

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

**TUESDAY, APRIL 19, 2022**  
2:00 PM AT THE MUNICIPAL BUILDING  
CITY COUNCIL CHAMBERS, 2<sup>ND</sup> FLOOR  
4601 PADRE BLVD, SOUTH PADRE ISLAND, TEXAS

1. Call to order

2. Pledge of Allegiance

3. Public Comments and Announcements

*This is an opportunity for citizens to speak to the Committee relating to agenda or non-agenda items. Speakers are required to address the 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 the Committee or may be placed on the agenda of a future Committee meeting]*

4. Approve Consent Agenda

4.1. Approve the meeting minutes for February 15, 2022 regular meeting. (Hasbun)

4.2. Approve the Special Events Committee post-event reports for the following events.  
(Hasbun)

\* SPI Sprint Triathlon 2022

\* WOVE-Winter Outdoor Wildlife Expo 2022

5. Regular Agenda

5.1. Discussion and possible action to approve the revised Special Event Funding: (Brown)

\* Application

\* Guidelines

\* Policy

\* Post Event Report

5.2. Discussion and possible action to approve the funding request for the Beach Bash Skate Jam in June 2022. (Brown)

5.3. Discussion and possible action to approve the funding request for the JJ Zapata Fishing Tournament in September 2022. (Brown)



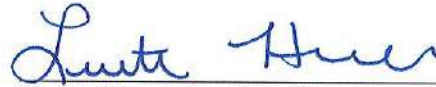
- 5.4. Discussion and possible action to approve the funding request for Ride for Rotary in October 2022. (Brown)
- 5.5. Discussion and possible action to approve the funding request for SPI Muzicians Run in November 2022. (Brown)
- 5.6. Discussion and possible action to approve the funding request for SPIsland Games in September 2022. (Brown)
- 5.7. Discussion and possible action to approve the funding request for SPI Wahoo Classic in September 2022. (Brown)
- 5.8. Discussion and action concerning the new meeting date for May 2022. (Hasbun)

6. Adjourn

NOTE:

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

DATED THIS DAY APRIL 15, 2022



Linette Hernandez, CVB Management Assistant

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE ABOVE NOTICE OF MEETING OF THE SPECIAL EVENTS COMMITTEE OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT CITY HALL/MUNICIPAL BUILDING ON FRIDAY, APRIL 15, 2022, AT/OR BEFORE 5:00 PM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.



Linette Hernandez, CVB Management Assistant

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, GEORGE MARTINEZ; ADA DESIGNATED RESPONSIBLE PARTY AT (956) 761-8103.



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

**MEETING DATE:** April 19, 2022

**NAME & TITLE:** Linette Hernandez, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the meeting minutes for February 15, 2022 regular meeting. (Hasbun)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

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

**TUESDAY, FEBRUARY 15, 2022**

**I. CALL TO ORDER**

The Special Events Committee of the City of South Padre Island, Texas, held a regular meeting on Tuesday, February 15, 2022, at the South Padre Island City Council Chambers, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Christian Hasbun called the meeting to order at 2:00 pm. A quorum was present: Vice Chairwoman Lisa Graves, Committee Members Cody Pace, Sean Slovisky, Meg Clifton, and Amy Salander were present.

CVB staff members present were CVB Interim Director Lori Moore, Special Events Manager April Brown, and Management Assistant Linette Hernandez.

City officials present were Council Member Kerry Schwartz and Council Member Ken Medders.

**II. PLEDGE OF ALLEGIANCE**

SEC Chairman Christian Hasbun led the pledge of allegiance.

**III. PUBLIC COMMENTS AND ANNOUNCEMENTS**

SEC Chairman Christian Hasbun welcomed new Committee Member Meg Clifton and acknowledged Committee Member Cody Pace's perfect attendance.

**IV. APPROVE CONSENT AGENDA**

- 4.1. Approve the meeting minutes for the January 13, 2022 regular meeting. Committee Member Amy Salander made a motion to approve, seconded by Committee Member Sean Slovisky. Motion carried unanimously.
  
- 4.2. Approve the excused absence for Committee Member Sean Slovisky for the January 13, 2022 regular meeting. Committee Member Amy Salander made a motion to approve, seconded by Committee Member Sean Slovisky. Motion carried unanimously.

**V. REGULAR AGENDA**

- 5.1. Discussion and action concerning the election of officers for the 2022 calendar year- Committee Chairman and Committee Vice Chairman. Committee Member Meg Clifton made a motion to nominate Christian Hasbun for Chairman, seconded by Vice Chairwoman Lisa Graves. Motion carried unanimously. Chairman Christian Hasbun made



a motion to nominate Lisa Graves as Vice Chairman, seconded by Committee Member Sean Slovisky. Motion carried unanimously.

- 5.2. Discussion and possible action to approve the funding request for Flag Football World Championship Tour South Padre Regional in April 2022. Event producer Travis Burnett was virtually present to answer questions from the committee. Chairman Christian Hasbun made a motion to approve \$3,000 in funding towards marketing, seconded by Committee Member Amy Salander. Motion carried unanimously.
- 5.3. Discussion and possible action to approve the funding request for SPI Half Marathon in November 2022. Event producer Rob Mcbee was available at the podium to answer questions from the committee. Chairman Christian Hasbun made a motion to approve \$10,000 in funding towards marketing, seconded by Committee Member Cody Pace. Motion carried unanimously.
- 5.4. Discussion and possible action to approve the funding request for Texas Gulf Association State Championship in April/ May 2022. Event producer Mary Goldsmith was available at the podium to answer questions from the committee. Committee Member Cody Pace made a motion to approve \$3,000 in funding towards marketing and \$2,000 in operational costs, seconded by Committee Member Amy Salander. Motion carried unanimously.
- 5.5. Update on American Junior Golf Association Tournament scheduled for June 2022. April Brown updated the committee on changes and updates to the event. There has been changes in course fees at the Laguna Vista golf course. The CVB is assisting in helping them find VRMs on the island.
- 5.6. Update on Splash scheduled for April/May 2022. April Brown updated the committee on changes and updates to the event. Event is scheduled at Beach Resort and Clayton's and advertising flyers have been provided.
- 5.7. Discussion and action concerning the new meeting date for March 2022. There will be no meeting in March due to Spring Break. The next meeting was scheduled for April 19, 2022.

## **VI. ADJOURN**

The meeting was adjourned at 2:46pm.

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Linette Hernandez, CVB Administrative Assistant

Approved by:

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Christian Hasbun, SEC Chairman

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

**MEETING DATE:** April 19, 2022

**NAME & TITLE:** Linette Hernandez, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the Special Events Committee post-event reports for the following events. (Hasbun)

\* SPI Sprint Triathlon 2022

\* WOVE- Winter Outdoor Wildlife Expo 2022

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

02-593-8099

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

# POST EVENT REPORT

Today's Date: April 7, 2022

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

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

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

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

## Organization Information

Name of Organization: PowerWatt Coaching LLC  
Address: 258 Beach Blvd  
City, State, Zip: Laguna Vista, Texas, 78578  
Contact Name: Karen Watt Contact email: docwatt@powerwattcoaching.com  
Contact Cell Phone Number: 956-778-5997

## Event Information

Name of Event or Project: South Padre Island Sprint Triathlon  
Date(s) of Event or Project: March 26, 2022  
Primary Location of Event or Project: Parrot Eyes Restaurant and Water Sports  
Amount Requested: \$ 10,000  
Amount Received: \$ 5,000  
How many years have you held this Event or Program: 2



## Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: 50%
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): N/A
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): N/A
4. If staff costs were covered, estimate of actual hours staff spent on funded event: N/A
5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used? Yes there was an admission fee. Profit from the event was \$3203. We donated \$2,000 to Friends of Animal Rescue. The remaining \$1203 was retained for future event planning.
6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

## Event Attendance Information

1. How many people did you predict would attend this event? (*Number submitted in the application for hotel occupancy tax funds*): 250
2. What was the *actual attendance* at the event? 110
3. How many room nights did you *estimate in your application* would be generated by attendees of this event or program? 190
4. How many room nights did you actually generated by attendees of this event? 58 (estimated)
5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this Event?
  - This Year: 58
  - Last Year: 45
  - Two Years Ago:
  - Three Years Ago:
6. What method did you use to determine the number of people who booked rooms at South Padre Island hotels (e.g.; room block usage information, survey of hoteliers, total attendance formula, zip code information, etc.): on previous years events and on percentage of survey completers.  
on previous years events and on percentage of survey completers.
7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? yes. If the room block did not fill, how many rooms were picked up? 15





## Event Promotion Information

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

- Newspaper: \$ [REDACTED]
- Radio: \$ [REDACTED]
- TV: \$ [REDACTED]
- Other Paid Advertising: \$ 4550 [REDACTED]
- Number of Press Releases to Media: [REDACTED]
- Number emails to out-of-town recipients: 475 [REDACTED]
- Other Promotions fliers and links online with boosts (Facebook and Instagram) [REDACTED]

2. Did you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? yes - in the emails [REDACTED]
3. Did you negotiate a special rate or hotel/event package to attract overnight stays? yes [REDACTED]
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event? I located triathlon clubs throughout the state and emailed the club directors with the information. I found these clubs through the USA Triathlon website and other online methods. [REDACTED]

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

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

5. Please note any other success indicators of your event: Though our registration numbers were a little lower this year, we still managed to attract 25% of the participants from out of the RGV. Some were from Mexico Arizona, Georgia and even Nigeria. We believe that last year's numbers were higher because there were very few events offered during the pandemic. We had quite a few first-time triathletes who indicated they would be returning for future events. Feedback from the participants was all positive and the weather cooperated to make it an excellent day for a triathlon! [REDACTED]



## Sporting Related Events

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? 110
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? all were from cities other than SPI, except one; 70 participants were from out of Cameron County
3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel within the city or its vicinity? Based on survey results, zip code information, and the number of family spectators, it was evident that many participants stayed on SPI for at least one night.

## Additional Event Information

1. What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc.?  
Stripes, Blackbeard's, Parrot Eyes
2. What was the weather like during the event? Perfect weather! High 60's and low 70's - sunny and low wind.
3. Were there any other facts that may have affected on the event? We believe that people are recovering economically from the pandemic and may not have the funds to spend on recreation.

Signature



April 7, 2022

Date

### Submit to complete applications to:

April Brown  
Special Events Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention & Visitors Bureau  
7355 Padre Blvd., South Padre Island, TX 78597  
Phone: (956) 761-3000  
Email: april@sopadre.com



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

5/5



Last name	First name	Email address	City	State/Province	Postal code	Country	Phone
A'Hearn	Kimberly	khump1589@gmr	Port Isabel	TX	78578	us	616-856-0950
Alaniz	Jo Ann	joannalaniz@hotmail	Mcallen	TX	78504	us	956-445-2625
Aleman	Domingo	honu62107@yahoo	Alamo	TX	78516	us	956-212-6247
Alexander	Jessi	jessiclaya@gmail	Cedar Park	TX	78613	us	717-271-2603
Alvarez	Marco	alvarezmarcoa09	Arlington	TX	76014	us	682-320-1929
Alviso	Jerry	jerryalviso@gmail	Edinburg	TX	78541	us	956-616-9573
Ammon	Julie	trime71@gmail.c	Seguin	TX	78155	us	830-730-0352
Anciso Jr	Lionel	ancisollionel@ya	Weslaco	TX	78596	us	956-463-2762
Arredondo	Jose	jose.a.arredondo	San Benito	TX	78586	us	956-442-8502
Bachmeier	Joe	joebach44@gmail	Fredericksburg	TX	78624	us	914-406-5114
Bahr	Aubry	anw.olive@gmail	San Antonio	TX	78229	us	208-891-8174
Bahr	Tyler	bahrtyl11@gmail	San Antonio	TX	78229	us	713-505-6993
BÃ©jar	Jorge	bejar_jg@hotmail	Matamoros	TAM	87390	us	868-818-0955
Benavides	Wilson	wcbenavides@ic	Georgetown	TX	78626	us	512-803-0210
Betancourt	Fernando	fernie_b11@hotn	San Juan	TX	78589	us	956-655-1613
Blake	Manuel	manueleblake@t	Matamoros	TAM	87300	us	868-210-8075
Brock	Christopher	brockcj03@gmail	San Antonio	TX	78217	us	520-425-0867
Cantu	Cristina	ceballos0630@y	Laguna Vista	TX	78578	us	956-832-2128
Carnes	Lane	lanecarnes@yah	San Antonio	TX	78209	us	830-822-7700
Carreon	Ricardo	r.carreon1@yahc	Weslaco	TX	78596	us	956-566-6110
Casillo Valdez	Gerardo	morenazo75075t	Brownsville	TX	78526	us	956-518-3030
Castro	Enrique	e.castro@pmerh	Mission	TX	78572	us	956-605-2782
Coppins	Mark	mc78550@gmail	Harlingen	TX	78550	us	956-245-8738
Correia	Tatiana	tatiana.furquim@	San Antonio	TX	78255	us	210-218-7488
Danache	Mauricio	mauriciodan306@	Houston	TX	77007	us	956-605-5491
De La Paz	Megan	megan_dlp@hoti	Weslaco	TX	78599	us	361-522-8878
Delamar	Angela	angeladelamar@	Laguna Vista	TX	78578	us	956-433-9984
Diaz	Arturo	arturodiaz@blue	Mcallen	TX	78504	us	956-648-0353
Diaz	Marco	marcodiaz0121@	Edinburg	TX	78539	us	+1 956-566-3463
Donley	Kamille	kamilledonleyphc	San Antonio	TX	78250	us	830-776-3772
Donley	Scott	donleys62@gmail	San Antonio	TX	78250	us	830-776-3772
Dooley	Deborah	debbiedooley197	Palmhurst	TX	78573	us	956-874-9490
Dorbecker	Ricardo	ricardodorbecker	Mcallen	TX	78503	us	956-358-4416
Dotras	Erica	ericadianemahor	Plano	TX	75074	us	469-834-7916
Dotras	Robert	rjdotras@gmail.c	Plano	TX	75074	us	469-834-7916
Douglas	Richard	Richardmdouglas71@gmail.com		TX		us	
Enriquez Chacor	Abel	Abelenriquezcha	Phoenix	AZ	85033	us	602-369-2606
Fantini	Roberto	robertofantini@	Mcallen	TX	78501	us	956-905-4988
Flores	Gabriela	guerragabriela_@	Mcallen	TX	78503	us	(956) 263-7031
Franks	Douglas	douglas.franks@	Mission	TX	78572	us	301-674-4893
Garcia	Francisco	fcosasha@hotmail	Mission	TX	78572	us	956-378-1809
Garcia	Miguel	yodjmike8@gmail	Weslaco	TX	78599	us	956-888-0087
Garretson	Sean	sean@pegasusa	Austin	TX	78703	us	512-300-7270
Garza	Carlos	cgarza5689@gmr	Schertz	TX	78154	us	956-821-2782
Gonzalez	Mar	margonz413@gr	Fort Worth	TX	76140	us	956-317-9922
Gonzalez	Michael	gonzaleziam@ac	Weslaco	TX	78596	us	956-207-9487
Gonzalez	Oscar	oscar_l_gonzale	Brownsville	TX	78526	us	956-592-1302
Guerra	Gerardo	Jwar59@hotmail	Brownsville	TX	78520	us	956-572-5246
Guzman	Jose	jguzmanjr@gmail	Mcallen	TX	78504	us	956-777-4548
Hermosa	Pearl	phermosa40@ya	Brownsville	TX	78520	us	9566394457



Hernandez	Nathan	babynate08@gr Harlingen	TX	78550 us	956-659-0277
Hernandez	Oscar	oscarutpa@hotr Olmito	TX	78575 us	956-460-8180
Hubbard	Shelly	shelly11361@gr Horseshoe Bay	TX	78657 us	432-559-9067
Jones	Heidi	hydee4@gmail.c Harlingen	TX	78552 us	225-921-0869
Kittleman	Elizabeth	elizabeth.kittlemc Mcallen	TX	78503 us	956-802-9884
Kysiak	Carolina	carolina.kysiak@ Kingsville	TX	78363 us	972-639-6474
Lamantia	Steve	slamantia@infdis Laredo	TX	78045 us	+1 956-286-0120
Linn	Debra	Dmlinn62@gmai Kerrville	TX	78028 us	817-975-5861
Lopez	Adrian	adrianlopez62@ San Antonio	TX	78240 us	956-371-4251
Lopez	Emmanuel	etlopez15@gmai Mcallen	TX	78504 us	956-445-2525
Lopez	Natalie	npspencer21@g Mcallen	TX	78504 us	956-445-2525
Lowe	Andrew	alowe756@gmai Cadar Park	TX	78613 us	512-413-5262
Lucero	Cheryl	clucero57@msn. Laguna Vista	TX	78578 us	701-893-5289
Marikos	Brittany	BSorrell1989@g Laguna Vista	TX	78578 us	956-431-1620
Maymi	Jose	jimaymi@yahoo. Brownsville	TX	78520 us	956-266-2719
Medina-Sanchez Ana		anamedina89@y Alamo	TX	78516 us	956-402-9897
Menguifo	Yong	ymenguifo@yahc Harlingen	TX	78552 us	956-742-9008
Munoz	Diana	DIANALISETMU Mcallen	TX	78501 us	956-655-2508
NÃ±ez GarcÃ±a	Patricio		Mexico	us	
Nkwoji	Collins	collinsn72@yahc Powder Springs	GA	30127 us	770-722-0600
Nunez	Alexandra	ale.garcia.m@hc Mcallen	TX	78504 us	9569981999
Olivares	Carlos	aolivares23@hot Mcallen	TX	78503 us	956-313-9596
Omelas	Fiorenzo	fornelas@yahoo. Mcallen	TX	78501 us	956-429-1262
Pace	John	pace_john@holn Azle	TX	76020 us	817-341-9010
Pelfrey	Sean	S.pelfrey@outloc Mission	TX	78572 us	9562409120
Piater	Eric	wpiater@hotmail Weslaco	TX	78596 us	956-650-0144
Powell	Christina	christina.powell3. Houston	TX	77057 us	321-720-4909
Powell	Cynthia	cindypowell@hotmail Temple	TX	76502 us	254-228-5492
Ramirez Jr	Rafael	Fel.Ramirez.p@t Mcallen	TX	78501 us	+1 956-560-6132
Reynolds	Lesleigh	Lareynolds0618@ Eddy	TX	76524 us	2547608523
Rickman	Annie	annie.m.rickman League City	TX	77573 us	281-467-4593
Rico	Fabian	fbr6876@gmail. San Benito	TX	78588 us	956-742-2414
Robert	Sanchez	rlsan3588@gmai Alamo	TX	78516 us	956-460-8858
Robinson	Matt	mattnjan@yahoc Riviera	TX	78379 us	361-850-0445
RodrÃ±guez	Antonio		Matamoros	us	
Salazar	Connie	tgr_salazar@yah San Benito	TX	78586 us	956-536-5179
Salazar	Daniel	SAL_USMC@HK Brownsville	TX	78520 us	+1 956-466-1500
Salazar	Raul	tgr_salazar@yah San Benito	TX	78586 us	956-536-5179
Santos	Lorena Edith	lsantos.07@hotmail Matamoros	TAM	87458 us	868-160-8472
Santos	Miguel	msantoslgarde@ Mcallen	TX	78501 us	956-878-9581
Sarosdy	Randall	RSarosdy@gmai Austin	TX	78731 us	512-422-1975
Sayas	Raul	rsayas@hotmail. Brownsville	TX	78526 us	956-520-2811
Schaefer	Phillip	philschaefer@mt Katy	TX	77493 us	615-979-3294
Schmitz	Camden	Cschmitz1565@ San Antonio	TX	78209 us	417-861-7980
Simon	Begona	simonbego02@h Mcallen	TX	78503 us	956-605-3806
Smith	Nick	rgvcutco@gmail. Mcallen	TX	78504 us	956-279-4199
Soberon	Victor	victor_soberon@ San Antonio	TX	78253 us	2109008104
Soto	Lorena	lorenasoto@yahc Weslaco	TX	78596 us	956-472-7271
Stelzer	Arlene	bobarly@sbcglt South Padre Islai	TX	78597 us	956-371-1410
Stelzer	Arlene	bobarly@sbcglt South Padre Islai	TX	78597 us	956-371-1410
Stiles	Kay	j.kstiles@hotmail Kingsville	TX	78364 us	361-296-3323

