses:				
Prize Money	\$ 17,500	\$ 18,000	\$ 15,000	\$ 15,000
Legal/Acctg/Insurance Charges	1,971	9,741	8,279	1,914
Marketing				
Advertising	245	4,117	1,995	1,215
Shirts/Bags/Tumblers/Buckets	7,298	13,049	12,676	7,512
Design/Brochures/Banners	1,156	2,311	542	2,433
Total Marketing	8,699	19,477	15,213	11,160
Tournament Expenses	8,835	8,120	9,975	8,836
Charitable Donation	1,580	-	1,500	2,700
Total Expenses	\$ 38,585	\$ 55,338	\$ 49,967	\$ 39,610
Net Income:	\$ 4,381	\$ 3,840	\$ 40,760	\$ 19,725
Beginning Balance RE	\$ 64,325	\$ 60,485	\$ 19,725	
Ending Balance RE	\$ 68,706	\$ 64,325	\$ 60,485	

1134

Shurhold Industries, Inc.

3119 SW 42nd Ave.

Palm City, FL 34990-5558

www.shurhold.com

Tel: (772) 287-1313 Fax: (772) 286-9620

Sales Order

Date	S.O. No.
7/24/2019	69460

Name / Address
South Padre Island Wahoo Classic 211 W Swordfish St South Padre Island, TX 78597

Ship To
South Padre Island Wahoo Classic 211 W Swordfish St South Padre Island, TX 78597

Terms		P.O. No.	Ship Via	F.O.B.
D-Due on receipt		Susan072419	TBD	PPD - Origin
Item	Description	Ordered	Rate	Amount
2451T-BLU	5 Gallon White Bucket Blue Handle - TOURNAMENT BUCKET.	100	10.45	1,045.00T
SH	Shipping & Handling Charge	1	205.66	205.66T
	Shipping address: South Padre Island Wahoo Classic 211 W Swordfish St South Padre Island, TX 78597			
	Customer logo BOTH SIDES			
	Out-of-state sale, exempt from sales tax		0.00%	0.00

1135

TOUCAN GRAPHICS

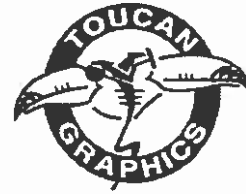
Accounting Dept.

14725 S Padre Island Dr., Unit 4

Corpus Christi, TX 78418 US

(361)949-1400

stan@toucangraphics.net



Invoice

BILL TO

Wahoo Classic

INVOICE # 27325

DATE 07/15/2019

DUE DATE 07/15/2019

TERMS Due on receipt

ACTIVITY	QTY	RATE	AMOUNT
Design	1	15.00	15.00T
Art Services: Set-up banner			
Signs	1	105.00	105.00T
8' x 3' Banner - Save the Date			

SUBTOTAL	120.00
TAX (8.25%)	9.90
TOTAL	129.90
BALANCE DUE	\$129.90

TOUCAN GRAPHICS

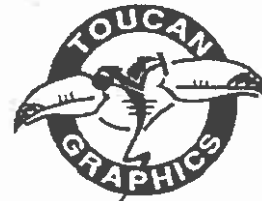
Accounting Dept.

14725 S Padre Island Dr., Unit 4

Corpus Christi, TX 78418 US

(361)949-1400

accounting@toucangraphics.net



1195

INVOICE**BILL TO**

Dave Hollenbeck

SPI Wahoo Classic

davidahollenbeck@gmail.co

m

INVOICE # 27668**DATE 09/12/2019****DUE DATE 09/12/2019****TERMS Due on receipt**

DESCRIPTION	QTY	RATE	AMOUNT
Signs Paste-over sticker: 14.25x8.5 "13-15"	1	5.00	5.00T
Signs Paste-over sticker: 15x9 "2019"	1	5.00	5.00T
Signs Paste-over sticker: 16.5x8 "2019"	1	5.00	5.00T
Signs Stickers w/overlamine for knife prizes	12	1.00	12.00T
Xcolor Printing: (100) 3-part NCRs - registration forms	1	68.50	68.50T
Signs Sponsor stickers for buckets, w/overlaminate	70	8.50	595.00T
Signs 10' x 34" Banner: 1) Trophy Sponsor, 1) Financial Sponsor	2	110.00	220.00T
Signs 6' x 30" Banner - Restaurant Sponsor	1	60.00	60.00T
Signs 42" x 6.5" Paste-over for median banner	1	10.00	10.00T
Signs 36" x 18" coroplast "big checks"	3	27.00	81.00T
Vinyl Vinyl for L&G Concrete	1	6.50	6.50T

SUBTOTAL	1,068.00
TAX (8.25%)	88.11
TOTAL	1,156.11
BALANCE DUE	\$1,156.11

TOUCAN GRAPHICS

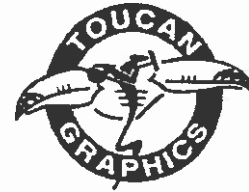
Accounting Dept.

14725 S Padre Island Dr., Unit 4

Corpus Christi, TX 78418 US

(361)949-1400

stan@toucangraphics.net



Invoice

BILL TO

SPI Wahoo Classic

INVOICE # 27412

DATE 07/31/2019

DUE DATE 07/31/2019

TERMS Due on receipt

ACTIVITY	QTY	RATE	AMOUNT
Xcolor	50	1.26	63.00T
Printing: Reprint Posters w/correct website (Discounted)			

SUBTOTAL	63.00
TAX (8.25%)	5.20
TOTAL	68.20
BALANCE DUE	\$68.20

*Done for
CR # 1135-
7-31-19*

TOUCAN GRAPHICS

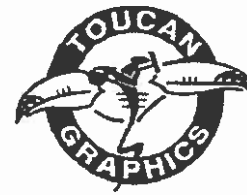
Accounting Dept.

14725 S Padre Island Dr., Unit 4

Corpus Christi, TX 78418 US

(361)949-1400

stan@toucangraphics.net



Invoice

BILL TO

Wahoo Classic

INVOICE # 27399**DATE 07/30/2019****DUE DATE 07/30/2019****TERMS Due on receipt**

ACTIVITY	QTY	RATE	AMOUNT
Design	1	10.00	10.00T
Art Services: Changes to Poster			
Xcolor	50	1.68	84.00T
Printing: 11x17 Posters			

SUBTOTAL	94.00
TAX (8.25%)	7.76
TOTAL	101.76
BALANCE DUE	\$101.76

Have paid

Skydive SPI, LLC**DBA, Island Embroidery**

PO Box 2686

South Padre Island, TX 78597

Phone 956-744-5867

INVOICE

INVOICE #511

DATE: 08/20/19

TO: Spi Wahoo Classic**COMMR SPECIAL INSTRUCTIONS:**

SALESPERSON	P.O. NUMBER	REQUISITION ER	SHIPPED VIA	F.O.B. POINT	TERMS
Frank					Due on receipt

QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL
300	Hanes 6.0oz 100%		
12XXXL	cotton with Pocket	16.80	201.60
24XXL	Front Print/Back print	15.80	379.20
100XL	Arm Print		
100L	264 XL-L-M-S	14.03	3703.92
40M			
24S			
22	Staff shirts	7.97	175.34

SUBTOTAL 4460.06

SALES TAX 367.95

SHIPPING & HANDLING \$144.84 Credit card fee %3

TOTAL DUE 4972.85

Make all checks payable to Skydive SPI, LLC

If you have any questions concerning this invoice, contact Frank Shisler 956-744-5867

Thank you for your business!

