

NOTICE OF MEETING
CITY OF SOUTH PADRE ISLAND
SPECIAL EVENTS COMMITTEE

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

WEDNESDAY, APRIL 10, 2019
3:00 P.M. AT THE MUNICIPAL BUILDING,
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

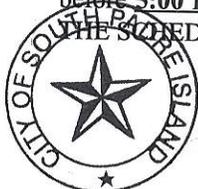
1. Call to order.
2. Pledge of Allegiance.
3. Public announcements and comments: *This is an opportunity for citizens to speak to the Special Events Committee relating to agenda or non-agenda items. Speakers are required to address the Special Events Committee at the podium and give their name before addressing their concerns. (Note: State law will not permit the Committee to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Special Events Committee meeting).*
4. Consent Agenda:
 - a. Approve meeting minutes from March 6, 2019, regular meeting.
 - b. Approve excused absence for Committee Members Tomas Saenz and Alexandra Brotzman for March 6, 2019, regular meeting.
5. Discussion and possible action regarding the following special event funding applications and recommendation to Convention and Visitors Advisory Board for approval:
 - a. Shallow Sport Tournament
 - b. Wahoo Fishing Tournament
 - c. JJ Zapata Fishing Tournament
 - d. Zombie Charge
 - e. SPI Triathlon
 - f. Mariachi Run
 - g. Veterans' Day Weekend
 - h. Holiday Lights over Padre Weekend
 - i. HalloWings
6. Discussion and possible action to approve the funding request for AIRSHOW 2019. (Amaya)
7. Discussion and possible action to approve the funding request for the SandCastle Trail Maintenance. (Amaya)

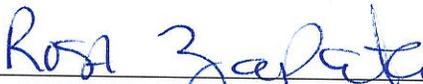
8. Discussion and possible action to approve the funding request for Fishing's Future. (Amaya)
9. Discussion and possible action regarding Special Event funding categories. (Till)
10. Discussion and possible action regarding Special Event tiers. (Till)
11. Discussion regarding communication of Special Events to local stakeholders. (Till)
12. Discussion and possible action regarding UTRGV Special Event surveys. (Amaya)
13. Discussion and possible action concerning setting next Special Events Committee meeting date.
14. Adjournment.

DATED THIS THE 5th DAY OF APRIL 2019.


Rosa Zapata, CVB Executive Services Specialist

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




Rosa Zapata, CVB Executive Services Specialist

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

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

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

MEETING DATE: April 10, 2019

ITEM DESCRIPTION

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

Items to be considered are:

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

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

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

WEDNESDAY, MARCH 6, 2019

I. CALL TO ORDER.

The Special Events Committee of the City of South Padre Island, Texas held a Meeting on Wednesday, March 6, 2019 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Sean Till called the meeting to order at 9:00 a.m. A quorum was present: Vice-Chairman Doyle Wells, Lisa Graves, Sean Slovisky, and Cody Pace. Absent was Tomas Saenz and Alexandra Brotzman.

City Council Members: Ken Medders and Kerry Schwartz.

CVA Board Members: Tom Goodman and Bob Friedman

Staff: Interim City Manager Randy Smith, Interim CVB Director Michael Flores, Executive Services Specialist Rosa Zapata, Events & Packaging Manager Marisa Amaya.

II. PLEDGE OF ALLEGIANCE.

Chairman Till led the Pledge of Allegiance.

III. PUBLIC ANNOUNCEMENTS AND COMMENTS:

No public comments were given at this time.

IV. DISCUSSION AND POSSIBLE ACTION REGARDING SPECIAL EVENT APPLICATION AND POLICIES.

Chairman Till made the motion, seconded by Committee Member Slovisky, to table this agenda item.

Motion carried unanimously by those present.

V. DISCUSSION AND POSSIBLE ACTION REGARDING UTRGV MARKETING INTERNS.

Vice-Chairman Wells made the motion, seconded by Committee Member Graves to approve funding in the amount of \$4,500 for the UTRGV Marketing Program through May 2019. Motion carried unanimously by those present.

VI. DISCUSSION AND POSSIBLE ACTION REGARDING THE FOLLOWING SPECIAL EVENT FUNDING APPLICATIONS AND RECOMMENDATION TO CONVENTION AND VISITOR'S ADVISORY BOARD FOR APPROVAL:

a. TIFT

Committee Member Wells made the motion, seconded by Committee Member Slovisky to increase funding amount to \$25,000 for The International Fishing Tournament. The motion carried

unanimously by those present.

b. LKT

Chairman Till made the motion, seconded by Vice-Chairman Wells to approve funding in the amount of \$5,000. Motion carried unanimously by those present.

c. Jailbreak Obstacle Course Race

Chairman Till made the motion, seconded by Committee Member Graves to approve funding in the amount of \$30,000. Motion carried unanimously by those present.

d. MOF Ninja Warrior

Vice-Chairman Wells made the motion, seconded by Committee Member Pace to deny funding. Motion carried unanimously by those present.

e. Tailgate Weekend

Chairman Till made the motion, seconded by Committee Member Slovisky to deny funding and direct staff to cancel the event. Motion carried unanimously by those present.

f. Xpogo (2019 - 4 different dates)

Vice-Chairman Wells made the motion, seconded by Committee Member Till to direct staff to renegotiate the contract with promoter and cancel all future events. Motion carried unanimously by those present.

g. FAMFest

Vice-Chairman Wells made the motion to direct staff to restructure and recommend a funding amount to the Committee for this event. Seconded by Committee Member Pace and carried as follows:

Yea: Committee Members Pace, Graves, Slovisky, and Vice-Chairman Wells.

Nay: Chairman Till

VII. DISCUSSION AND POSSIBLE ACTION REGARDING PROPOSED SPECIAL EVENT SUBCOMMITTEE POLICY AND SUBMIT TO CVA BOARD & CITY COUNCIL FOR REVIEW.

Vice-Chairman Wells made the motion, seconded by Committee Member Pace to approve the Subcommittee Policy and recommend to CVA Board and City Council for review. Motion carried unanimously by those present.

VIII. DISCUSSION AND POSSIBLE ACTION REGARDING REQUEST TO CITY COUNCIL TO DISSOLVE THE CURRENT SPECIAL EVENTS COMMITTEE AND ALLOW THE CVA BOARD TO REFORM THIS COMMITTEE AS A SUBCOMMITTEE UNDER THE CVA BOARD.

Vice-Chairman Wells made the motion, seconded by Committee Member Till to approve to dissolve the current Special Events Committee and recommend to CVA Board to create a Special Events Subcommittee. Motion carried unanimously by those present.

IX. DISCUSSION AND POSSIBLE ACTION TO APPROVE FUNDING REQUESTS FOR THE 11TH ANNUAL KNIGHTS OF COLUMBUS BAY CHALLENGE FISHING TOUR.

Committee Member Graves made the motion, seconded by Committee Member Pace to approve the funding amount of \$5,000. Motion carried unanimously by those present.

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

New meeting date was tentatively set for Wednesday, April 10, 2019.

XI. ADJOURNMENT.

There being no further business, Chairman Till adjourned the meeting at 10:11 a.m.

Approved this 6 day of March, 2019 .

Sean Till, Special Events Committee Chairman

Attest:

Rosa Zapata, CVB Executive Services Specialist

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

MEETING DATE: April 10, 2019

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

DEPARTMENT: Convention and Visitors Bureau

ITEM

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

- a. Shallow Sport Tournament
- b. Wahoo Fishing Tournament
- c. JJ Zapata Fishing Tournament
- d. Zombie Charge
- e. SPI Triathlon
- f. Mariachi Run
- g. Veterans' Day Weekend
- h. Holiday Lights over Padre Weekend
- i. HalloWings

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve funding requests.

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

MEETING DATE: April 10, 2019

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

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and action to approve funding request for the Shallow Sport Tournament.

ITEM BACKGROUND

2019 Shallow Sport Tournament was originally approved for \$2,500.
2019 new application is now requesting \$5,000.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Special Events Committee approve a funding amount.

Application for Funding

Date: February 08, 2019

Organization Information

Name of Organization: SHALLOW SPORT BOATS FISHING TOURNAMENT AND SCHOLARSHIP

Address: 41146 SCHAFER RD

City, State, Zip: LOS FRESNOS, TX. 78566

Contact Name: KYRA HUDSON

Contact Office Phone Number: (956) 233-9489

Contact Cell Phone Number: (956) 434-9895

Web Site Address for Event or Sponsoring Entity:

WWW.SHALLOWSPORTBOATS.COM/OWNERS-TOURNAMENT

Non-Profit or For-Profit status: 509 (a) (2) *attached Tax ID #: 82-0749460 & 74-2838354

Entity's Creation Date: NON-PROFIT (2016) , SHALLOW SPORT (1983)

Purpose of your organization: THE SHALLOW SPORT SCHOLARSHIP FUND WAS CREATED TO RAISE MONEY THROUGH OUR ANNUAL OWNERS FISHING TOURNAMENT TO PROVIDE AS MANY \$2000 COLLEGE SCHOLARSHIPS AS POSSIBLE FOR STUDENTS WHO LOVE THE OUTDOORS AND FISHING.

Event Information

Name of Event or Project: SHALLOW SPORT OWNERS FISHING TOURNAMENT

Date of Event or Project: MAY 17-18, 2019

Primary Location of Event or Project: LOUIE'S BACKYARD, SOUTH PADRES ISLAND TX

Amount Requested: \$5,000. 00

Primary Purpose of Funded Activity/Facility:

WE WILL PLACE A WELCOME SIGN THROUGH THE CONVENTION CENTER ON THE MEDIAN ENTERING THE INSLAND, AS WELL AS ADS IN THE LOCAL PAPERS. WE WILL BE BOOSTING SOCIAL MEDIA POSTS AND ADS. THE MONEY WILL HELP TOWARDS THE PRINTING AND MAILING OF THOUSANDS OF

BROCHURES (ATTACHED) AND PRODUCTION OF OUR EVENT SHIRTS (ATTACHED) WHICH BOTH PROMINENTLY FEATURE SOUTH PADRE ISLAND IN THE ARTWORK.

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

WE WILL ADVERTISE ON OUR WEBSITE AND SOCIAL MEDIA THE HOTEL PARTNERS WE CHOOSE AND THE RATES THEY PROVIDE US. WE WILL ALSO INCLUDE A QUESTIONNAIRE IN OUR REGISTRATION IN ORDER TO OBTAIN TRAVEL INFORMATION ON OUR OUT-OF-AREA PARTICIPANTS. MONIES CAN ALSO BE APPLIED TO TENT RENTALS.

Percentage of Hotel Tax Support of Related Costs

<2 Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

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

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

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

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

N/A

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

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

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

c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity. Amount requested under this category: **\$2500.00**

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

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

f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category: **\$2500.00**

How many attendees are expected to come to the sporting related event? **1,250**

How many of the attendees at the sporting related event are expected to be from another city or county? **85 – 90%**

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

THE TOURNAMENT IS A TWO-DAY EVENT THAT REQUIRES A MINIMUM 2 NIGHT STAY FOR THOSE WHO DO NOT HAVE A RESIDENCE NEARBY. MANY PARTICIPANTS COME TO THE ISLAND EARLY AND STAY FOR SEVERAL DAYS “PRE-FISHING” AS WELL. IN ADDITION, OUR VIP/SPONSOR EVENT ON THURSDAY EVENING IS ATTENDED BY HUNDREDS OF MARINE INDUSTRY PROFESSIONALS WHO ALL STAY AT THE ISLA GRAND HOTEL FROM THURSDAY-SUNDAY.

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: **\$200.00**

What tourist attractions will be the subject of the signs?

THE ENTERTAINMENT DISTRICT, LOUIE'S BACKYARD.

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: **19 YEARS**
2. Expected Attendance: **MINIMUM 1,250 REGISTERED ATTENDEES**
3. How many people attending the Event or Project will use South Padre Island lodging establishments? **ANTICIPATED 750 – 1000. WE WILL SURVEY FOR MORE DEFINITIVE INFO**

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

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: **WE RESERVE ROOMS FOR OUR DEALERSHIPS AND HEADLINING SPONSORS ONLY, APPROXIMATELY 12 ROOMS AT THE ISLA GRAND. WE TRADITIONALLY SECURE GROUP RATES AT THE INN AT SOUTH PADRE, ISLA GRAND AND SCHLITTERBAHN. MANY PARTICIPANTS RENT HOUSES ON THE ISLAND.**
5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
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6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? **WE WILL IMPLEMENT A SURVEY ATTACHED TO EVENT REGISTRATION ON OUR WEBSITE AND INCLUDED IN THE TOURNAMENT BROCHURE MAILER**
 7. Please list other organization, government entities, and grants that have offered financial support to your project: **EVENT IS SUPPORTED THROUGH REGISTRATION FEES AND PRIVATE SPONSORS. THE MORE PROFIT OBTAINED THROUGH SPONSORSHIP AND PARTICIPATION, THE MORE SCHOLARSHIPS ARE ABLE TO BE AWARDED.**
 8. Will the event charge admission? **THERE IS A FEE TO PARTICIPATE AND COMPETE BUT NOT FOR SPECTATORS.**

9. Do you anticipate a net profit from the event? **NO, ALL PROFITS GO TOWARDS THE SCHOLARSHIPS.**

10. If there is a net profit, what is the anticipated amount and how will it be used? **LAST YEAR, THERE WAS APPROXIMATELY \$19,000.00 IN NET PROFIT WHICH IS BEING USED TO FUND THE SCHOLARSHIPS AWARDED THIS YEAR.**

11. 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:	\$1000.00
Radio:	\$ _____
TV:	\$ _____
Website, Social Media:	\$500.00
Other Paid Advertising:	\$1000.00 (Street signs and banners/flags)

Anticipated Number of Press Releases to Media: **TWO TO EACH PUBLICATION**

Anticipated Number Direct Mailings to out-of-town recipients: **3500 BROCHURES MAILED**

Other Promotions **EACH REGISTRANT WILL RECEIVE A CUSTOM PERFORMANCE TEE (APPROXIMATE \$18,000.00 COST)**

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12. 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. ALREADY DONE**

13. Will you negotiate a special rate or hotel/event package to attract overnight stays? **YES, WE NEGOTIATE AND ADVERTISE RATES FOR AT LEAST THREE AREA HOTELS**

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

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

WE ARE MARKETING THE EVENT TO SPONSORS AS A SORT OF SPONSOR DISPLAY/TRADE SHOW. WE

BLOCK OFF THE AREA ADJACENT TO LOUIES AND PUT UP TENTS AND DISPLAYS FOR SPONSORS

TO SHOWCASE THEIR PRODUCTS FOR ALL EVENT PARTICIPANTS AS WELL AS TOURISTS.

15. What geographic areas does your event reach: **THROUGHOUT TEXAS AND PARTS OF LOUISIANA**

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

Expected Visitation by Tourists Monthly/Annually: _____

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

17. What amount of event insurance do you have for your event and who is the carrier: **WE CARRY LIABILITY INSURANCE IN SURPLUS OF \$2.655 MILLION DOLLARS WITH SCOTTSDALE**

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

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

19. Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event. **NO PROBLEM**

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: Marisa Amaya, Special Events and Packaging Manager, Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-3834, marisa@sopadre.com

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

MEETING DATE: April 10, 2019

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

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

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

ITEM BACKGROUND

2019 Wahoo Fishing Tournament originally requested \$20,000.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Special Events Committee approve a funding amount.

APPLICATION FOR INITIAL FUNDING

Today's Date: 6/30/2018

ORGANIZATON INFORMATION

Name of Organization: Wahoo Classic Inc.

Address: PO Box 2312

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

Contact Name: _____ Contact Office Phone Number: 303-517-9419

Contact Cell Phone Number: 303-517-9419

Web Site Address for Event or Sponsoring Entity _____

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

Entity's Creation Date: April 12, 2016

Purpose of your organization:

Bring anglers to South Padre Island to compete in a offshore Wahoo Fishing
Tournament.

EVENT INFORMATION

Name of Events or Project: Wahoo Classic

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

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

Amount Requested: \$ 20,000



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

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ None
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ None
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ 10,000
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ None
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ None
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**
Amount requested under this category: \$ 10,000

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

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

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

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



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

Amount requested under this category: \$ None

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

None

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

What percentage of the ridership will be local citizens? None

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

Amount requested under this category: \$ None

What tourist attractions will be the subject of the signs?

N/A



QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

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

Expected Attendance: 250

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

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

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

No

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u>September 2016</u>	<u>\$40,000</u>	<u>Number of rooms unknown</u>
<u>September 2017</u>	<u>\$40,000</u>	<u>Number of rooms unknown</u>
<u>September 2018</u>	<u>\$25,000</u>	<u>Event not held yet</u>

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

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

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

Will the event charge admission? NO

Do you anticipate a net profit from the event? Yes

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

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



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

- Newspaper: \$ 10%
- Radio: \$ _____
- TV: \$ _____
- Website, Social Media: \$ 70%
- Other Paid Advertising: \$ 20%

Anticipated Number of Press Releases to Media: 3

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

Other Promotions: _____

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

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

Yes _____

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

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

None _____

What geographic areas does your event reach?

Coastal Texas, South Padre Island to Houston _____

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

- Expected Visitation by Tourists Monthly/Annually: None
- Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: _____% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)



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

\$1,000,000 Cameron County Insurance Co., Located in Port Isabel

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

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

Yes No

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

SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

- _____ Proposed Marketing Plan for Funded Event
- _____ 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



Presentation to the CVB for Wahoo Classic Fishing Tournament funding 2019

First I would like to thank the CVB for their financial contributions for the past three years. Without their help and support the tournament never could have been as successful as it has been despite two years of bad weather.

From the inception of this tournament and the first conversations with the CVB it was always intended that this would be a startup type investment that would be weaned down over a few years. This has been reflected in the request for the 2019 request of 50% of the original starting amount. We were under the impression that this amount had been previously approved and therefore had built that into our budget. As with most things in life and business , **things change** so here we are before you again discussing the 2019 request.

We, the Officers and Directors for Wahoo Classic are the first to agree that if the **only** criteria for financial support is, the number of people we can put in hotels, then this tournament is not the best fit possible. While it is certain that **we do bring some guests that stay in hotels** we are somewhat unique in that this is a large boat tournament. So Many of the participants can stay aboard their boats or condos which they already own on the island. If on the other hand financial support can be applied to organizations which bring revenue, taxes, and activity to the island during one of the more quiet months we are an excellent candidate.

As examples:

In the months of preparation and meetings we spend hundreds of dollars in local restaurants.

We spend thousands of dollars with local merchants to purchase and print the t-shirts for the event.

We spend thousands of dollars with local merchants to buy the items in the bags given to each boat.

All of our graphics and printed materials are supplied by local companies.

Our insurance coverage policies are purchased locally.

During the three-day event under the tent at Jim's Pier several hundred people come to see the boats and the fish being weighed in. These people eat and drink along the bay bars and restaurants.

Our end-of-year banquet thanking the directors and volunteers that made the event possible is always done at a local restaurant.

Our charitable contribution to the laguna madre scholarship fund over the past three years has amounted to several thousand dollars.

In conclusion, after a review of our financial reserve and estimations of our current budget we respectfully submit a request for \$15,000 to assist in the financial success of the 2019 Wahoo Classic fishing tournament. In the spirit of "wind down funding" our plans for the following year, 2020, we will only request approximately \$5,000 to assist in advertising and electronically linking the Wahoo tournament and the CVB together.

Thank you for your consideration in this matter.

**SPI Wahoo Classic
Financial Statements
FY2018**

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

Expenditures FY2018

	Vendor	Amount
Prize Money	1st Place - Wahoo	\$ 10,000.00
	2nd Place - Wahoo	3,000.00
	3rd Place - Wahoo	2,000.00
	Largest - Tuna	1,000.00
	Largest - Dorado	1,000.00
	Smallest - Dorado	500.00
	Smallest - Wahoo	500.00
		<u>\$ 18,000.00</u>
Legal/Accounting	State Sales Tax	\$ 349.34
	Bank Checks	10.00
	SPI Chamber	230.00
	Tax Return - Marty Bogart	531.24
	Taxes 2017	3,835.00
	Taxes 2018	3,600.00
	insurance	1,185.51
		<u>\$ 9,741.09</u>
Advertising	Tournament Shirts	\$ 6,649.91
	Tournament Cooler Bags	6,399.00
	SPI Chamber Mag	4,117.00
		<u>\$ 17,165.91</u>
Design/Brochures	Hunter Services LLC	\$ -
	Toucan Graphics	584.79
	Toucan Graphics	317.98
	Toucan Graphics	1,408.33
		<u>\$ 2,311.10</u>
Tournament Exp	Tent for Tournament	\$ 1,912.78
	Kieth Arnold Support	95.00
	Trophies	1,158.00
	Tift	450.00
	Catering	87.99
	Photographer - Diane Harville	400.00
	Melinda Dunks - Weigh Master	300.00
	Andrew Minkler	300.00
	Initial 2018 Meetings	1,475.15
	Directors Dinner 2018 Recap	1,331.00
	Storage Site For Supplies	135.00
	Web Site Development	450.00
	Office Supplies	25.00
	<u>\$ 8,119.92</u>	
Charitable Donation	Charitable Contribution	\$ -
		<u>\$ -</u>
	Total Expenses	<u>\$ 55,338.02</u>

Receipts FY 2016

Dep Date	Amount	Check #	Check #
5/16/2016	\$ 25,000.00		135486
9/6/2016 Shallow Sport	\$ 2,000.00		41921
8/30/2016 David Hollenbeck	\$ 150.00		3957
New 2017			
9/7/2016 Eddie Gentry	\$ 150.00		2640
8/17/2016 PRM Mgmt Co	\$ 2,000.00		11443
8/17/2016 Tom & Jerry's	\$ 1,000.00		10855
9/7/2016 Peggy's Tattoos	\$ 150.00		6473
8/17/2016 Spi Orlander LTD	\$ 1,666.67		12354
8/17/2016 Affiliated Hospitality LLC	\$ 1,666.67		6529
8/17/2016 SPI La Copa	\$ 1,666.66		10590
9/6/2016 Blackbeards	\$ 1,000.00		100105
New 2017			
8/6/2016 1st Community Bank	\$ 500.00		22847
8/30/2016 Lagoon Bob's	\$ 1,000.00		7126
8/6/2016 Isla Grand	\$ 2,000.00		105861
8/17/2016 Anglers Marine Center	\$ 500.00		301436
4/18/2016 Skipjack Popartias	\$ 2,500.00		12312949
9/6/2016 Kingair - Coral Reef	\$ 150.00		17404
9/7/2016 Louie's Backyard	\$ 1,000.00		25227
8/30/2016 Chuy's Custom Sports	\$ 150.00		2464
9/7/2016 Bryan ray	\$ 150.00		1619
9/10/2016 Enjoy the Moment	\$ 300.00		2122
	20		
	\$ 19,700.00		

Amount	Check #
\$ 25,000.00	
\$ 19,700.00	
\$ 12,654.85	

Receipts FY 2017

Dep Date	Amount	Check #	Check #
3/11/2017 FY 2016 Final	\$ 15,000.00		137275
1st FY2017	\$ 30,000.00		137582
2nd FY2017	\$ 10,000.00		139726
Sponsors			
1/9/2017 Skipjack Properties- Esp Re	\$ 2,708.02		12314719
7/24/2017 Shallow Sports	\$ 2,000.00		45636
8/8/2017 Deva Hollenbeck	\$ 150.00		4182
8/8/2017 Dennis Stahl	\$ 2,000.00		2083
8/11/2017 Eddie Kip Gentry	\$ 150.00		2815
8/11/2017 PRM Mgmt Co	\$ 2,000.00		473
8/11/2017 Tom & Jerry's	\$ 500.00		11470
8/11/2017 Peggy's Tencoo	\$ 150.00		cash
8/15/2017 Spi Orlander	\$ 1,666.67		11713
8/15/2017 Affiliated Hosp	\$ 1,666.67		7016
8/15/2017 SPI La Copa	\$ 1,666.66		10988
8/15/2017 Blackbeards	\$ 1,000.00		104531
8/15/2017 Uams Steakhouse	\$ 500.00		10903
9/2/2017 1st Community Bank	\$ 1,000.00		24090
9/2/2017 Lagoon Bob's	\$ 500.00		8057
9/2/2017 Isla Grand	\$ 1,000.00		108887
9/2/2017 Anglers Marine Center	\$ 1,000.00		83346
9/2/2017 Skipjack Properties	\$ 1,000.00		12313740
9/4/2017 Skipjack Popartias	\$ 4,000.00		12313741
9/14/2017 Kingair - Coral Reef	\$ 150.00		18443
9/14/2017 Louie's Backyard	\$ 1,000.00		28472
9/14/2017 Chuy's Custom Sports	\$ 150.00		9921
11/29/2017 Steve	\$ 300.00		5272
9/18/2017 Bryan Ray	see below		
	\$ 23,550.00		
	22		

Amount	Check #
\$ 15,000.00	
\$ 30,000.00	
\$ 10,000.00	
\$ 23,550.00	
\$ 8,168.55	

Receipts FY 2018

Dep Date	Amount	Check #	Check #
3/7/2018 1st FY2018	\$ 16,750.00		140725
10/30/2018 2nd FY2018	\$ 6,250.00		
Sponsors			
8/16/2018 Ray Hunt	\$ 5,000.00		
8/16/2018 Dave Hollenbeck	\$ 150.00		
8/29/2018 Dennis Stahl	\$ 1,000.00		
8/3/2018 Eddie Kip Gentry	\$ 150.00		
8/3/2018 Mitch Heidenheimer	\$ 300.00		
9/4/2018 Tom & Jerry's	\$ 500.00		
8/3/2018 Peggy's Tencoo	\$ 150.00		
8/31/2018 Spi Orlander	\$ 1,250.00		
8/31/2018 Affiliated Hosp	\$ 1,250.00		
8/31/2018 SPI La Copa	\$ 1,250.00		
9/4/2018 Blackbeards	\$ 1,000.00		
9/6/2018 Casellenos	\$ 2,000.00		
9/5/2018 1st Community Bank	\$ 1,000.00		
9/6/2018 Lagoon Bob's	\$ 1,000.00		
9/4/2018 Isla Grand	\$ 1,000.00		
8/29/2018 Anglers Marine Center	\$ 500.00		
8/31/2018 Modern Resort Living	\$ 1,250.00		
9/4/2018 Palms On the Beach	\$ 2,000.00		
9/4/2018 Dirty Als	\$ 1,500.00		
9/4/2018 Sea Ranch	\$ 1,000.00		
8/3/2018 Kingair - Coral Reef	\$ 150.00		
9/4/2018 Berrels & Bullets	\$ 175.00		
9/6/2018 Kohnami	\$ 500.00		
9/6/2018 Shallow Sports	\$ 2,000.00		
9/23/2018 Bryan Ray	\$ 150.00		
	\$ 26,215.00		
	22		

Amount	Check #
\$ 16,750.00	
\$ 6,250.00	
\$ 26,215.00	
\$ 7,647.75	

Total Participants - 41

Total Participants - 25

Total Participants - 21

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

MEETING DATE: April 10, 2019

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

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and action to approve funding request for the JJ Zapata Memorial Fishing Tournament.

ITEM BACKGROUND

Jaime Jorge (JJ) Zapata Foundation Memorial Fishing Tournament was originally approved for \$5,000.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Special Events Committee approve a funding amount.

APPLICATION FOR INITIAL FUNDING

Today's Date: 6/25/2018

ORGANIZATON INFORMATION

Name of Organization: Jaime Jorge Zapata Foundation

Address: P.O. Box 423

City, State, Zip: Port Isabel, TX. 78578

Contact Name: Betty Wells Contact Office Phone Number: 956.561.1052

Contact Cell Phone Number: 956.561.1052

Web Site Address for Event or Sponsoring Entity www.alpha5195.com

Non-Profit or For-Profit status: Non-Profit Tax ID #: 45-2018488

Entity's Creation Date: April 26, 2011

Purpose of your organization:

To develop and distribute resources to be used to further law enforcement and
public justice careers, especially among underprivileged youth, through
scholarships and other support.

EVENT INFORMATION

Name of Events or Project: Jaime Jorge Zapata Foundation

Date of Event or Project: September 13-14, 2019

Primary Location of Event or Project: South Padre Island

Amount Requested: \$ 5,000.00



Primary Purpose of Funded Activity/Facility:

To develop and distribute resources to be used to further law enforcement and public justice careers, especially among underprivileged youth, through scholarships and other support.