Talton	Billy Jack	vickieroyaltyreale	Houston	TX	77018	us	832-971-0493
Talton	Virginia Ramirez	vickieroyaltyreale	Houston	TX	77018	us	832-971-0493
Taylor	David	daataylor@gmail	Mcallen	TX	78501	us	956-389-7250
Torres	Dayana	siletorres15@gm	Mission	TX	78572	us	956-960-7722
Valle	Glaforo Alonso	glafiro13@yahoo	Mcallen	TX	78503	us	9566558017
Weber	Wyatt	wyaltweber1995	Austin	TX	78750	us	512-202-7231
Westendarp	Mercedes	mercedes@merc	Mission	TX	78572	us	956-605-2782
Wright	Jed	jedswright@gma	Mission	TX	78574	us	801-916-1899
Wright	Missy	missy.wright05@	Mission	TX	78574	us	801-916-1899

Income				
Sponsor	Amount			
Exim	\$250			
Bicycle World	\$500			
Therapy and Consultitii	\$1,000			
The Joint	\$500			
City of SPI first payme	\$3,750			
SPI final	\$1,250			
Total Sponsors		\$7,250		
First Payment from AC	1,469.00			
Second Payment from	\$1,783			
Final Payment	\$2,307			
Total from Registration		\$5,559		
Total	\$12,809			
In Kind				
Shave Sec Goodie bag stuffers				
L & F beer and water and electrolytes				
Couere goodie bag stuffers				
SPI bags				
Blackbear waters and bananas				
Los Torgu; waters				
Expenses	amount	vendor		
Visors	\$2,526	BOCO		
Medals	\$856	Kassmo		
Trophies	\$459	JAJA Crafts		
DJ	\$375	Roux		
Swim cap:	\$709.00	Swim Outlet		
Pota Potti	\$1,168	Rio Grande Waste		
Facility rei	\$900	Parrot Eyes		
tattoos	\$29	Amazon		
stickers	\$339.00	Race impressions		
cops	\$825	SPI		
misc expe	\$170	food, ice, supplies, vests, etc		
race direc	\$1,000			
vol coordi	\$250			
	\$9,606			
Income	\$12,809			
Expenses	\$9,606			
Profit	\$3,202			
For FOAR	\$2,000			
Gator Profit	\$1,202			



**kassmo products**  
a Ricky Brands company

Kassmo Products  
Kassmo Products  
PO Box 31876

St Louis Missouri 63131

# Sales Order

Sales Order# CONF-35372

Bill To  
Power Watt Coaching  
258 Beach Blvd  
Laguna Vista  
78578 TX  
United States

Ship To  
Karen Watt  
258 Beach Blvd  
Laguna Vista  
78578 TX  
United States

Order Date : 10 Jan 2022  
Customer Service Representative : Ashley K  
In Hands Date : 17 Mar 2022  
Order Name : Power Watt Coaching  
South Padre Island Sprint  
Triathlon (March) Medals  
2022-03-26  
Primary Billing Contact : Karen Watt

#	Item & Description	Qty	Unit Price	Amount
1	3" x 3mm Custom Medal Antiqued Nickel 6 Color Fills (White, PMS 1375C, PMS 7583C, PMS 176C, Black, PMS 7738C)	175.00	4.59	803.25
2	Attached 1.5" Dye-Sublimated Ribbon	175.00	0.00	0.00
3	Shipping and Handling Included in Price	1.00	0.00	0.00
4	FedEx Peak Surcharge - S/H Estimated \$63.60 (Charged at shipping.)	1.00 pcs	0.00	0.00
			Sub Total	803.25
			<b>Total</b>	<b>\$803.25</b>

### Terms & Conditions

Your price is based on the standard production time and/or lead times.  
All invoices not paid after 14 days from due date of invoice will be subject to a 10% late fee unless otherwise approved.  
Past due accounts will be subject to an additional 1.5% monthly service charge.  
Invoices must be paid in full before future orders can be processed unless otherwise approved.  
Please contact your customer service representative if you have any questions.

SALES TAX WILL BE CHARGED UNLESS THERE IS A STATE ISSUED EXEMPTION CERTIFICATE ON FILE

3200 Valmont Road, Suite 7  
Boulder, CO 80301 US  
+13032145342  
info@bocogear.com



**BILL TO**  
Karen Watt  
258 Beach Blvd  
Laguna Vista, Texas 78578  
United States

**SHIP TO**  
Karen Watt  
258 Beach Blvd  
Laguna Vista, Texas  
78578  
United States

**INVOICE #** 27228  
**DATE** 02/01/2022  
**DUE DATE** 02/01/2022  
**TERMS** BOCO - Pre pay

ACTIVITY	SKU	QTY	RATE	AMOUNT
4200 360 Visor - Sublimated-black/turquoise/ south padre island sprint triathlon	360 Visor - Sublimated	250	9.75	2,437.50
Shipping	Shipping	1	88.00	88.00

SUBTOTAL 2,525.50  
TAX 0.00  
TOTAL 2,525.50  
BALANCE DUE **\$2,525.50**

All orders covered by this invoice are subject to BOCO Gear LLC's order terms and conditions located at [bocogear.com/terms](http://bocogear.com/terms)



4300 Port Union Rd,  
West Chester Township, OH 45011

Date: 3/3/2022  
Order/  
Invoice# 20694960



Thank you for shopping at SwimOutlet.com  
The Web's most popular swim shop!

**Bill To:** (CustomerID# 2976962)

Karen Watt  
258 Beach Boulevard  
Laguna Vista, TX 78578  
United States  
9567785997  
Docwatt@powerwattcoaching.com

**Ship To:**

Karen Watt  
258 Beach Boulevard  
Laguna Vista, TX 78578  
United States  
9567785997

**Payment Method:**

1) \$10.25 of GiftCard was used.  
=====

2) \$708.62 billed to:  
**Credit Card:** MasterCard  
\*\*\*\*\*6681  
KarenWatt

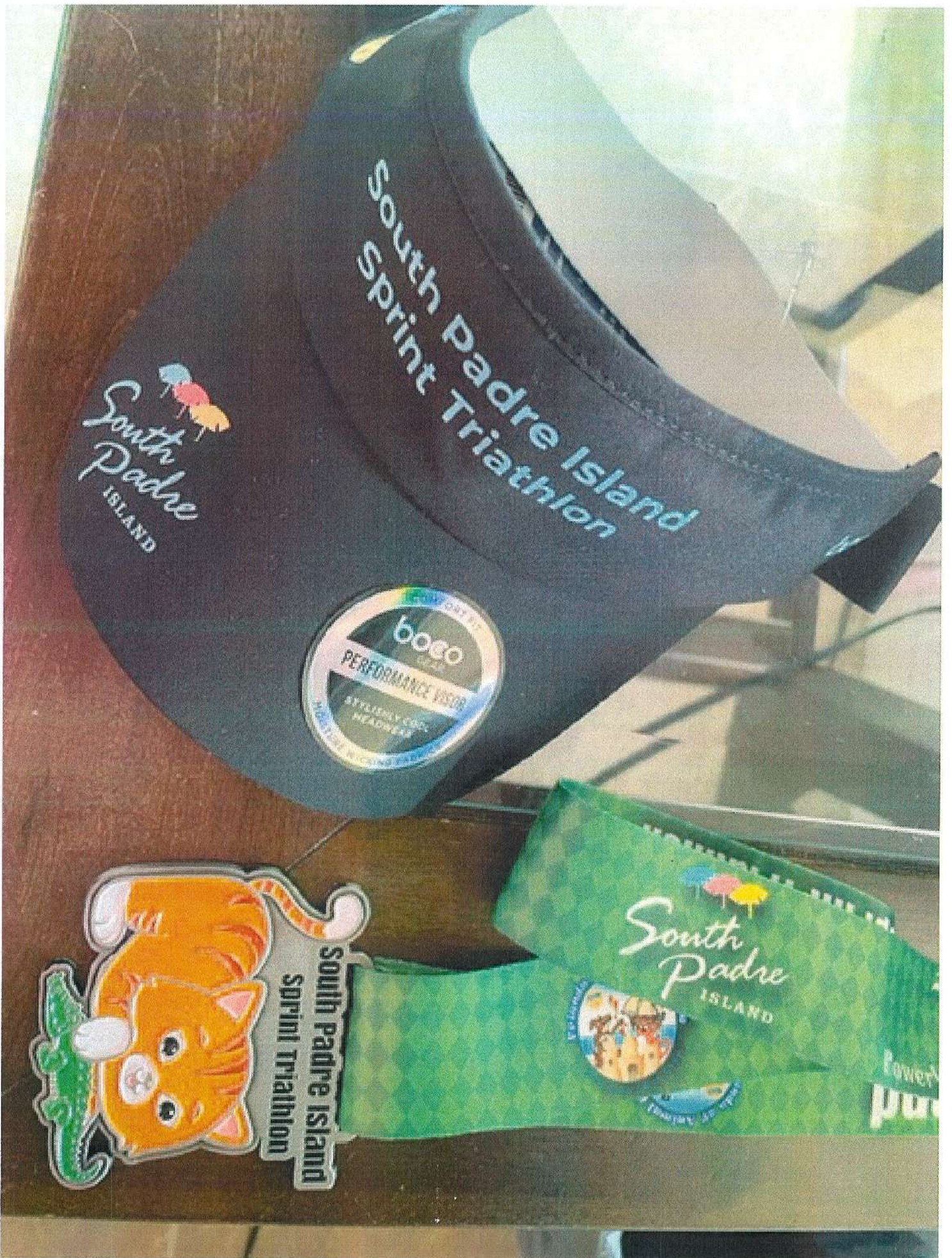
**Shipping Method:**

Standard Shipping (5-7 Business Days)

Code	Description	Qty	Price	Total
12604	<b>Custom Latex Swim Caps</b> [Color:Neon Pink] [Screen:Two] [Add Name:No]	<b>170</b>	\$3.25	\$552.50
DSC-01	<b>RUSH PRINT/SHIP</b> avalara sent	1	\$85.00	\$85.00
		Subtotal:	\$637.50	
		Tax (7.75%):	\$49.41	
		Shipping Fee:	\$31.96	
		AFFX-DUYV4-6FWW:	-\$3.35	
		AFFY-PJP9S-HTVX:	-\$6.90	
		<b>Grand Total:</b>	<b>\$708.62</b>	
		<b>Total Due:</b>	<b>\$0.00</b>	

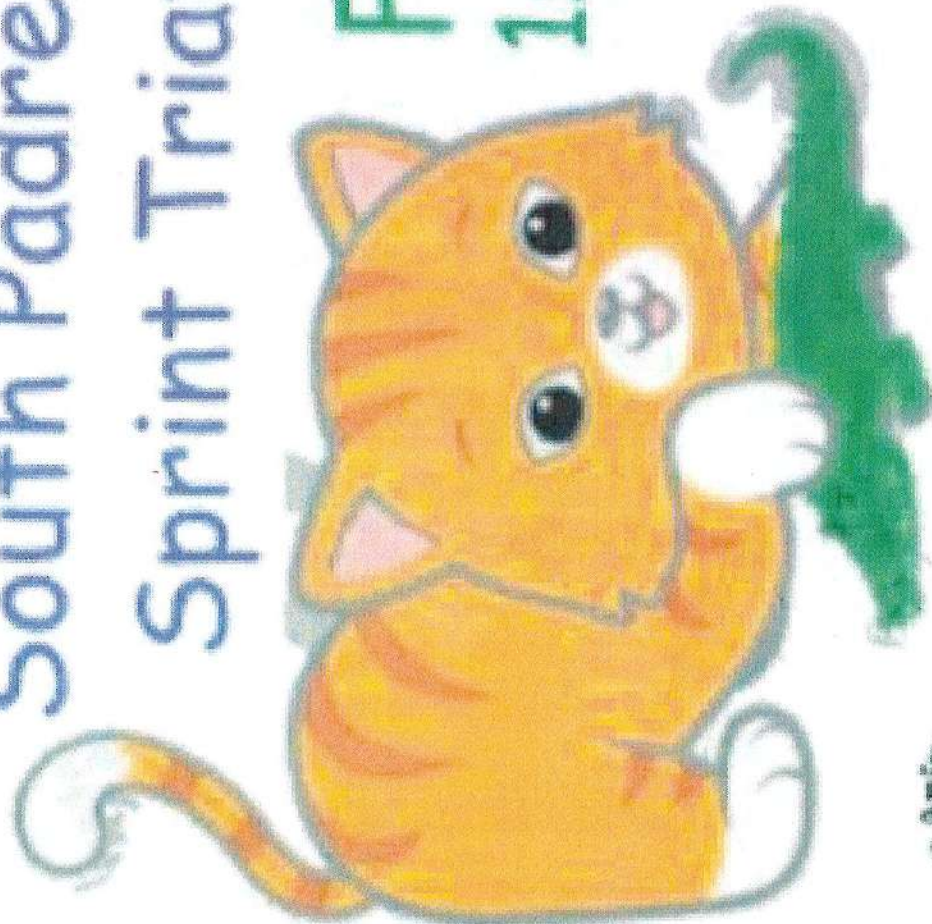
See Backside for Return and Exchange Instructions







# South Padre Island Sprint Triathlon



**Female  
1st Place  
20-29**



**PowerWatt Coaching LLC**





*South  
Padre*

**ISLAND**





**ATHLETE  
GUILD**

Search events, results

SEARCH

Karen



Welcome Karen! ::Home > Events



# South Padre Island Sprint Triathlon

Saturday, March 26, 2022 | Time: 7:30 am  
CDT

Parrot Eyes

5801 Padre Blvd

South Padre Island, Texas 78597



**REGISTER ONLINE**

- Home
- Athletes

AA [athleteguild.com](https://athleteguild.com)



# POST EVENT REPORT

Today's Date: MARCH 7, 2022

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

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

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

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

## Organization Information

Name of Organization: SOUTH PADRE ISLAND BIRDING AND NATURE CENTER  
Address: 6801 PADRE BLVD  
City, State, Zip: SOUTH PADRE ISLAND, TEXAS 78597  
Contact Name: CRISTIN ENHOLM Contact email: CHOWARD@SPIBIRDING.COM  
Contact Cell Phone Number: 956-778-2910

## Event Information

Name of Event or Project: WOVE- WINTER OUTDOOR WILDLIFE EXPO  
Date(s) of Event or Project: FEBRUARY 8-12, 2022  
Primary Location of Event or Project: SPI BIRDING CENTER  
Amount Requested: \$ 5,000.00  
Amount Received: \$ 3,750.00 PENDING THE BALANC  
How many years have you held this Event or Program: 26 YEARS





## Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: 5,000 -
  2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable):
  3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable):
  4. If staff costs were covered, estimate of actual hours staff spent on funded event:
  5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used? **ADMISSION WAS CHARGED.**  
**NET PROFIT \$13,679.31 FUNDING FOR THE SPI BIRDING CENTER**
- 
6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

## Event Attendance Information

1. How many people did you predict would attend this event? (*Number submitted in the application for hotel occupancy tax funds*): 2,000
2. What was the *actual attendance* at the event? 1,607
3. How many room nights did you *estimate in your application* would be generated by attendees of this event or program? 200
4. How many room nights did you actually generated by attendees of this event?  
500 ROOM NIGHTS
5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this Event?
  - This Year: 6090
  - Last Year: 2890
  - Two Years Ago: N/A
  - Three Years Ago: n/a
6. What method did you use to determine the number of people who booked rooms at South Padre Island hotels (e.g.; room block usage information, survey of hoteliers, total attendance formula, zip code information, etc.)? **WE CREATED A SURVEY BASED ON THE UTRGV SURVEY FROM**  
**WE CREATED A SURVEY BASED ON THE UTRGV SURVEY FROM 2020**
7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill?  
**NO** If the room block did not fill, how many rooms were picked up?