*owe Shane
I paid this*

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

MEETING DATE: November 12, 2019

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

DEPARTMENT: Special Events Committee

ITEM

Discussion and action to approve the following funding requests for special events and recommend approval to the Convention and Visitors Advisory Board.

ITEM BACKGROUND

The following events have requested funding from the Special Events Committee.

- 5.1 Jailbreak
- 5.2 Texas International Fishing Tournament
- 5.3 Winter Outdoor Wildlife Expo
- 5.4 Spartan City Sprint - SPI

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

- 5.1 Jailbreak - \$30,000
- 5.2 Texas International Fishing Tournament - \$25,000
- 5.3 Winter Outdoor Wildlife Expo - \$2,300
- 5.4 Spartan City Sprint SPI - \$50,000

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

Recommend approval special events.

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

MEETING DATE: November 12, 2019

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

DEPARTMENT: Special Events Committee

ITEM

Discussion and action to approve the funding request for Jailbreak.

ITEM BACKGROUND

This event is requesting \$30,000

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

Amount requested \$30,000

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

Recommend approval of special event.

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: 11/4/2019

ORGANIZATION INFORMATION

Name of Organization: Jailbreak Run Events

Address: 15080 FM 156

City, State, Zip: Justin, TX 76247

Contact Name: Tim Scrivner

Contact Email: tim@runspi.com

Contact Office Phone Number: 940-453-6231

Contact Cell Phone Number: 940-453-6231

Website Address for Event or Sponsoring Entity: www.runthejailbreak.com

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

Tax ID #: 27-2634042

Entity's Creation Date: Feb. 2010

Purpose of your organization:

Inspire, delight, education and motivate people to live a better story, a healthier story

EVENT INFORMATION

Name of Event: Jailbreak SPI (Jailbreak Beach Escape)

Date(s) of Event: May 2, 2020

Primary Location of Event: Clayton's Beach Bar to Beach Access #5

Amount Requested: \$30,000

Primary Purpose of Funded Activity/Facility:

Inspire people to train and participate in a 5k obstacle run on the beach

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

Advertising, marketing, lodging and transportation

Percentage of Hotel Tax Support of Related Costs

10% 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 N/A %

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: \$
- 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? 6k+

How many of the attendees are expected to be from more than 75 miles away? 70%

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

Thousands of runners, along with the friends and family, have made a tradition out of Jailbreak weekend, by staying multiple nights on the island and patronizing local restaurants and businesses.

- 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? 8

Expected Attendance: 6k+

How many people attending the Event will use South Padre Island lodging establishments? 47%

How many nights do you anticipate the majority of the tourists will stay? 1.6

Will you reserve a room block for this Event at an area hotel(s)? No, but we will work with CVB on courtesy blocks

Where and how many rooms will be blocked?

TBD

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
May 2019	\$30,000	1000+
May 2018	\$30,000	1000+

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

UTRGV Survey

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

Will the event charge admission? Yes If so, what is the cost per person? \$30-45

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?

Est. \$20,000 profit. Profits are used to conduct year-round business operations.

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: \$ 3-5k
- TV: \$
- Website, Social Media: \$ 12-15k
- Other Paid Advertising: \$

Anticipated Number of Press Releases to Media: 5-7

Anticipated Number Direct Emails to out-of-town recipients: 20-25

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?

We will promote anything negotiated by the CVB.

[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?

Will advertise the discounted rates given.

Who is your target audience? Male/Female 25-45

What geographic region(s) are you marketing to?

All of Texas with special emphasis on RGV, Austin, San Antonio, Houston, DFW and Coastal Bend

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:

\$1mil/\$2mil RRCA

[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.

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

South Padre Island Convention & Visitors Bureau

Special Event Applicant Checklist

Jailbreak SPI

11/4/19

Name of Event

Date Submitted

- ☒ Received and understood the separate **Special Events Policy**
- ☒ Received and understood the separate **HOT Funding Guidelines**
- ☒ Completed the **South Padre Island Hotel Tax Funding Application form**
- ☒ Enclosed a description of all planned activities or schedule of events (**REQUIRED**)
- ☒ Enclosed a sponsor list (categorized by "confirmed" and "pending")
- ☒ Enclosed a vendor/exhibitor list (categorized by "confirmed" and "pending")
- ☒ Enclosed an event map
- ☒ Enclosed security/safety plans
- ☒ Enclosed a complete detailed budget (**REQUIRED**)
- ☒ Enclosed an advertising/marketing and promotion plan (**REQUIRED**)
- ☒ Enclosed copies of promotional materials (if available)
- ☒ Enclosed a summary of previous special event experience of organizer(s)
- ☒ Enclosed a history of event (if previously produced)
- ☒ Indicated the type(s) of assistance requested
- ☒ In Room night projections, with back-up, for the Funded Event (**REQUIRED**)
- ☒ Indicated the amount of financial support (if requested)

Authorized Signature

Tim Scrivner

11/4/19

Date

Print Name

Jailbreak SPI 2020 Marketing Plan

The 9th annual Jailbreak Beach Escape will be held on May 2nd, 2020. Social media, particularly Facebook and Instagram, will be our primary means of advertising and marketing. We will also be engaging our statewide email database of more than 45,000 past participants in a Jailbreak event. We typically work with local (RGV) radio stations.

Timeline:

Dec-Event: Social Media and Email marketing

March-Event: Radio and possible local TV

Jailbreak SPI Schedule of Activities

Dec-Event: Marketing/Promotion

May 1st, 3pm-8pm: Early Packet Pick-up

May 2nd..

7am: packet pick-up/late registration

8:30am: Dirty Rascals 1 mile run

9am-12pm: waves of 400-500 runners begin every 30 min

Expected Room Nights

1000+

Estimated number is based on historical room night numbers.