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

Advertising and marketing for the event and Gold level Sponsorship for the CVB.

Percentage of Hotel Tax Support of Related Costs

10% Percentage of **Total Event Costs** Covered by Hotel Occupancy Tax

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

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

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

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

NO



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

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ _____
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ _____
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ 5,000.00 _____
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that 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: Since 2017

Expected Attendance: 400 Anglers

How many people attending the Event or Project will use South Padre Island lodging establishments? At least 25%

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

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

No

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u>September 2018</u>	<u>\$5,000</u>	<u>30+</u>
<u>September 2017</u>	<u>\$5,000</u>	<u></u>
<u></u>	<u></u>	<u></u>

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

Survey of participants

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

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?

\$5,000-\$10,000 to be used for scholarships and planning of next year's event.



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
SPECIAL EVENTS COMMITTEE MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 10, 2019

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

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

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

ITEM BACKGROUND

2019 Zombie Charge event was originally approved for \$35,000.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Special Events Committee approve a funding amount.

APPLICATION FOR INITIAL FUNDING

Today's Date: 7/02/2018

ORGANIZATION INFORMATION

Name of Organization: Activeworks, LLC

Address: 515A S. Fry #557

City, State, Zip: Katy, TX 77450

Contact Name: Sandy Reyes Contact Office Phone Number: 832-207-1872

Contact Cell Phone Number: 832-896-6072

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

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

Entity's Creation Date: _____

Purpose of your organization:

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

EVENT INFORMATION

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

Date of Event or Project: September 2019

Primary Location of Event or Project: Clayton's

Amount Requested: \$ 35,000



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

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ _____
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ _____
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ _____
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ _____
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ _____
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**
Amount requested under this category: \$ 35,000

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

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

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

Our intent is to drive travelers and residents to the island on the day prior to the event and offering discount hotel nights while also encouraging groups visiting attractions, dining and shopping on SPI. Our packet pick up will be hosted by a media partner like Telemundo and we will raffle a TV or Tablet for people just picking up packet.



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

Amount requested under this category: \$ _____

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

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

What percentage of the ridership will be local citizens? _____

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

Amount requested under this category: \$ _____

What tourist attractions will be the subject of the signs?



QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: 3 years (Houston, Austin, SPI-2018)

Expected Attendance: 2,000

How many people attending the Event or Project will use South Padre Island lodging establishments? 300-500 people (Goal is 150 rooms at least 1 night)

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

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

A 10 room block will be set aside just for event staff, artists. We will also work agreements with Schlitterbahn and other hotels to offer discounts for participant/visitor room blocks and provide info in confirmation page

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u>September 2018</u>	<u>\$35,000</u>	<u>tba</u>
<u> </u>	<u> </u>	<u> </u>
<u> </u>	<u> </u>	<u> </u>

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

Attendee surveys on check in, discounts that are trackable metrics for room stays (group codes for example)

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

Will the event charge admission? Yes-only for participants, free to rest

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?

We anticipate a net profit of \$30,000 of which \$10,000 will be used for medals, t-shirts, runners materials, obstacle and \$2,000 for charity donation minimum.



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: \$ 6,000 _____
- TV: \$ _____
- Website, Social Media: \$ 8,000 _____
- Other Paid Advertising: \$ 6,000 _____

Anticipated Number of Press Releases to Media: 400 min. _____

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

Other Promotions: Fitness Expo and Fitness Magazine (Austin), State wide promotions, Running and Obstacle _____

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

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

Yes _____

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

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

We plan to engage the agents of the upcoming movie Zombieland 2 (Woody Harrelson) to visit the island to get m
comic convention feel in the festival and do autographs.

What geographic areas does your event reach?

Major markets are RGV region, North Mexico, San Antonio, Houston, Austin, Dallas, Louisiana, Oklahoma

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

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



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

\$ 1 Million Aggregate Event GL with Harned Insurance

[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.
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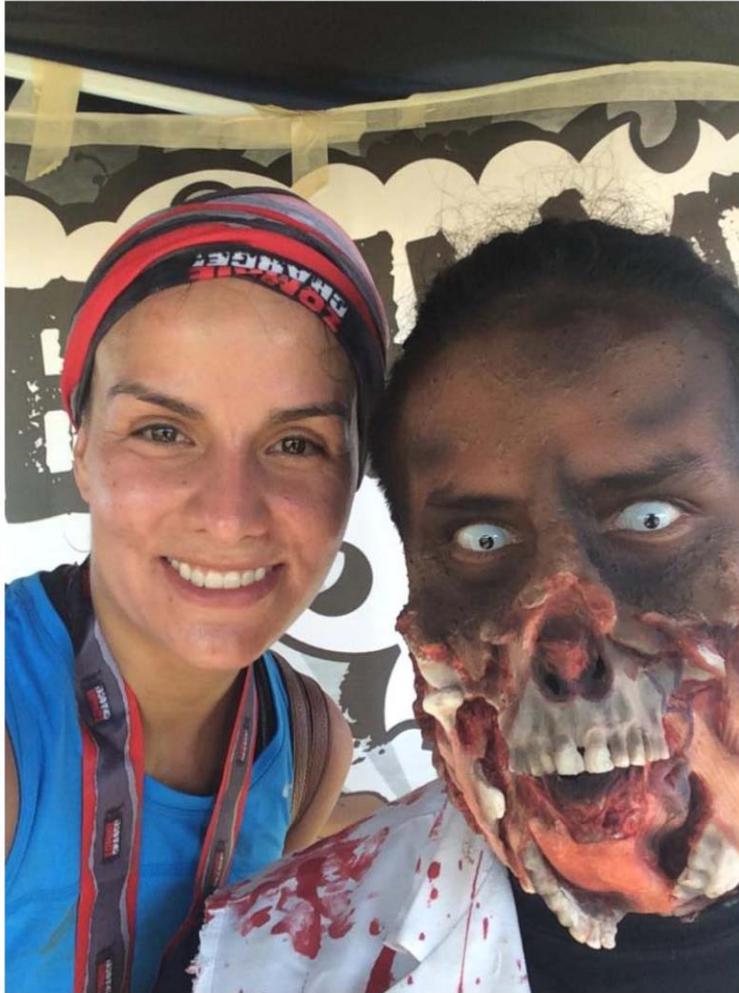
5K OBSTACLE RUN SERIES



WHAT IS ZOMBIE CHARGE

Since 2013 *Zombie Charge* has combined the popular mud race and adds the powerful pop-culture phenomenon of zombies in one event.

Zombie Charge is a 3.1 mile course with changing terrain features like a trail run adding 12+ obstacles inspired by obstacle races, mud runs and shows like American Ninja Warrior showcased in a theme with inspiration from television series such as The Walking Dead



2014 Participants can be runners or zombies. Truly a one of a kind

WHY WE'RE DIFFERENT

The **competitive advantage** of Zombie Charge is we are the *only* race series in Texas featuring an open and untimed 5K obstacle run for all ages and fitness levels along with the option for a participant to sign up as a zombie.

We hire professional special effects make-up artists to transform the participant who's looking for our unique experience.

Zombie Charge allows for minimum risk and maximum fun in a one of a kind experience.

Thousands have participated in our events over the years and many more recognize our brand throughout Texas.

We are the most authentic 5K zombie obstacle race series in Texas!



Participants navigate a variety of fitness challenges and obstacles

YOUR BRAND, EXPOSED!

Zombie Charge has worked with powerful media partners and has been featured on television, print and online content such as...

Zombie Charge also has a strong social media reach



Over 47,000 Facebook followers

On the airwaves and podcasts



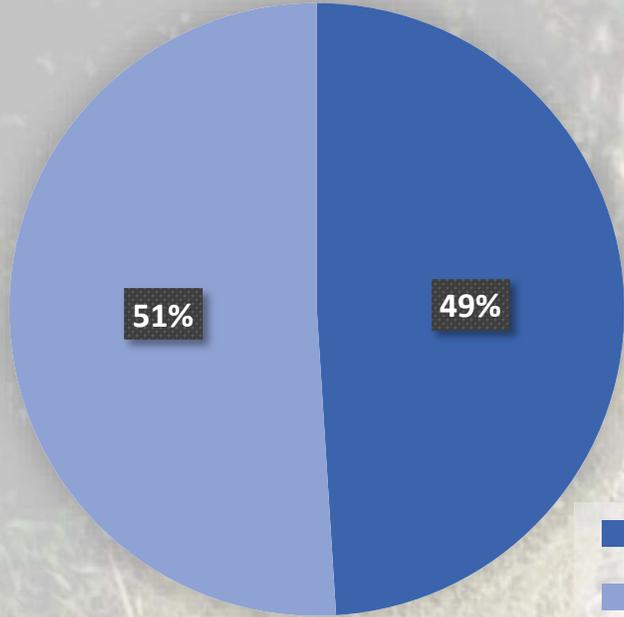
On Print Media & Online



Our combined reach through iHeart stations, featured spots on television, podcasts, interviews

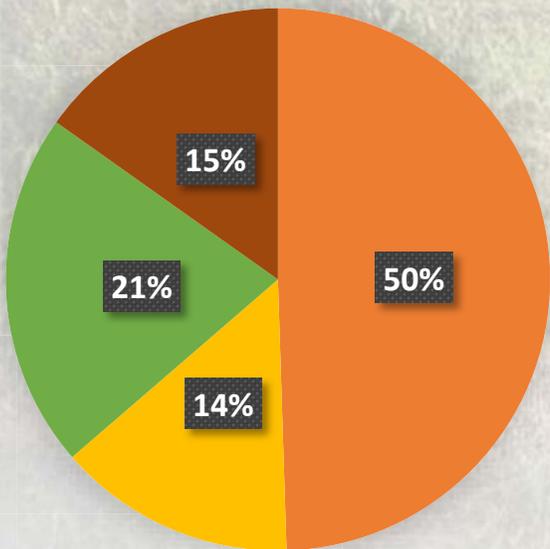
and large scale events like Comicalooza gave us brand visibility to over 5 million people in a large segment of the Central Texas and Greater Houston area population in the 18-44 age range and your company can be right there with us in 2018!

PARTICIPANT DEMOGRAPHICS



- MALE
- FEMALE

TICKET SALE CHANNELS



- WORD OF MOUTH
- INTERNET SEARCH
- SOCIAL MEDIA
- OTHER

AVERAGE AGE OF PRIOR PARTICIPANTS

31

64% in the
18-44
TARGETED AGE GROUP



By the numbers...Obstacle Run Marketing

Over 5.3 million people participated in Obstacle Course Races in 2016 according to [Obstacle Race World: The State of the Mud Run Business](#)

The Outdoor Industry Association states that over 55% of Texas residents participate in outdoor recreation and the industry generates 52.6 Billion dollars in consumer spending

Running/trail running was the #1 most popular activity (18% of Americans)

7.6 million runners finished a 5K distance event in 2015

[Engage a targeted, active lifestyle brand and participants with your company by being a sponsor!](#)

OUR CHARITY COMMITMENT

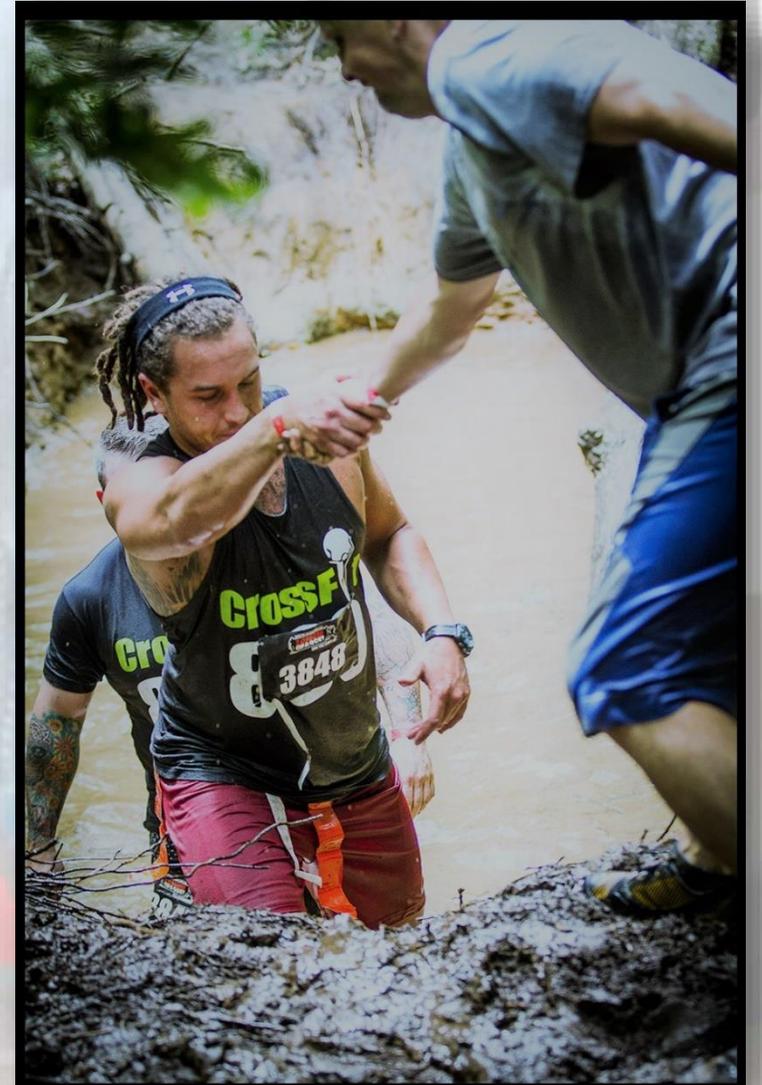


American Red Cross

Zombie Charge is the only 5K obstacle race in Texas that provides FREE disaster bags to families

We promote self-resilience, teamwork and community building by combining a fun yet challenging open level obstacle race that motivates people to work together

Zombie Charge also supports disaster relief with a percentage of ticket sales



LET'S WORK TOGETHER!

Zombie Charge is the only race of its kind in the Midwest ! Without a doubt, our event is unique and the partnership can be also. Customization can include a combination of the following:

- Integrated branding Texas wide in different forms of media exposure from print, billboard and even on t-shirts with “Visit SPI”
- Economic stimulus during that weekend with hotel stays, usage of local restaurants and other businesses from our event staff to visitors
- Partnerships with big brands like iHeart Radio, American Ninja Warrior and recognized sponsors like State Farm
- Exposure of brand marks on our website, social media platforms, YouTube Videos, Facebook live feed
- Newsletter inclusion presenting SPI’s clickable logo to connect to people prior to the event to promote events and during that weekend
- Friday party FREE to public to promote fitness with no cost community classes in a family friendly environment

There’s nothing like Zombie Charge in Texas!

*was Real Sports
Photography*

PRE-REGISTERED

REGISTER



ACTIVE WORKS

Creatively **working** to keep you **active**

PRESENTS

ZOMBIE CHARGE!

The background of the entire graphic is a faded, grayscale image of a zombie apocalypse scene. In the foreground, there are black silhouettes of a zombie on the left and two runners on the right. The text 'ZOMBIE CHARGE!' is overlaid on this scene. 'ZOMBIE' is in red with a blood splatter effect, and 'CHARGE!' is in white with a black outline. The background image also contains faint white text: 'RUN' on the left, 'ZOMBIE' at the top, 'CELEBRATE' on the right, and 'WILD' at the bottom.

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

MEETING DATE: April 10, 2019

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

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and action to approve funding request for the SPI Triathlon.

ITEM BACKGROUND

SPI Triathlon 2019 is requesting \$10,000.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Special Events Committee approve a funding amount.

APPLICATION FOR INITIAL FUNDING

Today's Date: 6/25/2018

ORGANIZATON INFORMATION

Name of Organization: Dos Guys Productions

Address: 1209 Hwy 83

City, State, Zip: Alamo, TX 78516

Contact Name: Casey Swanson Contact Office Phone Number: 956-787-435'

Contact Cell Phone Number: 956-460-3570

Web Site Address for Event or Sponsoring Entity spitriathlon.com

Non-Profit or For-Profit status: For-profit Tax ID #: 46-2199350

Entity's Creation Date: 2012

Purpose of your organization:

The purpose of Dos Guys Race Productions is to promote wellness living through
community activities of a non-competitive nature.

EVENT INFORMATION

Name of Events or Project: South Padre Island Triathlon

Date of Event or Project: 9/29/2019



Primary Location of Event or Project: Parrot Eyes

Amount Requested: \$ 10,000.00

Primary Purpose of Funded Activity/Facility:

The primary purpose of the funded activity is to hold a spectator friendly triathlon for triathletes of varying abilities bringing in competitors from across the state and bordering/central Mexico. The event also allows athletes to participate in a triathlon of a "open-water" nature, offered nowhere else in South Texas

How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures)
Hotel tax funds will be used directly in helping promote participations in the event.

Money will be expended to help improve marketing for the event to increase the number of participants and spectators. Additional safety equipment and signage will also be purchased.

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 75 %

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

We ask for the city to help provide a EMS unit in case of an emergency as well as police officers to help with traffic control for the duration of the event.



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

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ - _____
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ - _____
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ 2,500
- 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: \$ 6,500
- 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? 225

How many of the attendees at the sporting related event are expected to be from another city or county? 150

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

The triathlon will help bring business to hotels and restaurants in the area from the athletes to their families spending time there throughout the weekend of the event.



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

Amount requested under this category: \$ n/a

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

n/a

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

What percentage of the ridership will be local citizens? n/a

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

Amount requested under this category: \$ n/a

What tourist attractions will be the subject of the signs?

n/a



QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project:

In 2019 the event will be on its 8th year of success.

Expected Attendance: 225

How many people attending the Event or Project will use South Padre Island lodging establishments? 150

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

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

We have requested a room-block at the Holiday Inn Express in South Padre Island.

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u>n/a</u>	<u></u>	<u></u>
<u></u>	<u></u>	<u></u>
<u></u>	<u></u>	<u></u>

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

We will use survey data collected from athletes upon their arrival at our event packet-pick as well as occupant data collected from the host hotel.



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

We have not receive financial support from outside sourced for our event.

Will the event charge admission? Athletes only. Spectators-no

Do you anticipate a net profit from the event? yes

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

Dos Guys in anticipating of a profit between 1,500.00 -2000.00 dollars that will be
invested directly back into the event for the subsequent 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: \$ 1,500.00
- Radio: \$ 1,000.00
- TV: \$ _____
- Website, Social Media: \$ 500.00
- Other Paid Advertising: \$ _____

Anticipated Number of Press Releases to Media: _____

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

Other Promotions:



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

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

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

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

What geographic areas does your event reach?

The South Padre Island Triathlon reaches out to South Texas, but we are looking to reach out to Central Texas as well as Central Mexico where there is a larger demographic of triathletes.

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

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

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

The United States of America Triathlon organization offers insurance for all athletes participating in our event.

[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



Bike Route for the Triathlon



Google Maps Parrot Eyes Restaurant-Bar & Water Sports
5801 Padre Blvd, South Padre Island, Tx 78597



Swim Course

- A. Start & Finish @ Parrot Eyes
- B. Sprint Turn Around
- C. Olympic Turn Around

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

MEETING DATE: April 10, 2019

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

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and action to approve funding request for the Mariachi Run.

ITEM BACKGROUND

2019 South Padre Island Mariachi Run is requesting \$25,000.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Special Events Committee approve a funding amount.

APPLICATION FOR INITIAL FUNDING

Today's Date: 06/26/18

ORGANIZATION INFORMATION

Name of Organization: 26point2 Consulting Group, LLC dba 26point2 Events

Address: 4001 S. Houston Drive

City, State, Zip: Harlingen, Texas 78550

Contact Name: Angie Juarez Contact Office Phone Number: 866-987-7665

Contact Cell Phone Number: 956-244-5358

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

Non-Profit or For-Profit status: For-Profit Status Tax ID #: 46-3093129

Entity's Creation Date: February 2013

Purpose of your organization:

26point2 Consulting Group, LLC is a for-profit organization with goals to support
local non-profits with specific needs that are often not addressed by other means.
26point2 Consulting Group, LLC serves as an Event Producer and Consultant
to various events and organizations trying to make impacts in their communities.

EVENT INFORMATION

Name of Events or Project: South Padre Island Mariachi Run (SPI Mariachi Run)

Date of Event or Project: November 2, 2019

Primary Location of Event or Project: Schlitterbahn Resort and Waterpark

Amount Requested: \$ 25,000



Primary Purpose of Funded Activity/Facility:

The purpose of the the South Padre Island Mariachi Run - 5k/10k, Half Marathon is to provide an original concept and experience that almost anyone can get excited about participating in; i.e. from the devoted runner, the margarita & taco lover or even a couch surfer looking to get active and have fun. The history of the Mariachi goes back hundreds of years in the Mexican culture to celebrate joys, struggles and triumphs. Today the Mariachi continues to be prime entertainment in celebrations and ceremonies. The SPI Mariachi Run will bring together a cultural celebration of music, food & drink, the popularity of walking & running for activeness and bring awareness to the scholarship program of Operations Spots 4 Tots.

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

For the 2nd year, 70% of the requested funds would go directly to operations to help create a solid foundation for a long term event on South Padre Island. 30% of the requested funds would go directly to marketing.

Percentage of Hotel Tax Support of Related Costs

75% Percentage of **Total Event Costs** Covered by Hotel Occupancy Tax
0 Percentage of **Total Annual Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event
0 Percentage of **Annual Staff Costs** Covered by Hotel Occupancy Tax for the Funded Event

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

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

- CITY SERVICES:**
- SPI-PD participation for traffic plan, traffic direction and cones
 - SPI-EMS participation on location
 - SPI Public Works support for trash receptacles and route support



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

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ 0
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ 0
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ 0
- 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: \$ 0
- 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: \$ 0
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**
Amount requested under this category: \$ 25,000

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

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

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

With a day-time packet pick-up expo occurring only on SPI and the actual event occurring in the evening as a sundowner, runners and walkers are anticipated to bring friends and family to support them and enjoy additional activities in bundle packages to the event's registration.

We anticipate at least 150 to 200 of the participants to stay one or multiple nights on South Padre Island.



- 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: \$ 0

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

n/a

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

What percentage of the ridership will be local citizens? n/a

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

Amount requested under this category: \$ 0

What tourist attractions will be the subject of the signs?

n/a



QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: One year prior, 2018 will be the Inaugural Year

Expected Attendance: 500 registrants; 800 plus to packet pick-up expo and after party

How many people attending the Event or Project will use South Padre Island lodging establishments? anticipated 150 plus

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:

Anticipated - Schlitterbahn Resort as primary and Isla Grand as secondary

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u>November 2018</u>	<u>\$25,000</u>	<u>TBD</u>
_____	_____	_____
_____	_____	_____

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

Room blocks informariton

Participant surveys at the packet pick-up expo

Please list other organization, government entities, and grants that have offered financial support to your project: Proposing sponsorship support from Schlitterbahn, local SPI businesses and RGV businesses

Will the event charge admission? Race registration will vary from \$35 to \$95

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?

20% to the distributed amongst Operations Spots 4 Tots and two to three local food banks

20% directly channeled into the next year's operational supplies

60% to 26point2 Consulting Group, LLC



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: \$ 2500 _____
- Website, Social Media: \$ 5500 _____
- Other Paid Advertising: \$ 5500 _____

Anticipated Number of Press Releases to Media: 6

Anticipated Number Direct Mailings to out-of-town recipients: to be determined

Other Promotions: Other Paid Advertising includes Texas Runners & Triathlete Magazine & e-blasts and Expo Exhibitor

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

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

Yes _____

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

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

We will develop a build-up social media campaign for seven Texas markets. Partner with the Texas Runners & Triathlete for a full page ad in the Annual Race Guide along with various eblasts and other event support. Additionally sponsor support will allow for participation in other event expos prior to the event. Posters/flyers will be distributed throughout the RGV.

What geographic areas does your event reach?

Primary area will be the four counties of the Rio Grande Valley. Additional metros will include Corpus Christi, Laredo, San Antonio, Austin, Houston and Dallas

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

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



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

Participant surveys at the packet pick-up expo

coverage minimums will be secured for the event.

[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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7355 Padre Blvd.
South Padre Island, TX 78597

Phone: (956) 761-3834

Email: marisa@sopadre.com



Event Economic Impact Report



November 3rd

Prepared for

City of South Padre Island Convention and Visitors Bureau

Prepared by

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

Research Team Leaders

Dr. Penny Simpson, Professor of Marketing and Director
Dr. Sharon Schembri, Associate Professor of Marketing
Oscar Ramos Chacon, Project Manager

The University of Texas Rio Grande Valley
Robert C. Vackar College of Business and Entrepreneurship
1201 West University Drive Edinburg, TX 78539-2999 USA
Tel: 956-665-2829 Cell: 956.240.0627
penny.simpson@utrgv.edu

Executive Summary and Survey Highlights

The South Padre Island Mariachi Run 5k/10k took place at Schlitterbahn Waterpark on Saturday, November 3rd, 2018. The event was created to celebrate the Mexican culture and to make running fun by having live mariachi groups along the run. The event received \$25,000 in funding and was sponsored by the South Padre Island Convention and Visitors Bureau with Angie Juarez serving as the event organizer. To examine the spending of Mariachi Run attendees on SPI, a short survey incentivized with the opportunity to enter a drawing to win two nights at Schlitterbahn Beach Resort was conducted. The survey was administered onsite for 209 completed questionnaires resulting in 183 useable responses from unique households on the Island specifically for the event.

On average, event study respondents were predominately married (56.4%) females (65.6%), had an average age of 39 years, had at least some type of college degree (66.1%), worked full-time (81.4%), were primarily Hispanic (84.2%) and had an average annual income above \$50,000 (73.2%). Survey respondents were primarily from the US (97.2%) with 2.8% from Mexico. On average, household participants traveled an average of 90 miles with an average of 2.48 people and spent 0.62 nights on SPI during the event.

Most survey respondents are considered promoters of the Island to others (80.1%), resulting in an excellent net promoter score of 77.9. Most respondents are satisfied with the Island experience (96.7%) and the event (93.4%) and are likely to return to SPI for a future vacation (93.4%).

Importantly, the survey analysis found that the 343 household groups attended Mariachi Run and spent an estimated weighted average of \$197 per household while on the Island for a total spending of \$67,721. Of total spending, lodging is the highest per household expenditure category with 37% of study respondents spending at least one night on the Island in paid lodging and staying an average of 0.62 nights. This resulted in about 78 total room nights, most of which were spent in hotels.

With the average weighted lodging expenditure of \$197 per household that spent the night on the Island, a total of \$20,909 was spent on lodging. Of this amount, 17% or \$3,038 was for the Hotel Occupancy Tax (HOT), and 10.5%, or about \$1,876, is the City's share of the HOT. Moreover, the estimated total spending on food and beverages of \$21,197 included about \$1,616 in taxes at the 8.25% rate or \$392 at the City 2% tax

rate. Other types of expenditures, such as clothing, nightlife and entertainment amounted to \$25,614, of which \$1,952 was sales taxes, with \$473 the City's share. In total, the \$67,721 spent during Mariachi Run resulted in \$6,606 in tax revenue with \$2,741 the City's share. This represents a loss to the City of -\$22,259 for a -89.0% loss on the \$25,000 cash investment made by the CVB in Mariachi Run as shown in the table.

Summary of Key Performance Indicators (KPI)

<i>KPI</i>	<i>Result</i>	<i>Description of KPI</i>	<i>Page</i>
CVB investment	\$25,000	Amount of funding provided by CVB to event promoter	P1
Total spending	\$67,721	Total spent by event households	Table 1, P6
Average spent per household	\$197	Weighted average spent per household	Table 1, P6
Number of households	343	Number of households at event	Figure 2, P4
Number in household	2.48	Number of people in household group at event	Figure 2, P4
Nights on SPI	0.62	Average number of nights spent on SPI	Figure 2, P4
Lodging tax	\$1,876	City share of HOT revenue: 10.5% of 17% HOT	Table 2, P7
F&B sales tax	\$392	City share of total tax collected from F&B spending: 2% of 8.25% of total sales tax	Table 2, P7
Other sales tax	\$473	City share of total sales tax revenue	Table 2, P7
Total City tax share	\$2,741	Total City tax revenue from event	Table 2, P7
Total tax ROI	-89.0%	Return on CVB investment considering all taxes	Table 2, P7
Lodging only ROI	-92.5%	Return on CVB investment considering HOT only	Table 2, P7
Net Promoter Score	77.9	Measure of customer loyalty; calculated as identified promoters less detractors	Figure 5, p8
Likely to return	93.4%	Percent somewhat or extremely likely to return to SPI	Figure 6, p8
Satisfied with the SPI	96.7%	Percent satisfied with the SPI experience	Figure 7, P8
Satisfied with event	93.4%	Percent satisfied with event	Figure 8, p9

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SPI Mariachi Run 5k/10k

Introduction

SPI Mariachi Run 5k/10k took place at Schlitterbahn Waterpark on Saturday, November 3rd, 2018. The event was created to celebrate the Mexican culture and to make running fun by having live mariachi groups along the run. The event received \$25,000 in funding and was sponsored by the South Padre Island Convention and Visitors Bureau with Angie Juarez serving as the event organizer.