## Event Promotion Information

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

<input checked="" type="checkbox"/>	Newspaper: \$	3,330.00
<input type="checkbox"/>	Radio: \$	N/A
<input type="checkbox"/>	TV: \$	N/A
<input type="checkbox"/>	Other Paid Advertising: \$	N/A
<input type="checkbox"/>	Number of Press Releases to Media:	N/A
<input type="checkbox"/>	Number emails to out-of-town recipients:	N/A
<input type="checkbox"/>	Other Promotions	N/A

2. Did you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? YES
3. Did you negotiate a special rate or hotel/event package to attract overnight stays? NO
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?  
WELCOME HOME RGV, LOCAL MAGAZINES, FACEBOOK

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

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

New Speakers





## Sporting Related Events

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? [REDACTED]
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? [REDACTED]
3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel within the city or its vicinity? [REDACTED]

## Additional Event Information

1. What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc.?  
TOUCAN GRAPHICS  
PORKY'S PIT WAS A FOOD VENDOR  
[REDACTED]
2. What was the weather like during the event? Good / Fair  
[REDACTED]
3. Were there any other facts that may have affected on the event? [REDACTED]  
not enough space in current building

CRISTIN ENHOLM

Signature

3/7/22

Date

### Submit to complete applications to:

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



# South Padre Birding Center

# INVOICE

6801 Padre Blvd  
 South Padre Island, Texas 78597  
 956-761-6801

DATE: 1/4/2022  
 INVOICE # WOVE  
 Customer ID  
 Due Date 1/15/2022

South Padre Island Convention Centre  
 7355 Padre Blvd  
 South Padre Island Convention Centre  
 78597

DESCRIPTION	AMOUNT
Advertising for WOVE 2022	\$5,000.00
25% due	\$1,250.00

Subtotal \$1,250.00  
 Taxable .  
 Rate  
 Tax due  
 Other \$ -  
**TOTAL Due \$1,250.00**

**OTHER COMMENTS**  
 1. Total payment due in 30 days  
 2. Please include the invoice number on your check

Make all checks payable to  
 SPI Birding & Nature Center

If you have any questions about this invoice, please contact  
 Cristin Enholm 956.761.6801

**Thank You For Your Business!**

57,13



## **WOWE 2022 – AN EXECUTIVE SUMMARY:**

1,607 PAYING CUSTOMERS. THIS A 21% INCREASE OVER 2020.

ECONOMIC IMPACTS OF WOWE ON SOUTH PADRE ISLAND:

- ~ \$40,000 WAS SPENT ON LODGING. THIS RESULTS IN ~ \$5,000 IN TAX REVENUE
- ~ \$50,000 WAS SPENT ON FOOD / BEVERAGES. THIS RESULTS IN ~ \$1,000 IN TAX REVENUE
- ~ \$125,000 WAS SPENT ON ALL OTHER ITEMS. THIS RESULTS IN ~ \$2,500 IN TAX REVENUE

THE SOUTH PADRE ISLAND CVB INVESTED \$5,000 IN SUPPORT OF WOWE.

WOWE RETURNED THIS INVESTMENT PLUS RETURNED AN ADDITIONAL \$3,500. A 70% ROI.

The attached page provides details and back-up information that supports this summary.



## WOWE 2022 – EXECUTIVE SUMMARY BACKUP:

In 2020 the UTRGV Business & Tourism Research Center did extensive and very detailed surveys that resulted in 46 usable responses from unique households. All of their calculations are from these households and their data. Which they then applied their Business & Tourism expertise to determine the economic impact to SPI. The result was 20+ page report

UTRGV broke out spending into three (3) categories: (1) hotels / lodging, (2) meals (food and beverage) and (3) all other. They defined “all other” as; “clothing, souvenirs, nightlife and entertainment”. They determined this “all other” spending had a 2.7 factor of that spent on “food and beverage”. The BNC used a 2.5 factor in the calculations for the 2022 impacts.

The BNC used these same approaches as their methodologies to develop the impacts of the 2022 WOWE. We did a much shorter survey that focused only on (1) number of people attending, (2) number of meals purchased, (3) number of rental unit nights. A one (1) page “WOWE DATA COLLECTION QUESTIONS” instruction sheet was used by the volunteers. This provided a clear and concise list of questions. The result being a high level of consistency and quality in the answers.

The short BNC survey obtained input from 800 individuals or ~ 320 groups. The UTRGV analysis determined that the average group size was ~2.5 people. Some visitors come to WOWE for than one day, this means we obtained data from a high percentage of the 1,607 paid admissions.

This survey broke out the responders into three (3) groups. Approximate percentages attending are listed.

- SPI residents for 30 days or more (no HOT tax). ~40%
- Off Island one day visitors with no overnight hotel rental. ~20%
- Off Island multi-day visitors that rented units (hotel, condo or house) for overnight(s) stays. ~40%

### SPI REVENUE SUMMARY DETAILS:

<u>REVENUE SOURCE:</u>	<u>REVENUE:</u>	<u>HOT TAX @10.5%:</u>	<u>SALES TAX @2.0%:</u>	<u>TOTAL REVENUE:</u>
Hotel/condo rental	\$40,000	\$4,200	\$800	\$5,000
Meals (F & B)	\$50,000	-----	\$1,000	\$1,000
All Other	\$125,000	-----	\$2,500	\$2,500
			<b>TOTAL =</b>	<b>\$8,500</b>

**WOWE BUDGET 2022**

Attendance Category	Number	Explanation
Number of Volunteers per day	15 per day	Texas Master Naturalist, St. Andrew's Church, Rotary Club of Port Isabel Bay Area Birders, BNCAS volunteers
Number of Customers (not including children)	2,000.00	

Expenses	Amount	Explanation
Food and coffee	\$200.00	Morning and afternoon snacks for vendors and volunteers each day
Printing programs and fliers	\$100.00	
Chair rental	\$100.00	PER DAY <del>\$500.00</del>
Jonathan Wood	\$4,000.00	Thursday, Friday and Saturday/3 shows per day/Birds on display all day
Hotel Room	\$300.00	
Advertising- Coastal Current, Port Isabel Press, Brownsville Herald	\$3,000.00	Coastal Current/ Port Isabel Press/ Brownsville Herald/Valley Morning Star
Van Rental	1,300.00	
<b>Total expenses</b>	<b>\$9,400.00</b>	

WOWE was a successful event. We saw 1,607 paid daily admissions. Which is an increased 21% over 2020. The CVB sponsored \$5,000.00. We conducted a survey that broke out into 3 spending categories. (1) hotels/condos (2) food and beverage (3) all other (other defined as entertainment, shopping). Information was obtained from 800 individuals over the 5-day event. WOWE returned this investment plus and additional \$3,500.00. A 70%ROI

Winter Texan volunteer George Ostrander put together the survey and compiled the numbers based on the UTRGV survey that was done in 2020 for WOWE.

WOWE's Numbers:

INCOME

CVB SPONSORSHIP	\$5,000.00
Weekly Wristbands	\$140.00
Wine raffle	\$582.00
Vendors	\$240.00
Tours	\$2,019.79
Donations	\$281.00
Sponsorships	\$2,856.00
Admissions	\$14,584.00
Gift shop sales	\$5,135.68

TOTAL **\$30,838.47**

Expenses

Van	\$1,812.00
Boat	\$500.00
Entertainment Jen	\$350.00
Misc	\$218.56
Raptor Project	\$4,395.00
Chair rental	\$600.00
Advertising	\$3,330.00
Flyer/Posters	\$120.00
40%admissions to GR	\$5,833.60

TOTAL **\$17,159.16**

**PROFIT \$13,679.31**

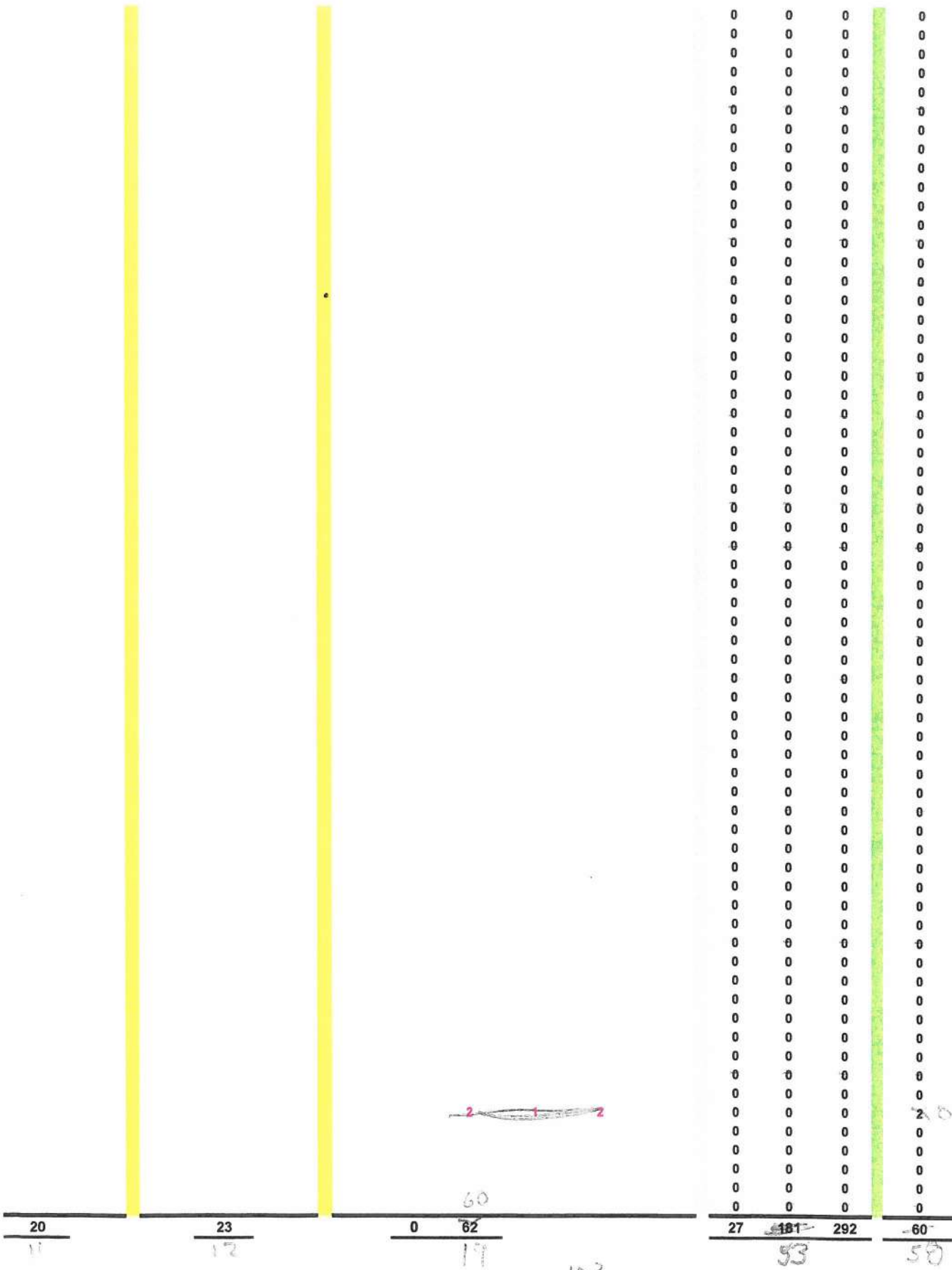
**WOWE ZIP CODES - WITH OVERNIGHT STAY:**

<u>ZIP CODE</u>	<u># OF TIMES</u>	<u>ZIP CODE</u>	<u># OF TIMES</u>	<u>ZIP CODE</u>	<u># OF TIMES</u>
13060		55126		73015	
16707		55307		75241	
15650		55316		75008	
16801		55331		75012	
19107		55374		75116	
19320		55355		76116	
20120		55371	2	76240	
23322		55373		77002	
23452		55418		77388	
26181	2	55431		77995	2
26408		55451		78109	
28467		55704		78209	2
45357		56143	4	78223	
46543	2	56303	2	78260	2
48837		56345		78501	
49012		56358		78504	
49017		56377		78550	2
49085		56387		78577	
50213		56453		78589	
50322		56476		78599	
50475		56482	2	78703	
50476		56590		78737	
52175		57106		78746	
52247		58401		78363	
52556		59404		80026	
53130		60153		80106	
53188		60510		80108	
53192		60638		80222	
54001		61303		80454	
54017	2	61725		80550	
54124		61745		81228	
54250		62082		83702	2
54590		65802		84088	
54494	2	66062		84341	
54720	2	67110		84338	
54843		67502		86829	
54666		68317		87110	
54728		68701	2	87502	
55009		68728		89439	
55077		68792	2	91504	2

**WOWE ZIP CODES - NO OVERNIGHT STAY:**

<b><u>ZIP CODE</u></b>	<b><u># OF TIMES</u></b>	<b><u>ZIP CODE</u></b>	<b><u># OF TIMES</u></b>
32461		75857	
32768	2	76904	
58542		77399	
49686	2	78006	
50001		78244	
50226		78295	
53525		78501	
55126	2	78504	
55077		78516	3
53085		78520	3
53246		78521	
53545		78526	
55347		78550	5
54880		78552	
55308		78578	2
55425		78569	2
55709		78578	2
56084		78586	2
56330		78596	
59545		78628	
61709		80527	
62966		80550	
64725	2	87057	
66210	2	96348	
68134		97409	
68023		99336	
68516		99623	
68729	2		
68505			







### EXCEL DATA ENTRY AND SAVING DATA:

- Only enter numbers, do **not** enter any letters.
- 
- Only enter numbers in the color coded columns (columns "A" through "M").
- 
- Enter only **one (1) group per row**. If mixed group, enter data in the separate sections on that one row.
- 
- Columns "O" through "S" calculate automatically. Do **not** enter any numbers into them.
- 
- For data entry, place the cursor (point & click) on the cell where you the data is to be entered and click.
- 
- Enter the number in that cell. Then move the cursor to the next cell where you need to enter a number.
- 
- Arrow keys (lower right on the key board) will also move the cursor.
- 
- **Regularly save the data that you have entered.**
  - Click on the "file" icon in the upper left corner of the screen.
  - Click on the "save" icon that is about 1/3 down the left side of the screen.
  - Then the program automatically returns you to the data entry page.
- 
- At the end of your work time, save the data and turn the computer over to the next volunteer.
- 
- **At the end of the day, shut the Excel program down:**
  - Save the data entered for the day one final time per the above directions.
  - Click on the "file" icon in the upper left corner of the screen.
  - Click on the "close" icon that is about 2/3 the way down the screen on the left side
  - The page will disappear. Then click on the "X" icon in the upper right corner of the page.
- 
- **Return the computer to the office.**



2/8/22 8 AM

2/8/22

**WOWE ATTENDANCE DATA COLLECTION:**

DAY: TUE

30+  
FROM SPI

Local OFF ISLAND  
NO OVERNIGHT STAY:

Home  
OFF ISLAND - WITH OVERNIGHT STAY: *FOOT*

# IN	# REST	ZIP	# IN	# REST	ZIP	WOWE	# IN	# UNITS	#	# REST
GROUP	MEALS	CODE	GROUP	MEALS	CODE	Y=1	GROUP	RENTED	NIGHTS	MEALS
2	5				67502	Y	2	1	7	4
1	3				56143	Y	2	1	8	4
2	4				68701	Y	2	1	4	8
1	0	74550			91504	Y	2	1	2	4
2	0	Hartness	1	1 A	60564		1	1	8	1
2	0	Laguna	1	2.3/ME						
		78578			55371	ONNO	2	1	8	1
					26660		1	1	60 day	in
					49421		2	1	60 day	1 day
					62626	NO	2	1	5 mo	1 day
					60123	NO	1		14 day	1 day
					42323	Y	2	RV	3	0
					52215	NO	2	Rondo	63	1 day
					50076	NO	5	2	4	10
					46543	NO	6	3	13	12

SPT. 100.115

*data entered  
2/8/22*

*S. H. 2/8/22*

WOWE ATTENDANCE DATA COLLECTION:

2/8/2022  
82

DAY: TUE

OFF ISLAND

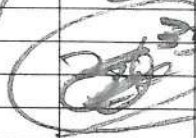
FROM SPI

NO OVERNIGHT STAY:

OFF ISLAND - WITH OVERNIGHT STAY:

# IN GROUP	# REST MEALS	ZIP CODE	# IN GROUP	# REST MEALS	ZIP CODE	WOWE Y=1	# IN GROUP	# UNITS RENTED	# NIGHTS	# REST MEALS
2	1				56303	N	5	1	14	10
2	1	Canada	ma		24029	N	2	1	4	2
2	1				78209	N	4	1	6	5
2	2	Amo		1 day	49017	N	2	1	14	1
		Allmo TV			68792	N	2	1	10	1
		78516								

during wowe

~~entire~~  
2/8/22  
YTD  
  
John

Walter

1 year from...

