

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

**TUESDAY, JANUARY 17, 2023**  
2:00 PM AT THE MUNICIPAL BUILDING,  
CITY COUNCIL CHAMBERS, 2ND FLOOR  
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

1. Call to order
2. Pledge of Allegiance
3. Public 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 City Staff or may be placed on the agenda of a future Special Events Committee meeting]*

4. Approve Consent Agenda

- 4.1 Approve the meeting minutes for the December 13, 2022 regular meeting. (Hasbun)
- 4.2 Approve the excused absences for Committee Members Sean Slovinsky, Amy Salander, and Cody Pace for the November 15, 2022 meeting. (Hasbun)

5. Regular Agenda

- 5.1 Discussion and possible action to approve the funding request for Splash South Padre in April 2023. (Brown)
- 5.2 Discussion and possible action to approve the funding request for Sea Turtle Inc. 5K Kemp's Krawl in May 2023. (Brown)
- 5.3 Discussion and possible action to approve the funding request for Shallow Sport Fishing Tournament in May 2023. (Brown)
- 5.4 Discussion and action concerning the new meeting date for February 2023. (Hasbun)

6. Adjourn

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



DATED THIS DAY FRIDAY, JANUARY 13, 2023

  
Ema Jaramillo, 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, JANUARY 13, 2023, AT/OR BEFORE 5:00 PM AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

  
Ema Jaramillo, 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:** January 17, 2023

**NAME & TITLE:** Ema Jaramillo, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the meeting minutes for the December 13, 2022 regular meeting. (Hasbun)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal:

Approved by Legal:

**RECOMMENDATIONS/COMMENTS:**

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

**TUESDAY, DECEMBER 13, 2022**

1. Call to order

The Special Events Committee of the City of South Padre Island, Texas, held a regular meeting on Tuesday, December 13, 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: Chairman Christian Hasbun, Vice Chairwoman Lisa Graves, Ryan O’Byrne, and Meg Clifton.

City staff present: City Secretary Nikki Soto, CVB Director Blake Henry, CVB Services and Operations Manager Lori Moore, Special Events Manager April Brown, Management Assistant Ema Jaramillo, City Councilman Ken Medders, and City Manager Randy Smith.

2. Pledge of Allegiance

Chairman Christian Hasbun led the pledge of allegiance.

3. Public Comments and Announcements

Public comments were given at this time.

4. Approve Consent Agenda

Vice Chairwoman Lisa Graves, seconded by Committee Member Ryan O’Byrne, made a motion to approve consent agenda.

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

4.2 Approve the excused absences for Committee Members Sean Slovinsky, Ryan O’Byrne, and Cody Pace for the November 15, 2022 meeting. (Hasbun)

4.3 Approve the post-event reports for the following events: (Brown)

\*Hallowings 2022

\*Muzician’s Run 2022

\*SPI Half Marathon 2022

5. Regular Agenda

5.1 Discussion and possible action to approve the funding request for Winter Outdoor Wildlife Expo in February 2023. (Brown)

Committee Member Meg Clifton, seconded by Vice Chairwoman Lisa Graves, made a motion to approve \$5,000 in marketing for the Winter Outdoor Wildlife Expo in February 2023.



- 5.2 Discussion and possible action to approve the funding request for the South Padre Island Sprint Triathlon in March 2023. (Brown)  
Vice Chairwoman Lisa Graves made a motion to approve \$5,000 in marketing purposes for the South Padre Island Sprint Triathlon. Motion died due to lack of second.  
Committee Member Meg Clifton made a motion, seconded by Ryan O’Byrne, to approve \$2,500 in marketing purposes for the South Padre Island Sprint Triathlon.
- 5.3 Discussion and possible action to approve the funding request for the American Junior Golf Association South Padre Island Junior Championship in August 2023. (Brown)  
Vice Chairwoman Lisa Graves made a motion to approve \$14,000 in funding. Motion died due to lack of second.  
Committee Member Meg Clifton made a motion to approve \$5,000 in marketing. Motion died due to lack of second.  
Chairman Christian Hasbun made a motion, seconded by Meg Clifton, to approve \$10,000 for the American Junior Golf Association South Padre Islan Junior Championship.
- 5.4 Discussion and action concerning the new meeting date for January 2023. (Hasbun)  
Chairman Christian Hasbun announced the next meeting will be January 17, 2023 at 2:00 PM.

