

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

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

WEDNESDAY, FEBRUARY 27, 2019
9:00 A.M. AT THE MUNICIPAL BUILDING,
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

- 1) Call to order.
- 2) Pledge of Allegiance.
- 3) Public announcements and comments: *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns. (Note: State law will not permit the Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).*
- 4) Consent Agenda:
 - a. Approval of minutes for January 23, 2019 regular meeting and February 5, 2019 workshop.
 - b. Approval of proposed Special Events schedule and funding.
 - b.1 National Tropical Weather (April 2019)
 - b.2 Sand Crab Run (April 2019)
 - b.3 Splash (April 2019)
 - b.4 Winter Outdoor Wildlife Expo - WOVE (January 2019)
- 5) Discussion and action to discuss the CRM pop up on sopadre.com. (Hart)
- 6) Discussion and action regarding lead forms for spring break on sopadre.com. (Hart/Salazar)
- 7) Discussion and action pertaining to special events funding acceptance of applications. (Hart)
- 8) Discussion and action pertaining to blackout dates for special events funding. (Hart)
- 9) Discussion and action to revise City Policy for Special Events funding application. (Flores)
- 10) Discussion and action regarding recommendation to City Council to adopt a resolution to dissolve the Special Events Committee effective March 6, 2019. (Salazar)
- 11) Update and discussion of the Director's Report. (Flores)
- 12) Discussion and possible action regarding Marketing Subcommittee: (Salazar)
 - a. Reallocating marketing funds.
 - b. Billboards in the Rio Grande Valley to promote South Padre Island and special events.
- 13) Discussion and possible action concerning setting new meeting date for March 2019. (Salazar)

14) Adjournment.

DATED THIS THE 22nd DAY OF FEBRUARY 2019.


Rosa Zapata, CVB Executive Services Specialist

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE NOTICE OF MEETING FOR THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT THE CITY OF SOUTH PADRE ISLAND MUNICIPAL BUILDING ON February 22, 2019, at/or before 5:00 P.M. AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.




Rosa Zapata, CVB Executive Services Specialist

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

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

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

MEETING DATE: February 27, 2019

ITEM DESCRIPTION

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

Items to be considered are:

- a. Approval of minutes for January 23, 2019 regular meeting and February 5, 2019 workshop.
- b. Approval of proposed Special Events schedule and funding.

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

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

MEETING DATE: February 27, 2019

NAME & TITLE: Rosa Zapata, CVB Executive Services Specialist

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approval of minutes for January 23, 2019 regular meeting and February 5, 2019 workshop.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve meeting minutes.

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

WEDNESDAY, JANUARY 23, 2019

I. CALL TO ORDER.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Regular Meeting on Wednesday, January 23, 2019 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Daniel Salazar called the meeting to order at 9:00 a.m. A full quorum was present: Vice-Chairman Tom Goodman, CVA Board Members Arnie Creinin, Bryan Pinkerton, Pamela Romer, Chad Hart and Bob Friedman. Also present was Ex-officio Bryant Walker and Jose Mulet.

City Council Members: Ken Medders, Joe Ricco, and Kerry Swartz.

Staff: Interim City Manager Randy Smith, Interim CVB Director Michael Flores, Executive Services Specialist Rosa Zapata, Account 1/Office Manager Lori Moore, Events & Package Manager Marisa Amaya, Senior Marketing and Communications Manager Alisha Workman, and Marketing & Communications Specialist Jamie Wells.

II. PLEDGE OF ALLEGIANCE:

Board Member Salazar led the Pledge of Allegiance.

III. PUBLIC ANNOUNCEMENTS AND COMMENTS:

Public comments were given at this time.

IV. CONSENT AGENDA:

Board Member Goodman made the motion, seconded by Board Member Creinin to approve the Consent Agenda. Motion carried unanimously.

a. Approval of minutes for November 19, 2018 regular meeting.

V. DISCUSSION AND ACTION CONCERNING THE ELECTION OF OFFICERS FOR THE 2019 CALENDAR YEAR- BOARD CHAIR, BOARD VICE-CHAIR.

Board Member Goodman made the motion, seconded by Board Member Creinin to elect Daniel Salazar as Chairman of the CVA Board. Motion carried unanimously.

Chairman Salazar made the motion, seconded by Board Member Pinkerton to elect Tom Goodman as Vice-Chairman of the CVA Board. Motion carried unanimously.

VI. THANKS TO OUTGOING CVA BOARD MEMBERS AND WELCOME OF NEW MEMBERS.

Chairman Salazar thanked the outgoing board members for their years of services and leadership.

VII. DISCUSSION AND ACTION TO APPROVE THE REALLOCATION OF FUNDS FROM VISITORS CENTER DMAIC PROGRAM TOWARDS B2B GROUP MARKETING IN THE AMOUNT OF \$150,000 AND RECOMMEND TO CITY COUNCIL FOR APPROVAL.

Vice-Chairman Goodman made the motion, seconded by Board Member Hart to approve the reallocation of funds from the Visitors Center DMAIC program towards B2B group marketing in the amount of \$150,000. Motion carried unanimously.

VIII. UPDATE AND DISCUSSION OF THE DIRECTOR'S REPORT.

Interim CVB Director Michael Flores presented the Director's Report. Discussion ensued.

IX. PRESENTATION AND DISCUSSION REGARDING PR REPORT.

Senior Marketing and Communications Manager Alisha Workman presented the PR Report.

X. UPDATE AND DISCUSSION REGARDING RESEARCH REPORT.

Interim CVB Director Michael Flores gave presentation regarding Arrivalist and inclement weather study for the Fall (Sept.-Dec.) 2018. Discussion ensued, no action required.

XI. DISCUSSION AND ACTION TO APPROVE THE FUNDING REQUEST ON NEW SPECIAL EVENT JETTY JAM.

Board Member Pinkerton made the motion, seconded by Board Member Creinin to approve the funding request on new special event Jetty Jam. After a brief discussion, motion failed due to lack of vote.

XII. DISCUSSION AND POSSIBLE ACTION CONCERNING SETTING NEW MEETING DATE FOR FEBRUARY 2019.

New meeting date was set for Wednesday, February 27, 2019.

XIII. ADJOURNMENT

There being no further business, Chairman Jones adjourned the meeting at 10:59 a.m.

Approved this 23 day of January, 2019.

Daniel Salazar, CVA Chairman

Attest:

Rosa Zapata, CVB Executive Services Specialist

Minutes: January 23, 2019 CVA Board Regular Meeting

MINUTES
CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS ADVISORY
WORKSHOP

TUESDAY, FEBRUARY 5, 2019

I. CALL TO ORDER.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Workshop on Tuesday, February 5, 2019 at the South Padre Island Convention Centre, Room 101, 7355 Padre Boulevard, South Padre Island, Texas. Chairman Daniel Salazar called the meeting to order at 11:00 a.m. A full quorum was present: Vice-Chairman Tom Goodman, CVA Board Members Arnie Creinin, Bryan Pinkerton, Pamela Romer, Chad Hart and Bob Friedman. Also present was Ex-officio Bryant Walker.

City Council Members: Mayor Dennis Stahl, Ken Medders, Joe Ricco, Alita Bagley and Eva-Jean Dalton.

Staff: Interim City Manager Randy Smith, Interim CVB Director Michael Flores, Executive Services Specialist Rosa Zapata, Events & Package Manager Marisa Amaya, Senior Marketing and Communications Manager Alisha Workman, and Marketing & Communications Specialist Jamie Wells.

II. PLEDGE OF ALLEGIANCE:

Chairman Salazar led the Pledge of Allegiance.

III. UPDATE AND DISCUSSION REGARDING SPECIAL EVENTS PROCESS.

Interim CVB Director Michael Flores gave an update regarding special events process. Discussion ensued. Staff answered questions posed by CVA Board Members and City Council Members.

IV. PRESENTATION AND DISCUSSION REGARDING STRATEGIC GOALS FOR THE SOUTH PADRE ISLAND CONVENTION AND VISITORS BUREAU.

Discussion was held regarding goals and strategies the South Padre Island CVB.

V. DISCUSSION REGARDING THE 2019-2020 MARKETING CONTRACT.

Discussion was held regarding The Atkins Group contract. Recommendations were made to extend their contract for one year.

VI. ADJOURNMENT

There being no further business, Chairman Jones adjourned the meeting at 1:52 p.m.

Approved this 5 day of February , 2019.

Daniel Salazar, CVA Chairman

Attest:

Rosa Zapata, CVB Executive Services Specialist

DRAFT

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

MEETING DATE: February 27, 2019

NAME & TITLE: Michael Flores, Interim CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approval of proposed Special Events schedule and funding:

- b.1 National Tropical Weather (April 2019)
- b.2 Sand Crab Run (April 2019)
- b.3 Splash (April 2019)
- b.4 Winter Outdoor Wildlife Expo - WOVE (January 2019)

ITEM BACKGROUND

The Special Events Committee held their Regular Committee Meeting on Tuesday, February 19, 2019 and approved the funding requests for the Special Events listed above. They also recommended for the Convention and Visitors Advisory Board to approve the funding requests.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve consent agenda.

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

MEETING DATE: February 27, 2019

NAME & TITLE: Michael Flores, Interim CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approval the funding request for National Tropical Weather.

ITEM BACKGROUND

National Tropical Weather is scheduled for April 2019. The funding request of \$35,000 had been previously approved by the CVA Board. The amount paid is \$11,250 of the funding request. The Special Events Committee held their Regular Committee Meeting on Tuesday, February 19, 2019 and approved the pending balance in the amount of \$23,750. They also recommended for the Convention and Visitors Advisory Board to approve the funding requests.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve pending balance in the amount of \$23,750.

South Padre Island Convention & Visitors Bureau

South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



STATE LAW

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

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

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

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

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



CITY POLICY

The City of South Padre Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RFP's or accept applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted on the official application by the below noted deadlines.

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

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

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

APPLICATION PROCESS

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

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

Eligibility and Priority for Hotel Tax Funds:

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

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



Compliance

Selected applicants must:

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

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

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

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

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

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

Use of Revenues from Event

A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a “legacy project” of South Padre Island’s funding of a particular event.