✓ = entered



**WOWE ATTENDANCE DATA COLLECTION:**

DAY: TUE

**OFF ISLAND**

**FROM SPI**

**NO OVERNIGHT STAY:**

**OFF ISLAND - WITH OVERNIGHT STAY:**

# IN GROUP	# REST MEALS	ZIP CODE	# IN GROUP	# REST MEALS	ZIP CODE	WOWE Y=1	# IN GROUP	# UNITS RENTED	# NIGHTS	# REST MEALS
		64734	2	2	60310	N	2	1	28	—
		76904	2	4	28467	N	2	1	8	6
					28737	N	2	1	3	12

Data entered  
2/8/22

**WOWE ATTENDANCE DATA COLLECTION:**

DAY: TUE

**OFF ISLAND**

**FROM SPI**

**NO OVERNIGHT STAY:**

**OFF ISLAND - WITH OVERNIGHT STAY:**

*less than 30 days*

# IN GROUP	# REST MEALS	ZIP CODE	# IN GROUP	# REST MEALS	ZIP CODE	WOWE Y=1	# IN GROUP	# UNITS RENTED	# NIGHTS	# REST MEALS
		74521	2	2	<del>93702-N</del>		4	1	5	14
		45636	2	8	<del>93702-N</del>		4	1	6	16
		64729	2	4						
		03246	1	7						
		55126	4	12						
		66214	2	10						
		22768	3	3						

*data entered  
2/8/22  
XBA*



**WOWE ATTENDANCE DATA COLLECTION:**

DAY: **WED**

FROM SPI		OFF ISLAND			OFF ISLAND - WITH OVERNIGHT STAY:						SUMMARY COLUMNS AUTO CALCULATED			
# IN GROUP	# REST MEALS	NO OVERNIGHT STAY:			ZIP CODE	WOWE Y=1	# IN GROUP	# UNITS RENTED	# NIGHTS	# REST MEALS	# REST MEALS			# NIGHTS UNITS RENTED
		ZIP CODE	# IN GROUP	# REST MEALS							FROM SPI	OFF ISLAND	OFF W/O.N.	
		78596	2	1							0	2	0	0
		68516	2	2	19107	1	1	1	6	3	0	4	18	6
					26181		5	3	2	3	0	0	30	6
			1	1	54720		2	1	3	3	0	1	18	3
		78628	2	2	78550		2	1	2	3	0	4	12	2
2	3	99623	2	2							6	4	0	0
					56345		2	1	2	1	0	0	4	2
		78586	2	1	56482	1	1	1	2	1	0	2	2	2
					54494		2	1	2	1	0	0	4	2
2	3				56387		2	1	2	1	0	0	4	2
					54720		2	1	3	3	6	0	18	3
1	1				15650		3	1	7	1	0	0	21	7
3	0				78550		2	1	2	3	1	0	12	2
					76012		2	1	2	1	0	0	4	2
					26181	1	5	1	5	1	0	0	25	5
		77399	2	1							0	2	0	0
1	1				54494		2	1	2	2	1	0	0	0
					55307		2	1	2	2	0	0	8	2
3	3				23452		2	1	3	3	9	0	18	3
					55355		2	1	2	2	0	0	8	2
2	2				59404		2	1	2	2	4	0	8	2
					55009		3	1	2	1	0	0	6	2
					78577		4	2	2	2	0	0	16	4
					16801		2	1	2	1	0	0	2	2
					76589		2	1	1	2	0	0	4	1
					97828		4	1	4	1	0	0	16	4
					56590		3	0	2	1	0	0	6	0
		78516	2	2							0	4	0	0
					61725		4	1	2	2	0	0	16	2
1	1				54843		2	1	2	1	1	0	4	2
		56330	2	2	49085		2	1	3	1	0	4	6	3
		53525	1	1	55373		2	1	1	0	0	1	0	1
		55077	2	0	56482		4	1	4	2	0	0	32	4
					78501		2	1	2	2	0	0	8	2
					55077		3	1	2	2	0	0	12	2
		75857	2	1							0	2	0	0
					55431		2	1	2	2	0	0	8	2
					45357		2	1	2	0	0	0	0	2
					53149		2	1	1	2	0	0	4	1
1	1				55418		2	1	2	0	0	0	0	2
					61301		2	1	2	2	1	0	0	0
					79363		4	1	2	2	0	0	16	2
					65802		2	1	2	2	0	0	8	2
					54666		2	1	2	0	0	0	0	2
2	2				53188		4	1	2	0	0	0	0	2
2	2										4	0	0	0
					80454		14	1	2	2	0	0	56	2
2	1										2	0	0	0
4	1				56377		2	1	2	2	4	0	8	2
4	1				80108		2	1	2	2	4	0	8	2
1	2				52556		2	0	2	2	2	0	8	0
3	1				80222		2	1	2	2	3	0	8	2
4	1				60153		2	1	2	2	4	0	8	2
2	1										2	0	0	0
2	1										2	0	0	0
4	2										8	0	0	0
3	1										3	0	0	0
3	2										6	0	0	0

2  
4

2  
2



58

22

0 124

89

30

490

111

WED

WOWE ATTENDANCE DATA COLLECTION:

DAY: TUE

30 days FROM SPI

OFF ISLAND

NO OVERNIGHT STAY:

OFF ISLAND - WITH OVERNIGHT STAY:

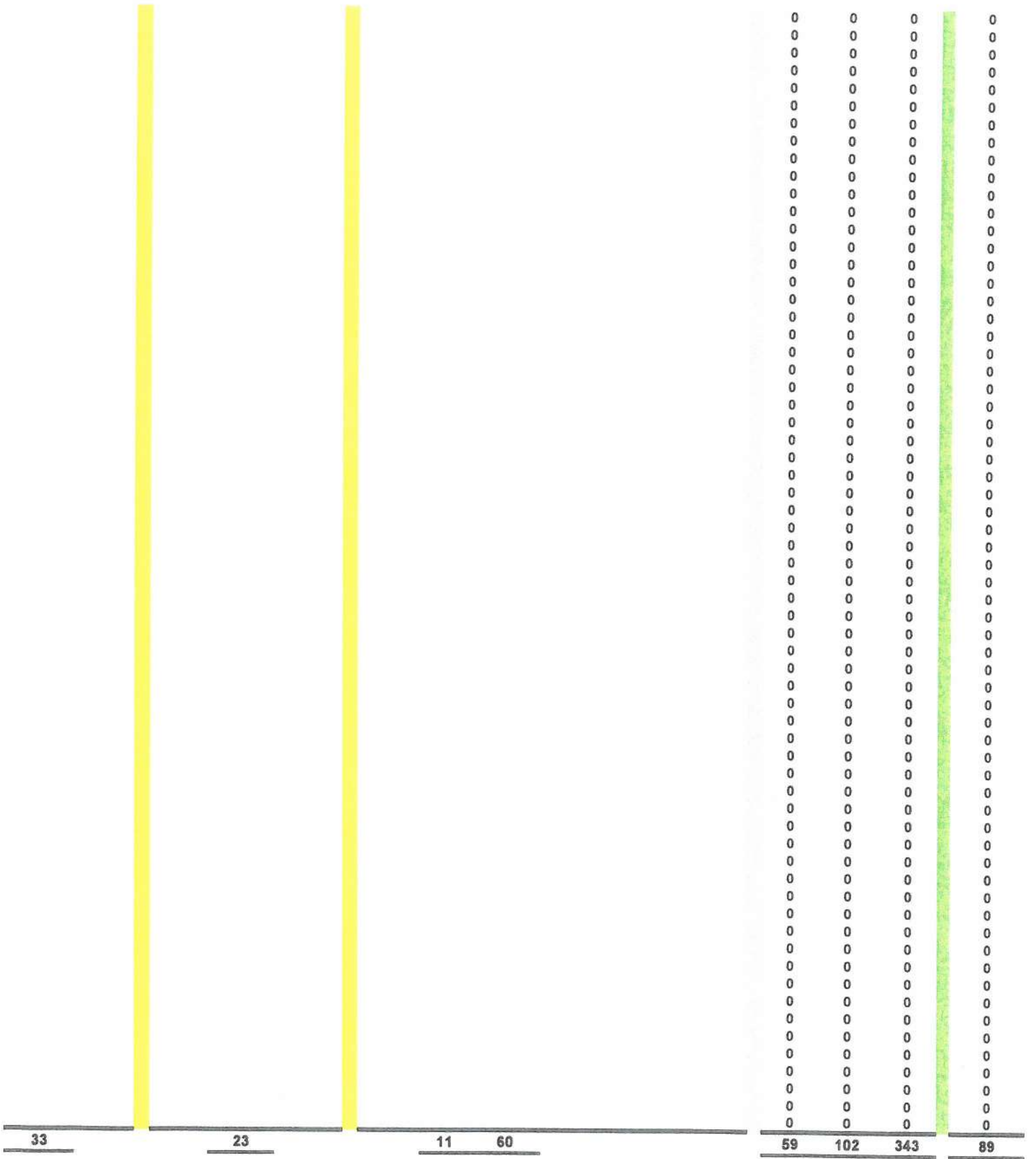
# IN	# REST	ZIP	# IN	# REST	ZIP	WOWE	# IN	# UNITS	#	# REST
GROUP	MEALS	CODE	GROUP	MEALS	CODE	Y=1	GROUP	RENTED	NIGHTS	MEALS
<del>1</del>	<del>1</del>	<del>53575</del>	<del>2</del>	<del>2</del>	<del>53575</del>		1	30		30*
<del>1</del>	<del>1</del>	<del>56330</del>			<del>56330</del>		2	2		4
<del>2</del>	<del>2</del>	<del>49091</del>			<del>49091</del>		2	<del>62K</del>		<del>2*</del>
		<del>54496</del>			<del>54496</del>		2	1		2 ✓
		<del>55307</del>			<del>55307</del>		2	1		2 ✓
		<del>56220</del>			<del>56220</del>		2	1		2 ✓
<del>1</del>	<del>1</del>	<del>55342</del>			<del>55342</del>		2	1 1/2 meals		2 *
		<del>23452</del>			<del>23452</del>		2	3	3	3 ✓
		<del>55555</del>			<del>55555</del>		2	1	2	2 ✓
2	0	<del>55373</del>			<del>55373</del>		2	1		0 ✓
		<del>55371</del>	2	0	<del>55371</del>		2	1		2 ✓
		<del>55372</del>	2	1	<del>55372</del>		2	1	2	2 ✓
		<del>55431</del>			<del>55431</del>		2	1		2 ✓
		<del>45359</del>			<del>45359</del>		2	1	4	2 ✓
		<del>53149</del>			<del>53149</del>		2	1	1	2 ✓
		<del>53419</del>			<del>53419</del>		2	1	2	2 ✓
1	1	<del>55371</del>			<del>55371</del>		1			1 ✓
		<del>61301</del>			<del>61301</del>		2	1	2	2 ✓
		<del>79363</del>			<del>79363</del>		4	1	2	2 ✓
		<del>65802</del>			<del>65802</del>		2	1	2	2 ✓
		<del>54666</del>			<del>54666</del>		2	1	4	2 ✓
		<del>53180</del>			<del>53180</del>		4	1	5	2 ✓
2	2	<del>55624</del>			<del>55624</del>		2	1	30	2 ✓
2	2	<del>55371</del>			<del>55371</del>		2	1	30	2 ✓
		<del>55371</del>			<del>55371</del>		14	14	14	2 ✓











**WOW ATTENDANCE DATA COLLECTION:**

JAY: TUE

THUR

**OFF ISLAND**

**NO OVERNIGHT STAY:**

**OFF ISLAND - WITH OVERNIGHT STAY:**

TODAY ✓

FROM SPI		NO OVERNIGHT STAY:			OFF ISLAND - WITH OVERNIGHT STAY:					
# IN GROUP	# REST MEALS	ZIP CODE	# IN GROUP	# REST MEALS	ZIP CODE	WOWE Y=1	# IN GROUP	# UNITS RENTED	# NIGHTS	# REST MEALS
2	2				72015	1	2	1	7	2
					26408	1	3	1	3	2
					52002	1	2	1	8	2
1	1									
		48558	2	1						
					77201	1	4	1	10	1
					67112	1	2	1	8	1
2	2									
		78172		1						
2	2				48801	1	5	1	7	2
					18628	1	4	1	14	2
2	2				80026	1	2	1	14	2
					56475	1	1	2	20	2
		92051	2	1						
6	2	60527	2	1						
					50228	1	5			1
					20120	1	4	1	10	0
					50459	1	4	1	3	1
					78599	1	2	1	2	1
2	1				78412	1	2			
					52247	1	4	2	7	1
					54731	1	2	1	28	0



**WOWE ATTENDANCE DATA COLLECTION:**

WOWE  
THUR

From  
**OFF ISLAND  
NO OVERNIGHT STAY:**

From  
**OFF ISLAND - WITH OVERNIGHT STAY:** TODAY

FROM SPI		NO OVERNIGHT STAY:			OFF ISLAND - WITH OVERNIGHT STAY:					
# IN GROUP	# REST MEALS	ZIP CODE	# IN GROUP	# REST MEALS	ZIP CODE	WOWE Y=1	# IN GROUP	# UNITS RENTED	# NIGHTS	# REST MEALS
1	3	78520	1	0	56453	1	3	Friends	10	10
1	1				55316	1	2	1	5	5
					53130		2	1	12	12
					54017		2	1	7	14
2	3	78520	2	1	48377		2	1	150	150
2	3	78521	3	0	49012	1	2	1	5	10
2	1	78586	2	0	56359	1	2	1	8	24
2	1				58401		2	1	6	10
					3060		4	Family	7	7







**WOWE ATTENDANCE DATA COLLECTION:**

DAY: FRI

30 DAYS +

ON ISLAND

FROM OFF ISLAND

NO OVERNIGHT STAY:

FROM OFF ISLAND - WITH OVERNIGHT STAY:

ON ISLAND		FROM OFF ISLAND			FROM OFF ISLAND - WITH OVERNIGHT STAY:					
# IN	# REST	LOCAL	# IN	GROUP	BASE	WOWE	# IN	# OF	# OF	GROUP
GROUP	MEALS	ZIP	GROUP	# REST	ZIP	? Y=1	GROUP	UNITS	NIGHTS	# REST
		CODE		MEALS	CODE			RENTED		MEALS
					41745	1	2	1	21	1
					75042	1	2	1	35	2
					<del>52087</del>		4		0	1
					<del>22823</del>	1	3			1
<del>56335</del>	<del>2</del>				68023	1	2			2
2	2				55308	1	2			0
					78295	1	2			0
					59545	1	2			0
					53545	1	2			2
					77002	1	2		6	4
					10320	1	2	1	6	4
					<del>56336</del>					
					81228	1	1		7	0
					75241	1	3	1	4	0
					89439	1	2	1	4	0
					62082	1	3	1	13	0
					78514	1	2	1	1	0
					54001	1	2	1	8	2
					54025	1	1	1	8	2
					50567	1	2	1	28	0
					57106	1	2	1	28	0

10/21/11  
 counting + eating  
 for 35 days

**WOWE ATTENDANCE DATA COLLECTION:**

Fri 2/11/22

DAY: TUE

**OFF ISLAND**

FROM SPI <sup>20+</sup>

**NO OVERNIGHT STAY:**

**OFF ISLAND - WITH OVERNIGHT STAY:**

# IN	# REST	ZIP	# IN	# REST	ZIP	WOWE	# IN	# UNITS	#	# REST
GROUP	MEALS	CODE	GROUP	MEALS	CODE	Y=1	GROUP	RENTED	NIGHTS	MEALS

55374 2 ~~4~~

55704 IN 2 5 5 15  
78703 Y 2 5 5 5









**WOWE ATTENDANCE DATA COLLECTION:**

DAY: SAT

30 DAYS +

ON ISLAND

FROM OFF ISLAND

NO OVERNIGHT STAY:

FROM OFF ISLAND - WITH OVERNIGHT STAY:

total  
6

ON ISLAND		FROM OFF ISLAND NO OVERNIGHT STAY:			FROM OFF ISLAND - WITH OVERNIGHT STAY:					
# IN	GROUP # REST MEALS	LOCAL ZIP CODE	# IN GROUP	GROUP # REST MEALS	BASE ZIP CODE	WOWE ? Y=1	# IN GROUP	# OF UNITS RENTED	# OF NIGHTS	GROUP # REST MEALS
2	0	98288	1	0	520110	1	2	1	1	1
4	0	78552	3	3	84341	1	2	1	3	2
5	0	99709	6	6	76116	1	2	1	1	4
6	6	81851	2	0	16111	1	2	1	1	4
0	0	55431	2	Yes	5543	1	2	1	1	4
2	4	75530	6	6	86889	1	2	7	1	10
		78006	2	3	50813	1	2	1	1	10
		78552	2	2	99754	1	2	1	1	10
		97148	2	4	84550	1	2	1	1	7
					76116	1	2	1	1	7
					78923	1	2	1	1	7
					45078	1	2	1	1	7
					54124	1	2	1	1	7
					78746	1	2	1	1	7
					87110	1	2	1	1	7
					54124	1	2	1	1	7
					80160	1	2	1	1	7
					76240	1	2	1	1	7



## WOWE DATA COLLECTION QUESTIONS:

### OPENING STATEMENT:

The City of South Padre Island provides a large amount of funding in support of WOWE. In return, they require that the BNC give them a non-personal summary of **Island based** visitor activities associated with WOWE.

We would really appreciate if you answer a few non-personal questions that will permit us to satisfy that requirement. This should take only about a minute. If you are not from the Island, we will need your postal zip code.

### QUESTIONS:

Would you please help us by answering a few questions about the visit?

- Have you been **asked before**? If **"YES"**, there is **no need for a repeat**. - Say thanks and move on.
- If you are **"NOT WILLING"**, just say no. - Say thanks and move on.
- If you are **"WILLING"**, just say yes. - Then proceed with the questions.
- For our survey, **on Island requires being here 30 days or more**. If the group includes both on and off Island folks, I need to collect and enter the on Island and off Island data separately.
- How many are **"on Island"** in your group? How many are **"off Island"** in your group?
  
- Are you staying on the Island for **30 days** or more? **IF THE ANSWER IS YES - ASK THE FOLLOWING QUESTIONS:**
  - How **many days** do you expect to be at WOWE this week?
  - How many fast food /restaurant meals will you be purchasing **per person** today?
  
- Did you come from off Island for only a **one (1) day** visit (**no overnight stay**)? **IF THE ANSWER IS YES – ASK THE**  
**THE QUESTIONS BELOW:**
  - What is your local Texas postal zip code?
  - How many fast food / restaurant meals will you be purchasing **per person today**?
  - Are you planning on or considering **additional** WOWE visits this week? **If yes, HOW MANY DAYS?**
  
- Did you come from off Island for a **2 day up to a 30 day** visit? **IF THE ANSWER IS YES – ASK THE QUESTIONS BELOW:**
  - What is your postal zip code?
  - Was **WOWE a factor (it's often not)** in your decision to visit the Island? **IF YES, ENTER A "1" in WOWE column.**
  - How many fast food / restaurant meals will you purchasing **per person** today?
  - If WOWE was not a visitation factor, **how many days** (including trips) do you plan on **attending** WOWE this week?
  - How **many units** are you renting **and how many nights** are you staying on Island and?

### ENTERING THE NUMBER OF RENTAL NIGHTS ON TO THE DATA SHEET:

- If WOWE was a factor in the visit to the Island, enter the number of days of their stay (maximum of 7).
- If WOWE was **"NOT"** a factor in the visit to the Island, enter the number of days they plan on visiting WOWE.



A full page or half page ad in the daily news papers would be around 1000.00++ per ad so I think it would be best to space out some ads in the cover banners & the coastal current. Then we can do some online ads for you all that display on the daily site [myrgv.com](http://myrgv.com) in the hidalgo area.

On Thursdays the Coastal Current gets inside every home of subscribers & some of the for sale racks around the cameron county area. We could get you all a full page ad every edition in January to make sure that is hitting on all the visitors, locals, and the valleywide readers. This will be able to be seen online in the E edition & on the hidalgo county portion of Myrgv.com (this will begin displaying 3 weeks out from the event for readers in the hidalgo county area.)