6. Adjourn

There being no further business, Chairman Christian Hasbun adjourned the meeting at 2:50 PM.

Prepared By:

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Ema Jaramillo, CVB Management Assistant

Approved by:

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Christian Hasburn, SEC Chairman

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

**MEETING DATE:** January 17, 2023

**NAME & TITLE:** Ema Jaramillo, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Approve the excused absences for Committee Members Sean Slovinsky, Amy Salander, and Cody Pace for the November 15, 2022 meeting. (Hasbun)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal:

Approved by Legal:

**RECOMMENDATIONS/COMMENTS:**

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

**MEETING DATE:** January 17, 2023

**NAME & TITLE:** Ema Jaramillo, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action to approve the funding request for Splash South Padre in April 2023. (Brown)

**ITEM BACKGROUND**

Splash is requesting \$15,000 for marketing purposes.

**BUDGET/FINANCIAL SUMMARY**

No changes to line item 02-593-8099. (Sponsorships\_

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal:

Approved by Legal:

**RECOMMENDATIONS/COMMENTS:**

# SOUTH PADRE ISLAND EVENT FUNDING APPLICATION



To apply for funding please complete all questions.

## ORGANIZATION INFORMATION

Date Application Submitted: 01-03-2023

Name of Organization: GLOBAL GROOVE PRODUCTIONS INC

Address: 2602 EAST 25TH STREET

City, State, Zip: MISSION, TEXAS, 78574

Full Name:  
PAUL MAGEE

E-Mail:  
PAUL@GLOBALGROOVEEVENTS.COM

Office Number:  
404-545-6264

Cell Phone Number:  
404-545-6264

Website for Event or Sponsoring Entity : WWW.SPLASHSOUTHPADRE.COM

Non-Profit or For-Profit Status:  
FOR PROFIT

Tax ID #:  
20-4373168

Primary Purpose of Organization:  
EVENT/ENTERTAINMENT COMPANY

## EVENT INFORMATION

Name of Event: SPLASH UNIFIED

Date(s) of Event:  
04-27-2023-04-30-2023 (4 DAYS)

Primary Location of the Event:  
LOUIES BACKYARD/CLAYTON'S/HOLIDAY INN RES

Amount Requested: \$15,000

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

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Primary Purpose of Event:

HOLIDAY VACATION WITH EVENTS FOR THE GLBT AND FRIENDS

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

MARKETING SPLASH VIA SOCIAL OUTLETS AND PROMOTIONAL ROADSHOW.

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

NO

**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:

\$: 15,000

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? 21

Attendance for previous year (if applicable): 1500

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

How many people attending the event will use South Padre Island lodging establishments?  
85%

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

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

Where and how many rooms will be blocked?  
100 Rooms between Apr 27 - 30

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
<u>04-2022</u>	<u>\$15,000</u>	<u></u>
<u></u>	<u></u>	<u></u>
<u></u>	<u></u>	<u></u>

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

ATTENDEE SURVEY / HOTEL SURVEY

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

N/A

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

\$20-\$120

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

\$15,000 NET TO GO BACK INTO BUSINESS

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

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

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

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


Social Media \$: \$7500

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

Other Digital Advertising \$: \$7500

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?

EMAIL NEWSLETTERS VIA SPLASH DATA BASE- SOCIAL MEDIA MARKETING VIA GRAPHICS- 

Who is your target audience?

GLBT AND FRIENDS - OVER 21-

What geographic region(s) are you marketing to?