Jailbreak South Padre 2020 Proposed Profit & Loss

Income	
Sales	95,000.00
Sponsorship	<u>35,000.00</u>
Total Income	130,000.00
 Expense	
Advertising and Promotion	32,000.00
Property/Permitting	1,260.00
Charitable Contributions	1,200.00
Equipment Rental	2,200.00
Event expense	54,640.00
Obstacle expense	8,200.00
Professional Fees	1,600.00
Travel expense	<u>8,900.00</u>
Total Expense	110,000.00
 Net Income	 <u>20,000.00</u>



I: Cargo Net

- angled 45 degrees, northeast to southwest
- wire crawl extending 15ft on either side of open ends (northwest to southeast)
- runners will cross over on their way "out"...they will crawl under wire, under the cargo net, then under wire on their way "back"

B: Tunnels

- angled 45 degrees, northeast to southwest
- tires on either side of tunnels extending out 4-5 rows away from tunnels
- runners cross tires, tunnels, then tires again on their way "out"...they will crawl through the tunnels on their way "back"

A...Start

B...Tunnels (over/through)

C...Smooth Walls (tall)

D...Monkey Bars

E...Tire Guard

F...A Frame

G...Spear Throw

H...Atlas Carry

I...Cargo Net (over/under)

J...Tall Wall

K...Concrete Drag
(turn around)

W...H2O station

L...Water Bucket Carry

M...Net Crawl

N...Walk the Plank

O...Drunken Walk

P...Short Walls

Q...Water pit/final crawl
Finish

[EVENT INFO](#)

[COURSE MAP](#)

[FAQ](#)

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SATURDAY MAY 4, 2019 SOUTH PADRE ISLAND, TX
PADRE JAILBREAK BEACH ESCAPE

[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



Get up to
\$10 OFF
this event

ACTIVE Advantage

Get VIP deals on events, gear and travel with ACTIVE's premium membership

JOIN & SAVE

Learn More

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 this scale, we do not offer refunds for any reason, other than military deployment (with proof of deployment).



Race Finder

Discounts

Training & Coaching

Race Reviews

Ninja Warrior

Gear

News

Videos

f

This event has passed



★ ★ ★
Average Rating 3.33
Add a review

Padre Island Texas Jailbreak Run The Jailbreak Beach Escape 2019

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:

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



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Jailbreak Beach Escape South Padre Island

Jailbreak South Padre Island has been selected as one of 110 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) 751-5900
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 [Dierks](#)
[Buy Tickets](#)



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Like

Share

Suggest Edits



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Photos



Run the Jailbreak

Sports Event in Northlake, Texas

Community

See All

65,533 people like this

63,679 people follow this

739 check-ins

About

See All

Contact Run the Jailbreak on Messenger

Wanna meet up? Meet in person



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Run the Jailbreak was live

May 4 · 🌐

Jailbreak SPI 2019



Jailbreak



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View all 5 comments



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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Dallas Running Club



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Austin Fit Magazine


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Run the Jailbreak was live
May 4


9am wave!




45 Videos



Sole Racing




CBS 4 News Rio Grande Valley
Broadcasting & Media Production Comp...




Clayton's Beach Bar and Grill

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Run the Jailbreak
April 27

One week till Jailbreak SPII www.RunTheJailbreak.com Get Dirty. Have Fun Do Good



Run the Jailbreak

Sports Event

790

Send Message

3 Comments 19 Shares

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Run the Jailbreak
April 25

Only 9 days till Jailbreak SPII www.RunTheJailbreak.com Get Dirty. Have Fun Do Good



Run the Jailbreak

Sports Event

215

Send Message

9 Comments 27 Shares



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Texas Running Center



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Just TWO weeks till Jailbreak SPII www.RunTheJailbreak.com



Run the Jailbreak

Sports Event

Send Message

353

7 Comments 29 Shares

Like

Comment

Share

Most Relevant



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

Like

Comment

Share



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Run the Jailbreak

Apr 11

Just three weeks till Jailbreak SPI! www.RunTheJailbreak.com Get Dirty Have Fun Do Good



👍❤️🔥 571 18 Comments 29 Shares

Like Comment Share

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 Cel Sie Leticia yay or nay



Clayton's Beach Bar and Grill

Bar

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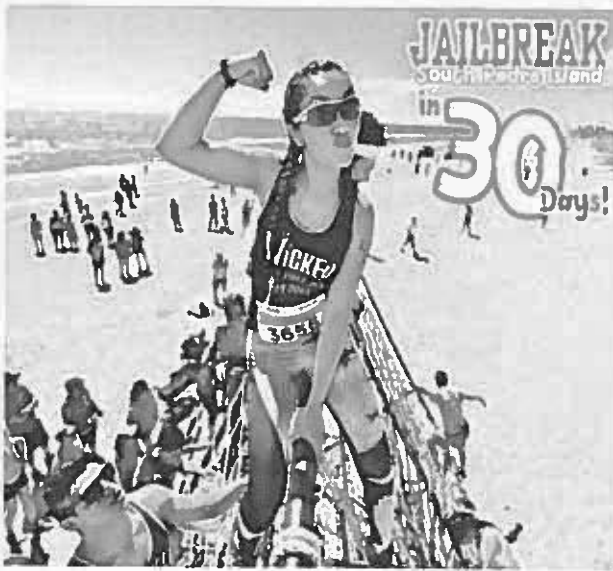
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Run the Jailbreak

Apr 4

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



👍❤️🔥 996 119 Comments 103 Shares

Like Comment Share

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Run the Jailbreak
March 30

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



Run the Jailbreak

Sports Event

535

Send Message

46 Comments 22 Shares

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Run the Jailbreak
March 28

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



Run the Jailbreak

Sports Event

273

Send Message

41 Comments 40 Shares



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

MEETING DATE: November 12, 2019

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

DEPARTMENT: Special Events Committee

ITEM

Discussion and action to approve the funding request for Texas International Fishing Tournament.

ITEM BACKGROUND

This event is requesting \$25,000.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

Amount requested \$25,000.

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

Recommend approval of special event.

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: 10/30/2019

ORGANIZATON INFORMATION

Name of Organization: Texas International Fishing Tournament

Address: PO Box 2715

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

Contact Name: Kristi Collier Contact Email: kristi@tift.org

Contact Office PhoneNumber: 956-802-3475

Contact Cell PhoneNumber: 956-802-3475

Website Address for Event or Sponsoring Entity: tift.org

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

Entity's CreationDate: 1934

Purpose of your organization:

TIFT was created in 1934 by community leaders in Port Isabel as a way to let the rest of the country know that south Texas

was still on the map. In 1933, a series of hurricanes and storms hit the Laguna Madre area, and threatened to undo proactive tourism outreach. Originally called

the Tarpon Rodeo, over the last seven decades, TIFT has become one of the top ten billfish tournaments in the world.