Total: \$1200.00

Leading into the event we can do a cover banner ad for WOVE that would have the date & the main info they would need there with a scannable code that would take them to your site. These banner ads are typically \$375.00 per so we would want to use them the two weeks before the event on Monday in the Valley Star & The Monitor. Then on a Friday/Saturday/Sunday if possible the weekend right before.

Total: \$1500.00

Estimated total cost is \$2700.00. The banner ads in the monitor are more costly but they will be worth the ad space.

Budget  
2,550.00  
with coastal  
Parade was  
\$450-  
Advertising  
Spent  
\$1,330-



Sponsored  
by



# WINTER OUTDOOR WILDLIFE EXPO

## FEBRUARY 8-12, 2022

### 26th ANNUAL

FOR MORE INFORMATION  
VISIT [SPIBIRDING.COM/WOWE](http://SPIBIRDING.COM/WOWE)



ENJOY 5 DAYS OF  
GUEST SPEAKERS,  
LIVE ANIMAL SHOWS,  
VENDORS,  
EXHIBITORS, GUIDED  
TOUR AND MUCH MORE!

The package  
45000  
month of JAN.



# WINTER OUTDOOR WILDLIFE EXPO

February 8-12, 2022, 8am - 4pm

Tag us at #SoPadre



[sopadre.com](http://sopadre.com)





# WINTER OUTDOOR WILDLIFE EXPO

## FEBRUARY 8-12, 2022

### 26th ANNUAL

FOR MORE INFORMATION  
VISIT [SPIBIRDING.COM/WOWE](http://SPIBIRDING.COM/WOWE)



ENJOY 5 DAYS OF  
GUEST SPEAKERS,  
LIVE ANIMAL SHOWS,  
VENDORS,  
EXHIBITORS, GUIDED  
TOUR AND MUCH MORE!

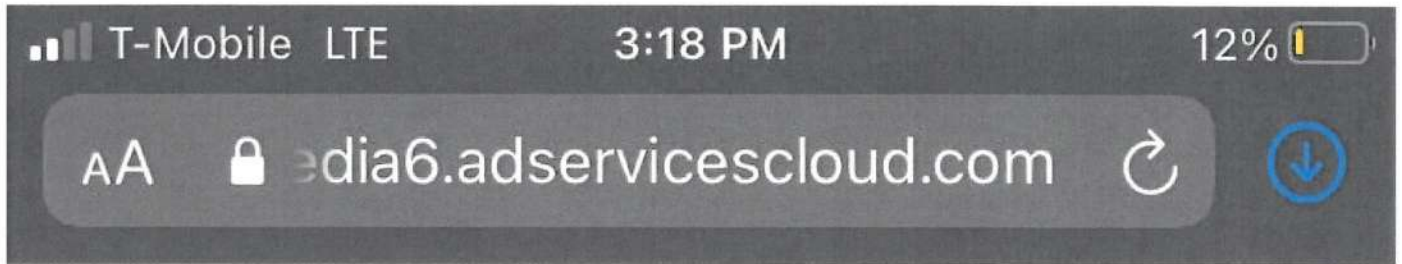
The parade  
45002  
month of JAN.

(no subject)

1 message

Cristin Enholm <choward@spibirding.com>  
To: choward@spibirding.com

Thu, Feb 3, 2022 at 3:21 PM



TX-30203890.INDD



This image has been scaled to fit the width of this window. You may need to scroll up or down to view the entire proof.

A promotional banner for the '26th Annual Winter Outdoor Wildlife Expo' held from February 8-12, 2022. The banner features a grid of logos for sponsors including Courtyard by Marriott, Hilton Garden Inn, La Copa Inn, and others. It also includes text about guest speakers, live animal shows, and a 'Tour Event Schedule' with a registration link. On the right side, there are two photos: one of Jonathan Woods with a raptor and another of a blue-tailed tropicbird.







# The 26th Annual **W.O.W.E.**



## Sponsors



**Patricia  
Burke**

**COURTYARD**  
BY MARRIOTT

**Trisha  
Costello**

**St. Andrew's  
by the Sea  
Episcopal Church**

**LINDA MOON**



**Norris  
Fletcher**

**Cristin Enholm  
Devin Brooks**

**Loma McMahon  
Joy Hartung**



REMIT TO:  
 AIM Media Texas  
 Business Office  
 PO Box 3267  
 McAllen, TX 78502

ACCOUNT NO. 40011727 BALANCE DUE \$910.00 CHECK NO. \_\_\_\_\_  
 MKT. CONSULTANT Open DEPARTMENT MM AMOUNT PAID \_\_\_\_\_

SPI Birding  
 6801 Padre Blvd  
 South Padre Island, TX 78591

Advertising Invoice

INVOICE DATE	INVOICE NO.
1/31/2022	40011727-0122

TO ASSURE PROPER CREDIT - PLEASE RETURN TOP PORTION WITH REMITTANCE - ENTER ACCOUNT NUMBER ON YOUR CHECK

ACCOUNT NUMBER	CURRENT	PAST DUE 31-60 DAYS	PAST DUE 61-90 DAYS	PAST DUE 91-OVER
40011727	\$910.00	\$0.00	\$0.00	\$0.00

DATE	REF #	DESCRIPTION	UNITS	AMOUNT
01/14/22	30201983	1000-CC Display Advertising	40.00	300.00
01/14/22	30201983	7000-VMS SEO Boost		10.00
01/21/22	30201983	1000-CC Display Advertising	40.00	300.00
01/28/22	30201983	1000-CC Display Advertising	40.00	300.00

PLEASE DIAL 956-683-4022 FOR CREDIT CARD PAYMENTS. THANK YOU.

PREVIOUS BALANCE	NEW CHARGES	CREDITS	BALANCE DUE
\$0.00	(+) \$910.00	\$0.00	= \$910.00



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

This Statement  
 is due and payable  
 upon receipt.



REMIT TO:  
 AIM Media Texas  
 Business Office  
 PO Box 3267  
 McAllen, TX 78502

ACCOUNT NO. 40011727 BALANCE DUE \$1,970.00 CHECK NO. \_\_\_\_\_  
 MKT. CONSULTANT Open DEPARTMENT MM AMOUNT PAID \_\_\_\_\_

SPI Birding  
 6801 Padre Blvd  
 South Padre Island, TX 78591

Advertising Invoice

INVOICE DATE	INVOICE NO.
2/28/2022	40011727-0222

TO ASSURE PROPER CREDIT - PLEASE RETURN TOP PORTION WITH REMITTANCE - ENTER ACCOUNT NUMBER ON YOUR CHECK

ACCOUNT NUMBER	CURRENT	PAST DUE 31-60 DAYS	PAST DUE 61-90 DAYS	PAST DUE 91-OVER
40011727	\$1,970.00	\$0.00	\$0.00	\$0.00

DATE	REF #	DESCRIPTION	UNITS	AMOUNT
02/01/22	AGING	*BALANCE FORWARD*		910.00
02/04/22	30201983	1000-CC Display Advertising	40.00	300.00
02/04/22	30203890	1000-VMS Display Advertising VMS Front Page Banner	15.00	540.00
02/04/22	30203890	7000-VMS SEO Boost VMS Front Page Banner		10.00
02/04/22	30203985	1015-MM FRONT PAGE ADVERTISIN	10.00	550.00
02/04/22	30203985	7000-MM SEO Boost		10.00
02/07/22	30203986	1015-MM FRONT PAGE ADVERTISIN	10.00	550.00
02/07/22	30203986	7000-MM SEO Boost		10.00
02/17/22	21726	9000-MM Retail Payment CS\CK SPI BIRDING JAN 2022		910.00

FOR CREDIT CARD PAYMENTS PLEASE DIAL 956-683-4022.

PREVIOUS BALANCE	NEW CHARGES	CREDITS	BALANCE DUE
\$910.00 (+)	\$1,970.00	\$910.00	\$1,970.00

THE MONITOR

VALLEY STAR

The Herald

Phone: 956-683-4000

Fed ID# 45-5484496

Mid-Valley  
TOWN & CRIER

The Coastal CURRENT

El Nuevo Herald

This Statement  
 is due and payable  
 upon receipt.

SUNDAY E!Extra



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

**MEETING DATE:** April 19, 2022

**NAME & TITLE:** Linette Hernandez, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action to approve the revised Special Event Funding: (Brown)

- \* Application
- \* Guidelines
- \* Policy
- \* Post Event Report

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No  
Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**



SOUTH PADRE ISLAND EVENT FUNDING  
**APPLICATION**

**SUBMIT COMPLETED APPLICATION TO:**

April Brown, Special Events Manager  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd., South Padre Island, TX 78597  
Phone: (956) 761-3000  
Email: [april@sopadre.com](mailto:april@sopadre.com)

SOUTH PADRE ISLAND EVENT FUNDING  
**APPLICATION**



To apply for funding please complete all questions.

**ORGANIZATION INFORMATION**

Date Application Submitted: \_\_\_\_\_

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

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

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

Full Name: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Office Number: \_\_\_\_\_

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

Website for Event or Sponsoring Entity : \_\_\_\_\_

Non-Profit or For-Profit Status: \_\_\_\_\_

Tax ID #: \_\_\_\_\_

Primary Purpose of Organization:  
\_\_\_\_\_  
\_\_\_\_\_

**EVENT INFORMATION**

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

Date(s) of Event: \_\_\_\_\_

Primary Location of the Event: \_\_\_\_\_

Amount Requested: \_\_\_\_\_



If greater than previous year funded (if applicable), please explain the increase being requested:

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Primary Purpose of Event:

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How will the hotel tax funds be used? Please attach a list of the hotel tax funded expenditures.

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Are you asking for any cost reductions for city facility rentals or city services? Please quantify and explain.

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**AMOUNT REQUESTED UNDER EACH CATEGORY**

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

\$: \_\_\_\_\_

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:

\$: \_\_\_\_\_

**QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES**

How many years have you held this event? \_\_\_\_\_

Attendance for previous year (if applicable): \_\_\_\_\_

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

How many people attending the event will use South Padre Island lodging establishments?  
\_\_\_\_\_

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

Will you reserve a room block for this event at area hotel(s)? \_\_\_\_\_

Where and how many rooms will be blocked?  
\_\_\_\_\_  
\_\_\_\_\_

List other years (over the last three years) that you have hosted your event, please include the amount of assistance given from HOT funding and the number of hotel rooms used:

Month/Year Held	Assistance Amount	# of Hotels Used
_____	_____	_____
_____	_____	_____
_____	_____	_____

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

Please list other sponsors, organizations, and grants that have offered financial support to your event:  
\_\_\_\_\_

Will the event charge admission? If so, what is the cost per person/group?

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Do you anticipate a net profit from the event? If so, what is the anticipated amount and how will it be used?

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Please list all promotion efforts your organization is planning and the amount estimated for each media outlet. **Please attached a detailed marketing budget.**

Print \$: \_\_\_\_\_

Website \$: \_\_\_\_\_

Radio \$: \_\_\_\_\_

Social Media \$: \_\_\_\_\_

TV \$: \_\_\_\_\_

Other Digital Advertising \$: \_\_\_\_\_

A link to the CVB **must be** included on your promotional handouts and on your website for booking hotel nights during this event.

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

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Who is your target audience?

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What geographic region(s) are you marketing to?

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Have you obtained the insurance required and who is the carrier?

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*During the term of this agreement, the event organizer shall procure and keep in force insurance with limits of \$1,000,000 per occurrence and 2,000,000 general aggregate. The policy must contain a policy endorsement that names "The City of South Padre Island, it's elected officials, representatives, employees or agents" as additionally insured. Applicant must provide a copy of the actual endorsement.*



# SOUTH PADRE ISLAND EVENT FUNDING CHECKLIST



To apply for funding please provide all the required documents.

**Name of Event:** \_\_\_\_\_

- Received and understood the separate Special Events Policy (REQUIRED)
- Received and understood the separate HOT Funding Guidelines (REQUIRED)
- Completed the South Padre Island Event Funding Application form (REQUIRED)
- Enclosed a description of all planned activities or schedule of events (REQUIRED)
- Enclosed a complete detailed budget (REQUIRED)
- Enclosed an advertising/marketing and promotion plan (REQUIRED)
- In Room night projections, with back-up, for the Funded Event (REQUIRED)
- I agree: 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 in accordance. (REQUIRED)
- I agree: The SPICVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event. (REQUIRED)
- Enclosed a sponsor list (categorized by “confirmed” and “pending”)
- Enclosed a vendor/exhibitor list (categorized by “confirmed” and “pending”)
- Enclosed an event map
- Enclosed security/safety plans
- Enclosed copies of promotional materials (if available)
- Enclosed a summary of previous special event experience of organizer(s)
- Enclosed a history of event (if previously produced)
- Indicated the type(s) of assistance requested
- Indicated the amount of financial support (if requested)

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

\_\_\_\_\_  
**Date**

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

South Padre Island Convention & Visitors Bureau

# South Padre Island Event Funding Application Guidelines

Hotel Occupancy Tax Use Guidelines Under Texas State Law

\_\_\_\_\_ Initials



## STATE LAW

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

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

- a) **Convention Centers and Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers, or both;
- b) **Registration of Convention Delegates:** the furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants;
- c) **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity;
- d) **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** the encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, 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 Activities that Directly Promote Tourism and the Hotel and Convention Industry:** historical restoration and preservation activities or promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- f) **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.
- g) **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:**
  1. The commercial center of the city;
  2. A convention center in the city;
  3. Other hotels in or near the city; or
  4. Tourist attractions in or near the city.

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

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

\_\_\_\_\_ Initials





## CITY POLICY

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

The goal of all events should be the execution of having a permanent, successful, self-funding event in place by the end of a 3-5 year period. The same timeline and goals shall apply to any person or group applying for SPI-CVAB funding for an event.

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

The Special Events Committee (SEC) and CVAB will review the application as needed.

## APPLICATION PROCESS

Applications for funding will be submitted through the city application forms with required attachments provided by the applicants. The Special Events Committee (SEC) will review the applications and the applicant is required to be present at a meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified in a timely fashion as to the meeting presentation for the time and place of the review.

### Eligibility and Priority for Hotel Tax Funds:

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

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

## Compliance

Selected applicants must:

1. Place a link to the South Padre Island CVB listing of hotels on the applicants website;
2. Coordinate all marketing, public relations and media through the SPICVB brand; and
3. Comply with all data collections requirements of the SPICVB.

\_\_\_\_\_ Initials



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

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

The SPI Special Events Committee (SEC) shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the committee shall make a recommended determination as to eligibility and on any recommended funding to the CVAB. The CVAB may accept or amend the SEC’s recommendations by a majority vote of the CVAB.

### Use of Revenues from Event

A portion of the revenues from any event receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event.

### Post Event Report

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

### Submit to complete applications to:

April Brown  
Special Events Manager  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597  
Phone: (956) 761-3000  
Email: april@sopadre.com

\_\_\_\_\_ Initials



South Padre Island Convention & Visitors Bureau

# Special Events Policy

Revised 04/2022

\_\_\_\_\_ Initials





# SPECIAL EVENTS POLICY

## PURPOSE

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

A "special event" is defined as:

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

This Special Events Policy will be provided to all organizers requesting special events assistance from the SPICVB. It is the intention of this special events policy to attract events that are or will become financially self-supporting and not require annual funding assistance.

## REQUESTS FOR ASSISTANCE

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

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

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

### Submit requests to:

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

\_\_\_\_\_ Initials



## SPECIAL EVENTS POLICY

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

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

## APPLICATION PROCESS

Applications for funding will be submitted through the city application forms with required attachments provided by the applicants. City staff and the Special Events Committee (SEC) will review the applications solely through the written applications. The applicant is required to be present at a public meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified in a timely fashion, with sufficient time prior to the meeting of the time and place for the review.

The SPICVB reserves the right to approve or disapprove the suitability of any particular element of a proposed special event at its sole and absolute discretion. The SPICVB reserves the right to deny assistance to any special event that may be inconsistent with the policies and goals of the SPICVB. Decisions made by the SEC may be appealed to the CVAB. The CVAB’s decision on an appeal is final.

\_\_\_\_\_ Initials



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

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

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

*Deadline for applications: 90 days prior to the event*

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

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

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

*Deadline for applications: 90 days prior to the event*

The SEC shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the SEC shall make a recommended determination as to eligibility and on any recommended funding to the CVAB. The CVAB may accept or amend the SEC’s recommendations by a majority vote of the CVAB.

All applicants should understand that potential SPICVB funding would decrease every year for the term of this agreement.

\_\_\_\_\_ Initials





**USE OF REVENUES FROM EVENT**

A portion of the revenues from any event and receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event.

**POST EVENT REPORT**

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

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

Following the SEC’s review and recommendations, any advertising and marketing assistance will require the following provisions:

- 1. All promotion and advertising materials and budget must be approved in advance by the SPICVB Director to include the SPI official logo.

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

**BLACKOUT PERIODS FOR HOTEL TAX FUNDING**

Due to high hotel occupancy during certain time periods, grants may be given additional review and limited consideration for operational costs for events in the following months:

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

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

**APPLICATION DEADLINE**

**Deadline for applications:** Applications must be submitted a minimum of 90 days prior to the date of the event, and must be returned within 10 business days of receipt; this allows SPICVB staff to review and request any changes as necessary. Applications must be typed in order to avoid delays in processing. The applicant must be prepared to demonstrate to the SEC and CVAB how the event will be beneficial to the tourism industry in South Padre Island and are required to appear before the Board to answer questions.

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

\_\_\_\_\_ Initials



# GENERAL PROVISIONS FOR SPECIAL EVENT ASSISTANCE

## Funding Limitations

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

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

## Permits

Organizers must secure and maintain at their cost all licenses, permits and/or other authorizations necessary to conduct the special event. Organizers must provide the SPICVB with copies of all such required licenses, permits, and/or authorizations at least thirty (30) days prior to the beginning of the special event.