TEXAS AND MOST OF THE USA CITIES. MEXICO

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

WILL BE OBTAINING

*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: SPLASH UNIFIED

- 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)

*Paul Magee*

01-03-2022

**Authorized Signature**  
PAUL MAGEE

**Date**

**Print Name**



## **Schedule of Events**

(Preliminary)

Thursday, April 27

- Welcome Party @ Sea4ever (Holiday Inn Beach Resort)  
9 – 2 AM

Friday, April 28

- Drag Brunch (Holiday Inn Beach Resort) 11 – 1 PM
- Beach Party (behind Holiday Inn Beach Resort) 12 – 5 PM
- Werk - RuPaul (Clayton's Beach Bar) 9 – 2 AM

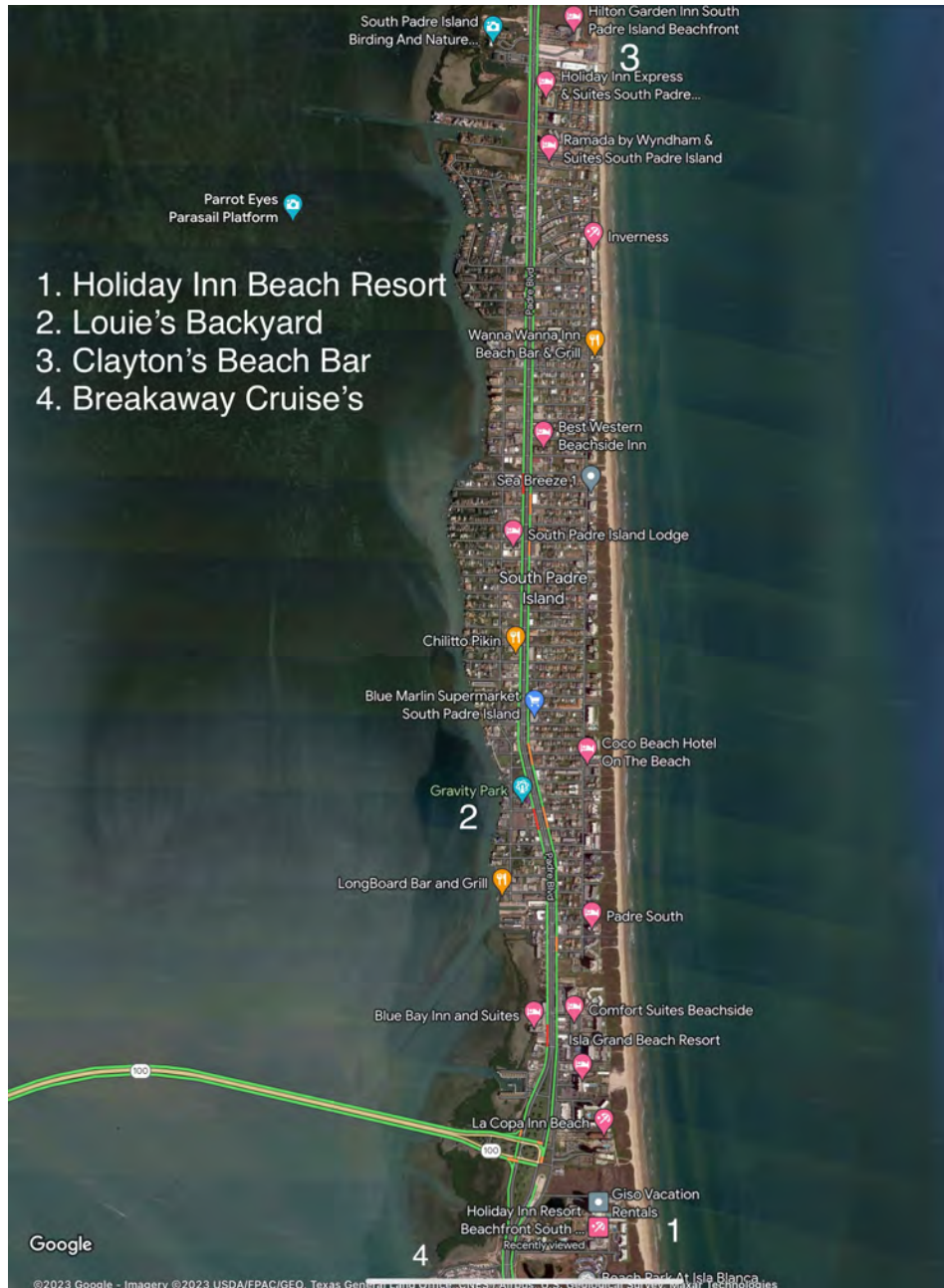
Saturday, April 29

- Pool Bash (Holiday Inn Beach Resort) 12 – 5 PM
- VIP Boat Cruise (Breakaway Cruise's) 5 – 7 PM
- A Night in White (Louie's Backyard) 9 – 2 PM