Race participants could pick up their packets and visit the expo from 10:30am to 4:30pm with race start times beginning at 5:30pm. An after race party with mariachi band performances were from 6:15pm to 8:15pm. Registration for the event ranged from \$35 to \$65 depending on the race entered and when registered.

Method

To estimate the economic impact of the 2018 Mariachi Run, UTRGV interviewers conducted a survey (see Appendix A) among event attendees at the Schlitterbahn Waterpark during the following times as recommended by the event director as best to reach the most attendees:

- Saturday, November 3rd, 2018 from 3:30pm until 8:30pm.
- As an incentive, survey respondents were offered a chance to win two nights at Schlitterbahn Beach Resort and were also offered SPI promotional products which substantially helped to recruit respondents.



Interviews

A total of 15 different trained interviewers, a people counter and the project manager attended SPI Mariachi Run, at Schlitterbahn Waterpark on Saturday, November 3rd. Interviewers were highly visible by wearing bright orange t-shirts and visors and randomly approached potential respondents in a professional manner and administered the paper survey on clipboards to facilitate survey administration with the data to be entered into an online link later by the interview team. The onsite interviews yielded 209 completed responses; however, a number of the responses were eliminated as follows:

- 4 responses were completed by another responding household member;
- 8 responses were from respondents not on the Island for the event; and,
- 6 were from respondents who live within ten miles.

The result is 183 useable questionnaires for analysis. The sample population is about 700 adults who passed by the interviewers. With 209 completed surveys, the completed responses rate is about 29.9%.



Estimated attendance

Knowing the number of people attending any event is crucial to estimating the economic impact of the event. Accordingly, the research team manually counted attendance during the times they were at the Schlitterbahn Waterpark via a manual hand counter. The manual counter counted 682 adults and 139 children on Saturday, November 3rd from 3:30pm until 8:30pm. Allowing for vendors and volunteers, in total, we estimate that 850 people were at the Schlitterbahn Waterpark for the 2018 SPI Mariachi Run.

The appropriate unit of analysis, however, is 'the household' since spending questions are asked about household expenditures rather than individual expenditures. To determine the number of households at the event, the total number of attendees (850) is divided by the average household size (2.48) as found in the survey (see Figure 2) to determine that 343 households were at 2018 SPI Mariachi Run event.



Results

Survey participants travel and SPI stay characteristics

In all, 183 useable surveys were completed by people specifically on South Padre Island for 2018 SPI Mariachi Run. Survey respondents were first asked to indicate their role or participation type in the event. Figure 1 shows that by far, most of the respondents surveyed (71.4%) were registered for the event while (20.3%) were event spectators. The remaining survey participants were event sponsor/vendors (1.6%) or volunteer/staff (4.4%).

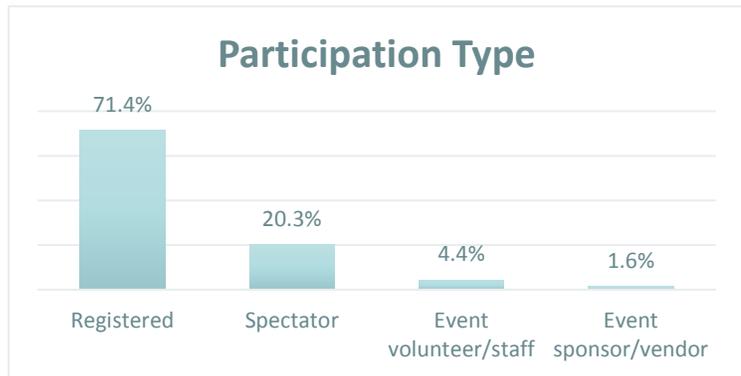


FIGURE 1. PARTICIPATION TYPE

Next, respondents indicated how many people were in their household while at the event, the number of nights spent and the number of miles traveled to the event. The number of people reported in the household for the event ranged from 1 to 16 for an average of 2.48 as seen in Figure 2. Data featured in Figure 2 also shows that, on average, study participants traveled 90 miles to attend the event, although distances traveled ranged from 10 to 1500 miles and spent an average of 0.62 nights on SPI for the event with a range of 0 to 3 nights spent on SPI.

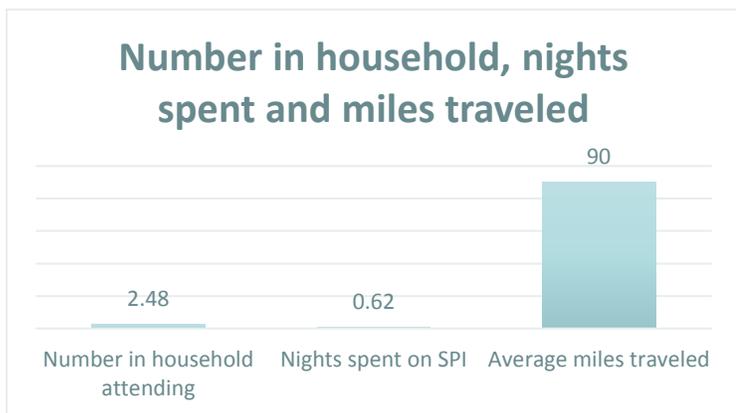


FIGURE 2. AVERAGE MILES TRAVELED, GROUP SIZE AND NIGHTS SPENT

Figure 3 breaks down the percent of respondents by number of nights spent on SPI and shows that 55.2% of respondents did not spend the night on SPI. Of those spending the night, most respondents spent one (30.1%) or two nights (12.6%) although 2.2% spent 3 nights on the Island. None (0.0%) spent more than five nights on SPI for the event.

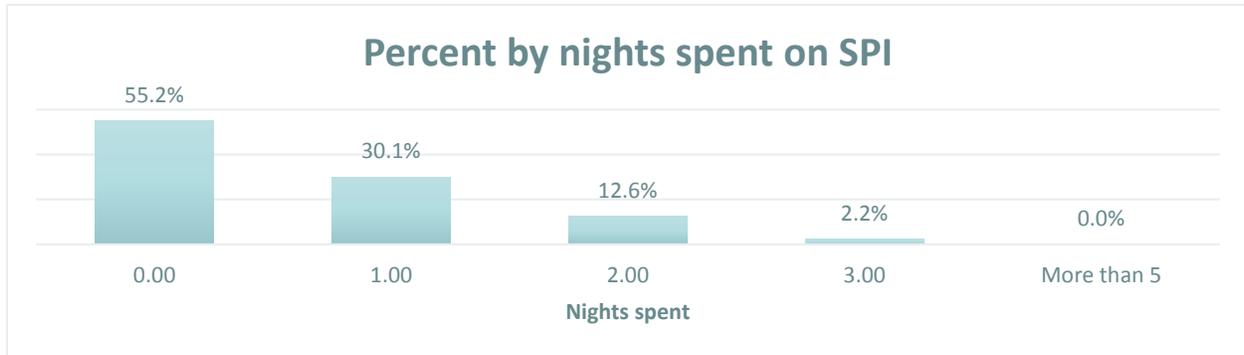


FIGURE 3. PERCENTAGE SPENDING THE NIGHT ON SPI

Figure 4 shows the types of lodging used. While most (54.1%) event attendees surveyed did not spend the night on the Island, of those who did, 35.5% spent the night in a hotel/motel room, 3.3% rented a condominium or beach house, 2.2% stayed with family or friends, and 2.2% stayed in their own SPI residence.

With 37% (Table 1, p6) of the estimated 343 households spending an average of 0.62 nights (Figure 2, p4) on the Island, the Mariachi Run event should have resulted in 78 room nights.

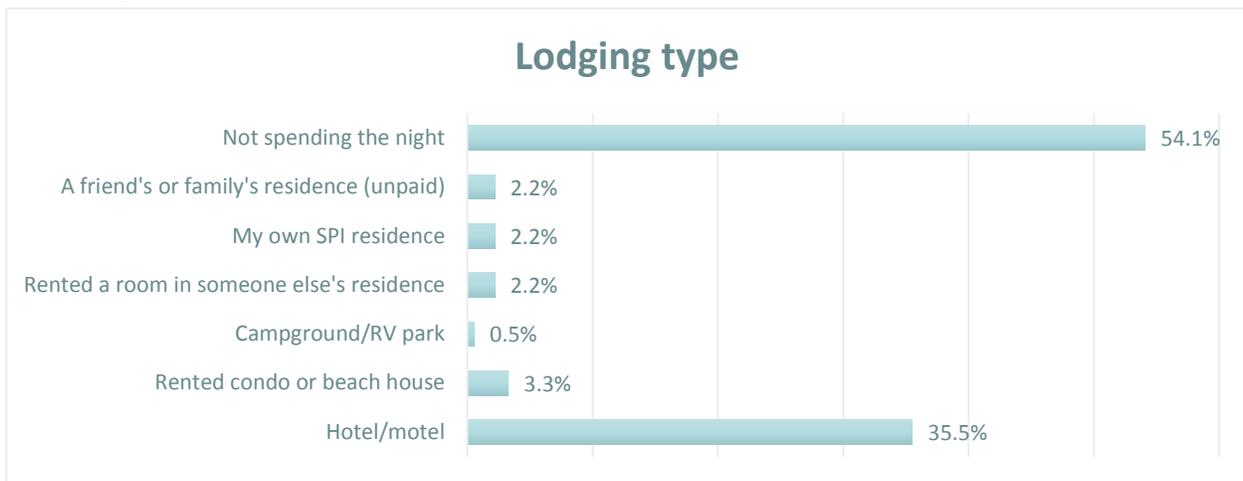


FIGURE 4. TYPE OF LODGING

Mariachi Run attendees accounted for 78 room nights.

Estimated spending

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

Results in Table 1 indicate the average amount spent on lodging, as adjusted by 17%, was \$166 with a weighted average of \$61 considering that 37% of respondents spent money on lodging for a total of \$20,909. Average spending on food and beverages was \$75, with a weighted average of \$62, for a total category spending of \$21,197, including sales taxes. The total spent on all other categories was \$25,614. In total, 343 event households spent a weighted average of \$197 for a total SPI spending of \$67,721.

TABLE 1. TOTAL AVERAGE WEIGHTED SPENDING

Expenditure category	Total average	% spending in category	Weighted spending per HH	Total spending per HH
Food & Beverages	\$75	83%	\$62	\$21,197
Night life	\$70	28%	\$20	\$6,704
Lodging	\$166	37%	\$61	\$20,909
Attraction entertainment	\$47	11%	\$5	\$1,756
Retail	\$60	22%	\$13	\$4,580
Transportation	\$38	59%	\$22	\$7,723
Parking	\$31	3%	\$1	\$291
Admission fees	\$43	8%	\$3	\$1,122
Clothing	\$42	12%	\$5	\$1,745
Groceries	\$37	13%	\$5	\$1,606
Other	\$12	2%	\$0	\$86
Total	\$620		\$197	\$67,721

The estimated direct spending on South Padre Island as attributed to the 2018 SPI Mariachi Run is \$67,721, within a 5.7% confidence interval of plus or minus \$3,826 given the assumptions of a random sample selection.

Tax benefits of spending during event

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

- 17% hotel occupancy tax rate;
- 10.5% City’s share of the hotel occupancy tax rate;
- 8.25% sales tax on all non-lodging spending;
- 2% is the City’s share of non-lodging sales tax.

The spending reported in Table 1 should result in the tax revenues shown in Table 2. Total spending on lodging should result in total tax revenue of \$3,038 with the City’s share at 10.5% totaling \$1,876. Total spending on food and beverages should result in \$1,616 in tax revenue with \$392 the City’s share while total spending in all other expense categories should yield \$1,952 in sales tax revenue with \$473 the City’s share. Altogether, the tax revenue should be \$6,606 with \$2,741 the City’s share. The loss from the City’s share of the hotel tax alone on the \$25,000 invested in the event is -92.5% but is -89.0% considering the City’s share of all the tax revenue.

TABLE 2. SPENDING, TAX REVENUE AND ROI

Spending category	Amount spent	Total HOT	Total sales tax	City's % share	City's \$ share	ROI
Lodging	\$20,909	17%	\$3,038	10.50%	\$1,876	-92.5%
Food & Beverage	\$21,197	8.25%	\$1,616	2%	\$ 392	
All nonlodging	\$25,614	8.25%	\$1,952	2%	\$ 473	
Totals	\$67,721		\$6,606		\$2,741	-89.0%

Total spending of 2018 SPI Mariachi Run attendees resulted in an estimate tax revenue of \$6,606, with \$2,741 going to the City of South Padre Island. With an investment of \$25,000 in the event, the return to the City is -92.5% considering only the 10.5% share of HOT but -89.0% considering all the City’s estimated tax revenue share.

The SPI Experience

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

The results, shown in Figure 5, indicate that most study respondents (80.1%) are promoters of SPI while a few (2.2%) are detractors. This yields a net promoter score (NPS) of 77.9, which is excellent. For example, the hotel industry has a NPS of 39 (www.netpromoter.com/compare).

Respondents were asked how likely they are to return to SPI and how satisfied they were with the event. As seen in Figure 6, by far most respondents (95.1%) are likely to return to the Island at some time in the future.

Respondents were also asked to indicate their satisfaction with the SPI experience and with the event. Result shown in Figure 7 indicate that 96.7% were satisfied with the SPI experience and that 0.5% were dissatisfied with SPI.

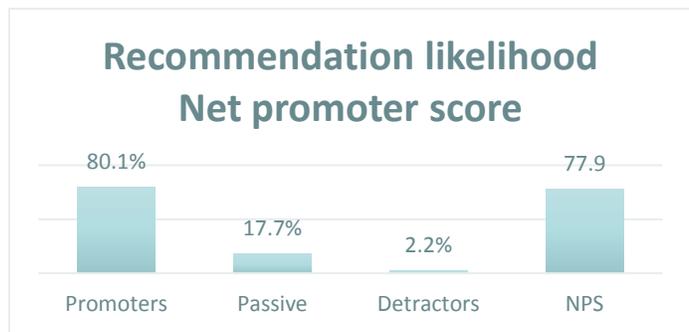


FIGURE 5. NET PROMOTER SCORE

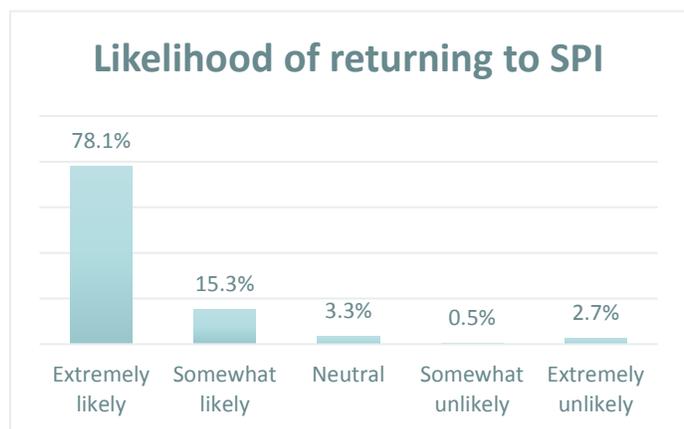


FIGURE 6. LIKELIHOOD OF RETURNING TO SPI IN THE FUTURE



FIGURE 7. SATISFACTION WITH SPI EXPERIENCE

Most respondents (93.4%) were also satisfied with the Mariachi Run event and only 3.3% reported being dissatisfied with the event as seen in Figure 8.

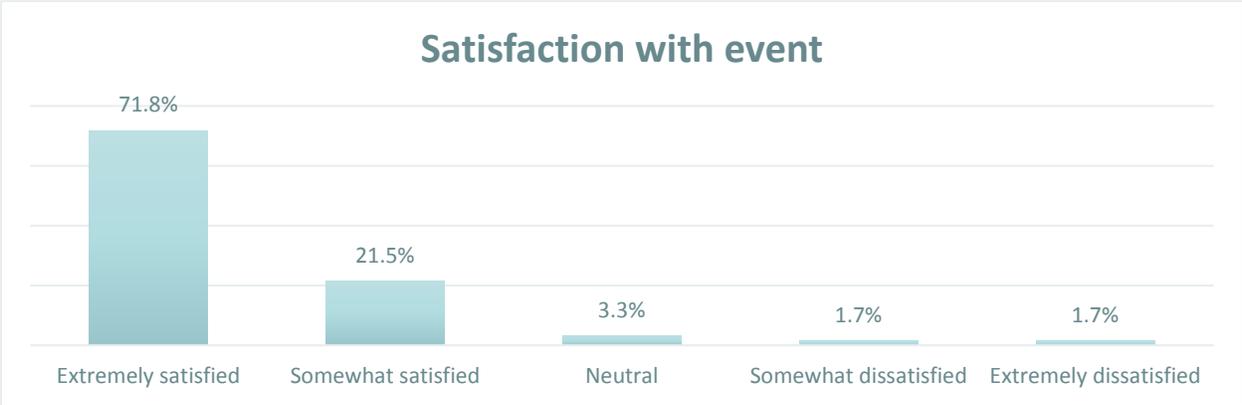


FIGURE 8. SATISFACTION WITH EVENT

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

- More water stops would be nice for the 10k. But overall awesome production loved the mariachi bands.
- Packet pickup have it on another day
- Start race on time; more communication
- Start on time
- Don't know if there will be signs to differentiate 5k and 10k runners. I don't want to get confused during the run. Are there going to be bananas at the end of the finish line? If no, please consider getting some for next time.
- Flat running ground
- Have a designated entrance for non runners, we ran right into the mariachi.
- Have waters available; signs for parking and pick up
- I will continue to bring my family and tell others about SPI if and only if they don't start to implement the hourly parking fee.
- This was a great event! I understood the water stop thing but I wish that there had been regular water stops. Thank you for a fun event!
- No one was taking numbers of 1st, 2nd, and 3rd place. The run was 6.44 instead of 6.2.
- More promotion

- Need more water stations
- Need more water stations. Better mileage tracking. More personnel.
- Needs to be more timed, badly organized
- Needs to be more timed, not prepared, 5K and 10K priced are not worth it, started late
- Other activities for family and friends
- Package pickup on earlier date. Medal is awesome!
- Starting on time, water steps, course marked better
- Timed chips
- To get cups for the water, to start on time
- Water cups for runners during the run

Respondent Demographics

The remainder of the study assessed respondent demographic characteristics.

Targeted survey respondents were those 18 + years and the average age of all respondents was 39 year-of-age with ages ranging from 18 to 76.

Most respondents were female (65.6%), a majority were married (56.4%) and most had some type of college degree (66.1%) as shown in Figures 9 through 11, respectively.

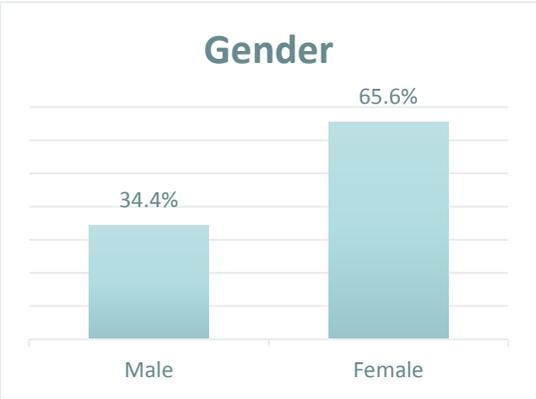


FIGURE 9. GENDER

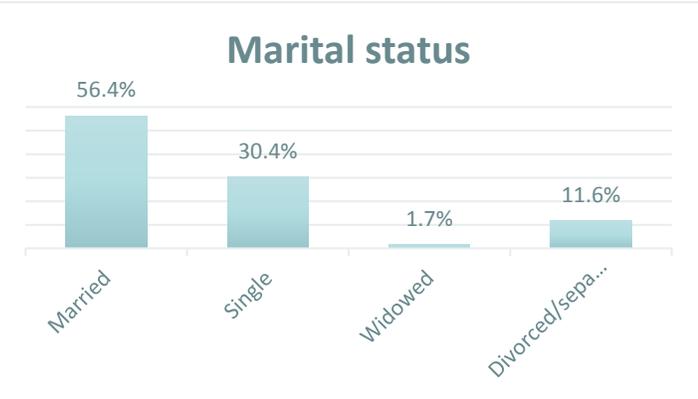


FIGURE 10. MARITAL STATUS

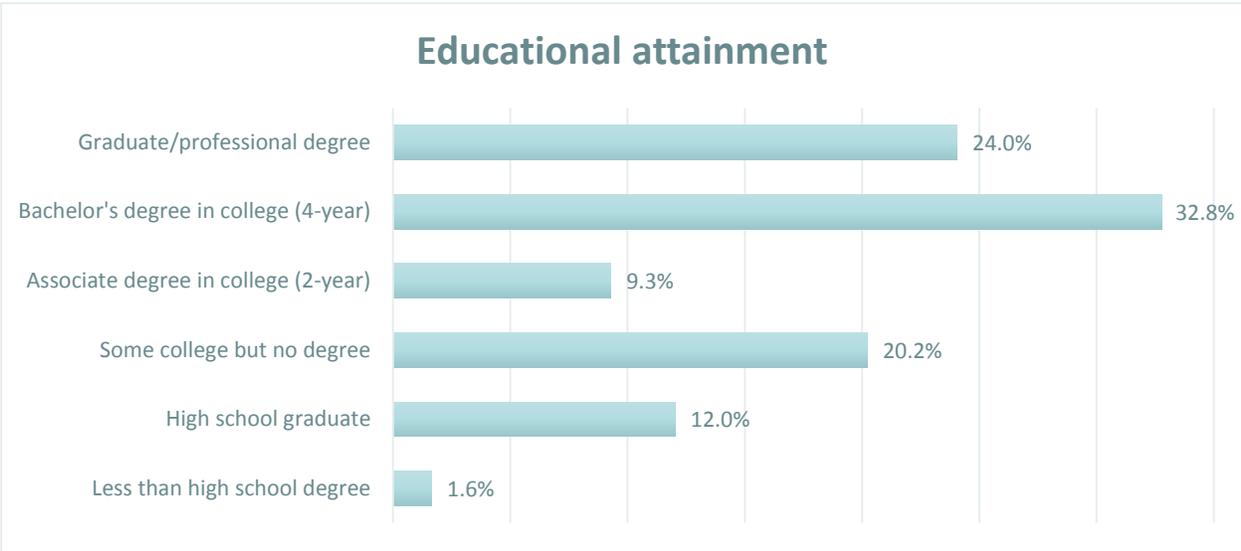


FIGURE 11. EDUCATIONAL ATTAINMENT

Most study respondents work full-time (81.4%), although 7.1% work part-time and 4.4% are retired as seen in Figure 12.

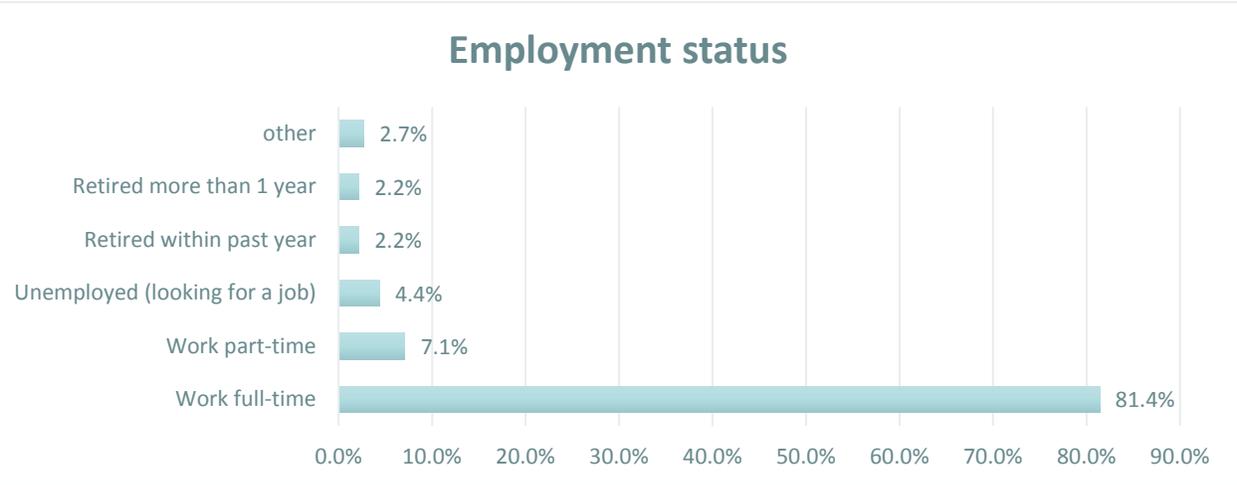


FIGURE 12. EMPLOYMENT STATUS

Most Mariachi Run study participants reported having a higher-than-average household income level: 73.2% indicated an annual household income above \$50,000 (Figure 13).

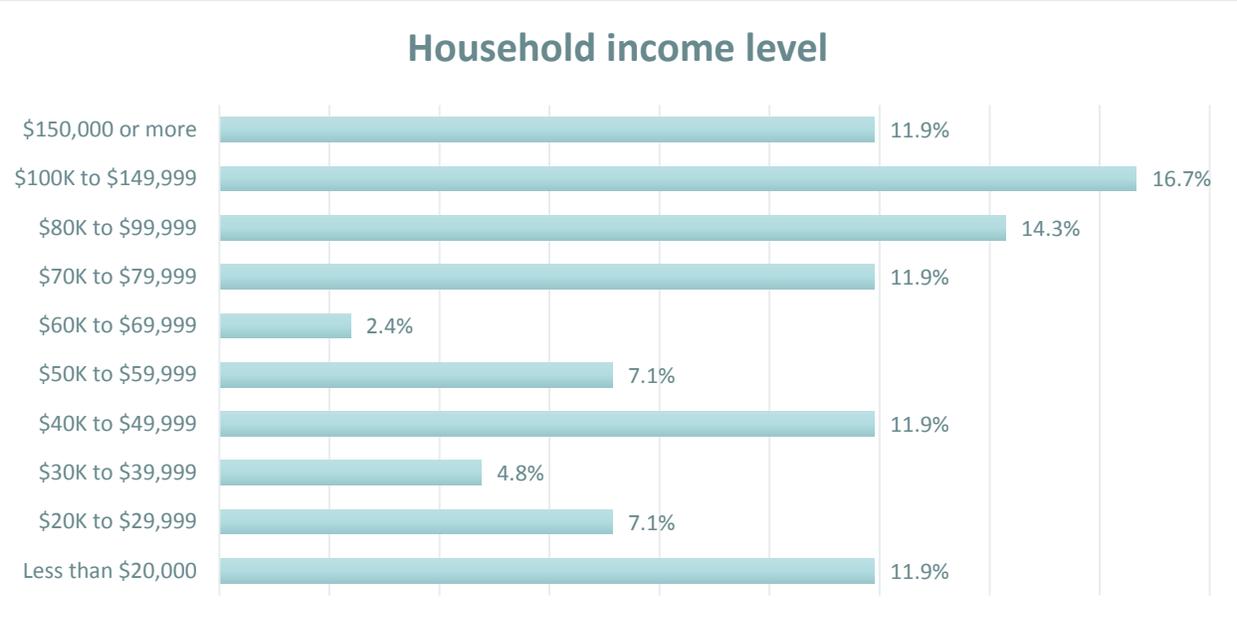


FIGURE 13. HOUSEHOLD INCOME LEVEL

Respondents were also asked to indicate their ethnicity but could select as many ethnicities as appropriate. Results in Figure 14 show that 84.2% of respondents considered themselves Hispanic while 12.0% indicated being White.