## Compliance with Laws

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

## Sanitation and Clean-Up

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

## Vendors, Exhibitors & Sponsors

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

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

\_\_\_\_\_ Initials



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

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

### **Advertising and Promotion**

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

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

### **Conduct at Special Events**

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

### **Insurance and Indemnification**

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

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

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

\_\_\_\_\_ Initials



**Force Majeure**

Neither party will be liable for any failure to perform its obligations hereunder, due to unforeseen circumstances or causes beyond the Party's reasonable control, including, without limitation, acts of God, war, riot, embargoes, acts of civil or military authorities, acts of terrorism or sabotage, electronic viruses, worms or corrupting microcode, fire, flood, earthquake, accident, strikes, radiation, inability to secure transportation, failure of communications or electrical lines, facilities, fuel, energy, labor or materials, and pandemics. In an event of any force majeure events, including any of the above, but not limited to the above, either Party's time for delivery or other performance will be extended for a period equal to the duration of the delay caused thereby, if possible, to extend or reschedule. The Party subject to the force majeure shall (A) give notice of suspension of its obligations as soon as reasonably practicable stating the date and extent of such suspension and the cause thereof, (B) use its best efforts to remedy or remove such force majeure with the least practicable delay, and (C) resume the performance of its obligations as soon as reasonably practicable after the remediation or removal of the cause. Notwithstanding anything to the contrary herein, if an event of force majeure can reasonably be expected to prevent the affected Party from performing its obligations for a period of at least six (6) months, then the other Party may terminate this Agreement upon not less than fifteen days written notice to the affected Party.

**Cancellation**

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

\_\_\_\_\_ Initials







SOUTH PADRE ISLAND EVENT FUNDING

# POST EVENT REPORT

**SUBMIT COMPLETED REPORT TO:**

April Brown, Special Events Manager  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd., South Padre Island, TX 78597  
Phone: (956) 761-3000  
Email: [april@sopadre.com](mailto:april@sopadre.com)

# SOUTH PADRE ISLAND EVENT FUNDING POST EVENT REPORT



Please complete all sections.

Date Report Submitted: \_\_\_\_\_

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

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

## Please submit the following within 30 days post event:

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

## ORGANIZATION INFORMATION

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

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

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

Full Name:  
\_\_\_\_\_

E-Mail:  
\_\_\_\_\_

Office Number:  
\_\_\_\_\_

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

**EVENT INFORMATION**

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

Date(s) of Event: \_\_\_\_\_ Primary Location of the Event: \_\_\_\_\_

How many years have you held this event on South Padre Island? \_\_\_\_\_

**EVENT FUNDING INFORMATION**

**Please attach an actual event budget showing all revenues including sponsorships and expenses.**

Amount Requested: \_\_\_\_\_

Total Amount to be Received: \_\_\_\_\_

Did the event charge admission? Was there a net profit from the event? If so, what was the amount and how is it being used?

\_\_\_\_\_  
\_\_\_\_\_

**EVENT ATTENDANCE INFORMATION**

How many people did you **predict** would attend this event? (Number submitted in the application)?

\_\_\_\_\_

What was the actual attendance at the event? \_\_\_\_\_

How many of the participants were from another city or county? \_\_\_\_\_

How many room nights did you **predict** in your application would be generated by attendees of this event?

\_\_\_\_\_

How many room nights were **actually generated** by attendees of this event? \_\_\_\_\_

If this event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this event?

This Year: \_\_\_\_\_ Two Years Ago: \_\_\_\_\_

Last Year: \_\_\_\_\_ Three Years Ago: \_\_\_\_\_

What method did you use to determine the number of people who booked rooms at South Padre Island hotels {e.g., room block usage information, a survey of hoteliers, total attendance formula, zip code information, etc.}?

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

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## EVENT MARKETING INFORMATION

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

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

Please list all efforts your organization used to promote the event and how much was spent in each category:

Print \$: \_\_\_\_\_ Website \$: \_\_\_\_\_

Radio \$: \_\_\_\_\_ Social Media \$: \_\_\_\_\_

TV \$: \_\_\_\_\_ Other Digital Advertising \$: \_\_\_\_\_



Did you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? \_\_\_\_\_

What new marketing initiatives did you utilize to promote hotel and convention activity for this event?

---

---

**ADDITIONAL EVENT INFORMATION**

Please note any other success indicators of your event:

---

---

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

---

---

What was the weather like during the event?

---

---

Were there any other factors that may have affected the event?

---

---

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

\_\_\_\_\_  
**Date**

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

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

**MEETING DATE:** April 19, 2022

**NAME & TITLE:** Linette Hernandez, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action to approve the funding request for the Beach Bash Skate Jam in June 2022. ( Brown)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

02-593-8099

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

## APPLICATION FOR INITIAL FUNDING

Today's Date: 4/13/22

### ORGANIZATION INFORMATION

Name of Organization: TCA Media Studio

Address: 3740 San Jacinto Dr

City, State, Zip: Brownsville Tx, 78521

Contact Name: Ruby Gamez Contact Email: Ruby.Gamez01@utrgv.edu

Contact Office Phone Number: 956-203-8246

Contact Cell Phone Number: 956-698-9578

Website Address for Event or Sponsoring Entity: For-Profit

Non-Profit or For-Profit status: For Profit Tax ID #: 46-2465411

Entity's Creation Date: January 2022

Purpose of your organization:  
Media and studio designs built to assist businesses nation wide with TCA's  
marketing and advertisements.

### EVENT INFORMATION

Name of Event: Beach Bash Skate Jam

Date(s) of Event: June 21, 2022

Primary Location of Event: 6100 Padre Blvd, South Padre Island, Tx 78597/ SPI Skate Park at Tompkins Park

Amount Requested: \$2,000

Primary Purpose of Funded Activity/Facility:  
Our event will invite the Rio Grande Valley's skate community to support SPI's new  
skate park. TCA and our sponsors want to support the next generation of skates with  
this competition. Athletes will have the opportunity to win lots of money and prizes to fund their skate career.

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

Tax funds will cover all marketing efforts and equipment needed for the competition:  
Flyers, posters, flags, advertisements, banners, t-shirts, tables, and tents.

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

100% Percentage of Total Event Costs Covered by Hotel Occupancy Tax

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

NA 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 NA %

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

NA

**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: \$ 1000
- 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: \$ 1000



How many attendees are expected to come to the sporting related event? 150

How many of the attendees are expected to be from more than 75 miles away? 25

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

We surveyed over 100 people and found that 56.1% have never gone to the park and 25.2% didn't even know the park existed. 99.1% said they're willing to travel to the park and 81.3% said they would stay at a hotel if provided a discount.

- 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?

NA

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

NA

What percentage of the ridership will be local citizens? 0

- 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?

NA

### QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event? 3 years/ 1st year on SPI

Expected Attendance: 150-200

How many people attending the Event will use South Padre Island lodging establishments? 87

How many nights do you anticipate the majority of the tourists will stay? 1 Night

Will you reserve a room block for this Event at an area hotel(s)? Yes

Where and how many rooms will be blocked?  
20-30 rooms

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
NA	NA	NA
_____	_____	_____
_____	_____	_____

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

We implemented a survey in order to track the event's potential traffic. At the event, we will have a QR code that will lead participants to a survey about the event.

Please list other organization, government entities, and grants that have offered financial support to your project: No others at the moment

Will the event charge admission? No If so, what is the cost per person? NA

Do you anticipate a net profit from the event? NA

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

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: \$300
- Radio: \$0
- TV: \$0
- Website, Social Media: \$100
- Other Paid Advertising: \$300

Anticipated Number of Press Releases to Media: 10

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

Other Promotions: Social media, print media, word-of-mouth promotions, as well as placing flyers and banners at participating sponsors and local business establishments

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?

All advertising efforts will be on social media platforms, and local business establishments

Who is your target audience? All ages

What geographic region(s) are you marketing to?  
South Texas

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

- Expected Visitation by Tourists Monthly/Annually: NA
- Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: NA % (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:

We are in the process of looking for a carrier for event insurance with the minimum of \$1,000,000.

Previous years we had participants and attendees sign away rights to prosecute and subject to injury rights

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

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

Yes  No

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

#### Submit to complete applications to:

April Brown  
Special Events Manager  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597  
Phone: (956) 761-8392  
Email: april@sopadre.com



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

THIS FORM MUST BE COMPLETED BY APPLICANT

Beach Bash Skate Jam 2022

4/13/22

Name of Event

Date Submitted

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



Authorized Signature

4/13/22

Date

Michael De La Fuente

Print Name



EVENT LAYOUT AND SCHEDULING

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# BEACH BASH SKATE JAM

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TCA MEDIA STUDIO 2022



## SUMMARY:

THE SKATE JAM WILL CONSIST OF A PRELIMINARY INTRODUCTION, MAIN EVENT STAND OFF, CONCLUDING WITH AN AWARD CEREMONY AND GIVE AWAY

- THE EVENT WILL INCLUDE
- SKATEBOARDS AS THE COMPETITORS
- FAMILY AND FRIENDS AS THE ATTENDEES
- VENDORS
- SPONSORS
- MUSIC PERFORMER / DJ
- LIGHT BEVERAGES AND FOOD (GATORADE, WATER, SMALL CONCESSION SNACKS)

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AGE RANGE: ALL AGES

VENDORS & SPONSORS: TUNAMAWSA, HALF CAB, H-F-B GROCERY, WILL BE SEEKING SPONSORSHIP FROM ISLAND NATIVE & ON THE BEACH

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TCA MEDIA STUDIO 2022



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# EVENT SCHEDULE

## TOTAL EVENT TIME - 3 HRS

### THE BREAK DOWN

6:00PM - EVENT START TIME

6:05PM - PRE-LIMS

6:45PM - INTERMISSION

7:00PM - RUN 1 - FULL PARK

7:30PM - RUN 2 - BEST TRICK

8:00PM - RUN 3 - BOWL RUN

8:20PM - INTERMISSION

8:30PM - AWARD CEREMONY

8:45PM - PRODUCT TOSS

9:00PM - EVENT ENDING



# MAP LAYOUT

## LOCATION AND AREAS

GENERALIZATION, ACTUAL SET UP AND PLACEMENTS CAN BE NEGOTIATED AND/OR CHANGED

WE WANT TO KEEP THE VENDORS CENTRALIZED IN ONE LOCATION

THE SPECTATORS CAN BE FLUENTLY PLACED THROUGHOUT THE CIRCUMFERENCE OF THE SKATE PARK ITSELF (NOT BLOCKING SIDEWALKS AND WALKWAYS)

THE DJ CAN REALISTICALLY BE ANYONE - THE CLOSER TO A POWER SOURCE THE BETTER





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# MARKETING PLAN

WITH A DIVERSE GROUP OF SPONSORS AND VENDORS WE WILL BE USING THE POWER OF SOCIAL MEDIA AS WELL AS DISTRIBUTING PROMOTIONAL FLYERS AND BANNERS THROUGH OUT PARTICIPATING ESTABLISHMENTS

INCLUDING AND STILL GROWING

TUNAMANSÁ

HALF-CAB

H-E-B LOCATIONS VALLEY WIDE

LOCAL SKATE AND SURF SHOPS

TCA MEDIA HEADQUARTERS

TATTOO SHOPS

GRAPHIC SHOPS

MUSIC SHOPS

LOCAL RGV UT COLLEGE CAMPUS

TOTAL TIME OF RUNNING PROMOTIONS : 2 MONTHS



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# SAFETY PLAN

SAFETY IS OUR #1 CONCERN - WE WANT TO ENSURE EVERYONE FEELS SECURE AND COMFORTABLE TO PARTICIPATE

WE UNDERSTAND THE CITY IS REQUESTING A MILLION DOLLAR INSURANCE COVERAGE PLAN. ALTHOUGH WE HAVE BEEN SEEKING QUOTES ON THIS TYPE OF COVERAGE, WE WANTED TO HAVE THE ATTENDEES SIGN A LEGAL DISCLOSURE AS THEY HAVE IN THE PREVIOUS YEARS OF THESE EVENTS IN OTHER CITIES.

WE WILL SEEK AT LEAST 1 MEDICAL EMS PERSONAL TO BE ATTENTIVE AT THE EVENT IN CASE ANYTHING DOES HAPPEN

WE WILL REQUEST LOCAL POLICE DEPT AND FIRE DEPT REQUIREMENTS FOR AND IF ON SITE PATROL NEED TO BE PRESENT

INITIALLY ATTENDEES WILL SIGN OFF / AWAY ANY RIGHTS AND LEGALITIES TO PROSECUTE TCA MEDIA OR THE CITY OF SOUTH PADRE FOR ANY INCIDENTS OR INJURY THAT OCCUR FROM THE EVENT AND PARTICIPATION.

\*WE WILL BE ATTACHING OUR LEGAL DISCLOSURE WAIVER TO RIGHTS SIGN OFF SHEET\*



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## EVENT SCHEDULE

# TOTAL EVENT TIME - 3 HRS

### THE BREAK DOWN

5:00PM - EVENT START TIME

5:05PM - PRE-LIMS

6:45PM - INTERMISSION

7:00PM - RUN 1 - FULL PARK

7:30PM - RUN 2 - BEST TRICK

8:00PM - RUN 3 - BOWL RUN

8:20PM - INTERMISSION

8:30PM - AWARD CEREMONY

8:45PM - PRODUCT LOSS

9:00PM - EVENT ENDING



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# BUDGET PLAN

## SIMPLE PAYOUTS TO BE:

PRINT MEDIA (PLACING ADS IN MAGAZINES / NEWS PAPERS)

BOOST PROMOTIONS (FACEBOOK, INSTAGRAM, TWITTER, ECT.)

SIGNAGE (PROMOTION FLYERS, BANNERS, POSTERS)

## PAYMENT OF AWARDS

\$500 FIRST PRIZE

\$300 SECOND PRIZE

\$200 THIRD PRIZE

DJ MUSIC

HIRING OF DJ TO PLAY FOR 3HRS

PAYOUT TO LOCAL LAW AND EMS MEDICAL PERSONNEL



PHARR SKATE COMP



BROWNSVILLE SKATE



LINKS TO PREVIOUS SKATE COMP VIDEOS



# CHECK OUT OUR PAST EVENTS

TCA MEDIA STUDIO / SOUTHEAST MAGAZINE LLC

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

**MEETING DATE:** April 19, 2022

**NAME & TITLE:** Linette Hernandez, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action to approve the funding request for the JJ Zapata Fishing Tournament in September 2022. (Brown)

**ITEM BACKGROUND**

2021: \$5,000 approved

2020: N/A

2019: \$5,000 approved

**BUDGET/FINANCIAL SUMMARY**

02-593-8099

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**



## APPLICATION FOR INITIAL FUNDING

Today's Date: February 15

### ORGANIZATION INFORMATION

Name of Organization: Jaime Jorge Zapata Foundation Fishing Tournan

Address: P.O. Box 423

City, State, Zip: Port Isabel, TX 78578

Contact Name: Betty Wells Contact Email: fish@alpha5195.com

Contact Office Phone Number: 956-561-1052

Contact Cell Phone Number: 956-561-1052

Website 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 e  
among underprivileged youth, through scholarships and other

### EVENT INFORMATION

Name of Event: Jaime Jorge Zapata Foundation Fishing Tournament

Date(s) of Event: Sept. 9-10, 2022

Primary Location of Event: Louie's Backyard, South Padre Island

Amount Requested: \$5,000.00

Primary Purpose of Funded Activity/Facility:

To host a one-day fishing tournament with proceeds to be utiliz



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

Advertising and marketing and Gold Level Sponsorship for the CVB

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**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

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**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: \$ 5000.00
- 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 are expected to be from more than 75 miles away? \_\_\_\_\_

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? 4

Expected Attendance: 500

How many people attending the Event will use South Padre Island lodging establishments? 250

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

Will you reserve a room block for this Event at an area hotel(s)? Yes

Where and how many rooms will be blocked?

Hilton Garden Inn. Number to be determined

\_\_\_\_\_  
\_\_\_\_\_



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
2021	\$5000.00	94
2019	\$5000.00	65
2018	\$5000.00	30+

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

Participant Survey, zip codes

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

Will the event charge admission? Yes If so, what is the cost per person? \$100

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?

Next year's event; scholarships

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

- Newspaper: \$ \$1500
- Radio: \$ \$1500
- TV: \$ \$5000
- Website, Social Media: \$ \$4000
- Other Paid Advertising: \$ \$5000

Anticipated Number of Press Releases to Media: 3

Anticipated Number Direct Emails to out-of-town recipients: 2

Other Promotions: Posters, brochures, programs, Facebook

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?

Digital media campaign, website links, networking with law enforcement agency

Who is your target audience? Anglers of all ages

What geographic region(s) are you marketing to?