Post Event Report

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

Submit to complete applications to:

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

Phone: (956) 761-3834

Email: marisa@sopadre.com

Black Out Periods for Hotel Tax Funding

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

- **The months of March, June and July**

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



APPLICATION FOR INITIAL FUNDING

Today's Date: _____

ORGANIZATON INFORMATION

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____ Contact Office Phone Number: _____

Contact Cell Phone Number: _____

Web Site Address for Event or Sponsoring Entity _____

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

Entity's Creation Date: _____

Purpose of your organization:

EVENT INFORMATION

Name of Events or Project: _____

Date of Event or Project: _____

Primary Location of Event or Project: _____

Amount Requested: \$ _____



Primary Purpose of Funded Activity/Facility:

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

Percentage of Hotel Tax Support of Related Costs

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

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

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



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

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ _____
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ _____
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ _____
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ _____
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ _____
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**
Amount requested under this category: \$ _____

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

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

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



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

Amount requested under this category: \$ _____

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

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

What percentage of the ridership will be local citizens? _____

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

Amount requested under this category: \$ _____

What tourist attractions will be the subject of the signs?



QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

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

Expected Attendance: _____

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

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

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

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

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

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

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

Will the event charge admission? _____

Do you anticipate a net profit from the event? _____

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



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

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

Anticipated Number of Press Releases to Media: _____

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

Other Promotions: _____

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

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

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

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

What geographic areas does your event reach?

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

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



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

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

Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply?

Yes No

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

SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

- _____ Proposed Marketing Plan for Funded Event
- _____ Schedule of Activities or Events Relating to the Funded Project
- _____ Complete budget for the Funded Project
- _____ Room night projections, with back-up, for the Funded Event

Submit to complete applications to:

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

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



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

MEETING DATE: February 27, 2019

NAME & TITLE: Michael Flores, Interim CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve funding request for Sand Crab Run.

ITEM BACKGROUND

This event is scheduled for April 2019. The funding request is in the amount of \$7,500. Payment in the amount of \$5,625 has been paid. The balance of \$1,875 was approved by the Special Events Committee at their Regular Committee Meeting held on Tuesday, February 19, 2019 and approved the funding requests. They also recommended for the Convention and Visitors Advisory Board to approve the funding requests.

BUDGET/FINANCIAL SUMMARY

\$7,500 was awarded in 2018/19 FY. The amount of \$5,625 (75%) has been paid.
\$6,500 was awarded in 2016/17 FY.
02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve the pending amount of \$1,875 (25%).

South Padre Island Convention & Visitors Bureau

South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



STATE LAW

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

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

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

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

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



CITY POLICY

The City of South Padre Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RFP's or accept applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted on the official application by the below noted deadlines.

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

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

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

APPLICATION PROCESS

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

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

Eligibility and Priority for Hotel Tax Funds:

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

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



Compliance

Selected applicants must:

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

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

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

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

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

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

Use of Revenues from Event

A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a “legacy project” of South Padre Island’s funding of a particular event.



Post Event Report

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

Submit to complete applications to:

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

Phone: (956) 761-3834

Email: marisa@sopadre.com

Black Out Periods for Hotel Tax Funding

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

- **The months of March, June and July**

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



APPLICATION FOR INITIAL FUNDING

Today's Date: _____

ORGANIZATON INFORMATION

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____ Contact Office Phone Number: _____

Contact Cell Phone Number: _____

Web Site Address for Event or Sponsoring Entity _____

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

Entity's Creation Date: _____

Purpose of your organization:

EVENT INFORMATION

Name of Events or Project: _____

Date of Event or Project: _____



Primary Location of Event or Project: _____

Amount Requested: \$ _____

Primary Purpose of Funded Activity/Facility:

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

Percentage of Hotel Tax Support of Related Costs

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

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

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

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

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



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

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ _____
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ _____
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ _____
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ _____
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ _____
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**
Amount requested under this category: \$ _____

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

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

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



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

Amount requested under this category: \$ _____

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

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

What percentage of the ridership will be local citizens? _____

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

Amount requested under this category: \$ _____

What tourist attractions will be the subject of the signs?



QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project:

Expected Attendance: _____

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

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

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

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

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

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



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

Will the event charge admission? _____

Do you anticipate a net profit from the event? _____

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

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

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

Anticipated Number of Press Releases to Media: _____

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

Other Promotions:



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

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

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

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

What geographic areas does your event reach?

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

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

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

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

Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply?

Yes No



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

SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

- _____ Proposed Marketing Plan for Funded Event
- _____ Schedule of Activities or Events Relating to the Funded Project
- _____ Complete budget for the Funded Project
- _____ Room night projections, with back-up, for the Funded Event

Submit to complete applications to:

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



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

MEETING DATE: February 27, 2019

NAME & TITLE: Michael Flores, Interim CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve funding request for Splash South Padre Island.

ITEM BACKGROUND

This event is scheduled for April 2019. The funding request was in the amount of \$25,000. CVA Board had approved \$12,500. Payment in the amount of \$6,250 has been paid. The Special Events Committee held their Regular Committee Meeting on Tuesday, February 19, 2019 and approved the balance in amount of \$6,250 to be paid. They also recommended for the Convention and Visitors Advisory Board to approve the funding requests.

BUDGET/FINANCIAL SUMMARY

\$25,000 was awarded in 2016/17 FY.
02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve funding request in the amount of \$6,250.

South Padre Island Convention & Visitors Bureau

South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



STATE LAW

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

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

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

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

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



CITY POLICY

The City of South Padre Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RFP's or accept applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted on the official application by the below noted deadlines.

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

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

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

APPLICATION PROCESS

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

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

Eligibility and Priority for Hotel Tax Funds:

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

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Compliance

Selected applicants must:

1. Place a link to the South Padre Island CVB listing of hotels on the applicants website;
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3. Coordinate all marketing, public relations and media through the SPI-CVA marketing contractor; and
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The SPICVB will consider providing direct financial support that includes “non-financial support” listed in Section I (above), if events requesting initial support can prove their potential to generate overnight visitors by:

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

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

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

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

Use of Revenues from Event

A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a “legacy project” of South Padre Island’s funding of a particular event.



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

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Event Development & Packaging Manager
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South Padre Island, TX 78597

Phone: (956) 761-3834

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Black Out Periods for Hotel Tax Funding

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

- **The months of March, June and July**

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



APPLICATION FOR INITIAL FUNDING

Today's Date: _____

ORGANIZATON INFORMATION

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____ Contact Office Phone Number: _____

Contact Cell Phone Number: _____

Web Site Address for Event or Sponsoring Entity _____

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

Entity's Creation Date: _____

Purpose of your organization:

EVENT INFORMATION

Name of Events or Project: _____

Date of Event or Project: _____

Primary Location of Event or Project: _____

Amount Requested: \$ _____



Primary Purpose of Funded Activity/Facility:

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

Percentage of Hotel Tax Support of Related Costs

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

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

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



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

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ _____
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ _____
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ _____
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ _____
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ _____
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**
Amount requested under this category: \$ _____

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

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

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



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

Amount requested under this category: \$ _____

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

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

What percentage of the ridership will be local citizens? _____

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

Amount requested under this category: \$ _____

What tourist attractions will be the subject of the signs?



QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

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

Expected Attendance: _____

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

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

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

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

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

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

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

Will the event charge admission? _____

Do you anticipate a net profit from the event? _____

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



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

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

Anticipated Number of Press Releases to Media: _____

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

Other Promotions: _____

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

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

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

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

What geographic areas does your event reach?

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

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



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

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

Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply?

Yes No

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

SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

- _____ Proposed Marketing Plan for Funded Event
- _____ Schedule of Activities or Events Relating to the Funded Project
- _____ Complete budget for the Funded Project
- _____ Room night projections, with back-up, for the Funded Event

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

MEETING DATE: February 27, 2019

NAME & TITLE: Michael Flores, Interim CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve funding request on the Winter Outdoor Wildlife Expo -WOWE.

ITEM BACKGROUND

This event took place in January 2019. WOWE is requesting \$2,000 in funding for marketing. The Special Events Committee held their Regular Committee Meeting on Tuesday, February 19, 2019 and approved the funding requests in the amount of \$2,000. They also recommended for the Convention and Visitors Advisory Board to approve the funding requests.

BUDGET/FINANCIAL SUMMARY

\$2,000 was awarded in 2016/17 FY.
02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve funding request.

APPLICATION FOR INITIAL FUNDING

Today's Date: June 28, 2018

ORGANIZATON INFORMATION

Name of Organization: South Padre Padre Birding and Nature Center

Address:6801 Padre Blvd

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

Contact Name: Contact Office Phone Number: Cristin Howard 956-761-6803

Contact Cell Phone Number:956-778-2910

Web Site Address for Event or Sponsoring EntitySpibirdind.com

Non-Profit or For-Profit status: Tax ID #:20-3288155

Entity's Creation Date: 24 years ago from St. Andrews Church in Port Isabel

Purpose of your organization:

Educational 5 day programs on fishing, birding, butterflies, shorelines, beach, shrimp industry, habitat,

EVENT INFORMATION

Name of Events or Project: WOVE (Winter Outdoor Wildlife Expo)

Date of Event or Project: January 22 - 26, 2019

Primary Location of Event or Project: SPI Birding Center

Amount Requested: \$ 10,000

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

[Submit to complete applications to:](#)

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

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

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

- The months of March, June and July

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

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: 23

Expected Attendance: 2,000 over 5 days How many people attending the Event or Project will use South Padre Island lodging establishments? 300-500 or more

How many nights do you anticipate the majority of the tourists will stay: 2-4

Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: No, generally guests have informed us they stay at all area hotels near the center

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:3

Month/Year Held Assistance Amount Number of Hotel Rooms Used

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

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

Will the event charge admission? YES

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? up to 10,00 and will be used to fund 2020 event and educational programs at the birding center to attract more visitors each day, month and year

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

- Newspaper: \$5,000.00
- Radio: \$
- TV: \$
- Website, Social Media: \$1,000.00
- Other Paid Advertising: \$

Anticipated Number of Press Releases to Media: 4-5

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

Other Promotions: Flyers emails out of current data base and flyers at chamber and visitors center and hotels_

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? X Yes No

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

YES, we can

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?