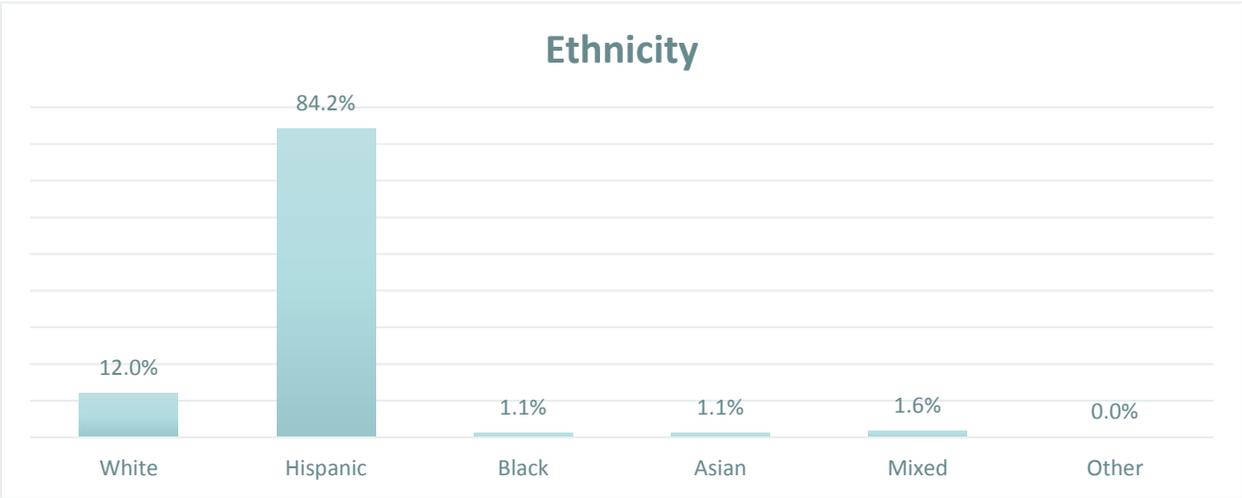


FIGURE 14. ETHNICITY

Finally, respondents were asked to indicate their home country and current residence zip/postal code. Most respondents reported the United States as their home country (97.2%) and 2.8% indicated being from Mexico as shown in Figure 15.

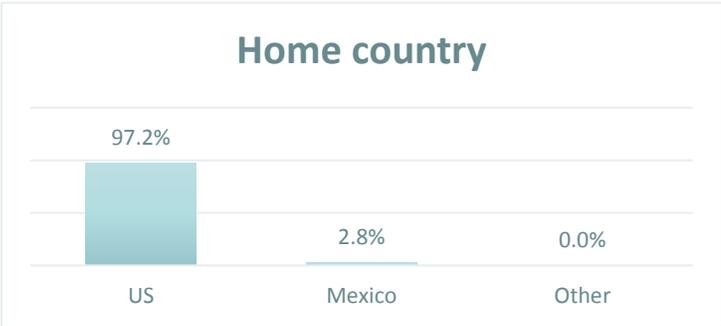


FIGURE 15. HOME COUNTRY

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

Concluding remarks

This report has detailed the amount of money spent on South Padre Island by people attending the South Padre Island Mariachi Run held at the Schlitterbahn Waterpark on Saturday, November 3rd, 2018. The results of the study were obtained by administering a short onsite survey, which offered respondents an incentive to enter a drawing to win two nights at Schlitterbahn Beach Resort. A total of 209 completed surveys resulted in 183 useable responses for the analysis.

Demographically, the study sample was comprised of predominately of married females who were an average of 39 years-of-age, had at least some college education, were employed full-time, had a household income above \$50,000, identify ethnically Hispanic and were from the US. The average household came to the event with 2.48 people, had traveled an average of 90 miles and 37% spent the night on SPI for an average of 0.62 nights.

By combining the count of people at the event and survey results, event attendees generated an estimate 78 SPI room nights. With an average total weighted lodging expenditure per household of \$61 event attendees spent a total of \$20,909 on lodging, resulting in about \$1,876 in the City's share of the Hotel Tax revenue. Spending on food and beverages by event attendees was about \$21,197, which should yield \$392 to the City at a tax rate of 2%. Total spending in other expenditure categories of \$25,614 should provide the City with \$473 in sales tax revenue. Altogether, Mariachi Run participants spent \$67,721, generating \$6,606 in total sales tax with \$2,741 the City's share.

Considering only the City's share of the hotel tax revenue, the City lost -\$23,124 or -92.5% on their \$25,000 investment. Considering all tax revenue from all spending, the City should receive \$2,741 in taxes for a total loss of -\$22,259 or -89.0% on the cash investment provided to the event organizer.

Nevertheless, most Mariachi Run survey participants are "promoters" in recommending SPI to others, are likely or extremely likely to return to SPI for a future vacation and are satisfied with their overall SPI experience during the event. Even though the event did not generate a positive return on the City's investment in the event, the overall SPI and event experience of the attendees will likely result in some people returning to the Island for future vacations.

Appendix A: Survey

SPI Mariachi Run Survey

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

- Have you or someone else in your household already completed this survey? Yes No If yes, return this survey.
- Did you come to South Padre Island specifically for the Mariachi Run? Yes No: If no, return this survey. Thanks!
- About how many miles did you travel to attend the Run? _____ miles
- Which of the following best describes your participation in the Mariachi Run (Check all that apply)?
 - Registered participant Event volunteer/staff
 - Spectator Event sponsor/vendor
 - Did not attend Other _____
- Including yourself, how many people from your household attended Mariachi Run?

_____ Number adults in household
_____ Number of children
- How many nights did you (or will you) spend on SOUTH PADRE ISLAND while attending the Mariachi Run? _____ nights
- Where are you staying (or did stay) while on South Padre Island for the Mariachi Run?
 - Hotel/motel Rented condo/beach house
 - Campground/RV park Rented a room
 - My own SPI residence Friend/family residence (unpaid)
 - Not spending the night Other (please specify) _____
- For each of the following types of expenses, please give your best estimate of the total amount you and your household spent (or will spend) during your entire time on South Padre Island for The Mariachi Run. (List only the total dollar amounts spent on SPI)

Food & beverages (restaurants, concessions, snacks, etc.)	\$
Night clubs, lounges & bars (cover charges, drinks, etc.)	\$
Lodging expenses (hotel, motel, condo, room)	\$
Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)	\$
Retail shopping (souvenirs, gifts, film, etc.)	\$
Transportation (gas, oil, taxi, etc.)	\$
Parking fees	\$
SPI Admission fees	\$
Clothing or accessories	\$
Groceries	\$
Other (please specify)	\$
- On a scale from 0-10, how likely are you to recommend South Padre Island as a place to visit to a friend or colleague?

Not at all likely	0	1	2	3	4	5	6	7	8	9	10	Extremely likely
-------------------	---	---	---	---	---	---	---	---	---	---	----	------------------
- How likely are you to return to South Padre Island for a vacation at some time in the future?
 - Extremely likely Somewhat likely Neutral
 - Somewhat unlikely Extremely unlikely
- How satisfied are you with your overall South Padre Island experience?
 - Extremely satisfied Somewhat satisfied Neutral
 - Somewhat dissatisfied Extremely dissatisfied
- How satisfied are you with the Mariachi Run?
 - Extremely satisfied Somewhat satisfied Neutral
 - Somewhat dissatisfied Extremely dissatisfied
- What suggestions do you have for improving the Mariachi Run or your stay on South Padre Island? (write on back)
- What is your home zip or postal code? _____ code
- What is your home country?
 - US Mexico Canada Other _____
- What is your age? _____ (years of age)
- What is your gender? Male Female Gender diverse
- What is your marital status?
 - Married Single Widowed Divorced/separated
- What is your highest educational attainment?
 - Less than high school Associate's degree
 - High school graduate Bachelor's degree
 - Some college, no degree Graduate/professional degree
- What is your current employment status?
 - Work full-time Retired within past year
 - Work part-time Retired more than 1 year
 - Unemployed (looking for a job) Other (Please specify)
- What is your combined annual household income?

<input type="checkbox"/> less than \$20,000	<input type="checkbox"/> \$60K-\$69,999
<input type="checkbox"/> \$20K-\$29,999	<input type="checkbox"/> \$70K-\$79,999
<input type="checkbox"/> \$30K-\$39,999	<input type="checkbox"/> \$80K-\$99,999
<input type="checkbox"/> \$40K-\$49,999	<input type="checkbox"/> \$100K-\$149,999
<input type="checkbox"/> \$50K-\$59,999	<input type="checkbox"/> \$150,000 or more
- What is your ethnicity? (Select all that apply)
 - White Hispanic Mixed
 - Black Asian Other _____

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

Name: _____

Phone number: _____

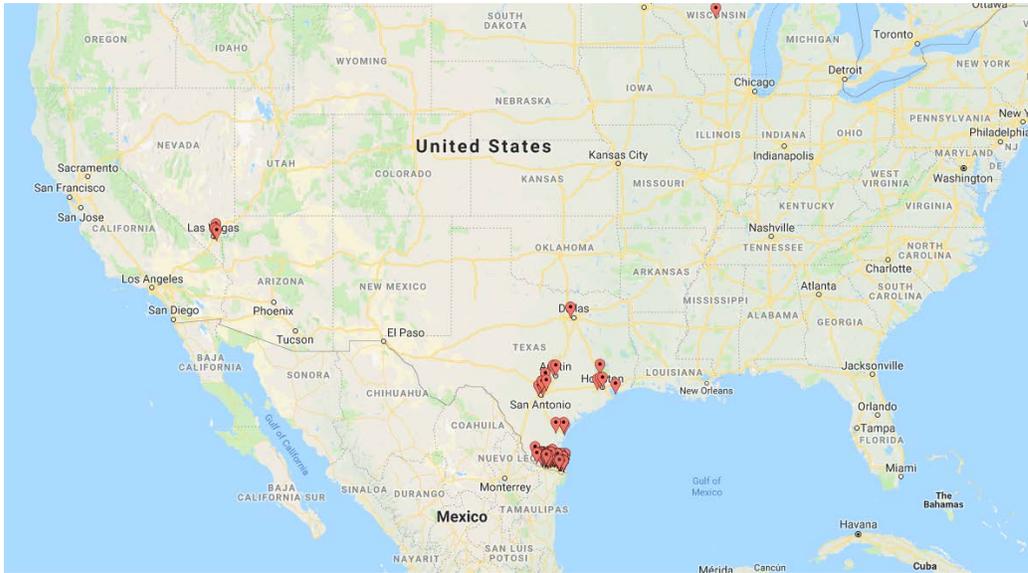
Email: _____

Winners will be notified no later than 2 weeks after event.

THANK YOU VERY MUCH!!!

Appendix B: Respondent's zip or postal code and frequency of response and zip code map

35104	78504	78538	78552	78573	78597
54481	78516	78539	78552	78574	78741
75051	78516	78539	78552	78574	78749
77021	78516	78539	78552	78574	89002
77096	78517	78539	78552	78574	89012
77384	78520	78539	78552	78574	89074
77487	78520	78539	78552	78575	89156
77550	78520	78539	78552	78576	
78108	78520	78539	78552	78576	
78133	78520	78539	78552	78577	
78217	78520	78539	78552	78577	
78217	78520	78542	78552	78577	
78223	78521	78542	78552	78577	
78239	78521	78542	78552	78578	
78242	78521	78542	78557	78578	
78337	78521	78542	78559	78578	
78351	78521	78543	78559	78578	
78412	78521	78543	78560	78582	
78418	78521	78547	78561	78583	
78452	78521	78550	78566	78583	
78501	78521	78550	78566	78586	
78501	78521	78550	78566	78586	
78501	78521	78550	78566	78586	
78501	78521	78550	78566	78586	
78501	78521	78550	78566	78586	
78501	78526	78550	78566	78586	
78501	78526	78550	78566	78586	
78501	78526	78550	78566	78586	
78501	78526	78550	78566	78586	
78501	78526	78550	78566	78589	
78501	78526	78550	78566	78589	
78503	78526	78550	78570	78589	
78503	78526	78550	78570	78589	
78503	78526	78550	78570	78596	
78504	78526	78550	78572	78596	
78504	78526	78551	78572	78596	
78504	78526	78551	78572	78596	
78504	78526	78552	78572	78596	
78504	78537	78552	78572	78596	
78504	78538	78552	78572	78596	
78504	78538	78552	78573	78597	



2018 SPI Mariachi Run



Event Attendance

850 attendees
343 households
78 room nights



DEMOGRAPHICS

Average age 39
Average Income:
73.2%
\$50,000 or more

\$25,000

CVB Investment

\$67,721

Total Spending

\$197

spending per household



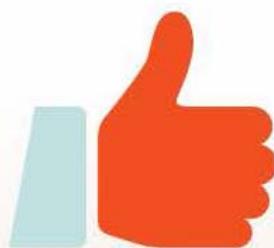
City tax share

10.5% Lodging = \$1,876
2% F&B sales tax = \$392
2% Other sales tax = \$473
Total = \$2,741

2.48 visitors per household

.62 nights spent on SPI

Total tax ROI = -89.0%
Lodging only ROI = -92.5%



SPI Experience

NET PROMOTER SCORE
likely to recommend
South Padre Island

77.9

93.4%

Likely to return

96.7%

Satisfied with SPI

93.4%

Satisfied with event

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

MEETING DATE: April 10, 2019

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

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and action to approve funding request for Veteran’s Day Weekend.

ITEM BACKGROUND

2019 South Padre Island Veteran’s Day Program is requesting \$20,000.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Special Events Committee approve a funding amount.

APPLICATION FOR INITIAL FUNDING

Today's Date: 6/28/2018

ORGANIZATON INFORMATION

Name of Organization: SPI Veteran s Day Program

Address: 7355 Padre Blvd

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

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

Contact Cell Phone Number: 956-761-3000

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

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

Entity's Creation Date: 2018

Purpose of your organization:

Provide family friendly entertainment with a focus on multi day events

in support of the City s Veteran s Day program.

EVENT INFORMATION

Name of Events or Project: SPI Veteran s Day Program

Date of Event or Project: November 2019

Primary Location of Event or Project: SPI Convention Center

Amount Requested: \$ 20,000



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

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

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

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

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

Bringing business to hotels and restaurants the weekend of the event.



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

Amount requested under this category: \$ _____

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

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

What percentage of the ridership will be local citizens? _____

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

Amount requested under this category: \$ _____

What tourist attractions will be the subject of the signs?



QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

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

Expected Attendance: 500

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

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

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

South Padre Island CVB will package this event with local hotels.

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u>2018</u>	<u>\$15,000</u>	<u>tbd</u>
_____	_____	_____
_____	_____	_____

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

Survey and Room block information

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

Will the event charge admission? NO

Do you anticipate a net profit from the event? No

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

Event fees will be consistent year over year.



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

- Newspaper: \$ _____
- Radio: \$ _____
- TV: \$ _____
- Website, Social Media: \$ 5,000 _____
- Other Paid Advertising: \$ _____

Anticipated Number of Press Releases to Media: _____

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

Other Promotions: _____

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

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

Yes _____

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

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

What geographic areas does your event reach?

RGV, Austin, San Antonio, Dallas

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

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



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

TML

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

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

Yes No

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

SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

- Proposed Marketing Plan for Funded Event
- 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



The City of South Padre Island



SCHEDULE OF EVENTS

Friday, November 9th

1 p.m. – Unveiling of Dedication Bench @ Thompkins Park

Saturday, November 10th

7 a.m. – Veterans/Pro Golf Tournament @ SPI Golf Course

2 p.m. – Veterans Day City Program @ SPI Convention Center

Guest Speaker: Gordon R. England

*Served as U.S. Secretary of the Navy, 1st Secretary for Homeland Security,
Deputy Secretary of Defense & Acting Secretary of Defense*

Music by Pelican West & food provided by Hilton Garden Inn

8 p.m. – Blacklight Run

Sunday, November 11th

10 a.m. – GoRuck Race

10 a.m. – Veterans Day Eco Tour @ Breakaway Cruises

8 p.m. – Veterans Day Country Concert @ The Greens

Monday, November 12th

10 a.m. – Flag Retirement Ceremony @ SPI Convention Center



For more information contact:

SPI Convention & Visitor's Bureau - (956) 761-3000

SPI Visitor's Center - (956) 761-6433

www.sopadre.com

2018 Veterans Day Weekend



Event Attendance

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



DEMOGRAPHICS

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

\$15,000

CVB Investment

\$361,079

Total Spending

\$503

spending per household



2.48 visitors per household

1.35 nights spent on SPI

City tax share

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

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



SPI Experience

NET PROMOTER SCORE
likely to recommend
South Padre Island

88.6

97.8%

95.6%

91.1%

Likely to return

Satisfied with SPI

Satisfied with event



Event Economic Impact Report

Prepared for

City of South Padre Island Convention and Visitors Bureau

Prepared by

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

Research Team Leaders

Dr. Penny Simpson, Professor of Marketing and Director
Dr. Sharon Schembri, Associate Professor of Marketing
Oscar Ramos Chacon, Project Manager

The University of Texas Rio Grande Valley
Robert C. Vackar College of Business and Entrepreneurship
1201 West University Drive Edinburg, TX 78539-2999 USA
Tel: 956-665-2829 Cell: 956.240.0627
penny.simpson@utrgv.edu

Executive Summary and Survey Highlights

SPI Veterans Day Weekend took place at various venues throughout South Padre Island from Friday, November 9th through Monday, November 12th 2018. The eight events at seven different locations ranged from a bench dedication, runs to a country concert with Whiskey D. The weekend was created as “a weekend long, family-friendly event to honor and celebrate our veterans.”

To examine the spending of Veterans Day Weekend attendees on SPI, a short survey incentivized with the opportunity to enter a drawing to win two nights at Schlitterbahn Beach Resort was conducted. The survey was administered onsite for 98 completed questionnaires resulting in 45 useable responses from unique households on the Island specifically for the event.

On average, event study respondents were predominately married (60.5%) females (55.8%), had an average age of 39 years, had at least some type of college degree (41.9%), worked full-time (64.3%), were primarily Hispanic (72.1%) and 55.0% had an average annual income above \$50,000. Survey respondents were primarily from the US (93.0%) with 4.7% from Mexico. On average, household participants traveled an average of 200 miles with an average of 2.58 people and spent 1.35 nights on SPI during the event.

Most survey respondents are considered promoters of the Island to others (93.2%), resulting in an excellent net promoter score of 88.6. Most respondents are satisfied with the Island experience (95.6%) and the event (91.1%) and are likely to return to SPI for a future vacation (97.8%).

Importantly, the survey analysis found that the 718 household groups attended Veterans Day Weekend and spent an estimated weighted average of \$503 per household while on the Island for a total spending of \$361,079. Of this spending, lodging is the highest per household expenditure category with 44% of study respondents spending at least one night on the Island in paid lodging and staying an average of 1.35 nights. This resulted in about 431 total room nights, most of which were spent in hotels.

With the average weighted lodging expenditure of \$503 per household that spent the night on the Island, a total of \$180,960 was spent on lodging. Of this amount, 17% or \$26,293 was for the Hotel Occupancy Tax (HOT), and 10.5%, or about \$ 16,240, is the City’s share of the HOT. Moreover, the estimated total spending on food and beverages of \$65,627 included about \$5,002 in taxes at the 8.25% rate or \$1,213 at the City 2% tax

rate. Other types of expenditures, such as clothing, nightlife and entertainment amounted to \$114,493, of which \$8,726 was sales taxes, with \$2,115 the City's share. In total, the \$361,079 spent during Veterans Day Weekend resulted in \$40,021 in tax revenue with \$19,568 the City's share. This represents a return to the City of \$4,568 for a 30.5% gain on the \$15,000 cash investment made by the CVB in Veterans Day Weekend as shown in the table.

Summary of Key Performance Indicators (KPI)

<i>KPI</i>	<i>Result</i>	<i>Description of KPI</i>	<i>Page</i>
CVB investment	\$15,000	Amount of funding provided by CVB to event promoter	P1
Total spending	\$361,079	Total spent by event households	Table 1, P7
Average spent per household	\$503	Weighted average spent per household	Table 1, P7
Number of households	718	Number of households at event	Figure 3, P5
Number in household	2.58	Number of people in household group at event	Figure 3, P5
Nights on SPI	1.35	Average number of nights spent on SPI	Figure 3, P5
Lodging tax	\$16,240	City share of HOT revenue: 10.5% of 17% HOT	Table 2, P8
F&B sales tax	\$1,213	City share of total tax collected from F&B spending: 2% of 8.25% of total sales tax	Table 2, P8
Other sales tax	\$2,115	City share of total sales tax revenue	Table 2, P8
Total City tax share	\$19,568	Total City tax revenue from event	Table 2, P8
Total tax ROI	30.5%	Return on CVB investment considering all taxes	Table 2, P8
Lodging only ROI	8.3%	Return on CVB investment considering HOT only	Table 2, P8
Net Promoter Score	88.6	Measure of customer loyalty; calculated as identified promoters less detractors	Figure 6, p9
Likely to return	97.8%	Percent somewhat or extremely likely to return to SPI	Figure 7, p9
Satisfied with the SPI	95.6%	Percent satisfied with the SPI experience	Figure 8, P9
Satisfied with event	91.1%	Percent satisfied with event	Figure 9, p10

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Veterans Day Weekend

Introduction

SPI Veterans Day Weekend included eight different events across seven different venues throughout South Padre Island from Friday, November 9th through Monday, November 12th 2018. Altogether, the events were created as “a weekend long, family-friendly event to honor and celebrate our veterans.” The schedule of events and places was:

SCHEDULE OF EVENTS

Friday, November 9, 2018

1 p.m. – Unveiling of Dedication Bench @ Tompkins Park

2 p.m. – Mobi-Mat Ribbon Cutting Ceremony, Beach Circle, Access #4

Saturday, November 10, 2018

7 a.m. – Order of the Purple Heart Veterans Golf Tournament @ SPI Golf Course

2 p.m. – Veterans Day City Program @ SPI Convention Centre

Guest Speaker Gordon R. England: Served as U.S. Secretary of the Navy, 1st Secretary for Homeland Security, Deputy Secretary of Defense & Acting Secretary of Defense

8 p.m. – Black Light Run @ Clayton’s Beach Bar & Grill

Sunday, November 11, 2018

10 a.m. – GORUCK Light @ Schlitterbahn

10 a.m. – Veterans Day Eco-Tour @ Breakaway Cruises

6 p.m. – FREE Veterans Day Country Concert featuring Whiskey D @ The Greens

Monday, November 12, 2018

10 a.m. – Flag Retirement Ceremony @ SPI Convention Centre

The event was sponsored by the South Padre Island Convention and Visitors Bureau and was funding at \$15,000 by the CVB.

Method

Interviews

To estimate the economic impact of the 2018 Veterans Day Weekend, UTRGV interviewers conducted a survey (see Appendix A) among event attendees at the times and venues as recommended to reach the most attendees. SPI promotional items and a chance to win two nights at Schlitterbahn Beach Resort were offered as incentives to help recruit respondents.

To conduct the interviews, a total of 23 trained interviewers, a people counter, a drone operator and the project manager attended three different SPI Veterans Day Weekend events/venues:

- ★ Saturday, November 10—1:00pm to 3:30pm—Veterans Day City Program at the SPI Convention Centre
- ★ Saturday, November 10—6:00pm to 8:00pm—Blacklight Run at Clayton’s Beach Bar & Grill
- ★ Sunday, November 11—5:00pm to 8:00pm—Veterans Day Country Concert at The Greens

Interviewers were highly visible by wearing bright orange t-shirts and visors and randomly approached potential respondents in a professional manner and administered the paper survey on clipboards to facilitate survey administration with the data to be entered into an online link later by the interview team. The onsite interviews yielded 98 completed responses; however, a number of responses were eliminated as follows:

- ★ 1 were completed by another responding household member;
- ★ 35 were from respondents not on the Island for the event; and,
- ★ 14 were from respondents who live within ten miles.



The result is 45 useable questionnaires for analysis. The sample population is about 718 households who passed by the interviewers. With 98 completed surveys, the completed responses rate is about 13.7%.

Estimated attendance

Knowing the number of people attending any event is crucial to estimating the economic impact of the event. Accordingly, the research team manually counted attendance during the times they were at the different venues via a manual hand counter as follows:

- ★ 68 adults by 2:15pm at the 2:00pm Veterans Day City Program at the Convention Centre;
- ★ 950 adults and 101 children by 8:00pm at the Blacklight Run at Clayton's Beach Bar & Grill;
- ★ 40 were counted at the Country Concert on The Greens.



The event sponsor reported that 40 people had registered for the GoRuck March, 40 had registered for the Golf Tournament and that 2,488 unduplicated names had registered for the Blacklight Run. Considering both the manual count at the Blacklight Run and that the inclement weather likely reduced the actual number of Blacklight Run attendees, an estimated attendance at that event was likely half way between the number registered and the actual count or 1,770 Blacklight event attendees. By adding an estimated 80 likely unduplicated attendees of the other events, we estimate that 1,850 different people attended at least one of the eight 2018 SPI Veterans Day Weekend events.

The appropriate unit of analysis, however, is 'the household' since spending questions are asked about household expenditures rather than individual expenditures. To determine the number of households at the event, the total number of attendees (1850) is divided by the average household size (2.58) as found in the survey (see Figure 3) to determine that 718 households were at the two venues of the event.



Results

Survey participants travel and SPI stay characteristics

In all, 45 useable surveys were completed by people specifically on South Padre Island for 2018 SPI Veterans Day Weekend. Survey respondents were first asked to indicate their role or participation type in the event. Figure 1 shows that by far, most of the respondents surveyed (55.6%) were registered for the event while (28.9%) were event spectators. The remaining event participants were event sponsor/vendors (0.0%) or volunteer/staff (6.7%).

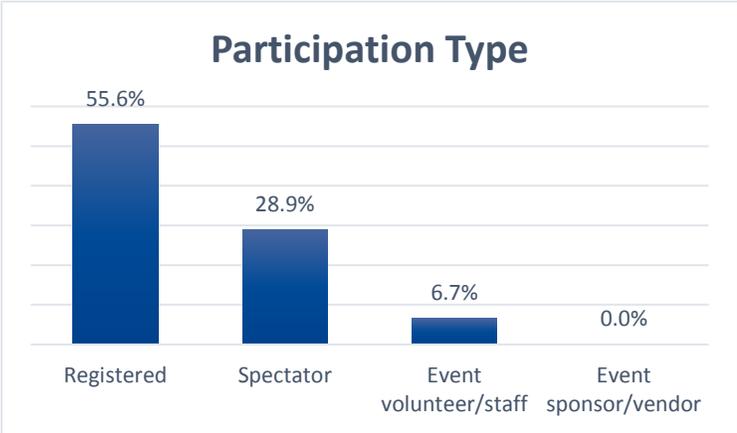


FIGURE 1. PARTICIPATION TYPE

In addition to participation type, respondents were asked to indicate which of the eight events they attended. The results in Figure 2 show that the event attracting the most attendees by far was the Blacklight Run. This result should not apply to the population of event attendees since a greater proportion of respondents relative to the event size were from the City Program and the Country Concert events.

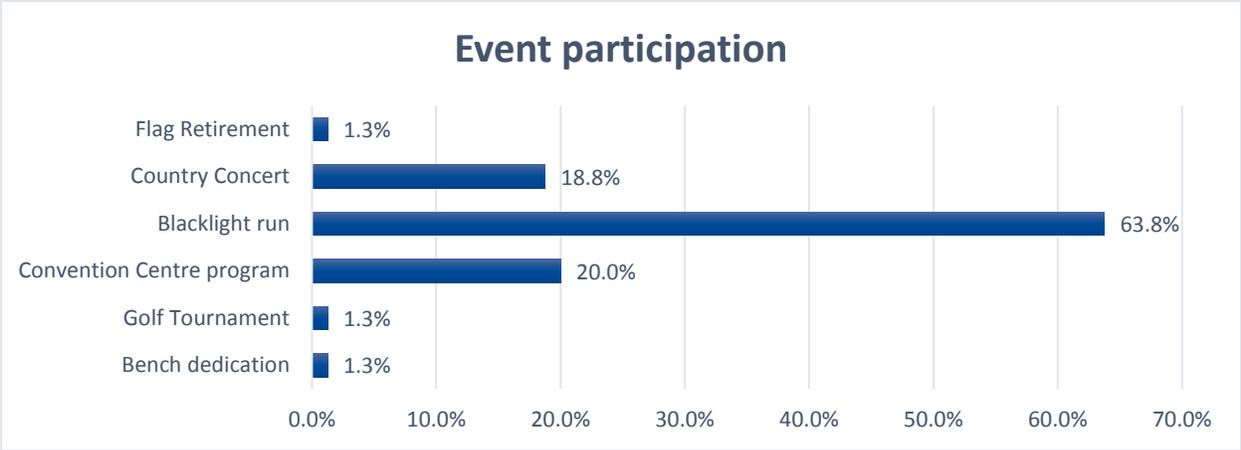


FIGURE 2. EVENTS ATTENDED

Next, respondents indicated how many people were in their household while at the event, the number of nights spent and the number of miles traveled to the event. The number of people reported in the household for the event ranged from 1 to 7 for an average of 2.58 as seen in Figure 3. Data featured in Figure 3 also shows that, on average, study participants traveled 200 miles to attend the event, although distances traveled ranged from 10 to 3000 miles and spent an average of 1.35 nights on SPI for the event with a range of 0 to 13 nights spent on SPI.