Houston, San Antonio, Laredo, Corpus Christi and the Rio Grande Valley

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

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

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

need insurance info

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

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

Yes     No

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

**Submit to complete applications to:**

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

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

THIS FORM MUST BE COMPLETED BY APPLICANT

Jaime Jorge Zapata Foundation Fishing Tournament  
Name of Event

Feb. 15, 2022  
Date Submitted

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

  
Authorized Signature

Feb. 15, 2022  
Date

Betty Wells  
Print Name



JAIME J. ZAPATA  
FISHING TOURNAMENT

*Registration Fees: \$450 per Boat/Team\* Maximum of four anglers*

*\$100 Discount for Any Team with a Law Enforcement Member*

*Social Only: \$50 per person*

*\*Registration and social fees include tournament hat, T-shirt as available,  
tournament goodie bags and meals.*

### Schedule of Events

#### Friday, Sept. 9, 5 pm, Louie's Backyard, Upstairs

Late Registration, 5-8 pm

Mandatory Captains' Meeting, 7:00 pm

Optional Boat Pots, 5-9 pm

Complimentary hors d'oeuvres, cash bar

#### Saturday, Sept. 10, Louie's Backyard

Fishing starts at 6:30 am

Weigh Dock Open, 1-3 pm

*Awards Ceremony & Buffet Dinner, 4 pm at Louie's Backyard*



## 2022 Jaime J. Zapata Fishing Tournament Budget

	A	B
1	<b>Income:</b>	
2	Corporate Sponsors	\$45,000
3	Registration Fees	\$10,000
4	Program Advertising	\$6,500
5	Raffle, Pot Donations, etc.	\$10,000
6	<b>Total Income</b>	<b>\$71,500</b>
7		
8	<b>Expenses:</b>	
9	Tournament Director	(\$24,000)
10	Weighmaster	(\$500.00)
11	Meals	(\$5,000)
12	Data Processing	(\$400)
13	T-shirts, hats, bags	(\$7,500)
14	Trophies	(\$1,500)
15	Cashier & Weigh Recorder	(\$400)
16	Dock/office supplies	(\$250)
17	Advertising/Printing	(\$10,000)
18	Postage	(\$250)
19	Contract Labor	(\$2,000)
20	Miscellaneous	(\$400)
21	Production of materials	(\$3,500)
22	Commissions	(\$2,500)
23	Photography	(\$250)
24	Dues	(\$175)
25	Scholarships	(\$7,500)
26	<b>Total Expenses</b>	<b>(\$66,125)</b>
27		
28	<b>Estimated Net Profit</b>	<b>\$5,275</b>

	A
1	<b>2021 Sponsor Name</b>
2	
3	<b>South Padre Island CVB</b>
4	<b>IBC</b>
5	<b>Hilton Garden Inn</b>
6	<b>La Copa</b>
7	<b>La Quinta</b>
8	<b>Courtyard by Marriott</b>
9	<b>Ray Thomas</b>
10	<b>Walmart</b>
11	<b>Louie's Backyard</b>
12	<b>Parra Fine Furniture</b>
13	<b>Benigno "Trey" Martinez</b>
14	<b>Cunningham Law SPI</b>
15	<b>Longhorn Services/Texas Tidy Cans</b>
16	
17	<b>To Date</b>

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

**MEETING DATE:** April 19, 2022

**NAME & TITLE:** Linette Hernandez, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action to approve the funding request for Ride for Rotary in October 2022. (Brown)

**ITEM BACKGROUND**

October 2021: \$1,500 approved

October 2020: N/A

October 2019: \$1,500 approved

**BUDGET/FINANCIAL SUMMARY**

02-593-8099

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**



## APPLICATION FOR INITIAL FUNDING

Today's Date: 02/20/2022

### ORGANIZATION INFORMATION

Name of Organization: Rotary Club of Historic Brownsville

Address: 4745 Lakeway Drive

City, State, Zip: Brownsville, Texas 78520

Contact Name: Robert Hibyan Contact Email: hibyr@aol.com

Contact Office Phone Number: n/a

Contact Cell Phone Number: 956 490-5378

Website Address for Event or Sponsoring Entity: Facebook (Ride For Rotary Causeway Cross)

Non-Profit or For-Profit status: 501(c)(3) Tax ID #: 81-3474234

Entity's Creation Date: February 1996

Purpose of your organization:

We are a Rotary Club that sponsors service projects in the greater Brownsville area and internat'ly

### EVENT INFORMATION

Name of Event: Ride For Rotary - Queen Isabella Cross 2022

Date(s) of Event: October 02, 2022

Primary Location of Event: Brownsville Events Center to Longboard Bar & Grill

Amount Requested: \$3,500

Primary Purpose of Funded Activity/Facility:

Our bicycling event is a key club fund-raiser in support of planned service projects. However, we see our event as a great recreational activity for cyclists and their friends and families.

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

We will use grant funds to advertise this event. Most of the funds will be used to buy internet space. In addition, some funds will be utilized to print posters for placement throughout the greater South Texas area.

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

15 Percentage of Total Event Costs Covered by Hotel Occupancy Tax

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

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

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

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

We wish to have the city's event registration fee waived.

**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: \$ 3,500

How many attendees are expected to come to the sporting related event? 800

How many of the attendees are expected to be from more than 75 miles away? 250

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

We expect to include hotel advertising links on our website.  
\_\_\_\_\_  
\_\_\_\_\_

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? 17

Expected Attendance: 800

How many people attending the Event will use South Padre Island lodging establishments? 80 (est.)

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

Will you reserve a room block for this Event at an area hotel(s)? If possible

Where and how many rooms will be blocked?  
Accommodations will be booked independently by event participants. However, if we can work together with area hotels by promoting event specials we will.  
\_\_\_\_\_  
\_\_\_\_\_



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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
October 2019	\$1,500	27
October 2020	0	0
October 2021	\$1500	45

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 ask our event participants individually if they intend to stay overnight on the island during the event.

We tend to receive paid sponsorships from area business owners.

Please list other organization, government entities, and grants that have offered financial support to your project: We tend to receive paid sponsorships from area business owners.

Will the event charge admission? Yes \_\_\_\_\_ If so, what is the cost per person? \$40

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 hope to raise \$10,000 which we will use to funds our service projects including a free eye clinic for low-income students, scholarships, and feeding the homeless among other projects.

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: \$ 7,000
- Other Paid Advertising: \$ 650

Anticipated Number of Press Releases to Media: 3 releases

Anticipated Number Direct Emails to out-of-town recipients: 300,000+

Other Promotions: Placement of posters in key locations and passing out handbills.

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 promote at other cycling events in the general area.

Who is your target audience? Cyclists

What geographic region(s) are you marketing to?

Greater RGV, Austin, San Antonio and the Mexican border areas.

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:

Approx \$4,000,000.

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

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

Yes  No

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

**Submit to complete applications to:**

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

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

THIS FORM MUST BE COMPLETED BY APPLICANT

Ride For Rotary Queen Isabella Causeway Cross

02/22/2022

Name of Event

Date Submitted

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

02/22/2022

Authorized Signature

Date

Robert Hibyan, on behalf of Rotary Club of Historic Bville

Print Name



# Ride for Rotary 2022 Budget

## Revenue

Sponsor Income	0.00
Rider Income-Active.com	18000.00
Rider Income-Club Website	11000.00
Rider Income-paper registration	1000.00
<b>Net Sales</b>	<b>32000.00</b>

## Gross Profit (Loss)

32000.00

## Expenses

Permits-Port Isabel	600.00
Police Protection	480.00
Rental of Bike Racks	300.00
Signs	100.00
Rider Food	250.00
Shirts	2500.00
Longboard	3000.00
Restrooms	350.00
Medals	2100.00
Advertisement-GD Project	350.00
Advertisement Budget	1500.00
	0.00
<b>Total Expenses</b>	<b>11530.00</b>

## Net Operating Income

20470.00

## Net Income (Loss)

20470.00



MARKETING | MEDIA MANAGEMENT

# Client Proposal

2022

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Influx Marketing

[www.InfluxMarketing.com](http://www.InfluxMarketing.com)

2854 Boca Chica Blvd. Ste. C

Brownsville, TX 78521

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Dear Rotary Club,

Marketing drives awareness, builds a relationship with your target patrons and provides value to your audience with information, entertainment and inspiration. With 3.8 billion users, social media can put you in front of a global audience. By using top marketing strategies and implementing procedures based on the results of extensive analysis, study of consumer trends, updates in media, and application of specifics unique to the client, *Influex Marketing (IXM)* will deliver effective results to meet your media needs efficiently and cost-effectively.

This proposal serves as the inception of the overall strategy that will be built which will culminate in highly successful results for your business/organization. If you have any additional questions or concerns, please feel free to reach out via email or phone. Thank you for considering *Influex Marketing (IXM)* for your marketing needs. I look forward to accomplishing great things together!

All the best,

Bryan L. Martinez  
(956)550-5170  
bryan@influexmarketing.com



## Who We Are

*Influe-X Marketing (IXM)* is in the fun business of marketing through various forms of Media with expertise in Social Media channels to drive web traffic, engage an audience, run social media campaigns, and contribute unique content to your follower base.

Founded in 2018, *IXM* provides professional consulting services to clients from Brownsville and beyond. The company has serviced various businesses and industries such as non-profit organizations -- hospitality -- retail -- small businesses -- and many more! From strategic planning to innovative solutions, our focus is always on building an efficient and results-driven relationship. We'll work with you to create a customized plan of action for your business/organization.



Influe-X Marketing is based out of the Rio Grande Valley of Texas. The company has a passion for marketing and is committed to the success of clients both in the RGV and beyond.





## Promotions and Social Media Campaigns

We will utilize social media channels to connect with your follower base and engage them with promotion to increase their interest about current events, and the brand/organization itself.

We will build a database of patrons who engage as a result of our advertising to allow for future targeting and follow up.

The duration of a campaign can vary from one day to weeks/months at a time. After analyzing the data from each campaign, IXM will provide the client a report with the overall performance and key takeaways from the campaign. Results of the campaign will be considered so the most effective promotions, campaigns, or offers can be replicated and innovated. Social media strengths include: timely response to comments and creating unique engaging content with the follower page

## Content Marketing Done Right

With clear communication and planning at our monthly meetings, we will be able to consolidate the marketing initiatives to fit your business/organizations goals and promotional materials. IXM responsibility includes and is limited to data analysis, digital content, print media creation, and social media management. Communication and responsibility between third party services (i.e. printing companies, photographers/videographers, etc.) that may be required will be at the discretion of the client.

A common consensus of ad frequency will be discussed and agreed upon by IXM and client. This will vary and be based on the number of campaigns/events the business/organization will hold and should be submitted at least one month in advance.



## Analytics

IXM will provide the client with monthly analytics based on the following:

1. Follower Growth
2. Reach
3. Demographics
4. Comments
5. 'Likes'
6. Shares

Discussions will be available at the monthly meetings where IXM will propose improvements and changes to strategy to approach accordingly.

<b>DAILY</b>	<b>WEEKLY</b>	<b>MONTHLY</b>
Respond to any/all messages on Social Media channels	03-05 engaging posts across Social Media channels	1 company meeting
Respond to any/all engagement of follower base on Social Media channels	Promote other business events/services with event/post creation	Marketing insight reports of all Social Media channels
	Social Media sharing of company weekly promotions	
	Share relevant articles within the industry to demonstrate further credibility	

## Services & Subscriptions

Influx Marketing offers month to month subscriptions or one time services with no contracts or obligations. Below are some of the options available:

SERVICES			PRICE
<b>Social Media Mgmt</b> Company Access to social media platforms [Facebook, Instagram, Etc.]	Month to Month Subscription	Complete management of social media	\$400+
<b>Content Creation</b> Graphics created by request	Month to Month Subscription	Content will be provided to client	\$250
<b>Event Planning</b>	One-time Service		Varies
<b>Logo Rebrand</b>	One-time Service	One logo created and provided in files	\$150
*All services include one in person meeting per month.			
**All ad placement fees are the sole responsibility of the client and may require payment up front dependent on the media being placed. Written consent will be obtained for paid ad placement.			<b>\$250.00/month</b> + placement or boosting costs.

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

**MEETING DATE:** April 19, 2022

**NAME & TITLE:** Linette Hernandez, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action to approve the funding request for SPI Muzicians Run in November 2022. (Brown)

**ITEM BACKGROUND**

November 2021: \$15,000 approved

November 2020: N/A

November 2019: \$20,280 approved

November 2018: \$25,000 approved

**BUDGET/FINANCIAL SUMMARY**

02-593-8099

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**



## APPLICATION FOR INITIAL FUNDING

Today's Date: 03/01/2022

### ORGANIZATION INFORMATION

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

Address: 4001 S. Houston Drive

City, State, Zip: Harlingen, Texas 78550

Contact Name: Angie Juarez Contact Email: MuziciansRun@gmail.com

Contact Office Phone Number: 866-639-8940

Contact Cell Phone Number: 956-244-5358

Website Address for Event or Sponsoring Entity: www.MuziciansRun.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 Event: South Padre Island Muzicians Run (SPI Muzicians Run)

Date(s) of Event: November 5, 2022

Primary Location of Event: Beach Park at Isla Blanca

Amount Requested: \$16,500.00

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

The purpose of the South Padre Island Muzicians Run 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 event the couch surfer looking to get active and have fun. The SPI Muzicians Run brings together the cultural celebration of music, food & drink, the popularity of walking & running.

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

100% of funds will go directly to a marketing mix consisting of:

facebook, intasgram, local print, flyer/posters & events

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

29% 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 AND

-- SPI Public Works support for trash receptacles already in place along the route

**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: \$ 16,500.00

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

How many of the attendees are expected to be from more than 75 miles away? 350

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 on SPI and the 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.

We anticipate 150 to 200 of the participants to stay one or multiple night 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: \$** \_\_\_\_\_

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? 3 previous years

Expected Attendance: 1,000 Registrants plus supporting Spectators

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

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

Will you reserve a room block for this Event at an area hotel(s)? Yes

Where and how many rooms will be blocked?

Anticipated 50 plus rooms blocked over three hotels. Goal is to offer budget friendly hotel stays and higher end options for travelers. Optional price ranges will allow options for the local tourist and those traveling from other state metros.



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
November 6, 2021	\$15,000.00	115
November 2, 2019	\$20,280.00	103
November 3, 2018	\$25,000.00	53

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

Room block information direct from hotels and participant surveys during the registration process.

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

Will the event charge admission? Yes If so, what is the cost per person? \$30 to \$55 race registration

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?

15% to be distributed amongst South Padre Island Birding And Nature Center and up to two local food banks;

85% to 26point2 Consulting Group, LLC & go to help fund next year's SPI Muzicians Run.

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: \$ 900
- Radio: \$ \_\_\_\_\_
- TV: \$ \_\_\_\_\_
- Website, Social Media: \$ 13,000
- Other Paid Advertising: \$ 2,600

Anticipated Number of Press Releases to Media: 4

Anticipated Number Direct Emails to out-of-town recipients: 11,000

Other Promotions: Website, Social Media, Other Paid Advertising includes regional race expos, marketing via active.com, Run USA & Send In Blue

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?

Will develop a build-up social media campaign for seven (7) Texas markets via social media & eblasts.  
Participation in other event regional running expos prior to events. Posters/flyers will be distributed throughout the RGV.

Who is your target audience? Casual and avid runners & walkers. Primarily women 35 yrs to 55 yrs.

What geographic region(s) are you marketing to?

Statewide focusing on the Rio Grande Valley, San Antonio, Houston, Corpus Christi, Laredo, Austin, 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:

City minimum coverage will once again be secured via Nicholas Hill Group, Inc.

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

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

Yes  No

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

**Submit to complete applications to:**

April Brown  
Special Events Manager  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597  
Phone: (956) 761-8392  
Email: april@sopadre.com

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

THIS FORM MUST BE COMPLETED BY APPLICANT

South Padre Island Muzicians Run

03/14/2022

Name of Event

Date Submitted

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

**Maria A. Juarez** Digitally signed by Maria A. Juarez  
Date: 2022.03.14 11:12:58 -05'00'

03/14/2022

Authorized Signature

Date

Maria A. Juarez

Print Name





## **2022 South Padre Island Musicians Run 5k/10k - Schedule of Events** *November 5, 2022 at Beach Park at Isla Blanca*

The South Padre Island Musicians Run 5k/10k Fun Run is set to be a unique experience!

### **Packet Pick-up Expo:**

- Opens at 10:30 am and will include various vendors and sponsors
- Packet Pick-up will be available from 10:30 am to 4:00 pm
- Background music will be held throughout the Expo through 5pm

### **Pre-Run Kick-off:**

- 4:45pm - Thanking of sponsors, non-profit partners & volunteers followed by the National Anthem

### **The Run:**

- 5:00pm - The 10k & 5k run starts
- 5:00 pm to 6:50pm - The course is open for runners and walkers to complete their 5k and 10k
- Musicians will be set along the course, approximately every half mile for the 5k and every mile on the back half of the 10k half marathon

### **After-Party:**

- The “After-party” at the finish line will start as soon as the first runner is crosses the line... at approximately 5:30pm
- Each finisher will receive a finisher’s snack to be a taco & a margarita/beer (*non-alcoholic options will be made available for those under 21 or others requesting such*)
- Each finisher will receive a large finisher’s medal
- Musicians performances will go on from 5:30pm to 7:30pm



## 2022 South Padre Island Musicians Run 5k/10k - Budget, Marketing Plan & Room Projections *November 5, 2022 at Beach Park at Isla Blanca*

The South Padre Island Musicians Run 5k/10k is set to be a unique experience!

**Total Anticipated Overall Budget:** \$57,000 (approximate)

**Operations, Logistics & Musicians Performances:** \$37,750 (approximate)

- The course, expo & start/finish line; including but not limited to Musicians performers, logistics & supplies for each Musicians stop, portable restrooms, mile markers, registrant swag, banners & signage, photographers, facilities, security, event insurance & staff: **\$37,750**
- *Approximate breakout: \$6,000 Musicians, \$22,000 registrant swag, \$3,500 manpower, \$3,000 insurances & security/traffic, \$2,000 storage, uhaul & porta potties; \$500 Staff hotel nights; \$750 Miscellaneous supplies*

**Marketing Plan & Breakout:** \$19,250 (approximate)

- Strategic social media campaigns on facebook & instagram to target seven Texas markets and active.com eblast marketing campaigns to the seven Texas markets (*once implemented emails are sent out minimum once per week with the SPI Musicians Run featured as upcoming event*): **\$13,000**
- Local print **\$900**
- Videography for online content, Event Signage & Flags **\$2,750**
- Attending other race Expos to promote and register participants (*anticipated events based on funding include the Beach to Bay in Corpus Christi, Alamo 13.1 in San Antonio, Cap 10k in Austin and others*): **\$2,600**
- Adding of the event to various running & event activity websites' events calendars and/or social media features: **\$0**

### **Room Night Projections:**

- The South Padre Island Musicians Run 5k/10k is being set as a sundowner/evening run and with a same day packet pick-up expo to get participants on the Island during the day and have to stay into the evening. Great rooms packages are being negotiated to entice people to stay the night.
- With a steady participant increase, we are projecting 750 participants. With an anticipated 20% people staying one or multiple nights on South Padre Island, at least 150 rooms nights are anticipated.
- 53 room nights in year one with 434 participants (12%), 103 room nights in year two with 652 participants (16%), and 115 room nights in year three with 358 participants (32%)





## **2022 South Padre Island Muzicians Run 5k/10k** *November 5, 2022 at Beach Park at Isla Blanca*

The South Padre Island Muzicians Run 5k/10k is set to be a unique experience!

**Sponsors, Vendors, Exhibitors:** PENDING commitments from Beach Park at Isla Blanca, Shallow Stalker Boats, Allstate Insurance, 5x5 Brewery, Farmers Insurance, K9 Consultants, Rios Plastic Surgery, Kic's Ice Cream. We will be contacting local SPI businesses for support along with Valleywide RGV businesses like car dealerships and day spas.

### **Security/Safety Plan:**

- Course safety directions are disclosed online for participants and in their registration.
- There will be security at the hosting venue along with traffic support from hired PD.
- All staff & volunteers are given safety plan directives that includes calling 911 for emergencies and calling the senior officer on duty for route details & inquires.

### **Advertising/Marketing Materials:**

- Current flyer is attached
- Fourth year designs are in progress.