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?

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

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

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

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

d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention

Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ _____

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

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

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

How many of the attendees at the sporting related event are expected to be from another city or county? 500 or 1,000 or more

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

What geographic areas does your event reach? ___ Upper and Lower RGV and 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:

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

Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply? Yes No

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

SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

Proposed Marketing Plan for Funded Event

Schedule of Activities or Events Relating to the Funded Project

Complete budget for the Funded Project

Room night projections, with back-up, for the Funded Event

Submit to complete applications to:

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

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

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

MEETING DATE: February 27, 2019

NAME & TITLE: Chad Hart, CVA Board Member

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action to discuss the CRM pop up on sopadre.com.

ITEM BACKGROUND

This item was recommended for discussion by Board Member Hart.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: x _____

Approved by Legal: YES: _____ NO: x _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve recommendations for CRM pop up.

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

MEETING DATE: February 27, 2019

NAME & TITLE: Daniel Salazar, CVA Board Chairman & Chad Hart, CVA Board Member

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding lead forms for spring break on sopadre.com

ITEM BACKGROUND

This item was recommended for discussion by Board Member Hart.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: x _____

Approved by Legal: YES: _____ NO: x _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve recommendations for lead forms for spring break on sopadre.com.

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

MEETING DATE: February 27, 2019

NAME & TITLE: Chad Hart, CVA Board Member

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action pertaining to special events funding acceptance of applications.

ITEM BACKGROUND

This item was recommended for discussion by Board Member Hart.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: x _____

Approved by Legal: YES: _____ NO: x _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve special events funding acceptance of applications.

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

MEETING DATE: February 27, 2019

NAME & TITLE: Chad Hart, CVA Board Member

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action pertaining to blackout dates for special events funding.

ITEM BACKGROUND

This item was recommended for discussion by Board Member Hart.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: x _____

Approved by Legal: YES: _____ NO: x _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve revised blackout dates for special events funding.

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

MEETING DATE: February 27, 2019

NAME & TITLE: Michael Flores, Interim CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and action to revise City Policy for Special Events funding application.

ITEM BACKGROUND

Draft of changes from Joint Workshop held on Tuesday, February 19, 2019 has been done.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: x _____

Approved by Legal: YES: _____ NO: x _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve revised City Policy for Special Events funding.

South Padre Island Convention & Visitors Bureau

Special Events Policy

Revised 2.27.2019



SPECIAL EVENTS POLICY

PURPOSE

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

A "special event" is defined as:

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

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

REQUESTS FOR ASSISTANCE

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

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

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

Submit requests to:

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



SPECIAL EVENTS POLICY

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

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

APPLICATION PROCESS

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

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

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

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

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



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

Deadline for applications: 45 days prior to the event

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

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

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

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

Deadline for applications: 45 days prior to the event

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

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

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



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

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

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

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

USE OF REVENUES FROM EVENT

A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. ~~Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a “legacy project” of South Padre Island’s funding of a particular event.~~

POST EVENT REPORT

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

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

SPECIAL EVENTS POLICY

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

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

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

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



BLACKOUT PERIODS FOR HOTEL TAX FUNDING

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

- The months of March, June and July

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

APPLICATION DEADLINE

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

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

SPECIAL EVENTS POLICY

GENERAL PROVISIONS FOR SPECIAL EVENT ASSISTANCE

Funding Limitations

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

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

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

Permits



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

Compliance with Laws

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

Sanitation and Clean-Up

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

Vendors, Exhibitors & Sponsors

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

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

Temporary Signage for Special Events

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

Advertising and Promotion

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

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

Conduct at Special Events

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



Insurance and Indemnification

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

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

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

Cancellation

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

South Padre Island Convention & Visitors Bureau

South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



STATE LAW

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

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

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts if the activity or facility can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may include showing that the art event or facility generated hotel nights or that guests who were already at hotels attended the arts event or facility.



- e) **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.
- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:**
 - 1. The commercial center of the city;
 - 2. A convention center in the city;
 - 3. Other hotels in or near the city; or
 - 4. [Tourist attractions in or near the city.](#)

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

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

CITY POLICY

The City of South Padre Board shall annually develop or review, at its strategic planning session, a targeted annual events calendar. The CVA Staff shall develop Requests for Proposals for those events. Once the targeted events are in place, the CVA Board may solicit RFP's or accept applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted on the official application by the below noted deadlines.

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

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

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



APPLICATION PROCESS

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

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

Eligibility and Priority for Hotel Tax Funds:

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

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

Compliance

Selected applicants must:

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

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

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

The SPICVB CVA ~~sub~~-committee shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the ~~sub~~-committee shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board. The Convention and



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

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

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

Use of Revenues from Event

A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. ~~Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a "legacy project" of South Padre Island's funding of a particular event.~~

Post Event Report

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

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

Submit to complete applications to:

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

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

Black Out Periods for Hotel Tax Funding

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

- ~~• The months of March, June and July~~

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



APPLICATION FOR INITIAL FUNDING

Today's Date: _____

ORGANIZATON INFORMATION

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Name: _____

Contact Office Phone Number: _____

Contact Cell Phone Number: _____

Web Site Address for Event or Sponsoring Entity

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

Entity's Creation Date: _____

Purpose of your organization:



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

Percentage of Hotel Tax Support of Related Costs

- ___ Percentage of Total Event Costs Covered by Hotel Occupancy Tax
- ___ Percentage of Total Annual Facility Costs Covered by Hotel Occupancy Tax for the Funded Event
- ___ Percentage of Annual Staff Costs Covered by Hotel Occupancy Tax for the Funded Event

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

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

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

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



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

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

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

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

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

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

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

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

What percentage of the ridership will be local citizens? _____

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

What tourist attractions will be the subject of the signs?



QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

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

Expected Attendance: _____

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

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

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

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

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

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

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

Will the event charge admission? _____

Do you anticipate a net profit from the event? _____

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

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



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

Anticipated Number of Press Releases to Media: _____

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

Other Promotions: _____

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

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

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

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

What geographic areas does your event reach?

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

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

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

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



Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be coordinated and developed by the South Padre Island CVB marketing agency. Are you able to comply?

Yes No

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

SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

- _____ Proposed Marketing Plan for Funded Event
- _____ Schedule of Activities or Events Relating to the Funded Project
- _____ Complete budget for the Funded Project
- _____ Room night projections, with back-up, for the Funded Event

Submit to complete applications to:

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

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

South Padre Island Convention & Visitors Bureau Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

Name of Event

Date Submitted



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

Authorized Signature

Date

Print Name

South Padre Island Convention & Visitors Bureau

Special Event Marketing Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

Name of Event

Date Submitted

For ALL Applicants Requesting Assistance to Promote a Special Event

- Received and understood the separate “**Special Events Policy**”



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

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

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

Authorized Signature

Date

Print Name

South Padre Island Convention & Visitors Bureau

Event Calendar Policy



EVENT CALENDAR POLICY

PURPOSE

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

EVENT SUBMISSION REQUIREMENTS

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

EVENT LOCATION



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

REGULATION & AUTHORITY

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

LINKS TO EXTERNAL WEBSITES

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

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

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

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

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

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



COMMUNITY CENTER CALENDAR

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

ONGOING EVENTS

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

MEETINGS & GROUPS

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

SPRING BREAK EVENTS & CONCERTS

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

PROHIBITED CONTENT

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

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

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

EVENT UPDATES & CANCELLATIONS

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



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

MEETING DATE: February 27, 2019

NAME & TITLE: Daniel Salazar, CVA Board Chairman

DEPARTMENT: Convention and Visitors Board

ITEM

Discussion and action regarding recommendation to City Council to adopt a resolution to dissolve the Special Events Committee effective March 6, 2019.

ITEM BACKGROUND

After the Joint Workshop on Tuesday, February 19, 2019 a strong recommendation from several members to re-establish a sub-committee was discussed.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: x _____

Approved by Legal: YES: _____ NO: x _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve recommendation to City Council to adopt a resolution to dissolve the Special Events Committee.



RESOLUTION NO. 2018-35

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SOUTH PADRE ISLAND, TEXAS, ESTABLISHING THE SPECIAL EVENTS COMMITTEE TO REVIEW AND MAKE RECOMMENDATIONS ON EVENTS THAT WILL PROMOTE TOURISM

WHEREAS, The City Council established the Convention and Visitors Advisory Board to assist and make recommendations to City Council in the development of marketing programs and strategies that affect the future growth of tourism on South Padre Island ; and

WHEREAS, The Special Events Committee will be created to assist the Convention and Visitors Advisory Board by reviewing and making recommendations on events and strategies that will promote tourism to South Padre Island,

NOW, THEREFORE BE IT RESOLVED by the City Council of the City of South Padre Island, Texas:

Section 1. The Special Events Committee is hereby created. The Special Events Committee shall review and give recommendations to the Convention and Visitors Advisory Board on events and strategies that will promote tourism to South Padre Island

Section 2. Committee members shall be appointed by the City Council and shall consist of seven (7) members from the tourism industry.

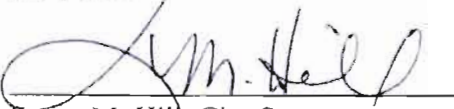
Section 3. All terms shall be for a two year staggered term with four of the appointees to be for two (2) year terms and three (3) appointees will be for one (1) year term in order to create the staggered term. Thereafter all appointments will be for two (2) year terms. Terms begin on January 1st and expire two (2) years later on December 31st. If an appointment is to fill an existing term, it shall only be until its expiration.