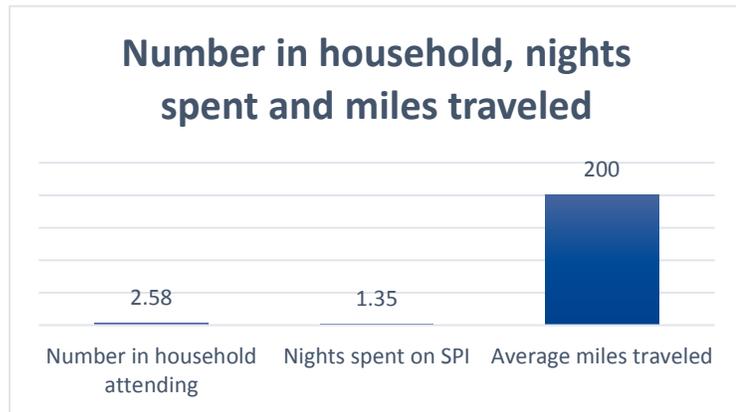


FIGURE 3. AVERAGE MILES TRAVELED, GROUP SIZE AND NIGHTS SPENT

Note that some respondents were apparently Winter Texans and reported spending from 90 days to 150 days. These responses, were deleted as outliers because their responses would have significantly and inappropriately skewed results.

Figure 4 breaks down the percent of respondents by number of nights spent on SPI and shows that 32.5% of respondents did not spend the night on SPI. Of those spending the night, most respondents spent one (42.5%) or two nights (10.0%) although 10.0% spent 3 nights on the Island. One (2.5%) spent more than five nights on SPI for the event.

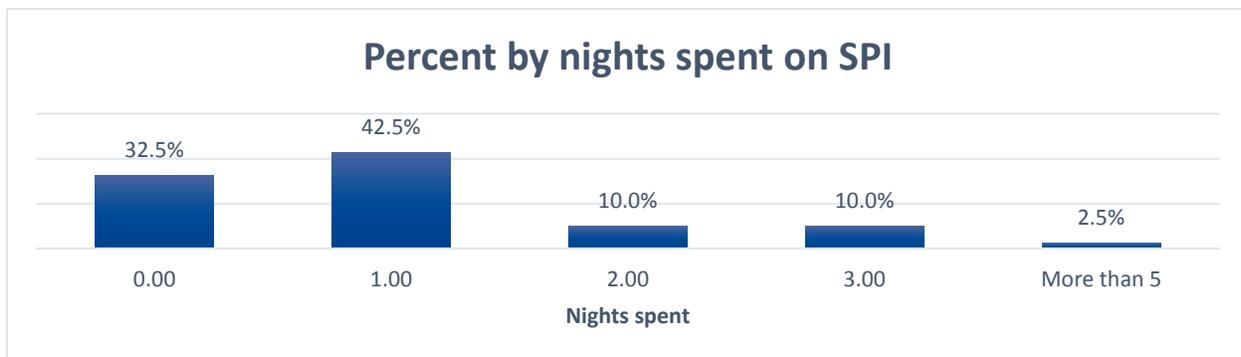


FIGURE 4. PERCENTAGE SPENDING THE NIGHT ON SPI

Figure 5 shows the types of lodging used. While most, (33.3%) of event attendees, did not spend the night on the Island, of those who did, 33.3% spent the night in a hotel/motel room, 8.9% rented a condominium or beach house, 8.9% stayed with family or friends, and 2.2% stayed in their own SPI residence.

With 44% (Table 1, p6) of the estimated 718 households spending an average of 1.35 nights (Figure 3, p5) on the Island, the Veterans Day Weekend event should have resulted in 431 room nights.

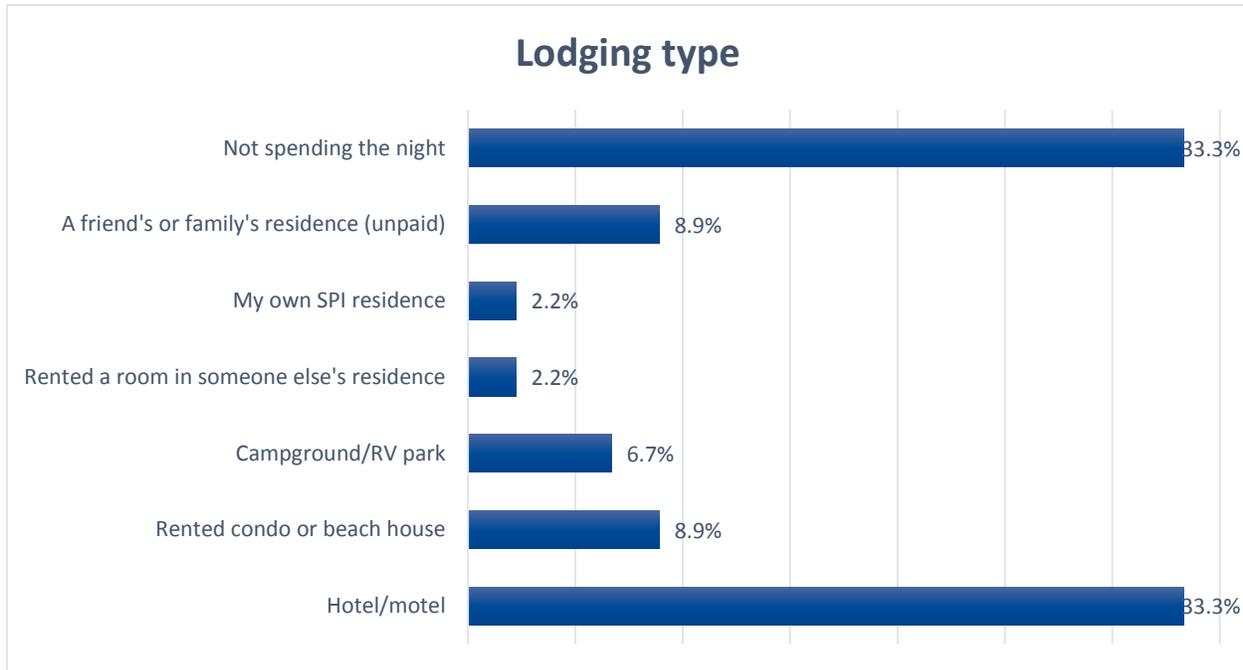


FIGURE 5. TYPE OF LODGING

Veterans Day Weekend attendees accounted for 431 room nights.

Estimated spending

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

Results in Table 1 indicate the average amount spent on lodging, as adjusted by 17%, was \$567 with a weighted average of \$252 considering that 44% of respondents spent money on lodging for a total of \$180,960. Average spending on food and beverages was \$125, with a weighted average of \$91, for a total category spending of \$21,197, including sales taxes. The total spent on all other categories was \$114,493. In total, 718 event households spent a weighted average of \$503 for a total SPI spending of \$361,079.

TABLE 1. TOTAL AVERAGE WEIGHTED SPENDING

Expenditure category	Total average	% spending in category	Weighted spending per HH	Total spending per HH
Food & Beverages	\$125	73%	\$91	\$65,627
Night life	\$93	40%	\$37	\$26,554
Lodging	\$567	44%	\$252	\$180,960
Attraction entertainment	\$77	20%	\$15	\$11,004
Retail	\$89	33%	\$30	\$21,211
Transportation	\$56	69%	\$39	\$27,670
Parking	\$11	38%	\$4	\$3,030
Admission fees	\$21	18%	\$4	\$2,711
Clothing	\$89	22%	\$20	\$14,114
Groceries	\$64	18%	\$11	\$8,197
Other	\$0	2%	\$0	\$0
Total	\$1,191		\$503	\$361,079

The estimated direct spending on South Padre Island as attributed to the 2018 SPI Veterans Day Weekend is \$361,079, within a 9.2% confidence interval of plus or minus \$33,219 given the assumptions of a random sample selection.

Tax benefits of spending during event

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

- ★ 17% hotel occupancy tax rate;
- ★ 10.5% City's share of the hotel occupancy tax rate;
- ★ 8.25% sales tax on all non-lodging spending;
- ★ 2% is the City's share of non-lodging sales tax.

The spending reported in Table 1 should result in the tax revenues shown in Table 2. Total spending on lodging should result in total tax revenue of \$26,293 with the City's share at 10.5% totaling \$16,240. Total spending on food and beverages should result in \$5,002 in tax revenue with \$1,213 the City's share while total spending in all other expense categories should yield \$8,726 in sales tax revenue with \$2,115 the City's share. Altogether, the tax revenue should be \$40,021 with \$19,568 the City's share. The gain from the City's share of the hotel tax alone on the \$15,000 invested in the event is 8.3% but is 30.5% considering the City's share of all the tax revenue.

TABLE 2. SPENDING, TAX REVENUE AND ROI

Spending category	Amount spent	Total HOT	Total sales tax	City's % share	City's \$ share	ROI
Lodging	\$180,960	17%	\$26,293	10.50%	\$ 16,240	8.3%
Food & Beverage	\$65,627	8.25%	\$5,002	2%	\$ 1,213	
All nonlodging	\$114,493	8.25%	\$8,726	2%	\$ 2,115	
Totals	\$361,079		\$40,021		\$ 19,568	30.5%

Total spending of 2018 SPI Veterans Day Weekend attendees resulted in an estimate tax revenue of \$40,021, with \$19,568 going to the City of South Padre Island. With an investment of \$15,000 in the event, the return to the City is 8.3% considering only the 10.5% share of HOT but 30.5% considering all the City's estimated tax revenue share.

The SPI Experience

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

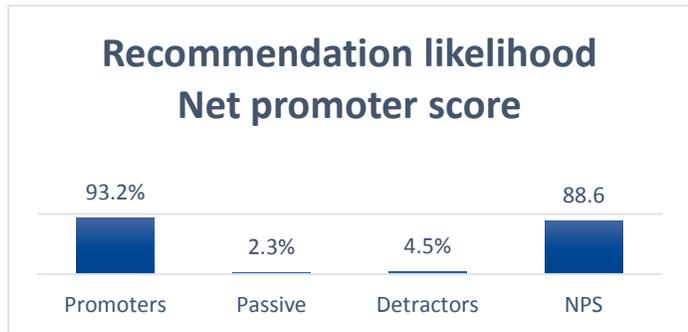


FIGURE 6. NET PROMOTER SCORE

The results, shown in Figure 6, indicate that most study respondents (93.2%) are promoters of SPI while a few (4.5%) are detractors. This yields a net promoter score (NPS) of 88.6, which is excellent. For example, the hotel industry has a NPS of 39 (www.netpromoter.com/compare).

Respondents were asked how likely they are to return to SPI and how satisfied they were with the event. As seen in Figure 7, by far most respondents (97.8%) are likely to return to the Island at some time in the future.

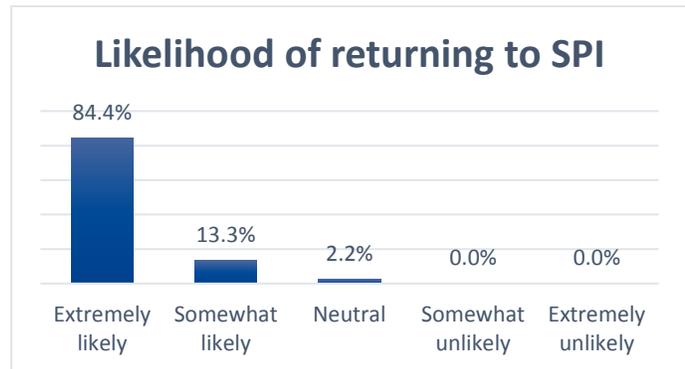


FIGURE 7. LIKELIHOOD OF RETURNING TO SPI IN THE FUTURE

Respondents were also asked to indicate their satisfaction with the SPI experience and with the event. Result shown in Figure 8 indicate that 95.6% were satisfied with the SPI experience and that 2.2% were dissatisfied with SPI.



FIGURE 8. SATISFACTION WITH SPI EXPERIENCE

Most respondents (91.1%) were also satisfied with the Veterans Day Weekend event and only 4.4% reported being dissatisfied with the event as seen in Figure 9.

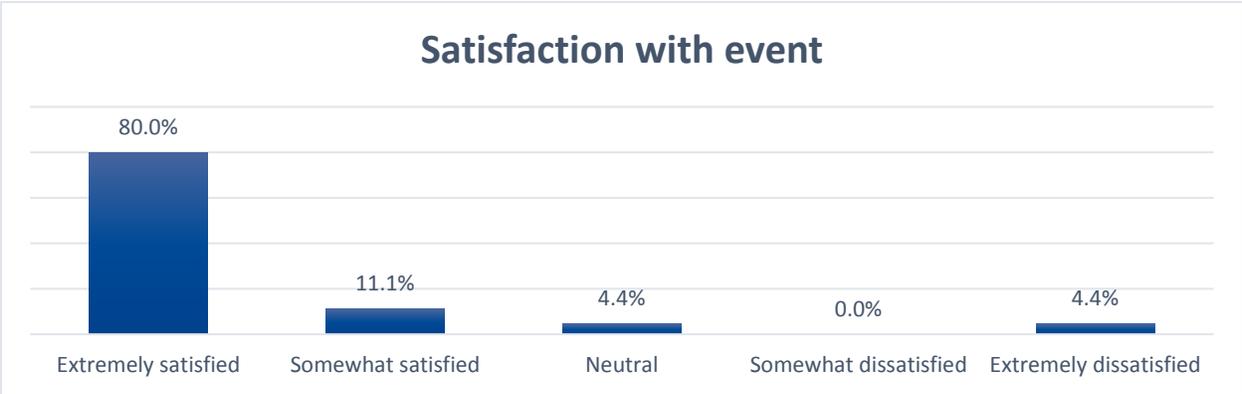


FIGURE 9. SATISFACTION WITH EVENT

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

- Parking
- Weather
- Better communication in parking lot especially for handicap. I am limited in my eyesight and parking did not help
- Good
- Its good
- More powder experience, powder gun
- Parking
- Stop bringing local acts and/or acts that country/tejano, it is already prevalent in this area. Don't schedule outside events during the cold season. And, you need less people working on surveys and more on improving the community.

Respondent Demographics

The remainder of the study assessed respondent demographic characteristics.

Targeted survey respondents were those 18 + years and the average age of all respondents was 39 year-of-age with ages ranging from 18 to 66.

Most respondents were female (55.8%), a majority were married (60.5%) and most had some type of college degree (41.9%) as shown in Figures 10 through 12, respectively.

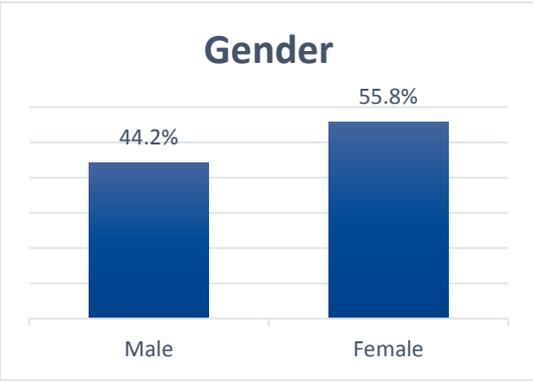


FIGURE 11. GENDER

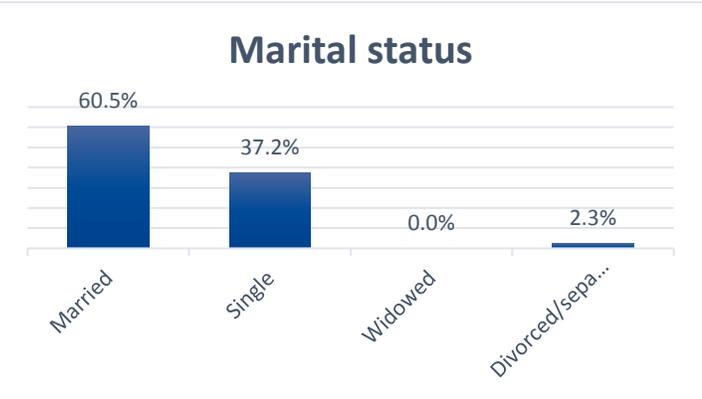


FIGURE 12. MARITAL STATUS

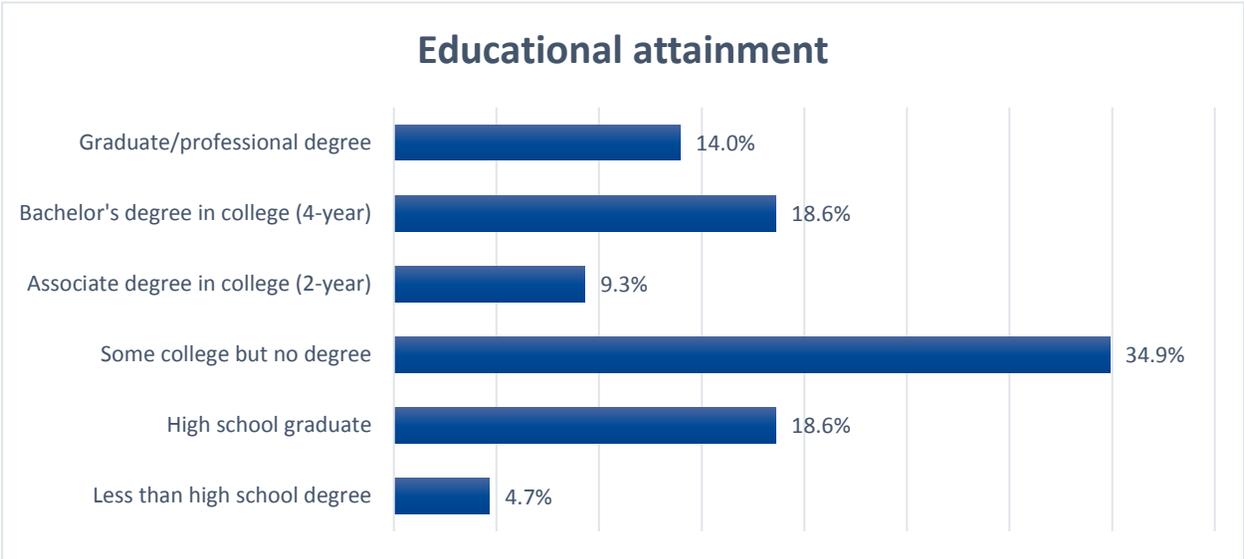


FIGURE 10. EDUCATIONAL ATTAINMENT

Most study respondents work full-time (64.3%), although 19.0% work part-time and 7.1% are retired as seen in Figure 13.

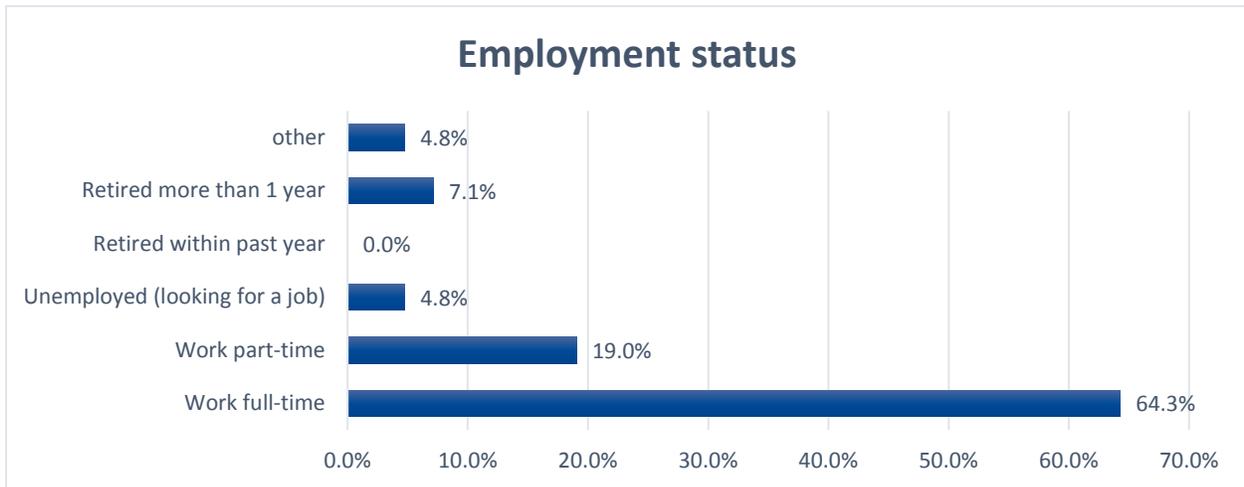


FIGURE 13. EMPLOYMENT STATUS

Most Veterans Day Weekend study participants reported having a higher-than-average household income level: 55.0% indicated an annual household income above \$50,000 (Figure 14).

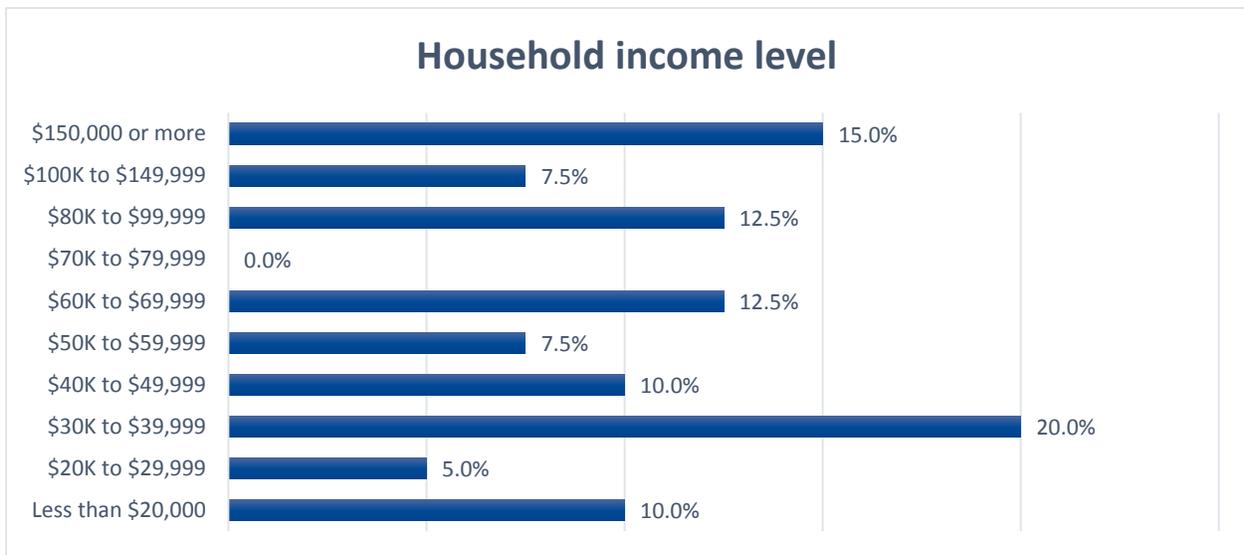


FIGURE 14. HOUSEHOLD INCOME LEVEL

Respondents were also asked to indicate their ethnicity but could select as many ethnicities as appropriate. Results in Figure 15 show that 72.1% of respondents considered themselves Hispanic while 18.6% indicated being White.

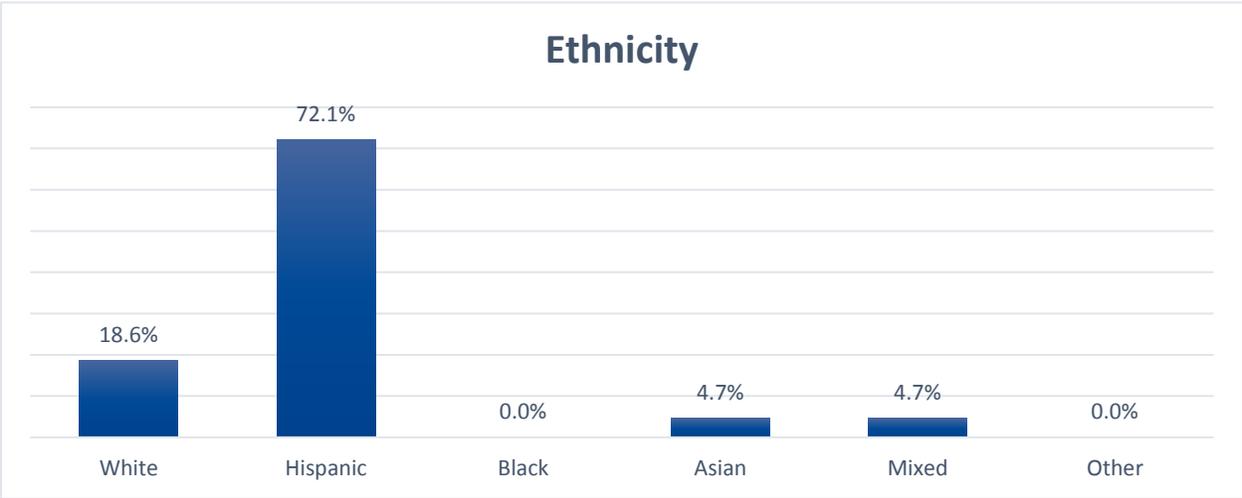


FIGURE 15. ETHNICITY

Finally, respondents were asked to indicate their home country and current residence zip/postal code. Most respondents reported the United States as their home country (93.0%) and 4.7% indicated being from Mexico as shown in Figure 16.

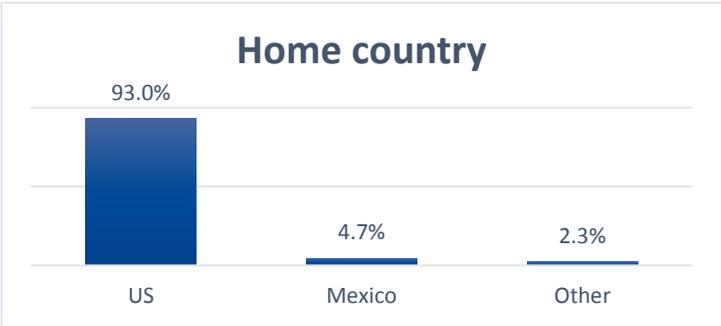


FIGURE 16. HOME COUNTRY

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

STR Report

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

SPI Veterans Day Weekend was held from Friday, November 10th through Monday, November 12th. This means that most event attendees who spent the night on SPI would have done so on Friday through Sunday night, although the peak night would have been Saturday night with the well-attended Blacklight Run. The following figures show the hotel metrics for the Friday-Saturday period (the month trend) for this year as well as for the same period as last year (the year trend).

The occupancy rate for the two-day period this year was 51.8%, as compared to 77.7% last year, which is 27.1% below the same day-period last year. This year’s event period was above the week average (49.1%) as well as for 28-day rate of 46.1%.as seen in Figure 17.