EVENT INFORMATION

Name of Event: 81st Annual Texas International Fishing Tournament

Date(s) of Event: July 29-August 2, 2020

Primary Location of Event: SPI Convention Centre

Amount Requested: \$25,000

Primary Purpose of Funded Activity/Facility:

Playday Title Sponsorship, Playday is an annual tradition that is held at the South Padre Island Convention Center. There is no cost for

attendees and is a family friendly event designed to capture the hearts of the young anglers and instill the love for the tournament at a young age.

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

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

Percentage of Hotel Tax Support of Related Costs

4 Percentage of Total Event Costs Covered by Hotel Occupancy Tax

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

3 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 3 %

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

Cost reduction for SPI Convention Centre (\$15,000)

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: \$ \$25,000

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

How many of the attendees are expected to be from more than 75 miles away? 65%

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

This tournament does not only bring in anglers to the event, but friends, family, vendors, and spectators travel from all over the country. Since the event spans five days, many utilize this time as their summer vacation.

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

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

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? 81st Annual Event

Expected Attendance: 1200+

How many people attending the Event will use South Padre Island lodging establishments? 65%

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

Will you reserve a room block for this Event at an area hotel(s)? No, but will work with CVB on courtesy blocks

Where and how many rooms will be blocked?

N/A.

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
August 2019	\$25,000 & \$15,000 in-kind	250* UTRGV Survey
August 2018	\$15,000 & \$15,000 in-kind	626* UTRGV Survey
August 2017	\$15,000 & \$15,000 in-kind	288

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

Surveys - UTRGV survey

City of South Padre Island, City of Port Isabel & Port Isabel EDC

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

Will the event charge admission? Yes If so, what is the cost per person? Varies by age

Do you anticipate a net profit from the event? Yes

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

All profits funds scholarships

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

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

Anticipated Number of Press Releases to Media: 10

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

Other Promotions: Participate in trade shows, video promos

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

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

Yes

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

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

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

Who is your target audience? Anglers & families (average age 39, 81% male. 18% women, 19% 0-16). 68% adult anglers,

What geographic region(s) are you marketing to?

The state of Texas, San Antonio, Austin, Dallas, Corpus Christi,

Galveston, Houston, Port Aransas and the entire 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:

\$1,000,000 Scottsdale Insurance Company

[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.

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



The 81th Texas International Fishing Tournament will be held July 29 – August 2, 2020 at the South Padre Island Convention Center. Enclosed please find the completed HOT Funding Request from the Texas International Fishing Tournament. Also enclosed is information relevant to our application.

Here is a quick overview:

- TIFT is the largest saltwater bay and offshore fishing tournament in Texas.
- TIFT is ranked in the top 10 billfish tournaments in the world.
- TIFT is sanctioned by the IGFA World Offshore Championship Series.
- Approximately 1,200 registrants participated in 2017.
- More than 400 boats participated.
- TIFT registrants have an average annual income in excess of \$100,000 and spend more than \$2 million in the local economy during our event—not including tournament expenses.
- TIFT is a nonprofit 501 (c) 4 corporation and has established a permanent Scholarship Endowment Program and initiated the TIFT Catch a Redfish Educational Scholarship program (TIFT CARES).
- TIFT is open to registrants of all ages.

Thank you for taking the time to review and consider our 2020 funding application. Please feel free to contact me at (956) 802-3475 with any questions you might have. I would welcome the opportunity to work with you again and look forward to hearing from you soon.

Sincerely,

Kristi Collier
Tournament Director

BACKGROUND

For more than 75 years the Texas International Fishing Tournament has taken pride in creating an atmosphere of friendly fishing competition and wholesome family fun. The 80th annual five day event, scheduled for July 29 – August 2, 2019, offers fishing divisions that include bay, offshore and tarpon. TIFT is open to anglers of all ages and is the largest saltwater fishing tournament in Texas.

In 2017, approximately 1200 anglers and 400 boats participated. The action wasn't just in the offshore division as species ranging from snook, redfish, trout, drum and the popular piggy perch made their way dockside to the weigh-ins on Friday and Saturday.

TIFT anglers represent an extremely desirable market group. Most have a disposable income and a genuine enjoyment of outdoor activities. During their five day stay in the Port Isabel - South Padre Island area, they have a direct spending effect in excess of \$2 million; not including tournament expenses. In addition to the actual number of TIFT registrants, thousands of spectators will also turn out to view weigh-in activities during the two days of actual fishing.

Originally instituted to promote the Rio Grande Valley as a whole, TIFT has become a family tradition that exemplifies the best the Valley has to offer. With registration participation increasing annually, and over 172 scholarships have been awarded totaling over \$300,000, it is our sincere intent to continue improving and growing our event through the help of corporate sponsors and businesses such as yours.

BLUE MARLIN - \$25,000

1. Designation as the Official Playday Sponsor. Your company logo imprinted on a 4' x 16' banner displayed during Playday activities on Thursday, July 30, 2019.
2. Permission to provide materials for placing directly in our registration bags. Link exchange on www.tift.org. Your logo printed on the sleeve of the Playday Volunteer t-shirts and 12 t-shirts are included in your Playday Title sponsorship.
3. Access to our mailing list following the event.
4. Full page, four color advertisement in the official Texas International Fishing Tournament Program book. (Camera ready artwork to be supplied by sponsor prior to 6/1/19).
5. Listing as a Corporate Sponsor on the program book's welcome page.
6. Statewide publicity through periodic press releases issued by the Tournament. Your sponsorship is included in the event information.
7. Permission to use TIFT logo in supportive advertising and promotional materials.
8. Permission to fly your banner or display signage at all TIFT events (materials subject to tournament approval).
9. 30' x 40' exhibit space during social activities at the South Padre Island Convention Centre on Wednesday, Thursday, and Sunday (July 31, August 1 and 4).
10. VIP dock seating.
11. Eight (8) complimentary adult fishing registrations, including T-shirts and hats and eight (8) custom sponsor shirts.
12. Your logo on our official tournament scoreboard, featured in all photos and related media coverage.
13. Complimentary cocktail party hosted by the TIFT Executive Board of Directors, Wednesday, July 31 from 6 - 7 p.m.