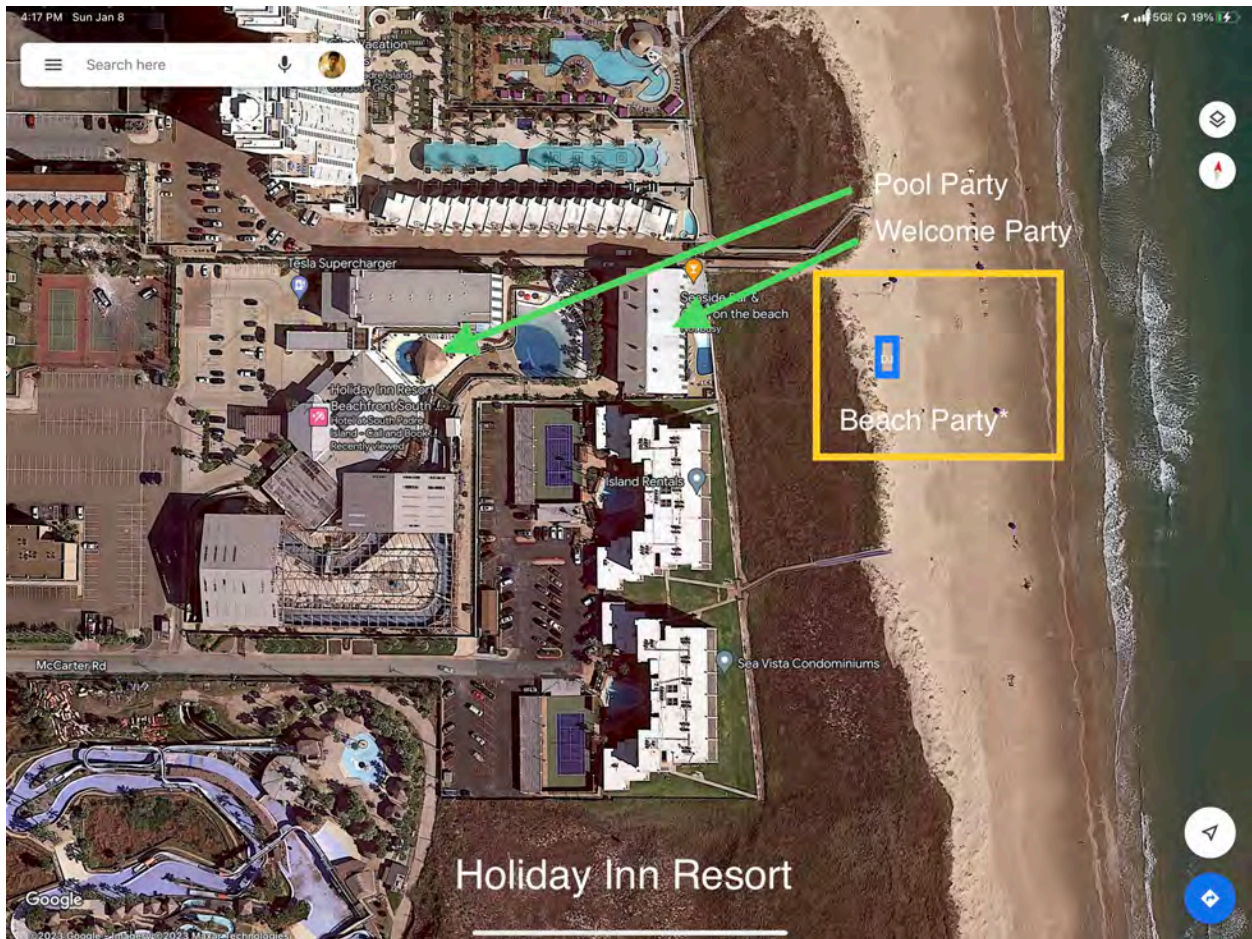
Sunday, April 30

- Farewell Party (Clayton's Beach Bar) 12 – 7 PM

## Event Location Map (Preliminary)



# Holiday Inn Resort Event Map (Preliminary)



## Splash Budget

### Expenses

	Estimated	Actual
<b>Total Expenses</b>	<b>\$93,000.00</b>	

Site	Estimated	Actual
Staff	\$1,000.00	
Cruise Boats	\$3,000.00	
Insurance	\$1,500.00	
<b>Total</b>	<b>\$5,500.00</b>	<b>\$0.00</b>