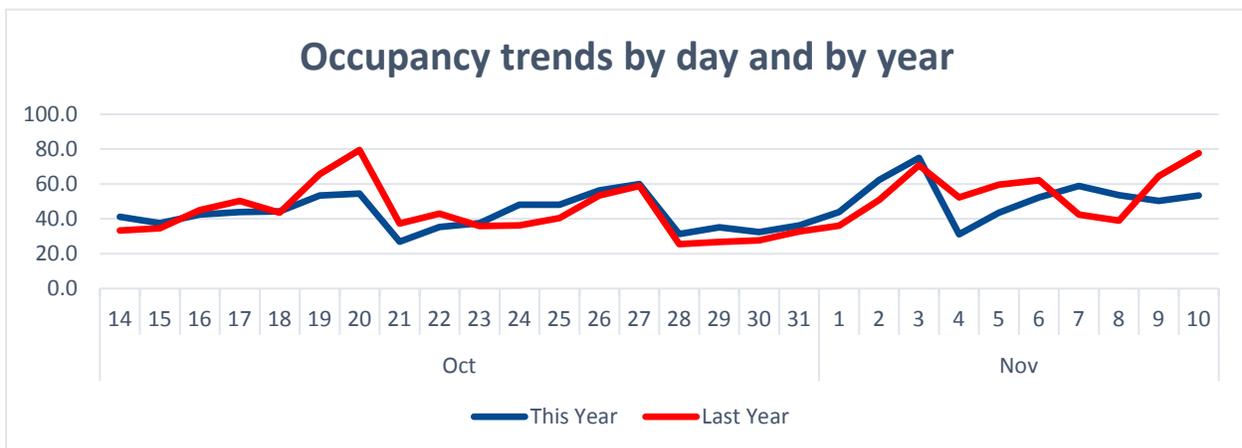


FIGURE 17. STR OCCUPANCY RATES BY DAY AND YEAR

The average daily rate (ADR) of rooms for this year’s event period was \$ \$81.00, -10.7% lower than room rates compared to \$90.70 , the same time period last year. The average room rate for this year’s event period was also lower than the rate for the week (\$84.60) and higher than the 28-day period (\$86.69) as shown in Figure 18.

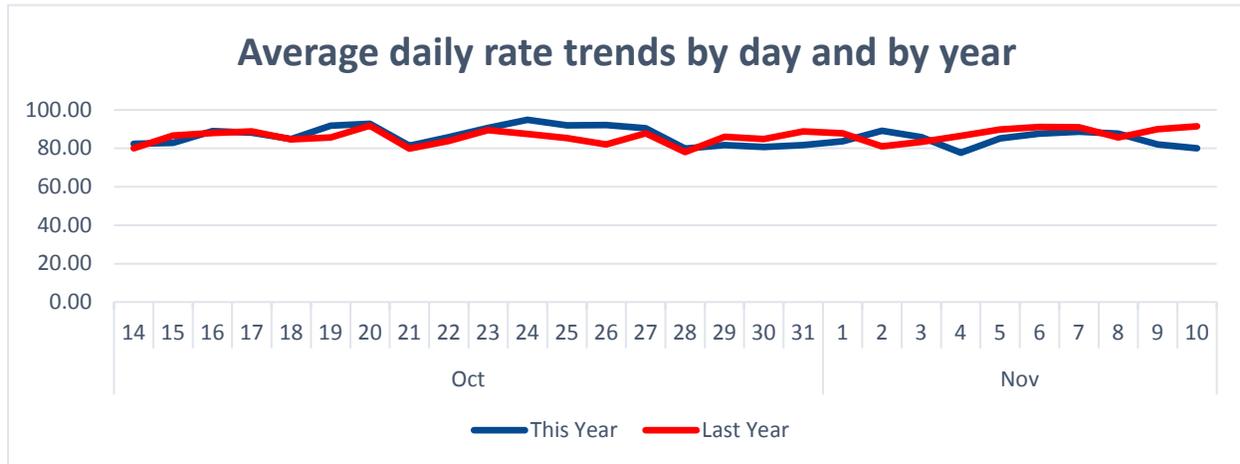


FIGURE 18. AVERAGE DAILY RATE

Figure 19 shows the revenue per available room (RevPAR) for the same year/month-long time period. The average RevPAR for the two nights of the event was \$41.96, which is -35.0%% below last year’s same-period average of \$64.53 . This year’s RevPAR, however, was above the average week rate (\$41.50) and this year’s 28 day-period rate of \$39.93.

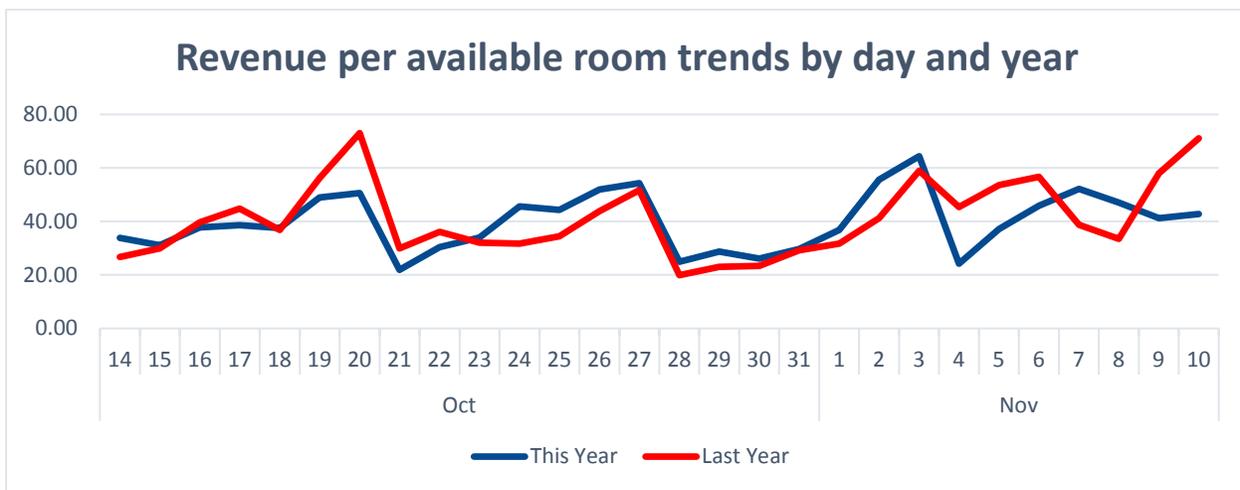


FIGURE 19. STR RevPAR BY DAY AND YEAR

Similar to the other trends, the demand trend in Figure 20 shows a decline this year over last year. Room demand for this year's event period was 1,408 rooms as compared to last year's same 2-day period of 1,932 rooms, a decline of -27.1%. However, room demand during event nights was above the daily average demand for the month (1,251) and for the week (1,333).

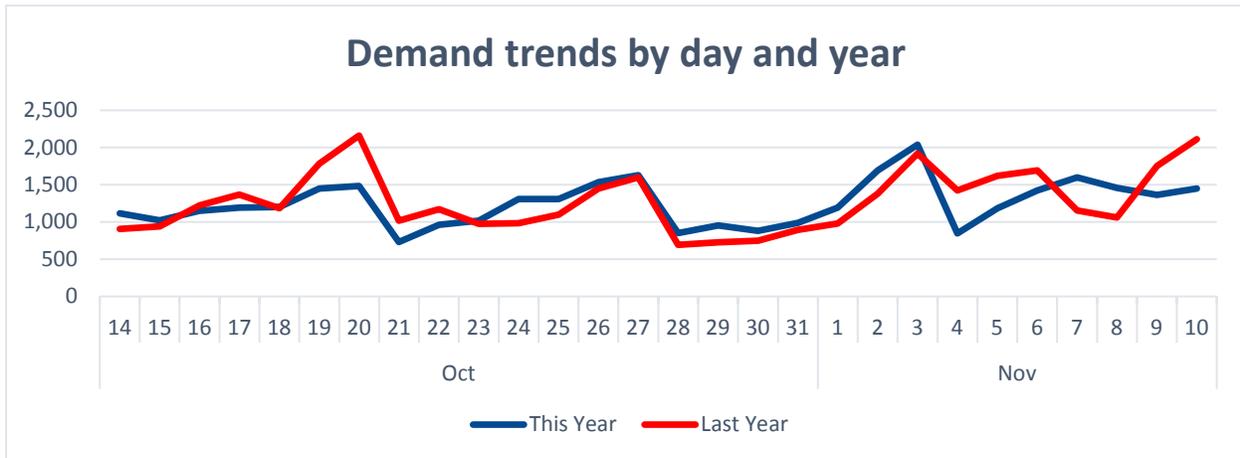


FIGURE 20. STR DEMAND TRENDS BY DAY AND YEAR

Total lodging revenue for this year's event-period was also lower than last year's by -35.0%. This year's Veterans Day Weekend nights revenue averaged \$114,010 whereas last year's same-days revenue was \$175,324 as seen in Figure 21. The average revenue is higher, however, than this year's 28-day-long average revenue (\$108,481) or last year's (\$111,721).

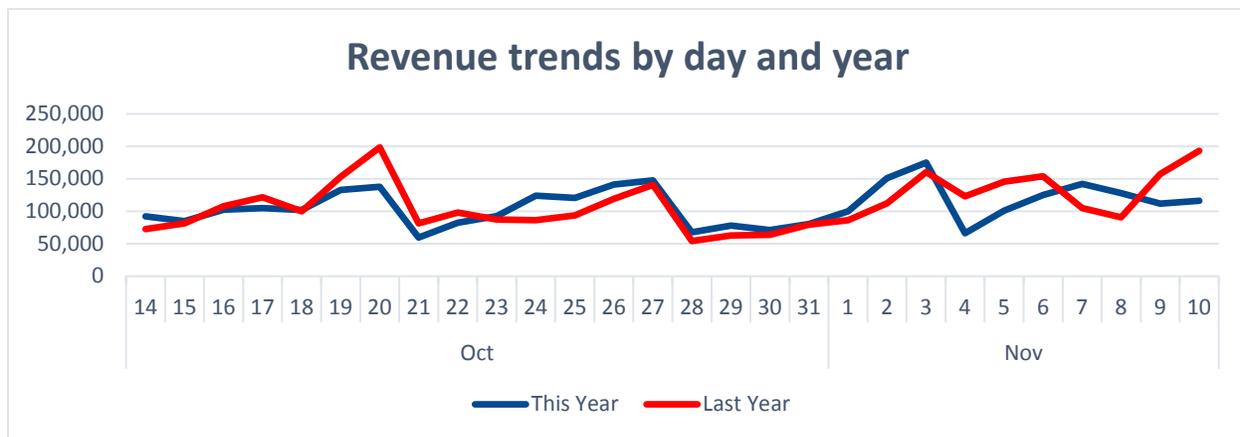


FIGURE 21. STR REVENUE TRENDS BY DAY AND YEAR

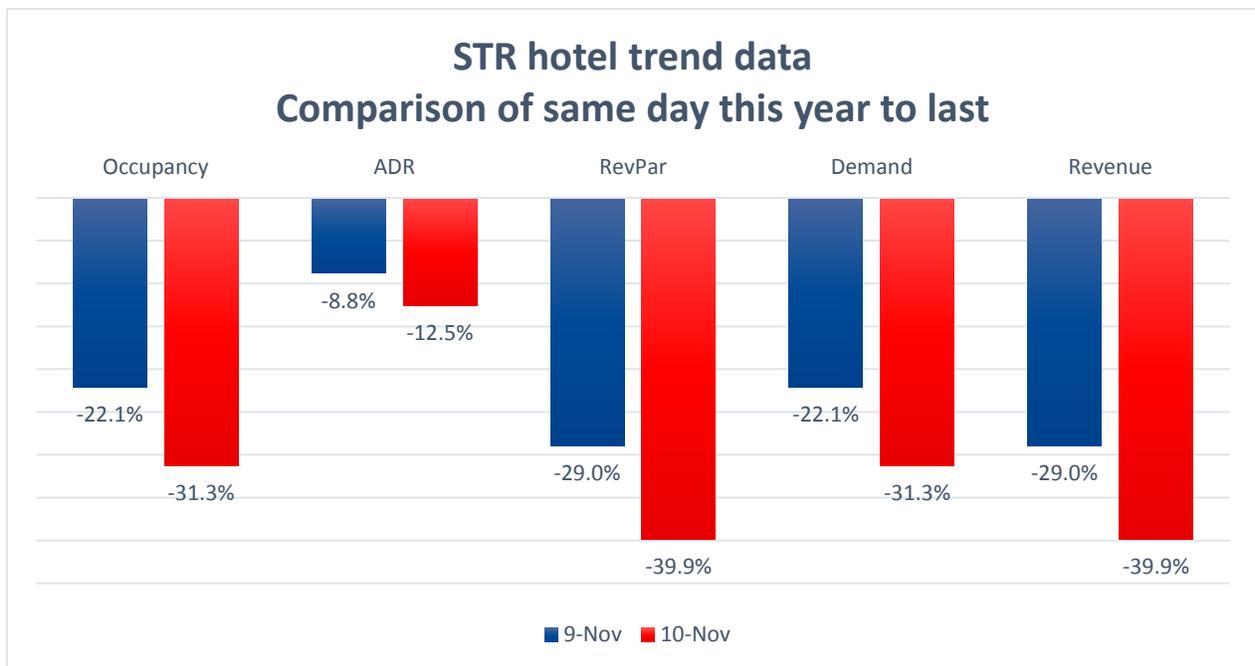


FIGURE 22. STR HOTEL TREND DATA 2-DAY COMPARISON

Finally, Figure 22 summarizes the percent change in hotel occupancy, ADR, RevPAR, demand and revenue for the nights that Veterans Day Weekend attendees would have spent the night on the Island. All the metrics examined for the two-night period were significantly lower this year than last year.

The STR data suggests that SPI Veterans Day Weekend had could have resulted in an increase in lodging occupancy and rates over the week or month period but was still below the metrics for the same day-period as last year. The weather during this year’s SPI Veterans Day Weekend was rainy and cool and may have had an impact on attendance at the event and intention to stay on the Island. In addition, other events held during the same day-period last year may have resulted in higher than normal STR metrics last year.

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

Concluding remarks

This report has detailed the amount of money spent on South Padre Island during Veterans Day Weekend from Friday, November 9th through Monday, November 12th 2018. The event was created as “a weekend long, family-friendly event to honor and celebrate our veterans” and consisted of eight different events over seven different locations. The results of the study were obtained by administering a short onsite survey, which offered respondents an incentive to enter a drawing to win two nights at Schlitterbahn Beach Resort. A total of 98 completed surveys resulted in 45 useable responses for the analysis.

Demographically, the study sample was comprised of predominately of married females who were an average of years-of-age, had at least some college education, were employed full-time, had a household income above \$50,000, identify ethnically Hispanic and were from the US. The average household came to the event with 2.58 people, had traveled an average of 200 miles and 44% spent the night on SPI for an average of 1.35 nights.

By combining the count of people at the event and survey results, event attendees generated an estimate 431 SPI room nights. While STR data suggests that lodging metrics for the two major nights of the weekend of events were better than the same metrics for the week period and for the 28-day period, all metrics for this weekend were below the same day-period as last year. With an average total weighted lodging expenditure per household of \$252 event attendees spent a total of \$180,960 on lodging, resulting in about \$16,240 in the City’s share of the Hotel Tax revenue. Spending on food and beverages by event attendees was about \$65,627, which should yield \$1,213 to the City at a tax rate of 2%. Total spending in other expenditure categories of \$114,493 should provide the City with \$2,115 in sales tax revenue. Altogether, Veterans Day Weekend participants spent \$361,079, generating \$6,606 in total sales tax with \$19,568 the City’s share.

Considering only the City’s share of the hotel tax revenue, the City gained \$1,240 or 8.3% on their \$15,000 investment. Considering all tax revenue from all spending, the City should receive \$19,568 in taxes for a total return of \$4,568 or a 30.5% on the cash investment provided to the event organizer.

In addition, most Veterans Days Weekend survey participants are “promoters” in recommending SPI to others, are likely or extremely likely to return to SPI for a future vacation and are satisfied with their overall SPI experience during the event. This means

that regardless of the event return on investment, the overall SPI and event experience of the attendees will likely result in some people returning to the Island for future vacations.

Implications

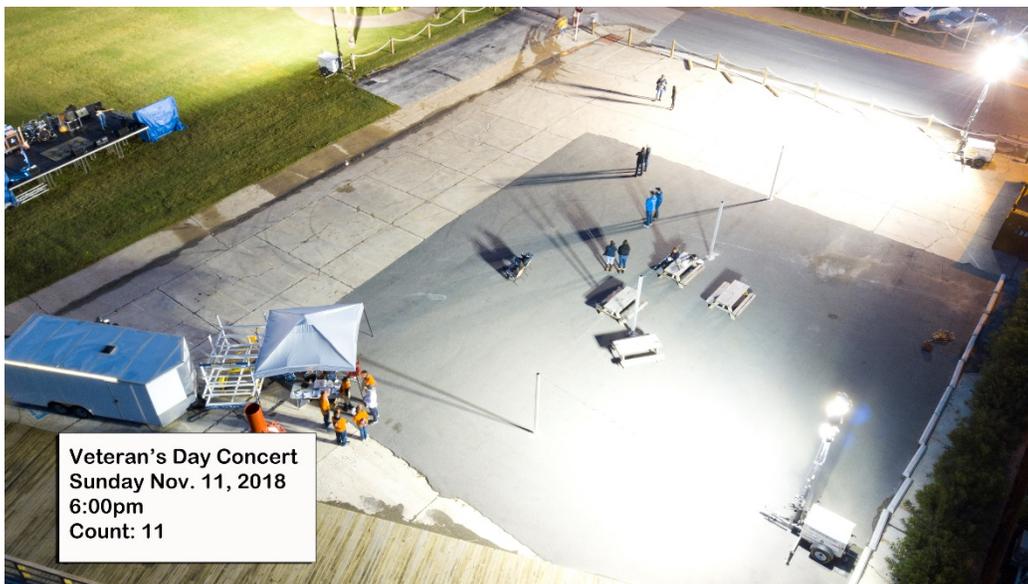
Two significant implications resulted from the interviews conducted during Veterans Day Weekend. First, the Veterans Day Weekend consisted of a eight different events throughout the period from Friday, November 9th through Monday, November 12th. While most of the events would most likely have appealed to older veterans, the Blacklight Run on Saturday evening was different. Held at Clayton's Beach Bar & Grill, the Run was promoted as a run with a DJ and party from 4pm to 9pm, which favored a much younger crowd than would typically attend a Veterans Day event. The pictures shown on this page illustrate the different venues.



Thus while the data presented in this report are for all respondents at all three events the UTRGV team surveyed, a number of differences between the Blacklight Run attendees and attendees at the other two events were found as follows:

Characteristic	Blacklight run	Veterans events
Average miles traveled	208	243
Average number in household	3	3
Nights stayed	1	2
Food	113	173
Lodging	211	1343
Average age	37	48

The second implication of the Veterans Day Weekend event was related to the weather conditions and to the events themselves that limited the number of survey responses received. Importantly, the inclement weather likely affected attendance at all events. In addition, the City Program held at the Convention Centre involved speakers and a set itinerary that did not allow for interviews during the event out of courtesy to all. At the Blacklight Run, the pre-run music and dance was not conducive to interviews because of the music volume and because event attendees were dancing and could not have been interrupted while on the dance floor. Finally, weather conditions and issues with the sound system resulted in a premature halt to the Country Concert shortly after its intended start time.



Appendix A: Survey

SPI Veteran's Day Weekend Survey

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

- Have you or someone else in your household already completed this survey? Yes No If yes, return this survey.
- Did you come to South Padre Island specifically for Veteran's Weekend? Yes No: If no, return this survey. Thanks!
- About how many miles did you travel to attend the event? _____ miles
- Which of the following best describes your participation in Veteran's Weekend (Check all that apply)?
 - Registered participant Event volunteer/staff
 - Spectator Event sponsor/vendor
 - Did not attend Other _____
- Including yourself, how many people from your household attended the event? _____ Number in household
- How many nights did you (or will you) spend on SOUTH PADRE ISLAND while attending Veteran's weekend? _____ nights
- Where are you staying (or did stay) while on South Padre Island for Veteran's Day Weekend?
 - Hotel/motel Rented condo/beach house
 - Campground/RV park Rented a room
 - My own SPI residence Friend/family residence (unpaid)
 - Not spending the night Other (please specify) _____
- Which Veteran's events are you attend (check all that apply)
 - Friday: Bench Dedication
 - Saturday: Golf tournament Convention Centre program Blacklight Run
 - Sunday: GORUCK EcoTour Country Concert
 - Monday: Flag retirement ceremony
- Please give your best estimate of the total amount you and your household spent (or will spend) during your entire time on South Padre Island for Veteran's weekend? (List only total dollar amounts spent on SPI)

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

- On a scale from 0-10, how likely are you to recommend South Padre Island as a place to visit to a friend or colleague?
Not at all likely 0 1 2 3 4 5 6 7 8 9 10 Extremely likely
- How likely are you to return to South Padre Island for a vacation at some time in the future?
 Extremely likely Somewhat likely Neutral
 Somewhat unlikely Extremely unlikely
- How satisfied are you with your overall South Padre Island experience?
 Extremely satisfied Somewhat satisfied Neutral
 Somewhat dissatisfied Extremely dissatisfied
- How satisfied are you with Veteran's Day Weekend?
 Extremely satisfied Somewhat satisfied Neutral
 Somewhat dissatisfied Extremely dissatisfied
- What suggestions do you have for improving Veteran's Weekend or your stay on South Padre Island? (write on back)
- What is your home zip or postal code? _____ code
- What is your home country?
 US Mexico Canada Other _____
- What is your age? _____ (years of age)
- What is your gender? Male Female Gender diverse
- What is your marital status?
 Married Single Widowed Divorced/separated
- What is your highest educational attainment?
 Less than high school Associate's degree
 High school graduate Bachelor's degree
 Some college, no degree Graduate/professional degree
- What is your current employment status?
 Work full-time Retired within past year
 Work part-time Retired more than 1 year
 Unemployed (looking for a job) Other (Please specify)
- What is your combined annual household income?
 less than \$20,000 \$60K-\$69,999
 \$20K-\$29,999 \$70K-\$79,999
 \$30K-\$39,999 \$80K-\$99,999
 \$40K-\$49,999 \$100K-\$149,999
 \$50K-\$59,999 \$150,000 or more
- What is your ethnicity? (Select all that apply)
 White Hispanic Mixed
 Black Asian Other _____

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

Name _____

Phone number: _____

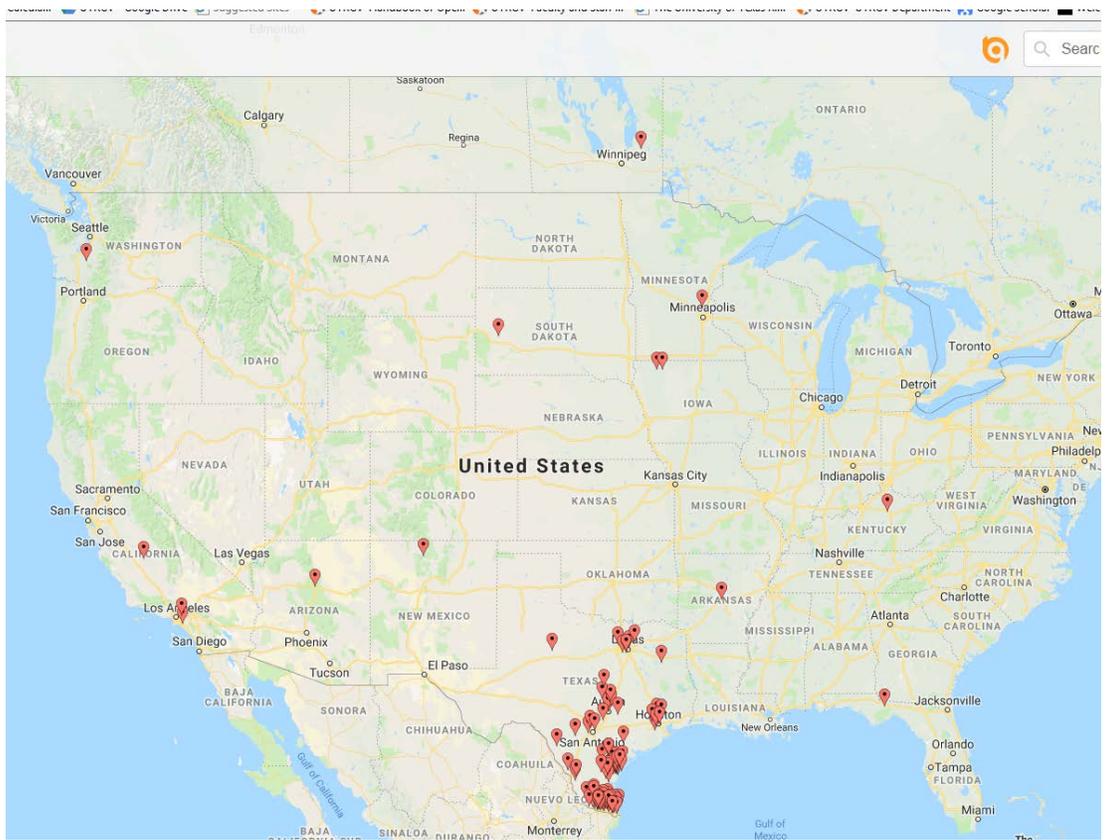
Email: _____

Winners will be notified no later than 1 week after event.

THANK YOU VERY MUCH!!!

Appendix B: Respondent's zip or postal code and frequency of response and zip code map

Zip Codes	Number						
32169	1	78343	1	78535	3	78588	1
32351	2	78351	1	78536	2	78589	17
40508	1	78363	11	78537	17	78593	8
51301	1	78364	2	78538	8	78596	47
51346	1	78373	3	78539	30	78597	8
55304	1	78374	2	78540	1	78599	25
57719	1	78379	1	78541	29	78602	1
72204	1	78380	1	78542	32	78605	1
75098	1	78382	1	78543	5	78626	1
75116	1	78383	1	78544	1	78660	1
75137	2	78387	1	78548	1	78666	1
75206	1	78390	1	78549	3	78696	1
75791	1	78404	1	78550	171	78703	1
76002	1	78405	1	78552	100	78717	1
76244	1	78408	1	78557	22	78741	1
76522	1	78410	3	78559	24	78751	1
77023	1	78411	2	78560	3	78753	2
77035	1	78412	8	78566	50	78759	1
77052	1	78413	6	78567	2	78850	1
77084	1	78414	4	78568	3	78852	1
77339	1	78415	3	78569	5	79543	1
77388	1	78416	1	78570	19	79572	1
77459	2	78418	7	78572	59	79595	1
77904	1	78480	1	78573	30	86002	1
78043	1	78501	56	78574	34	87380	1
78045	1	78502	3	78575	9	87458	1
78046	1	78503	22	78576	7	87496	1
78102	2	78504	81	78577	47	87510	1
78104	1	78505	1	78578	34	91706	1
78219	1	78516	15	78579	5	92844	1
78249	1	78520	121	78580	7	93245	1
78252	1	78521	104	78582	13	98597	1
78332	5	78523	3	78583	15	ROE	
78336	1	78526	149	78586	101	1A0	1



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

MEETING DATE: April 10, 2019

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

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and action to approve funding request for the Holiday Lights Over Padre Weekend.

ITEM BACKGROUND

2019 Holiday Lights Over Padre Weekend is requesting \$27,000.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Special Events Committee approve a funding amount.

APPLICATION FOR INITIAL FUNDING

Today's Date: 6/28/2018

ORGANIZATON INFORMATION

Name of Organization: SPI Holiday Lights over South Padre Weekend

Address: 7355 Padre Blvd

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

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

Contact Cell Phone Number: 956-761-3000

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

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

Entity's Creation Date: 2018

Purpose of your organization:

Provide family friendly entertainment with a focus on multi day events in support of the City

EVENT INFORMATION

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

Date of Event or Project: December 2019

Primary Location of Event or Project: SPI Convention Center

Amount Requested: \$ 27,000



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

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ _____
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ _____
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ _____
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ 20,000 _____
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ _____
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**
Amount requested under this category: \$ _____

How many attendees are expected to come to the sporting related event? 750 _____

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

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

Bringing business to hotels and restaurants the weekend of the event.



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

Amount requested under this category: \$ _____

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

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

What percentage of the ridership will be local citizens? _____

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

Amount requested under this category: \$ _____

What tourist attractions will be the subject of the signs?



QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

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

Expected Attendance: 750

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

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

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

South Padre Island CVB will package this event with local hotels

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u>December 2018</u>	<u>\$27,000</u>	<u>TBD</u>
<u> </u>	<u> </u>	<u> </u>
<u> </u>	<u> </u>	<u> </u>

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

Survey and Room block information

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

Will the event charge admission? No

Do you anticipate a net profit from the event? No

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

Event fees will be consistent year over year.