PASSED, APPROVED AND ADOPTED on this the 19th day of December, 2018

CITY OF SOUTH PADRE ISLAND, TEXAS


Dennis Stahl, Mayor

ATTEST:


Susan M. Hill, City Secretary





RESOLUTION NO. 2019-02

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SOUTH PADRE ISLAND, TEXAS, REVISING RESOLUTION NO. 2018-35 TO INCLUDE MEMBERS FROM THE TOURISM, HOSPITALITY AND EVENTS INDUSTRY FOR THE SPECIAL EVENTS COMMITTEE TO REVIEW AND MAKE RECOMMENDATIONS ON EVENTS THAT WILL PROMOTE TOURISM

WHEREAS, The City Council established the Special Events Committee to assist and make recommendations to the Convention and Visitors Advisory Board on events that will promote tourism; and

WHEREAS, The Special Events Committee consisted of seven (7) members from the tourism industry; and,

WHEREAS, The City Council wishes to extend the scope of membership to include members from the tourism, hospitality and events industry;

NOW, THEREFORE BE IT RESOLVED by the City Council of the City of South Padre Island, Texas:

Section 1. The Special Events Committee members shall be appointed by the City Council and shall consist of seven (7) members from the tourism, hospitality and events industry.

Section 2. All terms shall be for a two year staggered terms with four of the appointees to be for two (2) year terms and three (3) appointees will be for a one (1) year term in order to create the staggered term. Thereafter all appointments will be for two (2) year terms. Terms begin on January 1st and expire two (2) years later on December 31st. If an appointment is to fill an existing term, it shall only be until its expiration.

PASSED, APPROVED AND ADOPTED on this the 16th day of January 2019.

CITY OF SOUTH PADRE ISLAND, TEXAS

Dennis Stahl, Mayor

ATTEST:

Susan M. Hill, City Secretary



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

MEETING DATE: February 27, 2019

NAME & TITLE: Michael Flores, Interim CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Update and discussion of the Director's Report.

ITEM BACKGROUND

CVA Board recommended for a monthly update to be given at the Regular CVA Board Meetings.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: x _____

Approved by Legal: YES: _____ NO: x _____

Comments:

RECOMMENDATIONS/COMMENTS



SOUTH PADRE ISLAND CONVENTION & VISITORS BUREAU

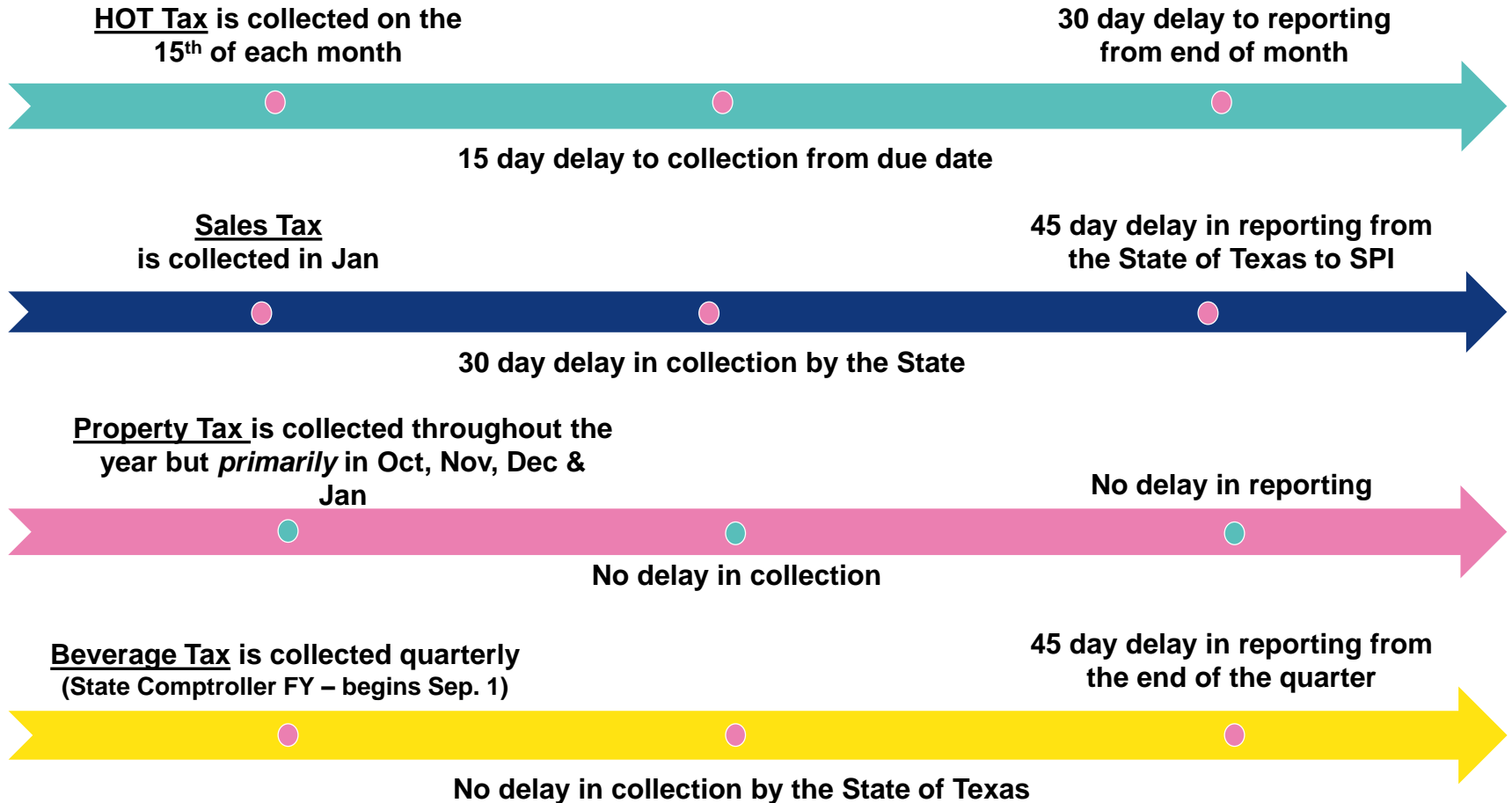
CVB DASHBOARD

FEBRUARY 2019



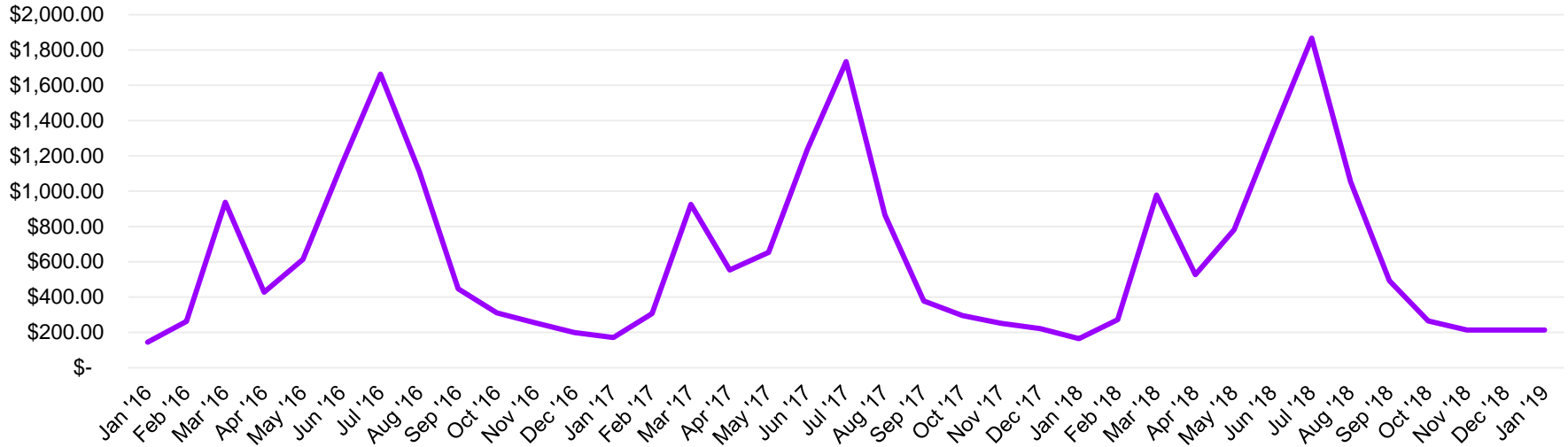
HOTEL OCCUPANCY TAX (HOT)

Tax Collections Timeline, By Type

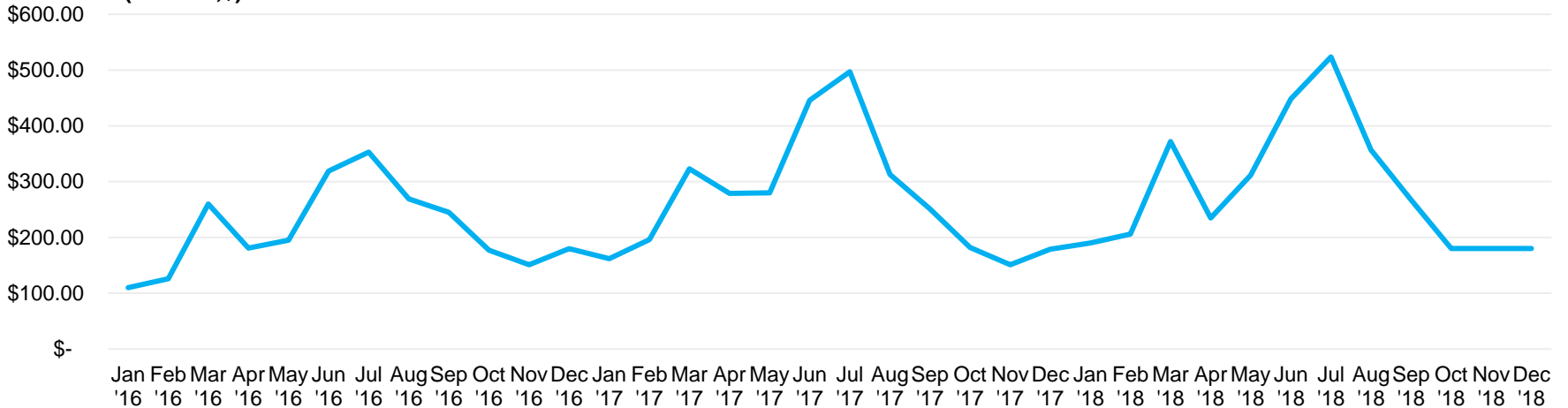


ECONOMIC IMPACT

Hotel Occupancy Tax (in 00,\$)