Marketing	Estimated	Actual
Graphics and Signage	\$1,500.00	
Paid Ads	\$10,000.00	
Graphic / Web Design	\$2,000.00	
Photographer	\$500.00	
Videographer	\$500.00	
Road Show	\$5,000.00	
Mech	\$5,000.00	
<b>Total</b>	<b>\$24,500.00</b>	<b>\$0.00</b>

Production	Estimated	Actual
Stage	\$8,000.00	
Lighting		
Sound		
LED Wall		
Sound Tech		
Lighting Tech		
Video Tech		
Stage Crew		
<b>Total</b>	<b>\$8,000.00</b>	<b>\$0.00</b>

Program	Estimated	Actual
Artist	\$40,000.00	
Airfare	\$4,000.00	
Transportation	\$1,000.00	
Hotel	\$3,000.00	
Meal / Hospitality	\$1,000.00	
<b>Total</b>	<b>\$49,000.00</b>	<b>\$0.00</b>

Staffing (not included elsewhere)	Estimated	Actual
Security	\$3,000.00	
Parking Attendants		
EMS		
Police		
Ticketing		
Housekeeping / Trash		
<b>Total</b>	<b>\$3,000.00</b>	<b>\$0.00</b>

Miscellaneous	Estimated	Actual
Supplies	\$1,000.00	
<b>Total</b>	<b>\$1,000.00</b>	<b>\$0.00</b>

Food and Beverage	Estimated	Actual
Brunch	\$2,000.00	
<b>Total</b>	<b>\$2,000.00</b>	<b>\$0.00</b>

## Marketing Plan

(Preliminary)

Jan-16 Artwork Review	
Jan-23 Artwork Final Approval	
Jan-25 On Sale - Announcement	Website & Social Channels
Jan-27 On Sale - Go Live	Social Channels, E-Mail and Paid Ad's Launch
Feb-1 Social Post	Social Channels
Feb-6 Paid Ad - Revisit	Retarget & Define as needed
Feb-15 Ticket Increase Warning	Social Channels
Feb-20 Paid Ad - Revisit	Retarget & Define as needed
Feb-23 Ticket Increase (24hr Notice)	Social Channels and E-Mail
Feb-24 Ticket Increase - Tier XXX	Social Channels
Mar-6 Paid Ad - Revisit & Update	Retarget & Define as needed / Release Updated Graphic
Mar 10 - Mar 19 Texas Spring Break Launch Campaign	Ad Sets over SPI Banner(s) Gorillia Marketing Postcard Flyers and Posters Street Crew
Mar-17 Ticket Increase Warning	Social Channels
Mar-19 Texas SB Sale / Ticket Increase (24hr Notice)	Social Channels and E-Mail
Mar-20 Ticket Increase - Tier XXX	Social Channels
Mar-24 Social Post	Social Channels
Mar-29 Social Post	Social Channels
Apr-6 Ticket Increase (24hr Notice)	Social Channels and E-Mail
Apr-7 Ticket Increase - Tier XXX	Social Channels
Apr-12 Social Post	Social Channels
Apr-17 10 Day Notice	Social Channels
Apr-19 10 Day Notice	Social Channels
Apr-20 7 Day Countdown	Social Channels
Apr-22 5 Day Countdown	Social Channels
Apr-23 4 Day Countdown	Social Channels



Apr-24 3 Day Countdown	Social Channels
Apr-25 2 Day Countdown	Social Channels
Apr-26 24 Hour Countdown	Social Channels
Apr-27 Happy Splash Post / Ticket Pick-Up Post / Evening Re	Social Channels
Apr-28 Ticket Pick-Up & Single Ticket Post / Event Schedule	Social Channels
Apr-29 Saturday Post / Get your tickets Post / Recap Post	Social Channels
Apr-30 Sunday Post / Evening Post	Social Channels
May-1 Thank you Post	Social Channels & E-Mail
May-5 Video Recap Release	Social Channels and Email

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

**MEETING DATE:** January 17, 2023

**NAME & TITLE:** Ema Jaramillo, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action to approve the funding request for Sea Turtle Inc. 5K Kemp's Krawl in May 2023.  
(Brown)

**ITEM BACKGROUND**

Sea Turtle Inc. is requesting \$7,500 for their event.