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

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

Anticipated Number of Press Releases to Media: _____

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

Other Promotions: _____

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

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

Yes _____

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

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

SoPadre website, Facebook, Twitter, TAG

What geographic areas does your event reach?

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

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



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

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

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

Yes No

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

SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

- _____ Proposed Marketing Plan for Funded Event
- _____ Schedule of Activities or Events Relating to the Funded Project
- 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
SPECIAL EVENTS COMMITTEE MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 10, 2019

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

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and action to approve funding request for HalloWings.

ITEM BACKGROUND

3rd Annual Hallownings across South Padre Island Weekend was originally approved for \$27,000.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Special Events Committee approve a funding amount.

APPLICATION FOR INITIAL FUNDING

Today's Date: 6/28/2018

ORGANIZATON INFORMATION

Name of Organization: HalloWings across South Padre Weekend

Address: 7355 Padre Blvd

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

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

Contact Cell Phone Number: 956-761-3000

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

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

Entity's Creation Date: 2017

Purpose of your organization:

To celebrate Halloween and the annual migration of the Monarch butterfly from
North America to Central Mexico. The City of South Padre Island is honored
to partner with the SPI Birding and Nature Center for HalloWings Across
South Padre Island Festival.

EVENT INFORMATION

Name of Events or Project: HalloWings across South Padre Weekend

Date of Event or Project: October 25-27, 2018

Primary Location of Event or Project: Birding and Nature Center - SPI Convention Center

Amount Requested: \$ 27,000



Primary Purpose of Funded Activity/Facility:

With the annual migration cycle of the Monarch butterfly occurring the weekend before Halloween, event organizers had an opportunity to provide an event for families and nature lovers looking for a safe and affordable option to celebrate the holiday and witness one of the most remarkable natural phenomena in the world.

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

This request will focus on promoting the Hallowings Festival, Hallowings Gala, and fund-raising for the SPI Birding and Nature Center.

Percentage of Hotel Tax Support of Related Costs

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

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

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



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

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ _____
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ _____
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ _____
- 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: \$ 27,000 _____
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ _____
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**
Amount requested under this category: \$ _____

How many attendees are expected to come to the sporting related event? 750 _____

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

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

Bringing business to hotels and restaurants the weekend of the event.



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

Amount requested under this category: \$ _____

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

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

What percentage of the ridership will be local citizens? _____

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

Amount requested under this category: \$ _____

What tourist attractions will be the subject of the signs?



QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

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

Expected Attendance: 2000

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

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

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

South Padre Island CVB will package this event with local hotels

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u>October 2018</u>	<u>\$27,000</u>	<u>tbd - UTRGV</u>
<u>October 2017</u>	<u>\$27,000</u>	<u>No Surveys Taken</u>

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

Survey and Room block information

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

Will the event charge admission? No

Do you anticipate a net profit from the event? No

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

Event fees will be consistent year over year.



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

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

Anticipated Number of Press Releases to Media: _____

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

Other Promotions: _____

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

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

Yes _____

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

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

SoPadre website, Facebook, Twitter, TAG

What geographic areas does your event reach?

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

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



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

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

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

Yes No

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

SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

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South Padre Island, TX 78597

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



2018 HalloWings

Across South Padre Island



Event Attendance

630 attendees
227 households
24 room nights
XXX% change in event day
YoY occupancy



DEMOGRAPHICS

Average age 45
Average Income:
64.3%
\$50,000 or more

\$27,000
CVB Investment

\$27,250
Total Spending

\$120

Weighted spending
per household



2.77 visitors per
household

0.46 nights
spent on SPI

City tax share

10.5% Lodging = \$574
2% F&B sales tax = \$177
2% Other sales tax = \$208
Total = \$959

Total tax ROI = -96.4%
Lodging only ROI = -97.9%



SPI Experience

NET PROMOTER SCORE
likely to recommend
South Padre Island

100

93.0%

Likely to
return

93.0%

Satisfied
with SPI

93.0%

Satisfied
with event



HALLOWEENS

Across South Padre Island

Event Economic Impact Report

October 26th - 28st

Prepared for

City of South Padre Island Convention and Visitors Bureau

Prepared by

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

Research Team Leaders

Dr. Penny Simpson, Professor of Marketing and Director
Dr. Sharon Schembri, Associate Professor of Marketing
Oscar Ramos Chacon, Project Manager

The University of Texas Rio Grande Valley
Robert C. Vackar College of Business and Entrepreneurship
1201 West University Drive Edinburg, TX 78539-2999 USA
Tel: 956-665-2829 Cell: 956.240.0627
penny.simpson@utrgv.edu

Executive Summary and Survey Highlights

HalloWings across South Padre Weekend was held at several locations, but principally at the Birding and Nature Center and the Convention Centre on South Padre Island on October 25th – 27th, 2018. The event was sponsored by the City of South Padre Island and the Convention and Visitors Bureau and was a multi-day celebration of the annual Monarch butterfly migration through SPI. To examine the spending of HalloWings attendees on SPI, a short survey incentivized with the opportunity to enter a drawing to win two nights at Schlitterbahn Beach Resort was conducted. The survey was administered onsite for 102 completed questionnaires resulting in 44 useable responses from unique households on the Island specifically for the event.

On average, event study respondents were predominately married (70.5%) females (70.5%), had an average age of 45 years, had at least some type of college degree (68.2%), worked full-time (59.1%), were primarily Hispanic (62.8%) and 64.3% had an average annual income above \$50,000. Survey respondents were primarily from the US (93.2%) with 6.8% from other countries and none from Mexico. On average, household participants traveled an average of 108 miles with an average of 2.77 people and spent 0.46 nights on SPI during the event.

Most survey respondents are considered promoters of the Island to others (100.0%), resulting in an excellent net promoter score of 100.0. Most respondents are satisfied with the event (93.0%) and are likely to return to SPI for a future vacation (93.0%). Importantly, the survey analysis found that the 227 household groups attended HalloWings and spent an estimated weighted average of \$120 per household while on the Island for a total spending of \$27,250. Of this spending, lodging is the highest per household expenditure category with 23% of study respondents spending at least one night on the Island in paid lodging and staying an average of 0.46 nights. This resulted in about 24 total room nights, most of which were spent in hotels.

With the average weighted lodging expenditure of \$120 per household that spent the night on the Island, a total of \$6,399 was spent on lodging. Of this amount, 17% or \$930 was for the Hotel Occupancy Tax (HOT), and 10.5%, or about \$574, is the City's share of the HOT. Moreover, the estimated total spending on food and beverages of \$9,589 included about \$731 in taxes at the 8.25% rate or \$177 at the City 2% tax rate. Other types of expenditures, such as clothing, nightlife and entertainment amounted to \$11,263, of which \$858 was sales taxes, with \$208 the City's share. In total, the \$27,250 spent during HalloWings resulted in \$2,519 in tax revenue with \$959 the City's share.

This represents a loss to the City of -\$26,041 for a -96.4% loss on the \$27,000 cash investment made by the CVB in HalloWings as shown in the table.

Summary of Key Performance Indicators (KPI)

<i>KPI</i>	<i>Result</i>	<i>Description of KPI</i>	<i>Page</i>
CVB investment	\$27,000	Amount of funding provided by CVB to event promoter	P1
Total spending	\$27,250	Total spent by event households	Table 1, P6
Average spent per household	\$120	Weighted average spent per household	Table 1, P6
Number of households	227	Number of households at event	Figure 2, P4
Number in household	2.77	Number of people in household group at event	Figure 2, P4
Nights on SPI	0.46	Average number of nights spent on SPI	Figure 2, P4
Lodging tax	\$574	City share of HOT revenue: 10.5% of 17% HOT	Table 2, P7
F&B sales tax	\$177	City share of total tax collected from F&B spending: 2% of 8.25% of total sales tax	Table 2, P7
Other sales tax	\$208	City share of total sales tax revenue	Table 2, P7
Total City tax share	\$959	Total City tax revenue from event	Table 2, P7
Total tax ROI	-96.4%	Return on CVB investment considering all taxes	Table 2, P7
Lodging only ROI	-97.9%	Return on CVB investment considering HOT only	Table 2, P7
Net Promoter Score	100.0	Measure of customer loyalty; calculated as identified promoters less detractors	Figure 5, p8
Likely to return	93.0%	Percent somewhat or extremely likely to return to SPI	Figure 6, p8
Satisfied with the SPI	93.0%	Percent satisfied with the SPI experience	Figure 7, P8
Satisfied with event	93.0%	Percent satisfied with event	Figure 8, p9

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HalloWings across South Padre Island

Introduction

SPI HalloWings is a weekend-long event created to celebrate the fall migration of Monarch Butterflies through South Padre Island. The different activities during the event are held at the SPI Convention Centre, the SPI Birding & Nature Center and at Jim's Pier/Pirate's Landing from Friday, October 20th through Sunday, October 21st, 2018. The itinerary for HalloWings, which is sponsored by the City of South Padre Island and the Convention and Visitors Bureau, was:

- Boo Bash Movie Night - Friday, October 26th, 6:15pm - Convention Centre
 - 6:15pm: Free Halloween crafts for kids
 - 7pm: Movie Feature — "Hocus Pocus"
 - Light refreshments will be provided
 - Event is FREE and open to the public
- Birding & Nature Center Gala - Friday, October 26th, 6:30pm-9:00pm
- HalloWings Festival - Saturday, October 27th, 9:00am-3:00pm - Birding & Nature Center
- Breakfast with Pirates - Sunday, October 28th, 8:30am – 12noon Breakfast then Cruise at Pirate's Landing

To promote SPI HalloWings through the website and social media, the event was provided with \$27,000 by the South Padre Island Convention and Visitors Bureau. About 2,000 were expected to attend the event with 100 staying in SPI lodging for an average of 1.5 nights.

Method

To estimate the economic impact of the 2018 HalloWings, UTRGV interviewers conducted a survey (see Appendix A) among event attendees at the SPI Birding & Nature Center and at Pirate’s Landing during the following times as recommended by the event director as best to reach the most attendees:

- Saturday, October 27th from 9am to 3pm at the SPI Birding & Nature Center
- Sunday, October 28th from 10am to 12noon at Pirate’s Landing



As an incentive, survey respondents were offered a chance to win two nights at Schlitterbahn Beach Resort and were also offered SPI promotional products which substantially helped to recruit respondents.

Interviews

A total of 15 different trained interviewers, a people counter and the project manager attended SPI HalloWings, at the SPI Birding & Nature Center on Saturday, October 27th and at Pirate’s Landing on Sunday, October



28th, 2018. Interviewers were highly visible by wearing bright orange t-shirts and visors and randomly approached potential respondents in a professional manner and administered the paper survey on clipboards to facilitate survey administration with the data to be entered into an online link later by the interview team. The onsite interviews yielded 102 completed responses—88 were at the SPI Birding & Nature Center and 14 were at Pirate’s Landing—however, a number of the responses were eliminated as follows:

- 4 responses were completed by another responding household member;
- 43 responses were from respondents not on the Island for the event; and,
- 11 were from respondents who live within ten miles.

The result is 44 useable questionnaires for analysis. With about 227 households passing by the interviewers as the sample population (See next section), the completed responses rate is about 45%.

Estimated attendance

Knowing the number of people attending any event is crucial to estimating the economic impact of the event. Accordingly, the research team manually counted attendance during the times they were at the SPI Birding & Nature Center via a manual hand counter. The manual counter counted 305 adults on Saturday, October 27th from 9:00am until 3:00pm and 58 children. On Sunday at Jim’s Pier for breakfast, about 20 people were counted but not surveyed. At Pirate’s Landing from 10:00am to 12:00noon, about 35 people were counted although 52 had booked a place on the Pirate Ship ride. In total, we estimate that 630 people were at the Birding & Nature Center and Pirate’s Landing



The appropriate unit of analysis, however, is ‘the household’ since spending questions are asked about ‘household expenditures’ rather than individual expenditures. To determine the number of households at the event, the total number of attendees (630) is divided by the average household size (2.77) as found in the survey (see Figure 2) to determine that 227 households were at the two venues of the event.

Results

Survey participants travel and SPI stay characteristics

In all, 44 useable surveys were completed by people specifically on South Padre Island for 2018 SPI HalloWings. Survey respondents were first asked to indicate their role or participation type in the event. Figure 1 shows that by far, most of the respondents surveyed (56.8%) were event spectators. The remaining event participants were volunteer/staff (13.6%) or sponsors/vendors (9.1%).

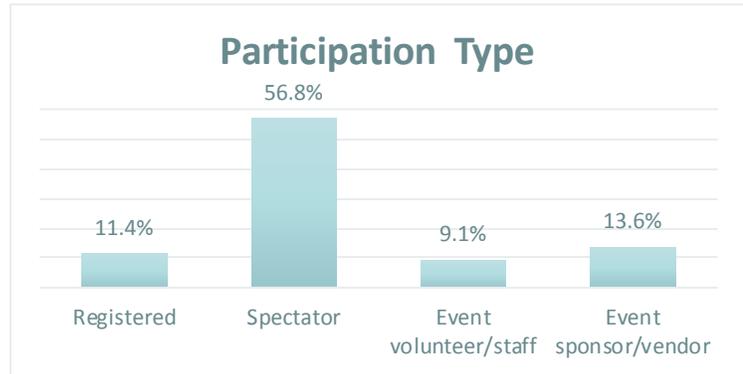


FIGURE 1. PARTICIPATION TYPE

Next, respondents indicated how many people were in their household while at the event, the number of nights spent and the number of miles traveled to the event. The number of people reported in the household for the event ranged from 1 to 7 for an average of 2.77 as seen in Figure 2. Data featured in Figure 2 also shows that, on average, study participants traveled 108 miles to attend the event, although distances traveled ranged from 10 to 2200 miles and spent an average of 0.46 nights on SPI for the event with a range of 0 to 3. Spending and stay responses from one respondent coming from Canada and spending 39 nights on the Island was eliminated as an outlier that would significantly skew results.

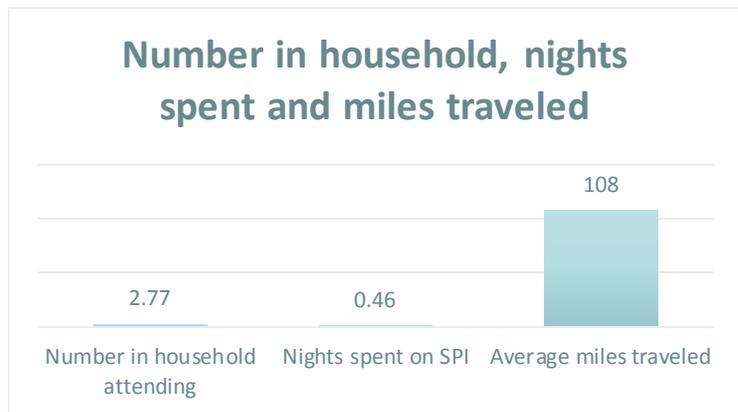


FIGURE 2. AVERAGE MILES TRAVELED, GROUP SIZE AND NIGHTS SPENT

Figure 3 breaks down the percent of respondents by number of nights spent on SPI and shows that 65.8% of respondents did not spend the night on SPI. Of those spending the night, most respondents spent one (21.1%) or two nights (7.9%) although 2.6% spent 3 nights on the Island. About 2.6% spent more than five nights on SPI for the event.

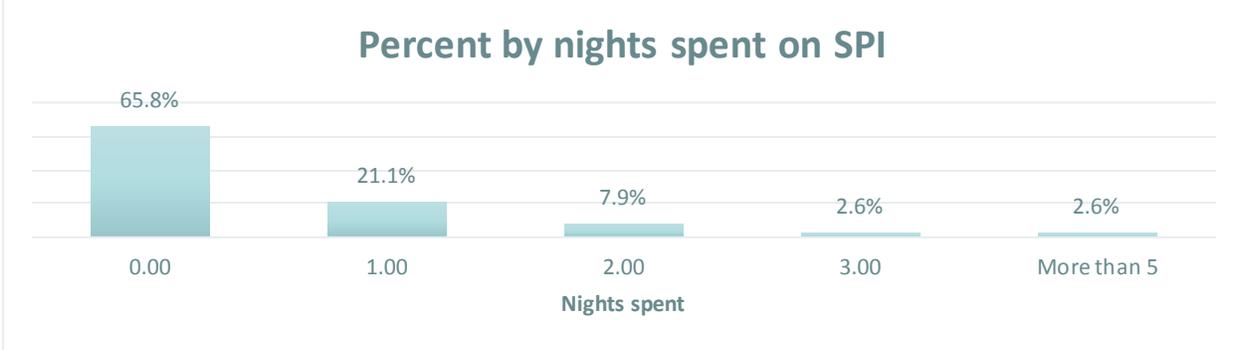


FIGURE 3. PERCENTAGE SPENDING THE NIGHT ON SPI

Figure 4 shows the types of lodging used. While most, (61.5%) of event attendees, did not spend the night on the Island, of those who did, 28.2% spent the night in a hotel/motel room, 0.0% rented a condominium or beach house, 0.0% stayed with family or friends, and 2.6% stayed in their own SPI residence.

With 23% (Table 1) of the estimated 227 households spending an average of 0.46 nights (Figure 2) on the Island, the HalloWings event should have resulted in 24 room nights.

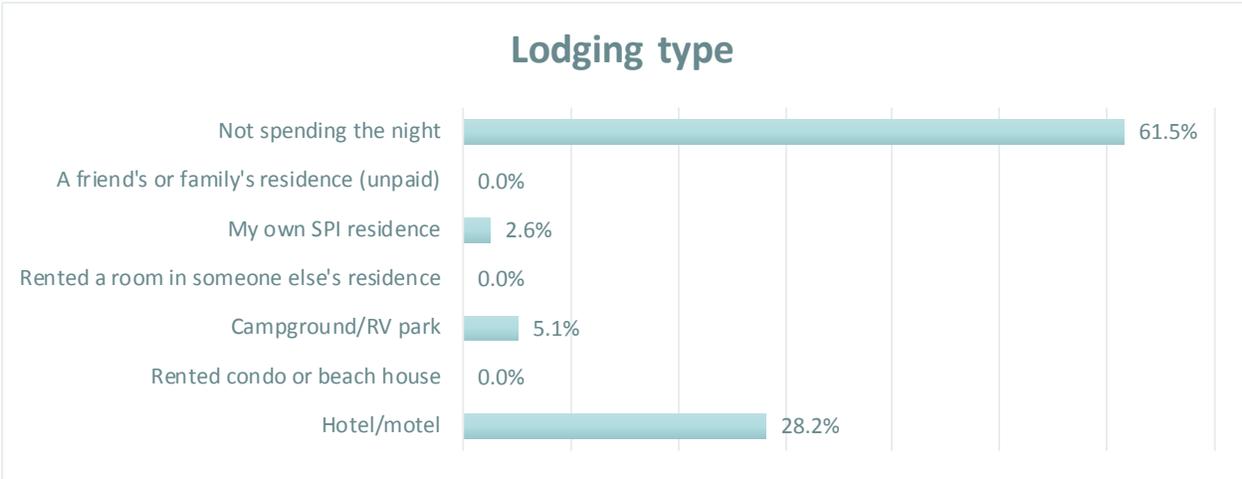


FIGURE 4. TYPE OF LODGING

HalloWings attendees accounted for 24 room nights.

Estimated spending

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

Results in Table 1 indicate the average amount spent on lodging, as adjusted by 17%, was \$124 with a weighted average of \$28 considering that 23% of respondents spent money on lodging for a total of \$6,399. Average spending on food and beverages was \$56, with a weighted average of \$42, for a total category spending of \$9,589, including sales taxes. The total spent on all other categories was \$11,263. In total, 227 event households spent a weighted average of \$120 for a total SPI spending of \$27,250.

TABLE 1. TOTAL AVERAGE WEIGHTED SPENDING

Expenditure category	Total average	% spending in category	Weighted spending per HH	Total spending per HH
Food & Beverages	\$56	75%	\$42	\$9,589
Night life	\$51	11%	\$6	\$1,318
Lodging	\$124	23%	\$28	\$6,399
Attraction entertainment	\$34	11%	\$4	\$889
Retail	\$54	32%	\$17	\$3,877
Transportation	\$42	32%	\$13	\$3,060
Parking	\$10	5%	\$0	\$103
Admission fees	\$13	5%	\$1	\$129
Clothing	\$60	7%	\$4	\$930
Groceries	\$24	9%	\$2	\$491
Other	\$23	9%	\$2	\$465
Total	\$490		\$120	\$27,250

The estimated direct spending on South Padre Island as attributed to the 2018 SPI HalloWings is \$27,250, within a 7.5% confidence interval of plus or minus \$2,038 given the assumptions of a random sample selection.

Tax benefits of spending during event

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

- 17% hotel occupancy tax rate;
- 10.5% City’s share of the hotel occupancy tax rate;
- 8.25% sales tax on all non-lodging spending;
- 2% is the City’s share of non-lodging sales tax.

The spending reported in Table 1 should result in the tax revenues shown in Table 2. Total spending on lodging should result in total tax revenue of \$930 with the City’s share at 10.5% totaling \$574 . Total spending on food and beverages should result in \$731 in tax revenue with \$177 the City’s share while total spending in all other expense categories should yield \$858 in sales tax revenue with \$208 the City’s share. Altogether, the tax revenue should be \$2,519 with \$959 the City’s share. The loss from the City’s share of the hotel tax alone on the \$27,000 invested in the event is -97.9% but is -94.1% considering the City’s share of all the tax revenue.

TABLE 2. SPENDING, TAX REVENUE AND ROI

Spending category	Amount spent	Total HOT	Total sales tax	City's % share	City's \$ share	ROI
Lodging	\$6,399	17%	\$930	10.50%	\$ 574	-97.9%
Food & Beverage	\$9,589	8.25%	\$731	2%	\$ 177	
All nonlodging	\$11,263	8.25%	\$858	2%	\$ 208	
Totals	\$27,250		\$2,519		\$ 959	-96.4%

Total spending of 2018 SPI HalloWings attendees resulted in an estimate tax revenue of \$2,519, with \$959 going to the City of South Padre Island. With an investment of \$27,000 in the event, the return to the City is -97.9% considering only the 10.5% share of HOT but -96.4% considering all the City’s estimated tax revenue share.

The SPI Experience

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

The results, shown in Figure 5, indicate that most study respondents (100.0%) are promoters of SPI while none (0.0%) are detractors. This yields a net promoter score (NPS) of 100.0, which is excellent. For example, the hotel industry has a NPS of 39 (www.netpromoter.com/compare).

Respondents were asked how likely they are to return to SPI and how satisfied they were with the event. As seen in Figure 7, by far most respondents (93.0%) are likely to return to the Island at some time in the future.

Respondents were also asked to indicate their satisfaction with the SPI experience and with the event. Result shown in Figure 6 indicate that 93.0% were satisfied with the SPI experience and that 2.3% were dissatisfied with SPI.

Most respondents (93.0%) were also satisfied with the HalloWings event and only 2.3% reported being dissatisfied with the event as seen in Figure 8.

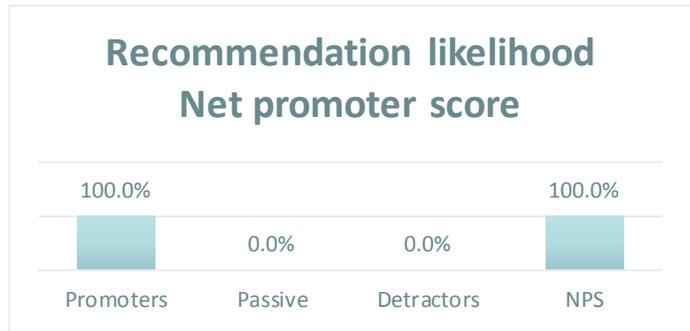


FIGURE 5. NET PROMOTER SCORE

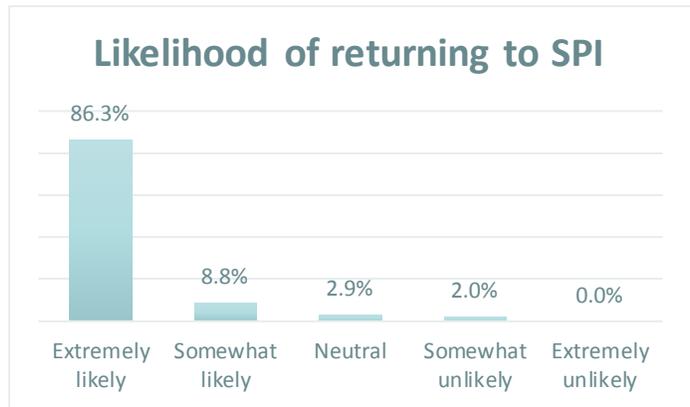


FIGURE 7. LIKELIHOOD OF RETURNING TO SPI IN THE FUTURE



FIGURE 6. SATISFACTION WITH SPI EXPERIENCE



FIGURE 8. SATISFACTION WITH EVENT

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

- Tickets to the event at the birding center is too expensive (65/person)
- More shade. More adds.
- Perfect
- Have more events for kids,
- More advertisements.
- Perhaps advertise on PI newspaper, radio, etc.

Respondent Demographics

The remainder of the study assessed respondent demographic characteristics.

Targeted survey respondents were those 18 + years and the average age of all respondents was 45 year-of-age with ages ranging from 18 to 87.

Most respondents were female (70.5%), a majority were married (70.5%) and most had some type of college degree (68.2%) as shown in Figures 9 through 11, respectively.

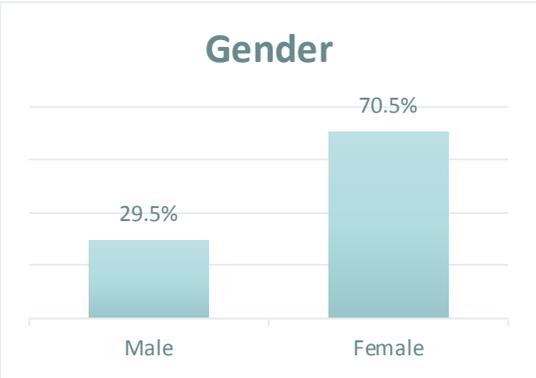


FIGURE 9. GENDER

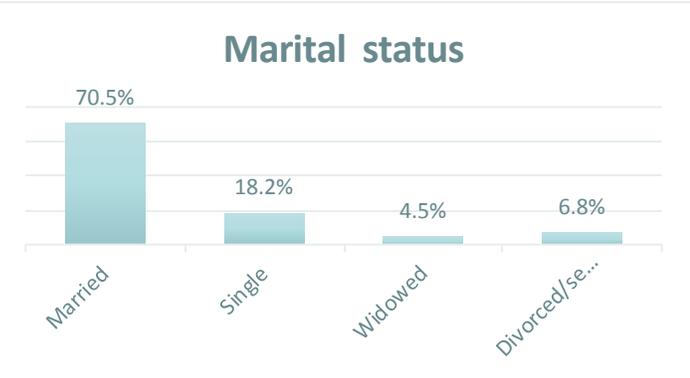


FIGURE 10. MARITAL STATUS

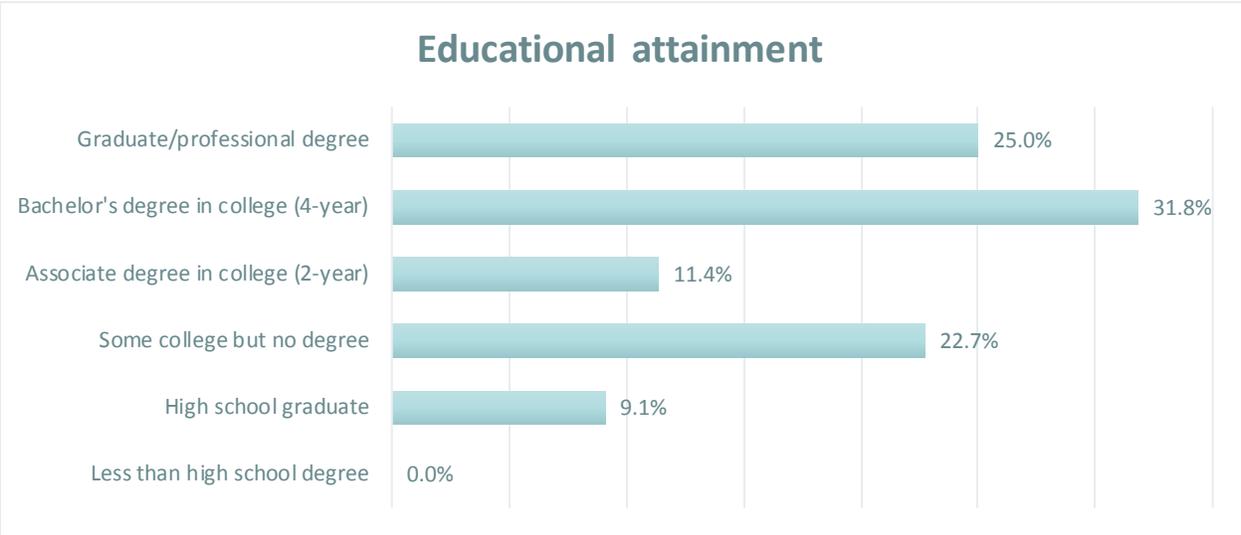


FIGURE 11. EDUCATIONAL ATTAINMENT

Most study respondents work full-time (59.1%), although 11.4% work part-time and 20.5% are retired as seen in Figure 12.