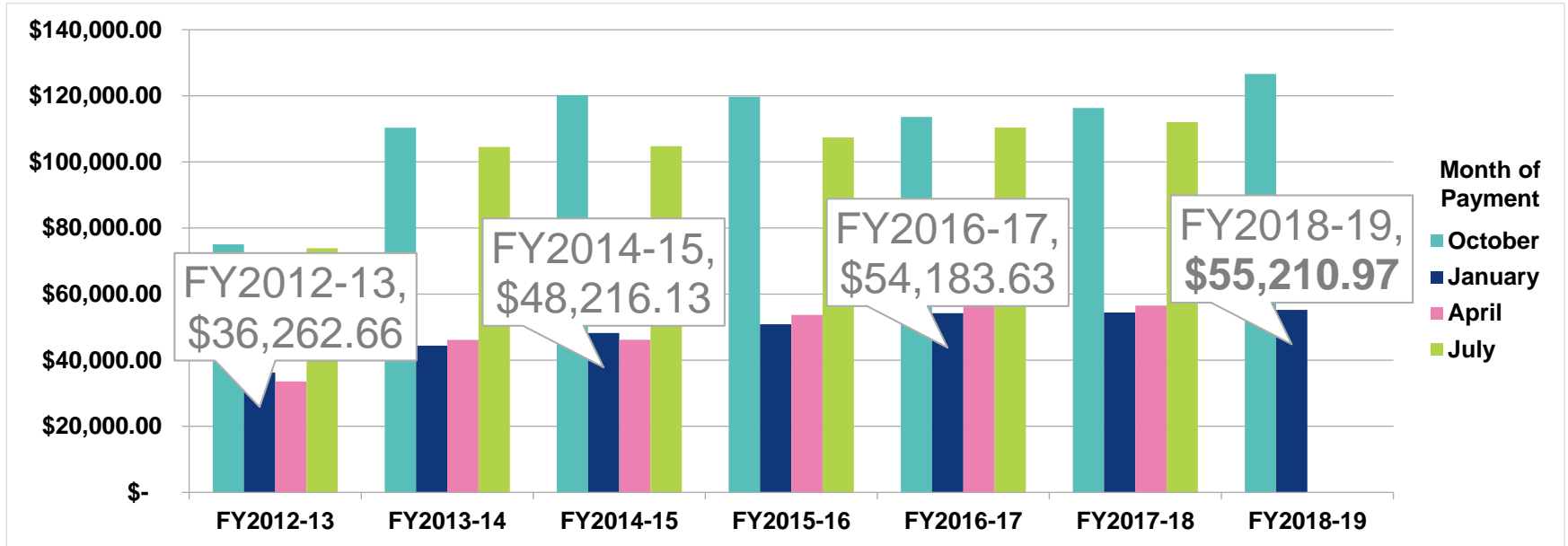


Sales Tax (in 100K,\$)



ECONOMIC IMPACT

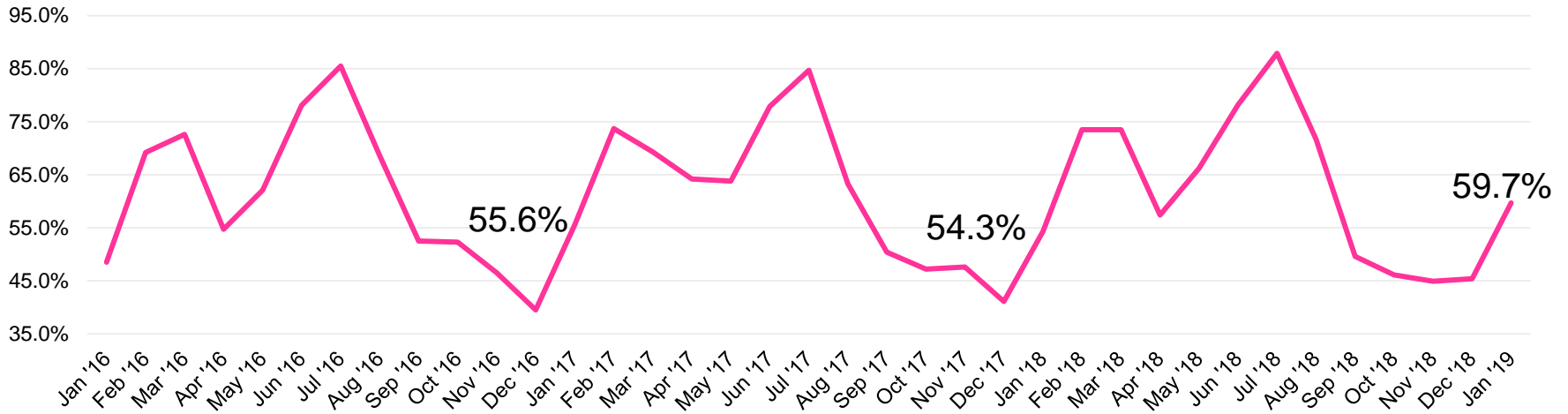
Mixed Beverage Tax



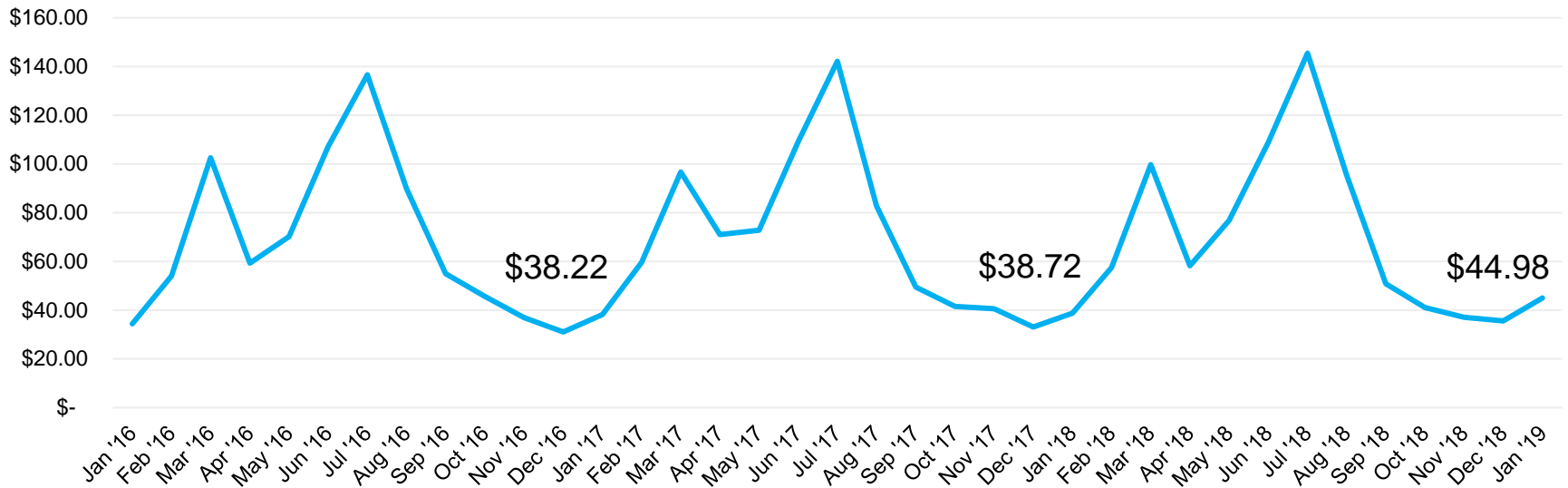
Month of Payment	Months Reported	FY 2018-19	FY 2017-18	FY 2016-17	FY 2015-16	FY 2014-15	FY 2013-14	FY 2012-13
October	Jun/ Jul/ Aug	\$126,584.28	\$116,263.73	\$113,583.54	\$119,689.50	\$120,182.68	\$110,335.73	\$75,021.74
January	Sept/ Oct/ Nov	\$55,210.97	\$54,403.20	\$54,183.63	\$50,872.08	\$48,216.13	\$44,381.48	\$36,262.66
April	Dec/ Jan/ Feb		\$56,500.33	\$57,300.10	\$53,660.35	\$46,148.41	\$46,128.34	\$33,533.70
July	Mar/ Apr/ May		\$112,002.24	\$110,354.83	\$107,354.93	\$104,711.89	\$104,505.64	\$73,839.37
Total			\$339,169.50	\$335,422.10	\$331,576.86	\$319,259.11	\$305,351.19	\$218,657.47

ECONOMIC IMPACT

Occupancy



Revenue Per Available Room (RevPAR)



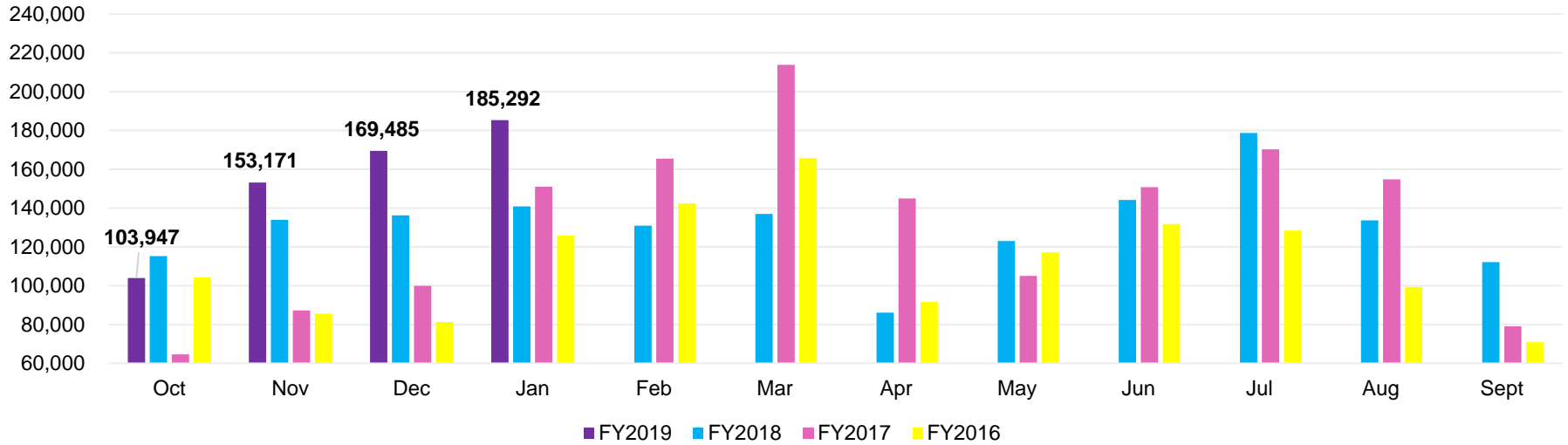
ECONOMIC IMPACT

Average Daily Rate (ADR)