80th TIFT Calendar of Events

Wednesday, July 29	On-site registration begins VIP cocktail party
Thursday, July 30	Playday Registration continues Captain's meeting
Friday, July 31	Tournament begins Activity on the dock
Saturday, August 1	Tournament continues Activity on the dock
Sunday, August 2	Awards presentation & closing ceremony

2020 Timeline

January

- Prepare annual binders for board of directors
- Scholarship applications go out
- Finalize corporate sponsorship packages
- Approve budget
- Determine committee assignments
- Identify new partnerships

February

- Send 'Save the Date' postcards, e-blast
- Prepare trophy list and begin trophy sales
- Send corporate sponsorship packages out, begin sales
- Select cover artist for event
- Determine event hash tag
- Finalize theme for Playday
- Select event caterer(s), entertainment and master of ceremonies
- Bucket Auction item solicitation begins
- Committee meetings continue
- Select event trophies

March

- Scholarship application deadline
- Announce TIFT Hostess
- Prepare merchandise order
- Reserve room block
- Committee meetings continue
- Secure event entertainment
- Begin video loop production

April

- Review scholarship applications, select recipients
- Prepare and print registration form
- Print event posters, marketing materials
- Committee meetings continue
- Review volunteer staffing needs, determine key volunteers

May

- Spring Newsletter goes out
- Send out registration form by mail to prior registrants
- Online registration begins
- Distribute registration forms and event posters to retailers & partners
- Committee meetings continue
- Event program book production begins

June

- Finalize and post official rules on website
- Advisory board meeting
- Scholarship recipients honored
- Finalize event program book production
- Online registration continues
- Close corporate, trophy and bucket auction sponsorship
- Secure items for goody bags

July

- Radio and television advertising begins
- Texas Hunters & Sportsman's Expo
- Highway banner goes up
- Online registration continues
- Program book to printer
- Order event banners/signage
- Media alerts to all outlets

- Scholarship funds sent to financial aid offices

August

- Update website with winner's list and event photos
- Prepare and send thank you letters to all sponsors, volunteers
- Thank you advertisement

September

- Fall newsletter goes out

October

- Fall advisory board meeting

Ongoing:

- Press releases to media outlets
- Website updates
- Post event updates and announcements on social media sites

Texas International Fishing Tournament

Proposed Budget

January - December 2019

	Total Budget
Income	
Advertising Income	
Boat/Team Sponsor Income	
Bucket Auction	14,000.00
Challenge Donations	37,000.00
Corporate Sponsor Income	110,000.00
Merchandise Income	45,000.00
Miscellaneous Income	100.00
Registration Fees	80,000.00
Trophy Income	20,000.00
Total Income	\$ 306,100.00
Gross Profit	\$ 306,100.00
Expenses	
Advertising	
Bank Service Charges	2,500.00
Bonus	15,000.00
Challenge Expense	
Challenge Labor	5,300.00
Challenge Office Supplies	500.00
Challenge Printing	1,200.00
Total Challenge Expense	\$ 7,000.00
Charitable Contributions	2,000.00
Contract Labor	45,000.00
Data Processing	12,000.00
Dock Supplies	30,000.00
Dues and Subscriptions	1,500.00
Equipment Rental	5,000.00
Insurance	4,000.00
Meetings & Entertainment	5,000.00
Merchandise Expense	35,000.00
Miscellaneous	2,000.00
Office Supplies	1,500.00
Photography	3,000.00
Playday	5,000.00
Postage and Delivery	1,000.00
Printing and Reproduction	14,000.00
Professional Fees	1,000.00
Registration Expense	46,000.00
Rent	15,000.00
Repairs	

Computer Repairs		
Total Repairs	\$	0.00
Security		10,000.00
Sponsorship Expense		22,500.00
Taxes		4,500.00
Telephone		1,500.00
Trophy		15,000.00
Volunteer Expense		7,000.00
Total Expenses	\$	313,000.00
Net Operating Income	-\$	6,900.00
Other Income		
Interest Income		
Total Other Income	\$	0.00
Net Other Income	\$	0.00
Net Income	-\$	6,900.00

South Padre Island Convention & Visitors Bureau

Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

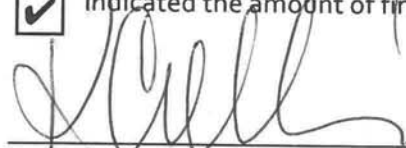
Texas International Fishing Tournament

11/5/19

Name of Event

Date Submitted

- ☒ Received and understood the separate **Special Events Policy**
- ☒ Received and understood the separate **HOT Funding Guidelines**
- ☒ Completed the **South Padre Island Hotel Tax Funding Application** form
- ☒ Enclosed a description of all planned activities or schedule of events (REQUIRED)
- ☐ Enclosed a sponsor list (categorized by "confirmed" and "pending")
- ☐ Enclosed a vendor/exhibitor list (categorized by "confirmed" and "pending")
- ☐ Enclosed an event map
- ☐ Enclosed security/safety plans
- ☒ Enclosed a complete detailed budget (REQUIRED)
- ☒ Enclosed an advertising/marketing and promotion plan (REQUIRED)
- ☐ Enclosed copies of promotional materials (if available)
- ☐ Enclosed a summary of previous special event experience of organizer(s)
- ☐ Enclosed a history of event (if previously produced)
- ☒ Indicated the type(s) of assistance requested
- ☒ In Room night projections, with back-up, for the Funded Event (REQUIRED)
- ☒ Indicated the amount of financial support (if requested)


Authorized Signature

11/5/19

Date

KRISTI COLLIER

Print Name

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

MEETING DATE: November 12, 2019

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

DEPARTMENT: Special Events Committee

ITEM

Discussion and action to approve the funding request for Winter Outdoor Wildlife Expo.

ITEM BACKGROUND

This event is requesting \$2,300.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

Amount requested \$2,300.

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

Recommend approval of special event.

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: 10/22/2019

ORGANIZATION INFORMATION

Name of Organization: SPI Birding Nature Alligator Sanctuary (WOWE EVENT)

Address: 6801 Padre Blvd

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

Contact Name: Cristin Howard

Contact Email: choward@spibirding.com

Contact Office PhoneNumber: 956-761-6803

Contact Cell Phone Number: 956-778-2910

Website Address for Event or Sponsoring Entity: spibirding.com

Non-Profit or For-Profit status: NON

Tax ID #: 20-3288155

Entity's Creation Date: 1994

Purpose of your organization:

Educational 5 day programs on fishing, birding, butterflies, alligators, shorelines, beach, shrimp industry, habitat, kayak fishing.

EVENT INFORMATION

Name of Event: Winter Outdoor Wildlife Expo (WOWE)

Date(s) of Event: January 21- 25, 2020

Primary Location of Event: SPI Birding Alligator Sanctuary.

Amount Requested: \$2,300.00

Primary Purpose of Funded Activity/Facility:

\$2,300.00 will be spent on advertising in Valley Morning Star, The Monitor, Brownsville Herald, Coastal Current, Port Isabel Press

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

Funds will be used for Marketing

Percentage of Hotel Tax Support of Related Costs

5 Percentage of Total Event Costs Covered by Hotel Occupancy Tax

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

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

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

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

No

Which Category or Categories Apply to Funding Request & 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: \$ 2,300
- 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? N/A

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

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

N/A

- 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? this year 25

Expected Attendance: 1,700

How many people attending the Event will use South Padre Island lodging establishments? 25-50

How many nights do you anticipate the majority of the tourists will stay? 50-70 room nights

Will you reserve a room block for this Event at an area hotel(s)? no , will work with CVB to provide courtesy rate

Where and how many rooms will be blocked?

from the past years, majority guests stay at Hilton, La Quinta, Ramada, Holiday Inn

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
January 2019	\$2,000	105
January 2018	\$2,000	
January 2017	\$2,000	

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

Surveys

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

Will the event charge admission? yes If so, what is the cost per person? \$8.00 /\$7.00

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?