### **Previous Special Event Experience of Organizers:**

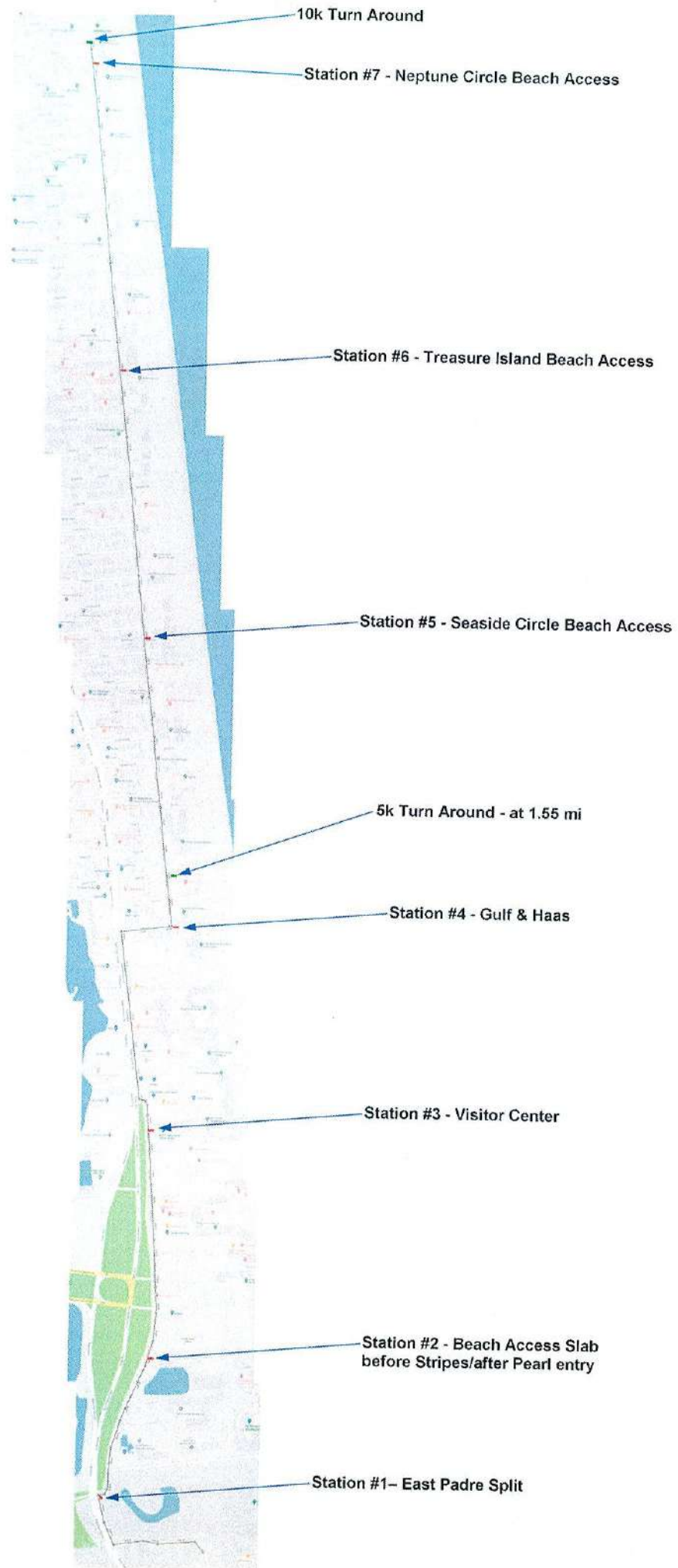
- Angie Juarez has produced the South Padre Island Muzicians Run for the prior three years and has produced and/or been on the teams producing events like the All Valley Boat Show, South Padre Island Fishing Days, McAllen PalmFest (now Fiesta de Palmas), McAllen International Carfest and other events; in addition to 20 years in the marketing & advertising industries.

### **History of Event:**

- The idea of South Padre Island Muzicians Run 5k/10k came about from the chatter of running groups wanting to participate in events that have entertainment and great swag that includes a "cool" shirt and medal, and savory food and alcoholic beverage at the end. Hence the idea of the mariachi music that is a celebration of the South Texas culture, a mariachi designed shirt, a big medal, a beer or margarita served to wash down a fajita taco with an added race bib and decal.
- This is becoming a tradition with participants posting comments that they have participated every year and they should do it again.



# 2022 South Padre Island Musicians Run 5k/10k Event Map





2022 South Padre Island Musicians Run 5k/10k  
*Current Flyer & Poster being used*



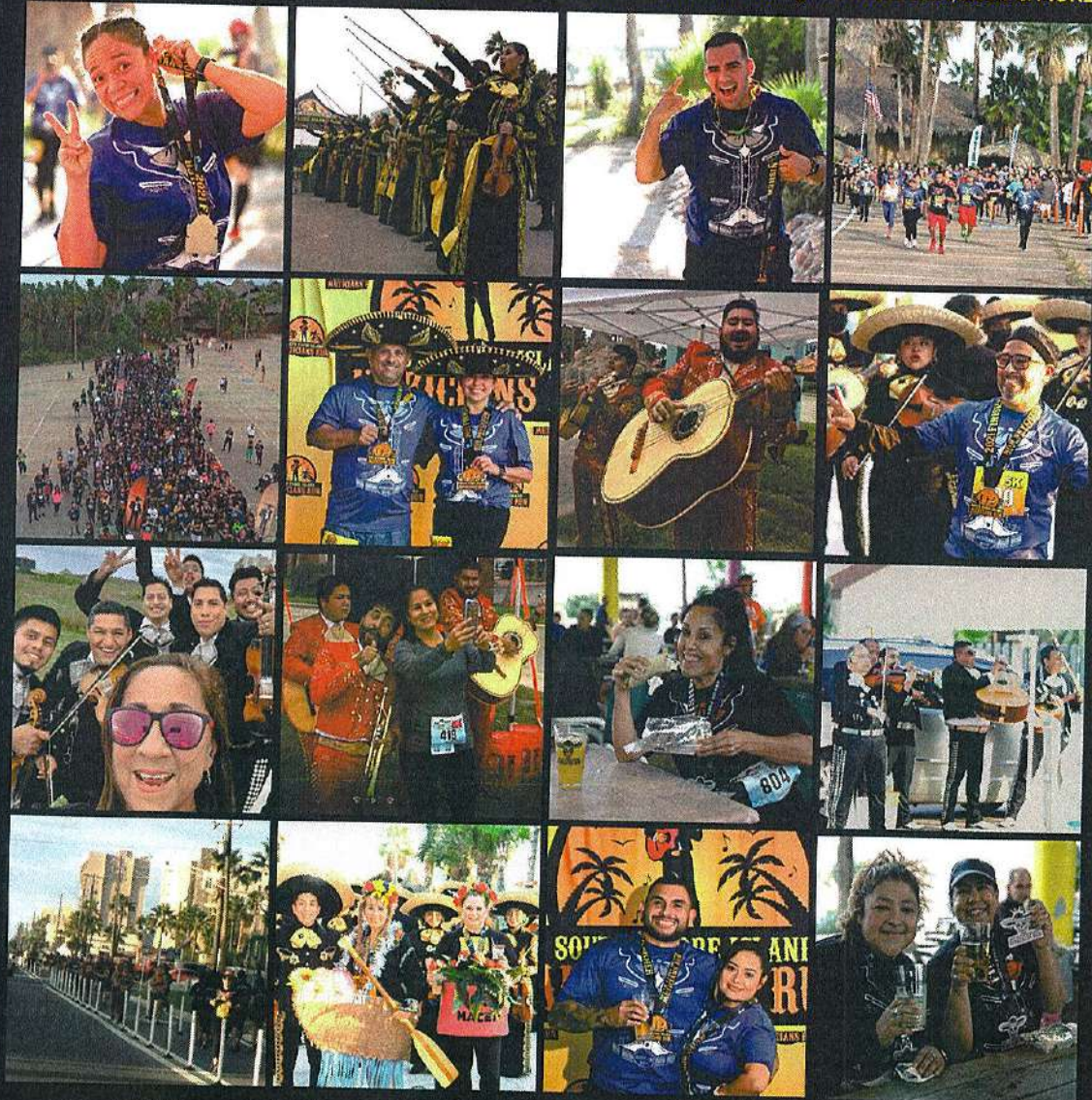
**NOVEMBER 5, 2022**

**SATURDAY 5 P.M. EVENING RUN**

**SOUTH PADRE ISLAND, TEXAS**

**Mariachis, Mariachis, Mariachis...  
plus tacos, beer & margaritas after the run!**

Music filled 5k & 10k routes with fun swag like a 5" finishers medal, mariachi designed event shirt, decal & MORE!



REGISTER NOW :  
[www.MusiciansRun.com](http://www.MusiciansRun.com)



@MusiciansRun

Presented &  
Hosted by:





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

**MEETING DATE:** April 19, 2022

**NAME & TITLE:** Linette Hernandez, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action to approve the funding request for SPIsland Games in September 2022. (Brown)

**ITEM BACKGROUND**

2021: N/A

**BUDGET/FINANCIAL SUMMARY**

02-593-8099

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**



## APPLICATION FOR INITIAL FUNDING

Today's Date: 4/01/2022

### ORGANIZATION INFORMATION

Name of Organization: Rojolin LLC

Address: 1206 E Colony Dr.

City, State, Zip: Pharr, Texas 78577

Contact Name: Rocky Lozano Contact Email: spislandgames2022@gmail.com

Contact Office Phone Number: 956.878.6157

Contact Cell Phone Number: 956.878.6157

Website Address for Event or Sponsoring Entity: spislandgames.com

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

Entity's Creation Date: September 2019

Purpose of your organization:

To host an annual event on South Padre Island that will inspire and bring fitness/wellness related activities.

### EVENT INFORMATION

Name of Event: SPIsland Games 2022

Date(s) of Event: September 16-18, 2022

Primary Location of Event: Beachpark at Isla Blanca - SPI

Amount Requested: \$25,000

Primary Purpose of Funded Activity/Facility:

Provide the CrossFit community with a unique experience on South Padre Island, and showcase the destination to families from Texas and it's surrounding states.

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

Marketing

Percentage of Hotel Tax Support of Related Costs

50% Percentage of Total Event Costs Covered by Hotel Occupancy Tax

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

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

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

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

No

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

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ \_\_\_\_\_
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ \_\_\_\_\_
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants** to the municipality or its vicinity. Amount requested under this category: \$ \_\_\_\_\_
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ \_\_\_\_\_
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ \_\_\_\_\_
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: \$ 25,000

How many attendees are expected to come to the sporting related event? 3,000+

How many of the attendees are expected to be from more than 75 miles away? 50%

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

Since this is a three day event, more than half of our attendees will be from out of town and need lodging. The registrants will also be eating at the local restaurants and shopping 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: \$** \_\_\_\_\_

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? 2nd Annual

Expected Attendance: 3000+

How many people attending the Event will use South Padre Island lodging establishments? 50%

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

Will you reserve a room block for this Event at an area hotel(s)? Yes

Where and how many rooms will be blocked?

We will work with the CVB to establish room blocks.

\_\_\_\_\_



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
Sept./2021	N/A	

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 have a QR code kiosk upon registration.

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

Will the event charge admission? yes if so, what is the cost per person? \$10

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?

Profits will be used to fund next year's 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: \$0
- Radio: \$3,000
- TV: \$7,000
- Website, Social Media: \$5,000
- Other Paid Advertising: \$10,000

Anticipated Number of Press Releases to Media: 4

Anticipated Number Direct Emails to out-of-town recipients: 1,000+

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 - We will work with CVB for a special rate

[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?

Hotel discounts will be provided to participants through social media and direct emails each month.

Who is your target audience? CrossFit Community and families

What geographic region(s) are you marketing to?

All of Texas and it's surrounding 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:

Limits of \$1,000,000 per occurrence and 2,000,000 general aggregate.

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

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

Yes  No

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

Submit to complete applications to:

April Brown  
Special Events Manager  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597  
Phone: (956) 761-8392  
Email: april@sopadre.com

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

THIS FORM MUST BE COMPLETED BY APPLICANT

SPIsland Games 2022

4/1/2022

Name of Event

Date Submitted

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



Authorized Signature

4-8-22

Date

Ramiro Rocky Lozano

Print Name





### **Friday, Sept 16, 2022**

Check In starts 12 pm - 5 pm

First Event Starts 6 pm -10 pm

### **Saturday, Sept 17, 2022**

Event Starts: 7 a.m.

Events End: 6 p.m.

Awards ceremony: 8 pm - 10 pm

### **Sunday, Sept 18, 2022**

5k Run Open to General Public

7 a.m. - 10 a.m.

10 a.m. - 12 p.m. Closing Ceremony



## **BUDGET**

- **Newspaper:** **\$0**
- **Radio:** **\$3,000**
- **TV:** **\$7,000**
- **Website, Social Media:** **\$5,000**
- **Other Paid Advertising:** **\$10,000**

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

**MEETING DATE:** April 19, 2022

**NAME & TITLE:** Linette Hernandez, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action to approve the funding request for SPI Wahoo Classic in September 2022. (Brown)

**ITEM BACKGROUND**

September 2019: \$5,000 approved

2020 and 2021: N/A

**BUDGET/FINANCIAL SUMMARY**

02-593-8099

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**



# APPLICATION FOR INITIAL FUNDING

Today's Date: 04/05/2022

## ORGANIZATON INFORMATION

Name of Organization: Wahoo Classic, Inc.

Address: PO Box 2312

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

Contact Name: Dave Hollenbeck Contact Email: bigairter@gmail.com

Contact Office Phone Number: 305-517-9419

Contact Cell Phone Number: 303-517-9419

Website Address for Event or Sponsoring Entity: www.spiwahooclassic.com/

Non-Profit or For-Profit status: Non-Profit Tax ID #: 81-2193734

Entity's Creation Date: 04/12/2016

Purpose of your organization:  
Bring anglers to South Padre Island to compete in a offshore Wahoo fishing tournament.  
\_\_\_\_\_  
\_\_\_\_\_

## EVENT INFORMATION

Name of Event: Wahoo Classic

Date(s) of Event: September 16-18, 2022

Primary Location of Event: Painted Marlin/The Greens

Amount Requested: \$5,500

Primary Purpose of Funded Activity/Facility:  
Advertising  
\_\_\_\_\_  
\_\_\_\_\_

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

Ads in magazines, printing costs, banners, shirts, buckets and design work

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

13.75% 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 none %

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

No

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

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ none
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ none
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.** Amount requested under this category: \$ 5,500
- 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: \$ 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: \$ none

How many attendees are expected to come to the sporting related event? 200-250

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

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

Working on a block of rooms

A link to the CVB hotel options will be on our website/or hotel

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?

no

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?

none

**QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES**

How many years have you held this Event? 2022 will our 6th tournament

Expected Attendance: 250

How many people attending the Event will use South Padre Island lodging establishments? 30 room nights

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

Will you reserve a room block for this Event at an area hotel(s)? Yes

Where and how many rooms will be blocked?

TBD with the hotel



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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
September 2019	\$5,000	28

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

Survey participants

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

Will the event charge admission? yes If so, what is the cost per person? \$350/per boat

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?

To support the following years tournament

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: \$ 500
- Radio: \$ 0
- TV: \$ 0
- Website, Social Media: \$
- Other Paid Advertising: \$ 5,000

Anticipated Number of Press Releases to Media: 3

Anticipated Number Direct Emails to out-of-town recipients: 40

Other Promotions: Visit other marinas, hand out brochures

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

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

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

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

Through an email blast. Work with boat dealerships to help promote the tournament

Who is your target audience? Offshore fisherman

What geographic region(s) are you marketing to?

Coastal Texas, South Padre Island, Rockport, Port of Manfield, Central Texas

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

- Expected Visitation by Tourists Monthly/Annually: none
- Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: 0 % (use a visitor log that asks them to check a box if they are staying at an area lodging facility)

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

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

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

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

Yes  No

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

Submit to complete applications to:

April Brown  
Special Events Manager  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597  
Phone: (956) 761-8392  
Email: april@sopadre.com

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

THIS FORM MUST BE COMPLETED BY APPLICANT

Dave Hollenbeck

04/08/2022

Name of Event

Date Submitted

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

04/08/2022

Authorized Signature

Date

Dave Hollenbeck

Print Name



## SPI Wahoo Classic

### Schedule of tournament activities

1. Friday night September 16, 2022: Sign-up for the tournament at the grassy area next to the Painted Marlin.
2. Saturday: Weigh in fishes caught between 4:00pm to 7:00pm
3. Sunday morning: Pay prize money for the winning fishes by weight and distribute donated door prizes to participants.

### Advertising budget/Promotional Plan

#### Promotional Plan

1. Send emails to all prior years participants
2. SPI Chamber magazine
3. Big Game Fishing Journal
4. Display banners during the tournament
5. Port Isabel Press
6. Costal Current

#### Budget

- |                          |                |
|--------------------------|----------------|
| 1. Tournament shirts     | \$1,800        |
| 2. Tournament buckets    | \$1,100        |
| 3. Toucan Graphics       | \$ 600         |
| 4. Tournament banners    | \$ 300         |
| 5. Advertising Magazines | \$ 500         |
| 6. Tournament lure bags  | <u>\$1,200</u> |
| Total Budget             | <u>\$5,500</u> |

**SPI Wahoo Classic  
Financial Statements  
FY2022 Budget**

	FY 2022
<b>Revenue:</b>	
Sponsor Support	\$ 35,000
Participants	12,250
Shirt/Tumblers - Sales	500
<b>Total Revenue</b>	<b>\$ 47,750</b>
 <b>Expenses:</b>	
Prize Money	\$ 28,000
Legal/Acctg/Insurance Charges	1,800
 <b>Marketing</b>	
Advertising	500
Shirts/Bags/Tumblers/Buckets	4,100
Design/Brochures/Banners	900
<b>Total Marketing</b>	<b>5,500</b>
 Tournament Expenses	 9,000
Charitable Donation	2,500
 <b>Total Expenses</b>	 <b>\$ 46,800</b>
 <b>Net Income:</b>	 <b>\$ 950</b>

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

**MEETING DATE:** April 19, 2022

**NAME & TITLE:** Linette Hernandez, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and action concerning the new meeting date for May 2022. (Hasbun)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**