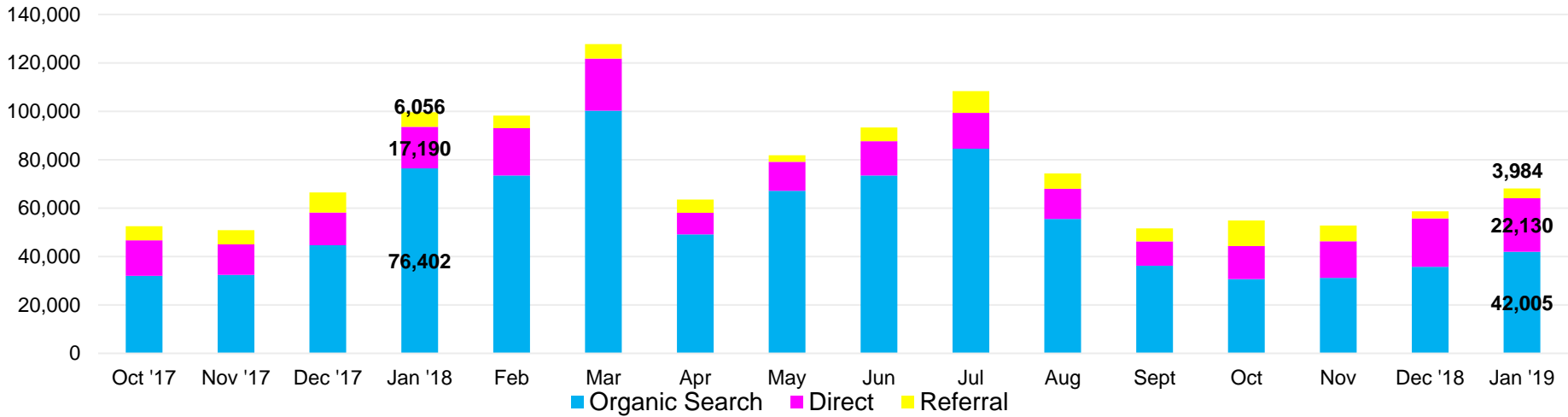


AWARENESS

Web Visits

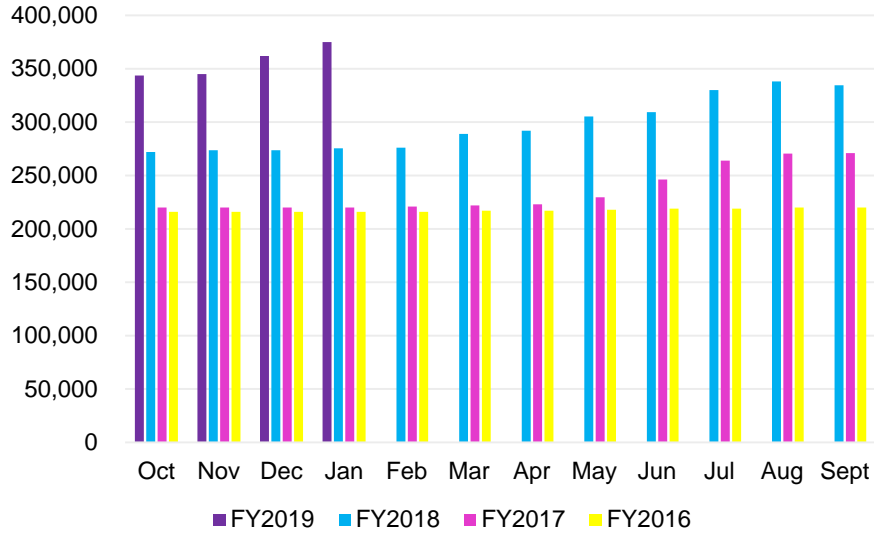


Sources of Website Traffic

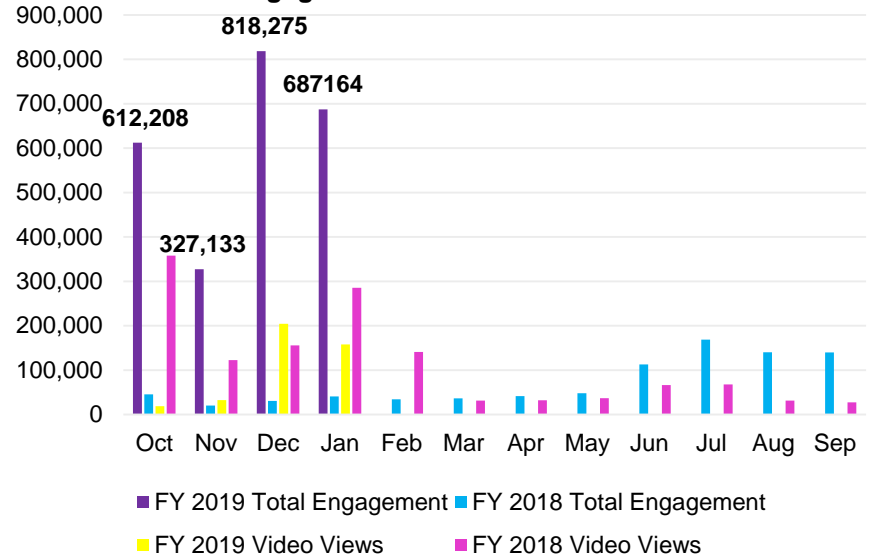


AWARENESS

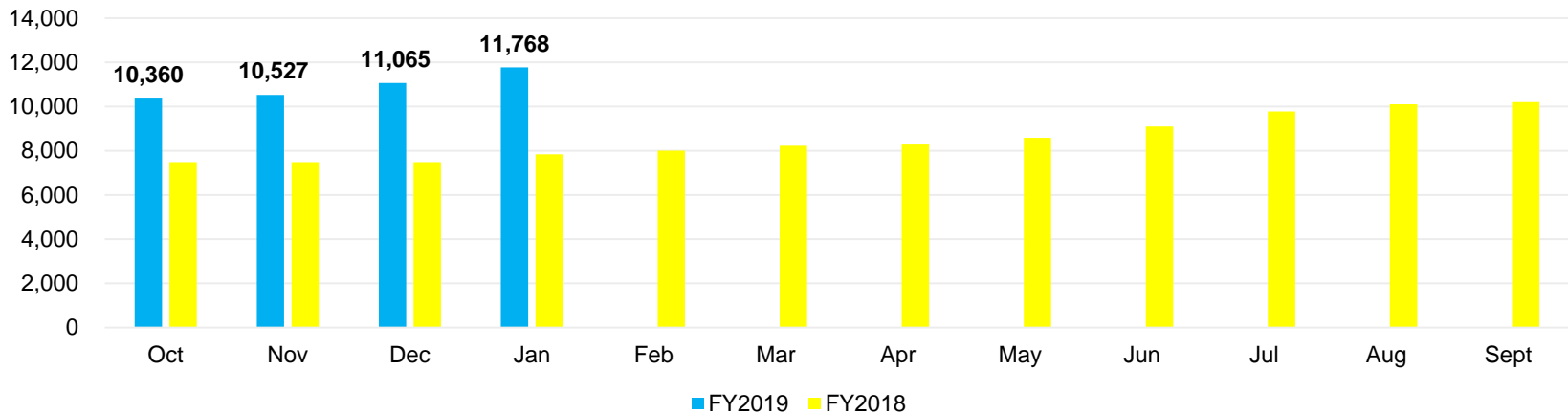
Facebook Likes/ Followers