\$6,000.00 - \$7,000.00 and it \$3,00.00 will go back into money for 2021 Wowe and rest into educational programs, Habitat restoration.

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,,300.00
- Radio: \$
- TV: \$
- Website, Social Media: \$
- Other Paid Advertising: \$

Anticipated Number of Press Releases to Media: 4

Anticipated Number Direct Emails to out-of-town recipients: 10,000

Other Promotions: Median Banner

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?

Heavy print advertising and social media

Who is your target audience? Valley Guests and Winter Texans

What geographic region(s) are you marketing to?
South Of San Antonio

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:

TBD

[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.

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

South Padre Island Convention & Visitors Bureau

Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

Winter Outdoor Wildlife Expo (WOWE)

10/31/2019

Name of Event

Date Submitted

- ☒ Received and understood the separate **Special Events Policy**
- ☒ Received and understood the separate **HOT Funding Guidelines**
- ☒ Completed the **South Padre Island Hotel Tax Funding Application** form
- ☒ Enclosed a description of all planned activities or schedule of events (REQUIRED)
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- ☐ Enclosed a vendor/exhibitor list (categorized by "confirmed" and "pending")
- ☐ Enclosed an event map
- ☐ Enclosed security/safety plans
- ☒ Enclosed a complete detailed budget (REQUIRED)
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- ☒ Enclosed copies of promotional materials (if available)
- ☐ Enclosed a summary of previous special event experience of organizer(s)
- ☒ Enclosed a history of event (if previously produced)
- ☒ Indicated the type(s) of assistance requested
- ☒ In Room night projections, with back-up, for the Funded Event (REQUIRED)
- ☒ Indicated the amount of financial support (if requested)

Authorized Signature

Cristin Howard

Print Name

10/31/2019

Date

25th Annual



January 21-25 2020

JONATHAN WOOD - RAPTOR PROJECT -

Shows Daily:
Thursday, Friday and Saturday



DAILY TOPICS

Presentation times available at
spibirdindg.com

Tuesday, January 21st: Plants & Pollinators



Wednesday, January 22nd: Fishing Day



Thursday, January 23rd: Gulf and the Bay



Friday, January 24th: Birds of the RGV



Saturday, January 25th: Wildlife of the Valley



Sponsored
by
South Padre Island

AGE	COST	WEEKLY PASSES
55+	\$7.00	\$30.00
13-54	\$8.00	\$35.00
4-12	\$5.00	\$25.00



South Padre Island Birding & Nature Center
6801 Padre Blvd.

For more information visit: spibirding.com or
f 2019 Winter Outdoor Wildlife Expo

WOWE BUDGET 2020

Attendance Category	Number	Explanation
Number of Volunteers per day	25- 30 per day	Texas Master Naturalist, St. Andrew's Church, Rotary Club of Port Isabel Bay Area Birders, BNCAS volunteers
Number of Customers (not including children)	1,700.00	

Expenses	Amount	Explanation
Food and coffee	\$300.00	Morning and afternoon snacks for vendors and volunteers each day
Printing programs and fliers	\$250.00	
Chair rental	\$210.00	
Jonathan Wood Hotel Room	\$4,000.00	Thursday, Friday and Saturday/3 shows per day/Birds on display all day
Advertising- Coastal Current, Port Isabel Press, Brownsville Herald	\$2,000.00	Coastal Current/ Port Isabel Press/ Brownsville Herald/Valley Morning Star Free Advertising: Outdoor News, Welcome Home RGV, The Winter Texan Times, Valley Spotlight, Lone Star
Website		Website changes will be made by staff not webmaster
Total expenses	\$6,760.00	

Winter Outdoor Wildlife Expo (WOWE) Marketing Plan 2020

WOWE will enter into its 25th year. This event was started by St. Andrew's Episcopal Church in Port Isabel. The church volunteers decided to discontinue WOWE due to lack of volunteers. The SPIBNC was approached to take it over as one of their annual fundraiser 4 years ago. The SPIBNCAS formed a steering committee and had a successful event these past few years. With over 30 programs about the unique ecosystem of the RGV using local experts, and nationally-known feature guest, Jonathon Wood from the Raptor Project. Our goal is to create a long-term plan to both improve WOWE and make it more successful both for the birding center and South Padre Island.

Mission statement of WOWE:

The Mission of the Winter Outdoor Wildlife Expo is to increase the knowledge, understanding, and enjoyment of the unique wildlife and environment of the Rio Grande Valley. WOWE is part of the South Padre Island Birding and Nature Center's environmental education program. WOWE is dedicated to helping the local residents and visitors of all ages understand and appreciate our environment through continued education.

Mission statement of the SPI Birding Nature and Alligator Sanctuary:

The Mission of the South Padre Island Birding Nature and Alligator Sanctuary 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, the Laguna Madre Bay, the Gulf of Mexico, the American Alligator, South Texas, and Northern Mexico with an emphasis on conservation and environmental awareness.

The target audience for WOWE is the RGV Winter Texans. Every January we attend the largest Winter Texan Expo at the McAllen Convention Center through Welcome Home RGV. This is a two day expo where we will primarily promote WOWE. Starting in the month of December, Our team will be visiting RV parks throughout the valley doing presentations for the birding center and WOWE. The team will be making weekly stops to all SPI hotels updating their staff and visiting with Winter Texans during breakfast and happy hour events.

Heavy print advertising will start 1 month prior to event. We will advertise in the Coastal Current, Parade, Valley Morning Star, Port Isabel Press, and the Monitor. Social media has already begun with facebook and Instagram. The SPIBNCAS will have all the information and speaker line up with Bio's of the presenters on our website. www.spibirding.com

The WOWE steering committee started working on WOWE 2020 in March. The steering committee is made up of 10 volunteers and 2 paid staff members. 3 of the volunteers have been involved with WOWE since it started 25 years ago. The committee will be meeting bi-weekly for several months and 2 months prior to the event, they will meet weekly. We will have the lineup of guest presentations/speakers by mid-September.