**BUDGET/FINANCIAL SUMMARY**

No change to line item 02-593-8099. (Sponsorships)

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal:

Approved by Legal:

**RECOMMENDATIONS/COMMENTS:**

# SOUTH PADRE ISLAND EVENT FUNDING APPLICATION



To apply for funding please complete all questions.

## ORGANIZATION INFORMATION

Date Application Submitted: 01/13/2023

Name of Organization: Sea Turtle Inc

Address: 6617 Padre Blvd

City, State, Zip: South Padre Island Tx 78597

Full Name:  
Sanjuana Zavala

E-Mail:  
sanjuana.zavala@seaturtleinc.org

Office Number:  
956-761-4511 ext 105

Cell Phone Number:  
956-346-8135

Website for Event or Sponsoring Entity : www.seaturtleinc.org

Non-Profit or For-Profit Status:  
501c3

Tax ID #:  
74-2042030

### Primary Purpose of Organization:

At Sea Turtle Inc our mission is to rescue , rehabilitate and release injured sea turtles. We aim to educate the public through engaging programs for people of all ages, and lead conservation efforts for sea turtles on South Padre Island

## EVENT INFORMATION

Name of Event: Kemps Krawl 5k

Date(s) of Event:  
May 12-13, 2023

Primary Location of the Event:  
Holiday Inn Beach Resort

Amount Requested: \$7,500.00



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

This is our first year applying for the special event funding program

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Primary Purpose of Event:

See attached

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

See attached

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

No

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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:

\$: 7500.00

**QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES**

How many years have you held this event? 1 (never applied for this program before)

Attendance for previous year (if applicable): year 1 attendance hosted 184 runners

How many of the attendees are expected to be from more than 75 miles away?  
 Based on year 1 data 28% of registrations were from cities in excess of 75 Miles away.

How many people attending the event will use South Padre Island lodging establishments?  
 Based on year 1 data at least 28% however this was only year one so estimate is based on small sample size

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

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

Where and how many rooms will be blocked?  
20 to start with option of increasing based on registration and use size

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
NA		

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

registration survey at the conclusion of the event. It will contain hotel questions, use of island before and after event as well as other satisfaction information

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

None

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

This event charges a registration fee as a donation to the mission of Sea Turtle Inc. Registration fee is \$40.00 for adults and \$20.00 for kids

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

We hope to raise \$15,000 from this event which will be used to support

the mission of conservation and rehabilitation of endangered sea turtles.

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

Print \$: 1100.00

Website \$: 500.00

Radio \$: Leverage STI Contacts(Free)

Social Media \$: 1000.00

TV \$: Leverage STI Contacts(Free)

Other Digital Advertising \$: 500.00

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?**

see attached

**Who is your target audience?**

Families, Fitness enthusiasts and families focused on outdoor activities, support of conservation and Sea Turtle Inc supporters

**What geographic region(s) are you marketing to?**

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

Yes we obtain event insurance via United States Liability Insurance Company/Broker Cameron County Insurance Center

*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: Kemps Krawl 5k

- 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)

Wendy Knight  
Authorized Signature

Wendy Knight

Print Name

01/13/2023

Date



## Event Overview

<b>EVENT NAME</b>	Kemps Krawl: Family 5k Run/Walk
<b>DATE AND TIME</b>	May 12- 13, 2023, 8:00am
<b>VENUE</b>	Holiday Inn Beach Resort; South Padre Island TX
<b>NUMBER OF ATTENDEES</b>	300
<b>FUNDING REQUESTED</b>	\$7,500.00
<b>REQUESTED BY</b>	SEA TURTLE INC: SANJUANA ZAVALA 956-761-4511 EXT 105

## Event Description

### Brief Description of Event:

The **Kemps Krawl 5k** will be an annual event on South Padre Island going forward. This event will be used to bring awareness to the conservation efforts of Sea Turtle Inc on South Padre Island. The family beach walk/run will showcase the amazing views of the Gulf of Mexico as families run/walk the coastline in support of the mission of Sea Turtle Inc.