Facebook Engagement

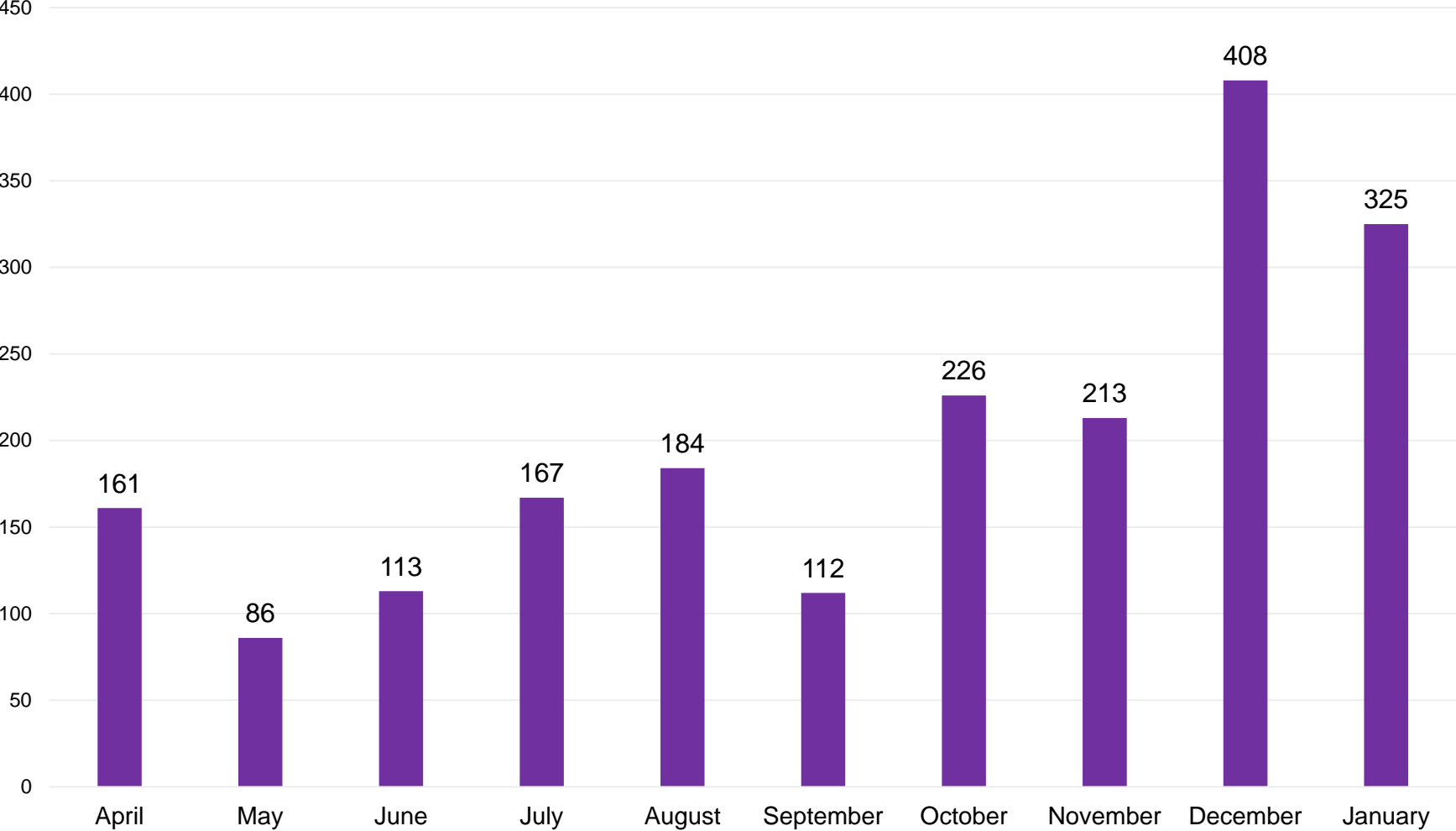


Instagram Followers



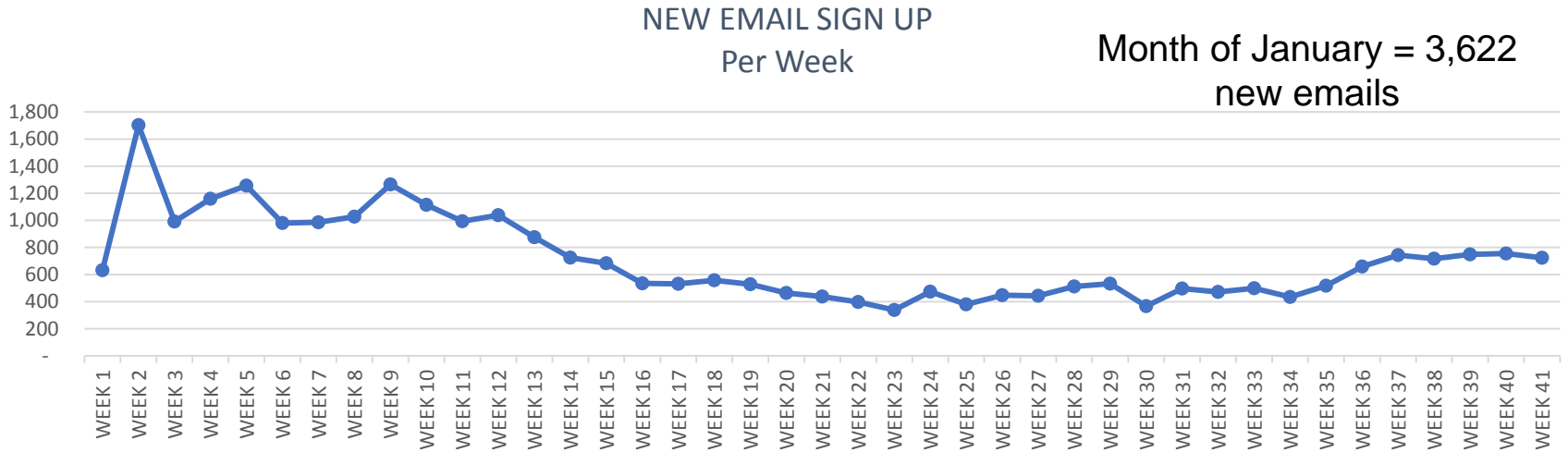
ENGAGEMENT

PR Engagement

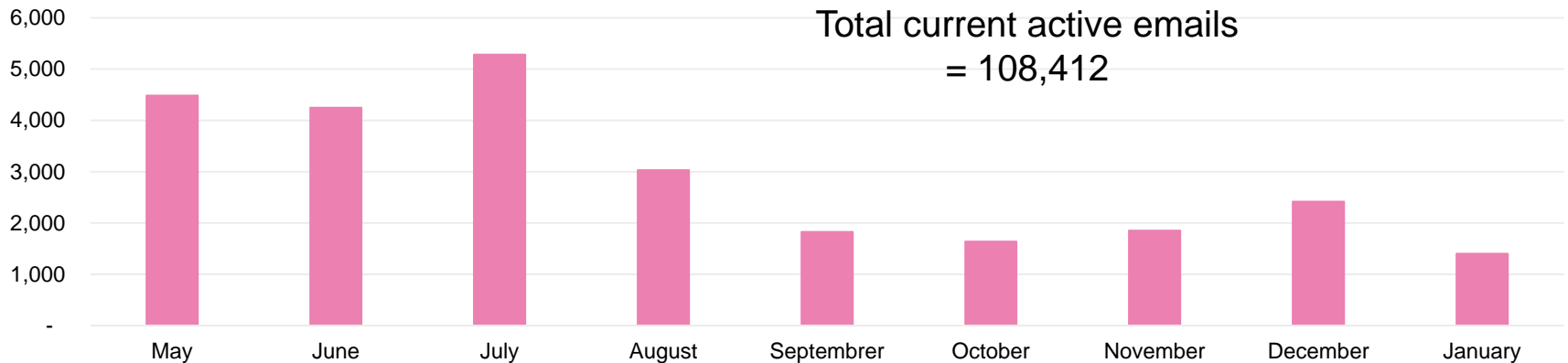


ENGAGEMENT

AgileCRM: New Email Sign Up (Per Week)