When WOWE was held at the convention center, it was a two day event and saw nearly 1400 guests. The BNC decided to spread the event into 5 days to accommodate the large attendance since we do not have a large space and parking. Around 1,300 guests attended and we want to increase it by 400-500 additional guests. This year we plan to develop a long-term plan to improve WOWE and make it more successful for the center and South Padre Island. We plan to have day-trip programs that transports

visitors to a number of eco-tourism opportunities, increase vendors from our local business, and increase the number of nationally known speakers. As WOWE's reputation grows, the number of people coming to South Padre Island for this event will grow.

Enclosed a description of all planned activities or schedule of events

Saturday-

Jonathan Wood will do three live raptor programs. Between programs people can get close to a variety of raptors.

Each day there will be 2 guided bird walks on the boardwalk and 2 alligator talks. There will be a hands-on exhibit about mammals in the RGV throughout the day.

In addition, at least 6 experts will speak about a variety of topics, including the wildlife at Laguna Atascosa NWR, the citizen science experience, ocelot research, nature at award-winning Mary Jo Bogatto at Cactus Creek Ranch, and bird banding.

Friday-

Jonathan Wood will do three live raptor programs. Between programs people can get close to a variety of raptors. Each day there will be 2 guided bird walks on the boardwalk and 2 alligator talks. There will be a hands-on exhibit about mammals in the RGV throughout the day.

Each day there will be 2 guided bird walks on the boardwalk and 2 alligator talks. There will be a hands-on exhibit about mammals in the RGV throughout the day.

There will also programs about hummingbirds, parrots, green jays, hawks, shore birds, and birds commonly seen at the SPI Birding and Nature Center each winter.

Thursday-

Jonathan Wood will do three live raptor programs. Between programs people can get close to a variety of raptors.

Each day there will be 2 guided bird walks on the boardwalk and 2 alligator talks. There will be a hands-on exhibit about mammals in the RGV throughout the day.

There will five additional programs about the shoreline, the Laguna Madre, the reef in the Gulf, shells, and wildlife living in the bay and gulf.

Wednesday- Fishing Day

At least 6 fishing experts from throughout the RGV will speak about a variety of salt water and fresh water fishing. There will also be a seafood cooking demonstration followed by a tasting session.

Waiting to get the Tuesday information.

Attached is the 2019 List of Sponsors.

I will work on contacting all that are listed to sponsor again for 2020 WOWE. I raised the \$4,000.00 fee for the Raptor Project.

CRISTIN HOWARD

Thank You to Our Generous W.O.W.E. 2019 Sponsors



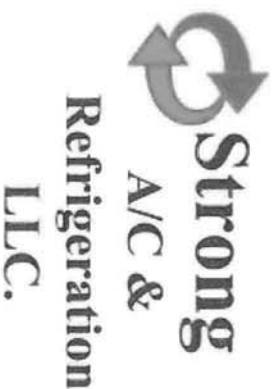
St.
Andrew's
Church



Surfside
Pools &
Spa

Alita
Bagley

Triah
Costello



Bethina Schultz
Darla Lapeyre
Jacky Conrad
Toni Robertson
David & Teri
Suiza

Kathy Mills
Linda Poovey
Lema McMahon
Blaine McCullouch

Joanne Wick
Joanne Williams
Joy Hartung
Karla Scimeca
James & Mary
Rowe

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

MEETING DATE: November 12, 2019

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

DEPARTMENT: Special Events Committee

ITEM

Discussion and action to approve the funding request for Spartan City Sprint – SPI.

ITEM BACKGROUND

This event is requesting \$50,000.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

Amount requested \$50,000.

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

Recommend approval of special event.

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: 10/25/19

ORGANIZATION INFORMATION

Name of Organization: Spartan Race Inc.

Address: 234 Congress St. 5th Floor

City, State, Zip: Boston, MA 02110

Contact Name: Brittney VanderMoere Contact Email: brittneyv@spartan.com

Contact Office Phone Number: 517-331-4177

Contact Cell Phone Number: ""

Website Address for Event or Sponsoring Entity: www.Spartan.com

Non-Profit or For-Profit status: For Profit Tax ID #: 273389484

Entity's Creation Date: 2010

Purpose of your organization:

To change 1,000,000 lives! Spartan is determined to rip people off the couch and fuel healthy lifestyles.

Through worldwide obstacle course races, nutrition, training, philosophy and community we will make you Spartan Strong.

EVENT INFORMATION

Name of Event: Spartan City- South Padre Island

Date(s) of Event: TBD (Mid-Late November 2020 or January 2021)

Primary Location of Event: To be determined after site visit

Amount Requested: \$50,000

Primary Purpose of Funded Activity/Facility:

Purpose of this activity is to host a Spartan Obstacle Course Race on South Padre Island as part of our

Spartan City series, which will be a 6-8 city tour in 2020.

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

Funding would primarily be used to offset marketing expenses as well as operations expenses of the event.

Percentage of Hotel Tax Support of Related Costs

15% 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:

In Kind support to offset operational expenses would be appreciated, city services such as permit fees, police support (traffic control), use of digital sign boards, fire inspector for event, and event weekend EMT support.

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: \$ 50,000

How many attendees are expected to come to the sporting related event? 4000-5000 participants + spectators

How many of the attendees are expected to be from more than 75 miles away? 80%

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

Spartan currently hosts a variety of very successful events in Texas. We have a very strong following in your area and surrounding states. Athletes frequently travel for our events and stay in market for an average of 1.7 nights per athlete. Area hotels typically sell out for our event weekends for every market.

- 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: \$ Current transportation system should suffice

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

Depending on current stops it would be preferred that transportation pickup in hotel district and stop at our event start for participants.

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

General public would not be excluded, event participants and spectators are the main priority

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

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

What tourist attractions will be the subject of the signs?

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event? 10

Expected Attendance: 4000-5000

How many people attending the Event will use South Padre Island lodging establishments? 80% are from out of market

How many nights do you anticipate the majority of the tourists will stay? 1.7 nights on average

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

Where and how many rooms will be blocked?

Staff rooms will be contracted, courtesy blocks for event customers

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used

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

We provide a full post event recap with demographic data direct from registration, custom lodging site and post event survey

N/A

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

Will the event charge admission? Yes If so, what is the cost per person? \$44-\$64

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?

Anticipate a profit of \$25,000 which will be reinvested in the next event 2021.

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: \$ TBD
- Other Paid Advertising: \$ TBD

Anticipated Number of Press Releases to Media: Paid advertisements

Anticipated Number Direct Emails to out-of-town recipients: 300,000

Other Promotions: Spartan has a dedicated marketing department which uses a variety of marketing platforms. Paid advertising, social and direct database outreach.

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?

Our Spartan marketing department will use retargeting from our other area events to promote this city race to similar demographics and spartan city series participants.

Who is your target audience? Demo: Avg 33 yrs, 40% Female 60% Male

What geographic region(s) are you marketing to?