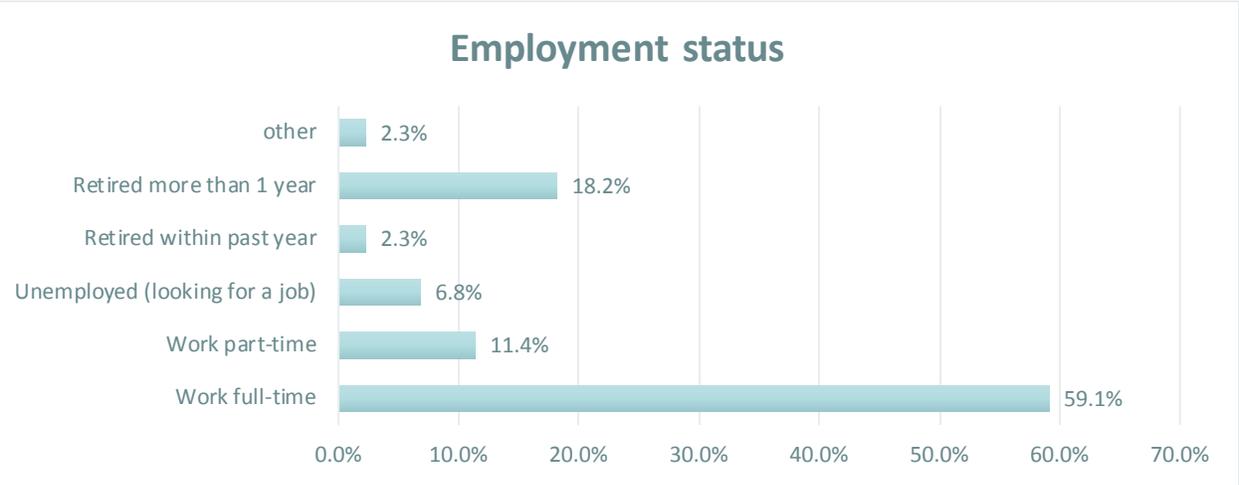


FIGURE 12. EMPLOYMENT STATUS

Most HalloWings study participants reported having a higher-than-average household income level: 64.3% indicated an annual household income above \$50,000 (Figure 13).

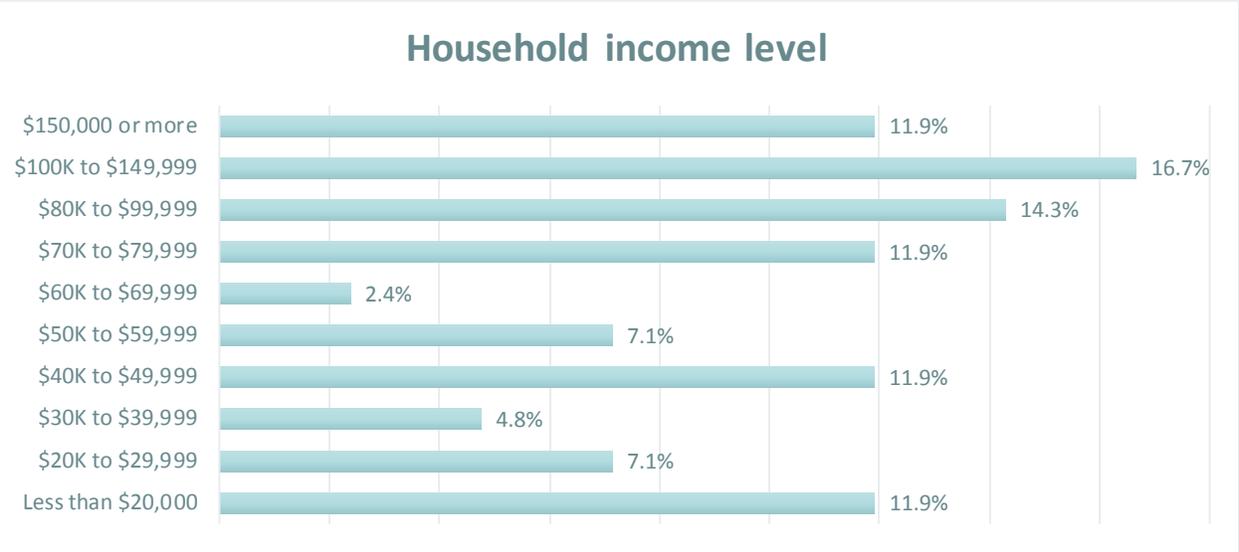


FIGURE 13. HOUSEHOLD INCOME LEVEL

Respondents were also asked to indicate their ethnicity but could select as many ethnicities as appropriate. Results in Figure 14 show that 62.8% of respondents considered themselves Hispanic while 34.9% indicated being White.

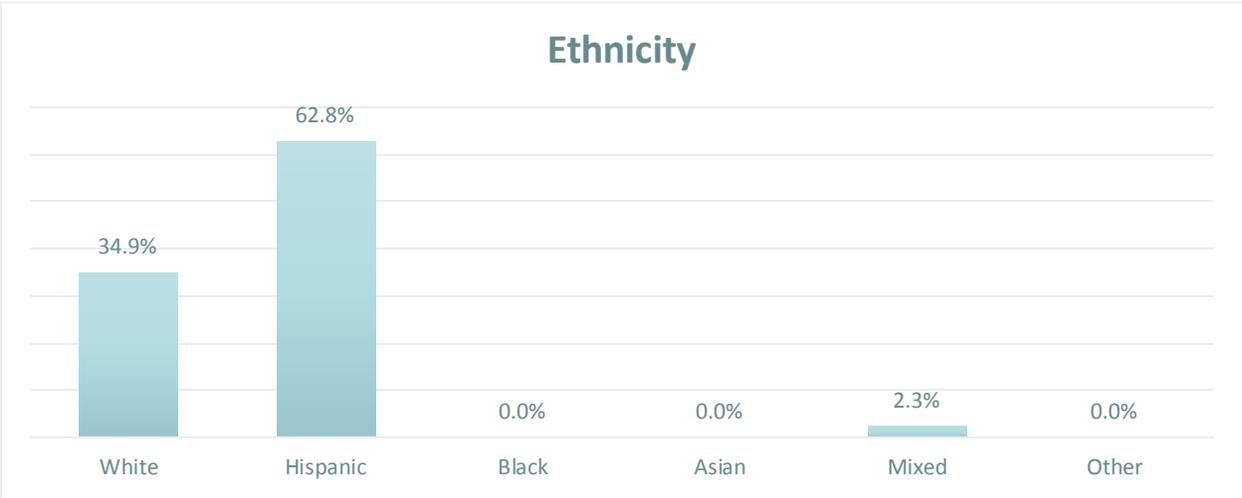


FIGURE 14. ETHNICITY

Finally, respondents were asked to indicate their home country and current residence zip/postal code. Most respondents reported the United States as their home country (93.2%), 6.8% indicated being from other countries and none were from Mexico as shown in Figure 15.

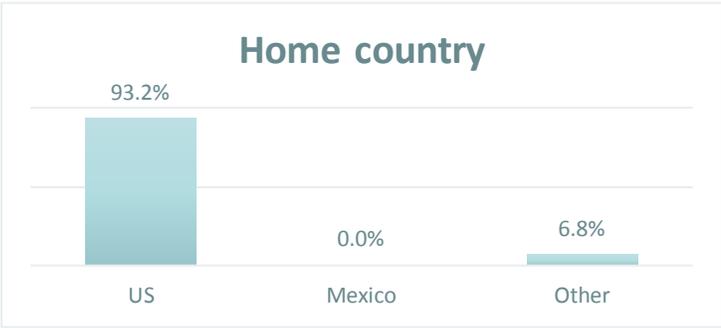


FIGURE 15. HOME COUNTRY

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

Appendix A: Survey

SPI HalloWings Survey

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

- Have you or someone else in your household already completed this survey? Yes No If yes, return this survey.
- Did you come to South Padre Island specifically for HalloWings? Yes No: If no, return this survey. Thanks!
- About how many miles did you travel to attend HalloWings? _____ miles
- Which of the following best describes your participation in HalloWings (Check all that apply)?
 - Registered participant Event volunteer/staff
 - Spectator Event sponsor/vendor
 - Did not attend Other _____
- Including yourself, how many people from your household attended HalloWings?

_____ Number adults in household
_____ Number of children
- How many nights did you (or will you) spend on SOUTH PADRE ISLAND while attending HalloWings? _____ nights
- Where are you staying (or did stay) while on South Padre Island for HalloWings?
 - Hotel/motel Rented condo/beach house
 - Campground/RV park Rented a room
 - My own SPI residence Friend/family residence (unpaid)
 - Not spending the night Other (please specify) _____
- For each of the following types of expenses, please give your best estimate of the total amount you and your household spent (or will spend) during your entire time on South Padre Island for HalloWings. (List only the total dollar amounts spent on SPI)

Food & beverages (restaurants, concessions, snacks, etc.)	\$ _____
Night clubs, lounges & bars (cover charges, drinks, etc.)	\$ _____
Lodging expenses (hotel, motel, condo, room)	\$ _____
Local attractions & entertainment (fishing, snorkeling, kayaking, etc.)	\$ _____
Retail shopping (souvenirs, gifts, film, etc.)	\$ _____
Transportation (gas, oil, taxi, etc.)	\$ _____
Parking fees	\$ _____
SPI Admission fees	\$ _____
Clothing or accessories	\$ _____
Groceries	\$ _____
Other (please specify)	\$ _____
- On a scale from 0-10, how likely are you to recommend South Padre Island as a place to visit to a friend or colleague?

Not at all likely	0	1	2	3	4	5	6	7	8	9	10	Extremely likely
-------------------	---	---	---	---	---	---	---	---	---	---	----	------------------
- How likely are you to return to South Padre Island for a vacation at some time in the future?
 - Extremely likely Somewhat likely Neutral
 - Somewhat unlikely Extremely unlikely
- How satisfied are you with your overall South Padre Island experience?
 - Extremely satisfied Somewhat satisfied Neutral
 - Somewhat dissatisfied Extremely dissatisfied
- How satisfied are you with HalloWings?
 - Extremely satisfied Somewhat satisfied Neutral
 - Somewhat dissatisfied Extremely dissatisfied
- What suggestions do you have for improving HalloWings or your stay on South Padre Island? (write on back)
- What is your home zip or postal code? _____ code
- What is your home country?
 - US Mexico Canada Other _____
- What is your age? _____ (years of age)
- What is your gender? Male Female Gender diverse
- What is your marital status?
 - Married Single Widowed Divorced/separated
- What is your highest educational attainment?
 - Less than high school Associate's degree
 - High school graduate Bachelor's degree
 - Some college, no degree Graduate/professional degree
- What is your current employment status?
 - Work full-time Retired within past year
 - Work part-time Retired more than 1 year
 - Unemployed (looking for a job) Other (Please specify)
- What is your combined annual household income?

<input type="checkbox"/> Less than \$20,000	<input type="checkbox"/> \$60K-\$69,999
<input type="checkbox"/> \$20K-\$29,999	<input type="checkbox"/> \$70K-\$79,999
<input type="checkbox"/> \$30K-\$39,999	<input type="checkbox"/> \$80K-\$99,999
<input type="checkbox"/> \$40K-\$49,999	<input type="checkbox"/> \$100K-\$149,999
<input type="checkbox"/> \$50K-\$59,999	<input type="checkbox"/> \$150,000 or more
- What is your ethnicity? (Select all that apply)
 - White Hispanic Mixed
 - Black Asian Other _____

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

Name: _____

Phone number: _____

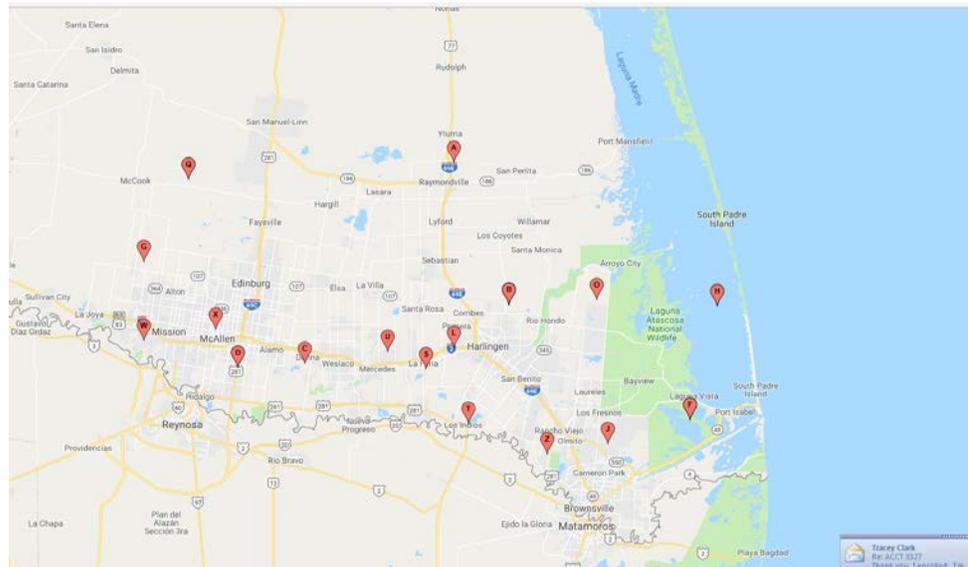
Email: _____

Winners will be notified no later than 2 weeks after event.

THANK YOU VERY MUCH!!!

Appendix B: Respondent's zip or postal code and frequency of response and zip code map

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

MEETING DATE: April 10, 2019

NAME & TITLE: Marisa Amaya, Special Events Manager

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for AIRSHOW 2019 and recommend to the Convention and Advisory Board for approval.

ITEM BACKGROUND

The AIRSHOW is a new event scheduled for June 2019 and requesting \$150,000 in funding.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: X _____

Approved by Legal: YES: _____ NO: X _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Special Events Committee approve a funding amount.

APPLICATION FOR INITIAL FUNDING

Today's Date: July 2, 2018

ORGANIZATION INFORMATION

Name of Organization: Commemorative Air Force - Rio Grande Valley Wing

Address: P. O. Box 8190

City, State, Zip: Brownsville, Texas 78526

Contact Name: David Hughston Contact Office Phone Number: 956-542-4387

Contact Cell Phone Number: 956-454-4439

Web Site Address for Event or Sponsoring Entity airfiesta.org

Non-Profit or For-Profit status: Non-Profit Tax ID #: 74-1484491

Entity's Creation Date: July 1964

Purpose of your organization:

Please see Mission Statement attached.

EVENT INFORMATION

Name of Events or Project: South Padre Island Military Heritage AIRSHOW!

Date of Event or Project: June 22-23, 2019

Note: The name of the event is for planning purposes only. Should AIRSHOW!
receive financial support, we will be open to naming suggestions from the CVB.



Primary Location of Event or Project: The skies over South Padre Island! Headquarters will be Port Isabel-Cameron County Airport

Amount Requested: \$ 150,000

Primary Purpose of Funded Activity/Facility:

Since 1991, AIRSHOW! (Formerly know as AIR FIESTA) has been an annual airshow produced by the CAF-RGV Wmg for the purpose of demonstrating to the general public, young and old alike, the critical role aviation has played and continues to play in our nation's defense and technological advancement. AIRSHOW! also showcases the many and varied career opportunities available in aviation, all in a safe, family friendly, fair like atmosphere.

The airshow will also be a major fund raiser for operational support of the new Laguna Madre Transportation Museum.

The venue for the event is the historically significant Port Isabel-Cameron County Airport

How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures)
Funds will be used for AIRSHOW! expenses. See budget attached.

Percentage of Hotel Tax Support of Related Costs

60 Percentage of Total Event Costs Covered by Hotel Occupancy Tax

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

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

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

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

N/A



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

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ _____
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ _____
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ 35,000
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ 80,000
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ 35,000
- 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:

This event has been held annually in Brownsville for 27 years.

Expected Attendance: 15,000. AIRSHOW! organizers are planning a twilight/evening event viewable from hotels and the beach.

How many people attending the Event or Project will use South Padre Island lodging establishments? Since this is our first event in the SPI area, we don't have a feel for it yet.

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

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

We will be reserving a block of rooms for our participants/performers. We anticipate paying for approximately 175 room nights.

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.)?

Surveys and room block usage info.



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

The United States Air Force, Navy and Marines have approved AIRSHOW!
for modern military aerial support. Cameron County Commissioners Court has
also approved use of the Cameron County Airport for AIRSHOW! 2019.

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?

We anticipate a net profit of \$50K-\$60K. Profits will be used for care, maintenance,
development and promotion of the CAF-RGV Wing Transportation Museum and
the artifacts/airplanes in its care.

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: \$ 3,500
- Radio: \$ 2,000
- TV: \$ 10,000
- Website, Social Media: \$ 1,000
- Other Paid Advertising: \$ 15,000 - Billboards, Street Banners

Anticipated Number of Press Releases to Media: 10

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

Other Promotions:

To be determined



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

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

Yes

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

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

AIRSHOW! can provide a temporary static display at the Convention Center made of items on loan from the Museum along with a custom point of sale display detailing the event. Also AIRSHOW! is anxious to work with the Atkins Group to make sure cross branding is accurate and effective.

What geographic areas does your event reach?

South Texas

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

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

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

\$10,000,000 Endurance American Insurance Company. City of South Padre Island will be added as an additional insured

[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



CAF AIRSHOW!

C A M E R O N C O . A I R P O R T

Hopefully, you have heard of the recent move of the Commemorative Air Force - Rio Grande Valley Wing Museum from its longtime home in Brownsville to the historic Port Isabel-Cameron County Airport. The move took over a year and was completed in the fall of 2018. Unfortunately, while the move was underway, it was impossible to produce our annual airshow, formerly known as AIR FIESTA . Now, with the move complete, we are ready to get back in the airshow business!

With the move to Cameron County, we thought it best to change our brand and airshow dates. Now the show is known simply as *AIRSHOW!* The dates for this year's aerial extravaganza, the first at Cameron County Airport, are June 22 & 23, 2019.

Even as I write, our show volunteers are working hard to make sure all will be ready for another exciting, one of a kind experience. After all, *AIRSHOW!* is our primary source of operating funds and provides us an opportunity to showcase our Museum and the aircraft therein.

With the proceeds from *AIRSHOW!* the RGV Wing will be able to maintain, in flying condition, extremely unusual and rare examples of vintage military aircraft. We will also be able to continue development of our unique and educational artifacts display. All work on *AIRSHOW!* is performed by volunteers. All proceeds stay right here.

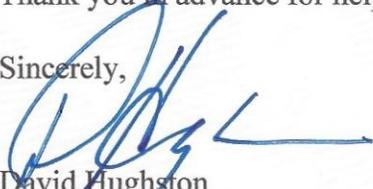
It is expensive to keep all our aircraft air worthy, but we think it's worth it. Real, flying examples of our aviation heritage teach lessons with which no classroom or TV documentary can compete. And it's not just the kids. All of us need to be reminded of the lessons of history and the high cost of freedom.

AIRSHOW! will feature WWII air battle reenactments, death defying aerobatic performances, modern military and much more. Truly a fun filled day for the whole family.

Can we count on your help? I have taken the liberty of enclosing our sponsorship brochure which outlines various levels of financial support. Please remember that we produce the show ourselves with no outside promoter help. Hence we are loaded with options! Just let us know how we can tailor sponsorship benefits to meet your needs.

Thank you in advance for helping make *AIRSHOW!* a rousing success!

Sincerely,


David Hughston
AIRSHOW! Chairman



1:25 PM
07/03/18
Accrual Basis

RGV WING - CAF
Profit & Loss Budget Overview
January 2017 through December 2019

	<u>Jan '17 - Dec 19</u>
Income	
44200 AIRSHOW REVENUE	
Advance Ticket Sales	20,000.00
Concessions	10,000.00
Donations - Sponsors	100,000.00
Exhibit Booth	4,500.00
Flight Line Club	5,000.00
Gate Sales	50,000.00
Other Misc. Revenue	10,000.00
Parking	10,000.00
PX Sales	2,000.00
	<hr/>
Total 44200 AIRSHOW REVENUE	211,500.00
	<hr/>
Total Income	211,500.00
Expense	
62160 AIR FIESTA EXPENSES	
Accounting/Legal Fees	100.00
Advertising & PR	35,000.00
Airmeet Liability	3,000.00
Chalet	15,000.00
Change	10,000.00
Convention Registration	1,725.00
Dues & Subscriptions	600.00
Equipment Rental	15,000.00
Exhibit Booth	1,500.00
Flight Line Refreshments	2,500.00
Fuel & Oil	15,000.00
Housing	15,000.00
License and Permits	300.00
Military Support	10,000.00
Other Misc. Expenses	1,000.00
Outside Performers	30,000.00
Printing	1,000.00
PX Supplies	2,500.00
Pyrotechnics	12,500.00
Ramp & Cleanup	400.00
Repairs & Maintenance	1,000.00
Supplies & Equipment	1,500.00
Tickets, Finance	300.00
Travel	500.00
Utilities	500.00
Vehicle Expense	2,500.00
WWII Performers	25,000.00
	<hr/>

1:25 PM
07/03/18
Accrual Basis

RGV WING - CAF
Profit & Loss Budget Overview
January 2017 through December 2019

	<u>Jan '17 - Dec 19</u>
Total 62160 AIR FIESTA EXPENSES	<u>203,425.00</u>
Total Expense	<u>203,425.00</u>
Net Income	<u><u>8,075.00</u></u>

Commemorative Air Force – Rio Grande Valley Wing

Our Mission

To preserve, in flying condition, a collection of combat aircraft which were flown by all military services of the United States in World War II.

To perpetuate in the memory and hearts of all Americans the spirit in which these great planes were flown in the defense of our nation.

To acquire museum buildings for permanent protection and display of these aircraft as a tribute to the thousands of men and women who built, serviced and flew them.

To display, in a museum setting, various other World War II and vintage artifacts that tell the story of the heroism and sacrifice necessary to guarantee the prolonged freedom of our country we all enjoy.

To expand this organization with people having the dedication, enthusiasm and esprit de corps necessary to keep, maintain and preserve these aircraft and artifacts as symbols of our American military heritage.

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

MEETING DATE: April 10, 2019

NAME & TITLE: Marisa Amaya, Special Events Manager

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and possible action to approve the funding request for the SandCastle Trail Maintenance.

ITEM BACKGROUND

The SandCastle Trail had previously been approved for a total of \$30,000 in FY 2017/2018.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: X

Approved by Legal: YES: _____ NO: X

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Special Events Committee approve a funding amount.

APPLICATION FOR INITIAL FUNDING

Today's Date: 03/11/2019

ORGANIZATON INFORMATION

Name of Organization: Sandcastle Island, Inc.

Address: P.O. Box 2694

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

Contact Name: Lucinda Wierenga Contact Office Phone Number: 956-459-292

Contact Cell Phone Number: 956-459-2928

Web Site Address for Event or Sponsoring Entity sandcastleisland.com

Non-Profit or For-Profit status: 501 (c) 3 Tax ID #: 81-2584362

Entity's Creation Date: March, 2016

Purpose of your organization:

We are a non-profit dedicated to maintaining and expanding the South Padre Island Sandcastle Trail); the education of students and public about beach conservation and nourishment using sand sculpture by offering free "SandCamp" experiences all summer long; and augmenting exisiting SPi festivals with sandcastle instruction, etc.

EVENT INFORMATION

Name of Events or Project: Sand Castle Trail Maintenance

Date of Event or Project: Ongoing



Primary Location of Event or Project: Islandwide

Amount Requested: \$ 10,000.00

Primary Purpose of Funded Activity/Facility:

Maintain and grow the SPI Sandcastle Trail

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

80% Percentage of **Total Event Costs** Covered by Hotel Occupancy Tax

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

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

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

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



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: \$ 10,000 _____
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ _____
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.**
Amount requested under this category: \$ _____

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

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:

The sandcastle trail was established in 2012.

Expected Attendance: _____

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

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

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

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
FY 2017/2018	\$35,000	_____
_____	_____	_____
_____	_____	_____

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:

We continue to actively seek sponsorship from businesses hosting trail sculptures, from businesses willing to sponsor Sandcamp sessions, and from private individuals who have enjoyed our activities including "The March of the Sandmen" and "Hearts on the Beach." We also raise money with our annual fundraiser - "The Sandcastlers' Ball."

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
SPECIAL EVENTS COMMITTEE MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 10, 2019

NAME & TITLE: Marisa Amaya, Special Events Manager

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

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

ITEM BACKGROUND

Fishing's Future is requesting funding to supply their Master Anglers with new jerseys that will be worn through states across the country. Fishing's Future is requesting funding in the amount of \$15,000.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: X _____

Approved by Legal: YES: _____ NO: X _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Special Events Committee approve a funding amount.

APPLICATION FOR INITIAL FUNDING

Today's Date: 3/1/19

ORGANIZATON INFORMATION

Name of Organization: Fishing's Future

Address: 2216 Padre Blvd Ste B #26

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

Contact Name: Wendy Van Den Boogerd Contact Office Phone Number: 956-238-9476

Contact Cell Phone Number: 806-678-0642

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

Non-Profit or For-Profit status: Non-Profit Tax ID #: 20-8782271

Entity's Creation Date: 2004

Purpose of your organization:

Fishing's Future promotes families, education, and enviromental
stewardship.

EVENT INFORMATION

Name of Events or Project: _____

Date of Event or Project: _____



Primary Location of Event or Project: Nation Wide

Amount Requested: \$ 15,000

Primary Purpose of Funded Activity/Facility:

The primary purpose of this funding would be to supply our Master Anglers with new jerseys that will be worn states across the country. Including military bases as we have recently partnered with the USO. Our cl expanding to include military families. We would include the SPI logo on all of the jerseys. SPI i Future headquarters therefore we will have the citys branding implemented on vehicles and oth

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: \$ 15,000 _____
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that 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: \$ _____
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- 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?

All across the United States.

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:

Two million general liability.

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

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

Yes No



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

SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:

Along with the application, please submit the following:

- _____ Proposed Marketing Plan for Funded Event
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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
SPECIAL EVENTS COMMITTEE MEETING
AGENDA REQUEST FORM**

MEETING DATE: April 10, 2019

NAME & TITLE: Sean Till, Special Event Committee Chair

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and possible action regarding Special Event funding categories.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: X _____

Approved by Legal: YES: _____ NO: X _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Special Events Committee approve special event funding categories.

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

MEETING DATE: April 10, 2019

NAME & TITLE: Sean Till, Special Event Committee Chair

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and possible action regarding Special Event tiers.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: X _____

Approved by Legal: YES: _____ NO: X _____

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Special Events Committee approve special event tiers.

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

MEETING DATE: April 10, 2019

NAME & TITLE: Sean Till, Special Event Committee Chair

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion regarding communication of Special Events to local stakeholders.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: X _____

Approved by Legal: YES: _____ NO: X _____

Comments:

RECOMMENDATIONS/COMMENTS

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

MEETING DATE: April 10, 2019
NAME & TITLE: Marisa Amaya, Special Events Manager
DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and possible action regarding UTRGV Special Event surveys.

ITEM BACKGROUND

UTRGV was contracted to survey and analyze twelve Special Events in FY 2018/2019. There are five events pending this year that need to be approved.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: X

Approved by Legal: YES: _____ NO: X

Comments:

RECOMMENDATIONS/COMMENTS

Recommend the Special Events Committee approve the remaining events to be surveyed.