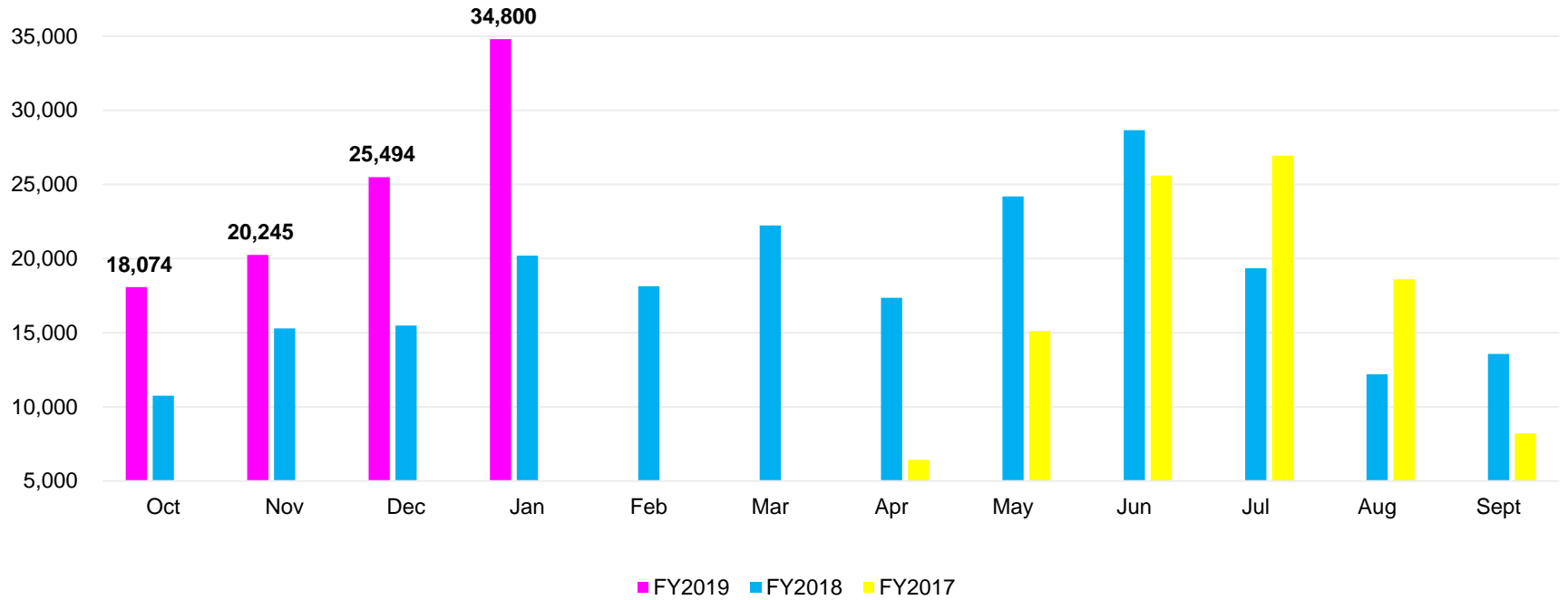


Total New Emails Collected

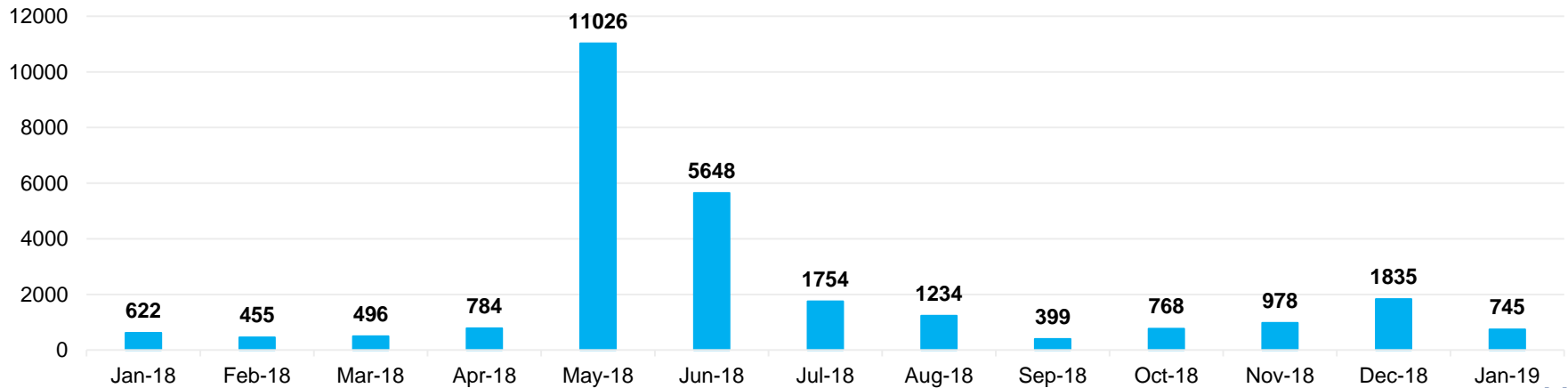


CONVERSION

Outbound Partner Links

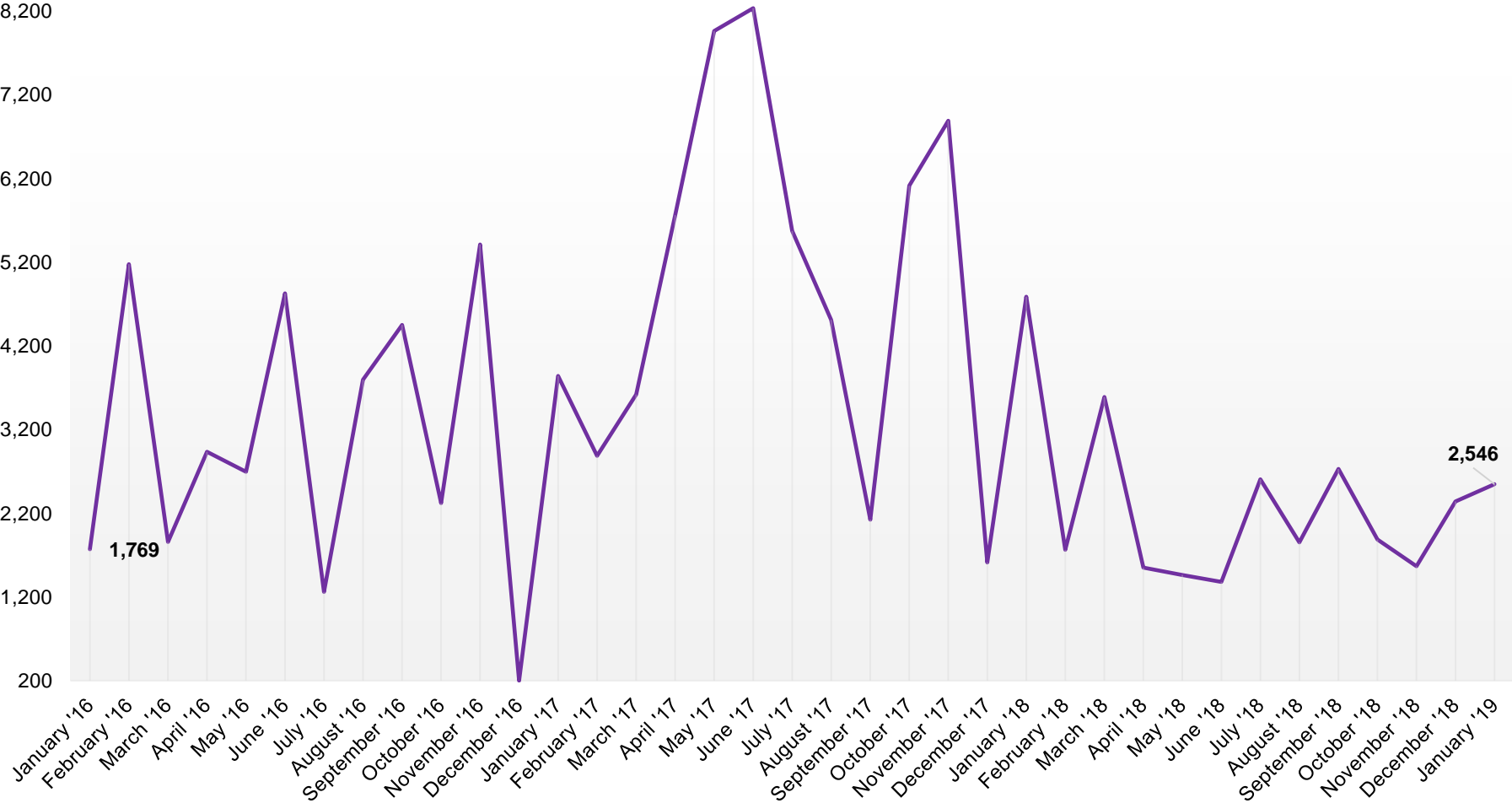


Visitor Guides Requests (Fulfillment House)



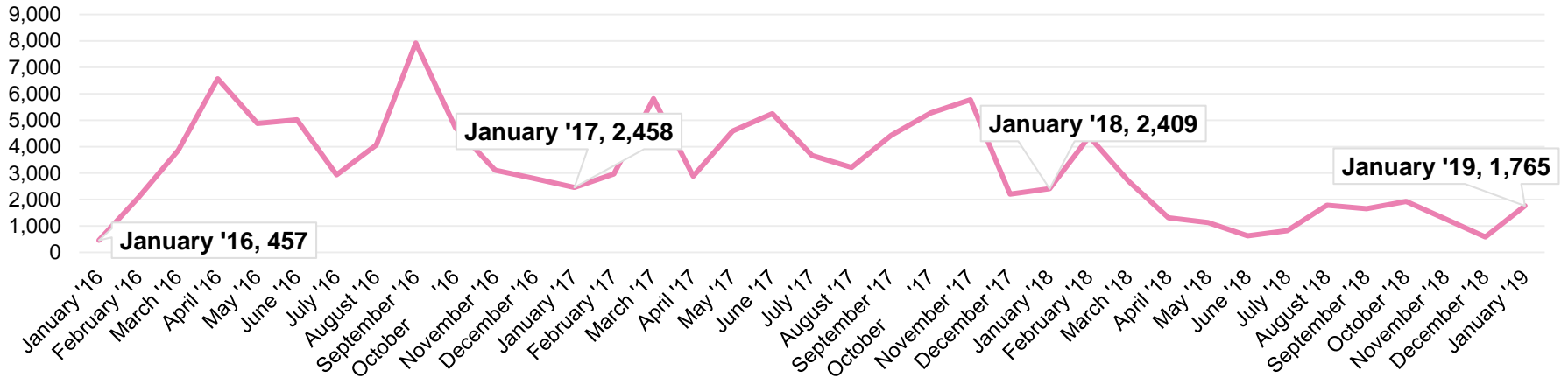
CONVERSION

Group Leads Sent



CONVERSION

Group Business Booked



BOOKED BUSINESS

- Tropical Medicine & Vector Borne Disease Assc./ 4th Annual Conference (100)
- Holdsworth Educational Center/ Campus Leadership Program Conference - February (165)
- Holdsworth Educational Center/ Campus Leadership Program Conference – January (680)
- Texas Realtors 360 / Real Insights (80)
- Caucus for Political Science/Conference 2019 (145)
- Knapp Medical Center / Educational Conference 2019 (210)
- Mayflower Cruises & Tours / Tour 2019 - January (132)
- Mayflower Cruises & Tours / Tour 2019 - February (168)
- Tip of Texas Counselors / 2019 Conference (85)

TOTAL 1,765

() Indicates Number of Room Nights Booked

Director's Notes

Mexico Tradeshow Strategy

Staff was asked to look into the possibility of reinitiating many of the Mexico-based tradeshows, state wide and nation wide coops with other CVBs as well as marketing in our most lucrative regions. We are currently evaluating some of the past functions in which we participated as well as marketing opportunities available to us for the remainder of the year.

Special Events Committee

A regular meeting, joint workshop and one-on-ones have been executed with the seven new special events committee members.

Semana Santa Marketing

Customized international and inter/intra-state marketing efforts are well underway to support a strong Easter and Holy Week packaging effort.

Group Sales

Gene, Group Development Director, attended the 2019 Southwest Showcase with our Island Partners, Ms. Teri Murphy-Isla Grand, Jimmy Navarro-Pearl Beach Resort, & Mike Bigelow-Schlitterbahn Beach Resort. This is a premier trade show attended by Association Executives and meeting planners state wide, who participate in educational workshops and a luncheon, which then concludes with a supplier trade show to familiarize themselves with new destinations and other vendors that they may utilize in planning their conferences.

We were able to capture three leads from the show and had fifty-two (52) visits to the SPI booth that we had with our hotel partners. These three leads totaled around 850 room nights and also included ample food and beverage requests as well. We also had seven clients who asked about convention center expansion as they have been interested in SPI for their annual convention but unfortunately at this time, the Convention Center is not large enough to handle their meeting space requirements.

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

MEETING DATE: February 27, 2019

NAME & TITLE: Daniel Salazar, CVA Board Chairman

DEPARTMENT: Convention and Visitors Bureau

ITEM

Discussion and possible action regarding Marketing Subcommittee:
a. Reallocating marketing funds.
b. Billboards in the Rio Grande Valley to promote South Padre Island and special events.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: x _____

Approved by Legal: YES: _____ NO: x _____

Comments:

RECOMMENDATIONS/COMMENTS