Will market to all Texas regions with current races. Will also target Arizona, Florida, New Mexico, Mexico, Georgia

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

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

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

Varies by specific event needs on average 2,000,000 liability coverage

[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.

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

South Padre Island Convention & Visitors Bureau

Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

Brittney VanderMoere

10/30/19

Name of Event

Date Submitted

- ☒ Received and understood the separate **Special Events Policy**
- ☒ Received and understood the separate **HOT Funding Guidelines**
- ☒ Completed the **South Padre Island Hotel Tax Funding Application** form
- ☒ Enclosed a description of all planned activities or schedule of events (REQUIRED)
- ☐ Enclosed a sponsor list (categorized by "confirmed" and "pending")
- ☐ Enclosed a vendor/exhibitor list (categorized by "confirmed" and "pending")
- ☐ Enclosed an event map
- ☐ Enclosed security/safety plans
- ☐ Enclosed a complete detailed budget (REQUIRED)
- ☐ Enclosed an advertising/marketing and promotion plan (REQUIRED)
- ☐ Enclosed copies of promotional materials (if available)
- ☐ Enclosed a summary of previous special event experience of organizer(s)
- ☐ Enclosed a history of event (if previously produced)
- ☐ Indicated the type(s) of assistance requested
- ☒ In Room night projections, with back-up, for the Funded Event (REQUIRED)
- ☒ Indicated the amount of financial support (if requested)

Brittney VanderMoere

Authorized Signature

10/30/19

Date

Brittney VanderMoere

Print Name



2020 CITY SPRINT SERIES



SPARTAN: CONNECT, TRANSFORM, COMPETE.



1M+

DIGITAL IMPRESSIONS
PER DAY



24/7

CONTENT



2024

THE SPORT OF OCR HAS A PUBLISHED
ROADMAP TO BECOMING AN OLYMPIC
SPORT



365

DAYS / YEAR
TRAINING+NUTRITION



300K+

SPECTATORS



SPARTAN: A GLOBAL MOVEMENT

Inspiring millions around the world, Spartan has quickly become the leader in the Endurance Events space with races in more than 40 countries. Spartan is uniting the global community through sport.



AMERICAS

EUROPE

ASIA

MIDDLE EAST & AFRICA

AUSTRALIA

NEW ZEALAND



CORE DEMOGRAPHICS



NASCENT / TRANSFORMED

- 25% Of Racer Demo
- Ready for, or recent lifestyle change
 - Renewed interest in fitness
- Camaraderie and support from community essential
- Follows Spartan's advice to stay motivated
 - Inspires community

WEEKEND WARRIOR

- 35% Of Racer Demo
- Incorporates fitness into social activities
- Athletic challenge is important; former competitive athlete
 - Balanced, health- conscious lifestyle
 - Feels accomplished

ADVENTURE SEEKER

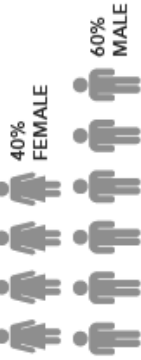
- 30% Of Racer Demo
- Being active is a priority
- Always looking for new challenges
- Likely to travel to race several times a year
- Highly committed to health and wellness
 - Becomes community leader

ENDURANCE / ELITE

- 10% Of Racer Demo
- Competition is reason for racing
- Constantly striving to be better; stronger & faster
- Elite level athletes with diverse athletic backgrounds
- Follows Spartan's advice for peak performance
- Highly influential community voice

33.5
AVERAGE AGE
OF A SPARTAN

GENDER



88%
COLLEGE
EDUCATED

64%
OF RACERS
ARE MARRIED

134K
AVERAGE
HOUSEHOLD
INCOME

**85% OF RACERS
TRAVEL 50+ MILES**



SPARTAN CITY SPRINT





WHAT IS SPARTAN CITY SPRINT? *3 miles that will change your life*

In 2019, Spartan introduced the first city series, hosting two successful events in Kissimmee, Florida & Ocean City, Maryland.

The course will cover approximately 3-4 miles and contain 20-23 obstacles.

These events are an introductory product to Spartan and serve as a unique opportunity to run a race in a fun, convenient, destination setting.

Participant feedback has been overwhelmingly positive bringing together both new racers as well as seasoned Spartan Beast and Ultra racers around the country.

We anticipate participants making this an event weekend, bringing their family and friends to enjoy the destination as well as the race.

GENERAL OVERVIEW

- Course will traverse 3-4 miles of open fields, parking lots, access roads, boardwalks and other available parcels agreed upon
- The race will take place on a Saturday and runners will begin around 7:30, continuing in heats every 10 minutes throughout the day
- Spectators and participants can enjoy Friday night activities and a post-race celebration.
- Event set up will consist of load in on Monday, set up during the week, event on Saturday and load out Sunday.



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SOUTH PADRE ISLAND CITY SPRINT

Venue

Location to be agreed upon, preferably near a boardwalk or iconic area with nearby access to hotels, restaurants etc. Course on the beach is not preferred for this event.

Date

Flexible can be during the off season

Media

This event will be lived streamed & highlighted by a joint venture with a major network partner to be announced soon.

Our goal is to make this an annual event that will grow into a two day event weekend by 2022.

ECONOMIC UPLIFT

The City Sprint events will attract between 4,000-6,000 participants and 1000+ spectators per event

- **2,500.** Estimated Room Nights
1.8 Avg. Travel Size
1.1 Avg. overnight stay
- **\$447,500.** Room Night Revenue
- **80%** of participants travel 200+ miles
- **Key Markets.** Corpus Christi, San Antonio, Laredo, Houston



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REQUESTED SUPPORT

At Spartan we pride ourselves on the being the industry leaders in production value, quality, and safety. With a budget of \$298,200 we are confident that we will bring a world-class event to South Padre Island.

\$50,000 Requested Support

A minimum support guarantee for the City race series is \$50,000. This amount can include qualifying in-kind services as well as cash support.

The following are examples of in-kind services that qualify for the minimum combined value requirement. Additional services may also qualify towards the minimum.

Qualifying in-kind expenses:

- Police, security support
- Onsite EMS for event
- Complementary staff room nights, 115 double room nights
- Staff meals
- Venue fee, permitting fees
- Any operational expense that Spartan would otherwise incur
- Local sponsorship facilitation
- Shuttle service, if applicable



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

MEETING DATE: November 12, 2019

NAME & TITLE: Ed Caum, CVB Director

DEPARTMENT: Special Events Committee

ITEM

Discussion regarding Spring Break 2020 marketing fund.

ITEM BACKGROUND

Committee Members made the recommendation at the workshop held October 15, 2019 to discuss the Spring Break Marketing line item at their next regular meeting.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal: No

Approved by Legal: No

RECOMMENDATIONS/COMMENTS:

Recommend approval special events.