### Brief History:

Sea Turtle Inc formerly received a small donation from a similar event that suddenly cancelled the event in 2022. When the event cancelled Sea Turtle Inc realized this was an opportunity to start locally hosting this event to raise donations and brand awareness of an island organization by the organization itself. With only 5 weeks of planning we had 185 participants respond and participate in the first event. We are now ready to take this to the next level as we expand and extend planning and marketing to 120 days prior to event.

### Objectives

- Raise awareness and support of the mission of Sea Turtle Inc.
- Promote family friendly outdoor activities on the beaches of South Padre Island.
- Promote tourism and Ecotourism on South Padre Island

## Sea Turtle Inc

Sea Turtle Inc is widely known as the most attended tourist attraction on the island, attracting more than a quarter of a million onsite visitors annually. This is in addition to the more than 20,000 RGV children who benefit from our programs and the followers and supporters in 15 countries that purchase our virtual and online education programs. The partnership between Sea Turtle Inc and the CVB creates the perfect marriage of families and ecotourism to deepen the investment made in both the Sea Turtle Inc.'s mission and the family attractions offered here on South Padre Island.

## Event Budget

Budget Item	Quantity	Total
Marketing: Event Shirts	300	\$2400.00
Marketing: Metals	400	\$1408.00
Marketing: Draw String Bags	400	\$400.00
Race Host/Music/Warm Up	1	\$250.00
Marketing: Water Bottles	300	\$495.00
Marketing: Banner/Signs	5	\$1400.00
Marketing: Event Flag( Printing)	4	\$600.00
Marketing: Printing Services and Flyers (Printing)	1	\$500.00
Event Location: Tentative Cost	1	\$2500.00
Marketing: Other Advertisement (websites)	1	\$1000.00
Marketing: Social Media Advertisement	5	\$1000.00
Total Budget for Event		\$11,953.00

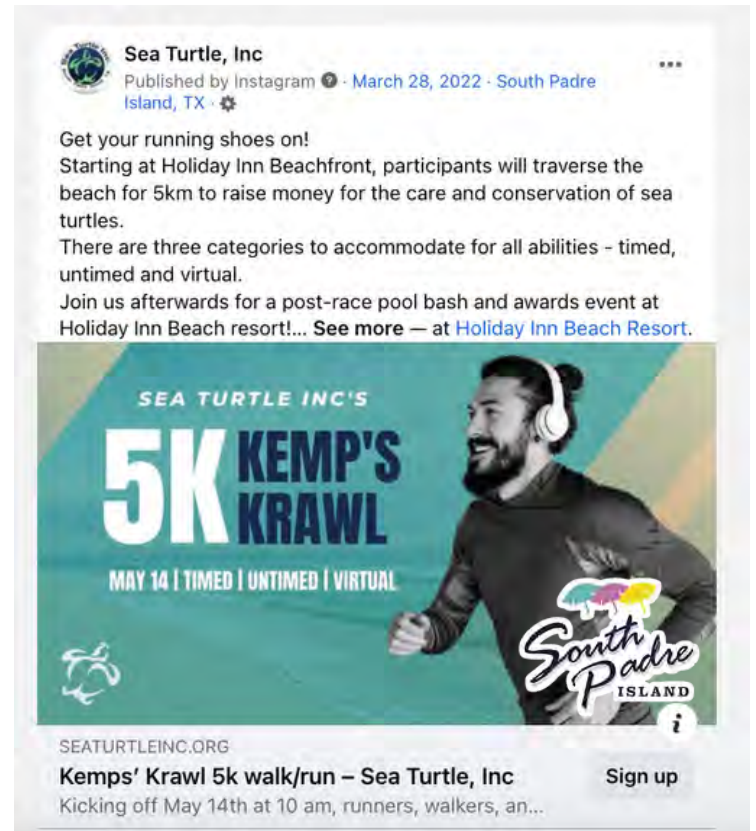
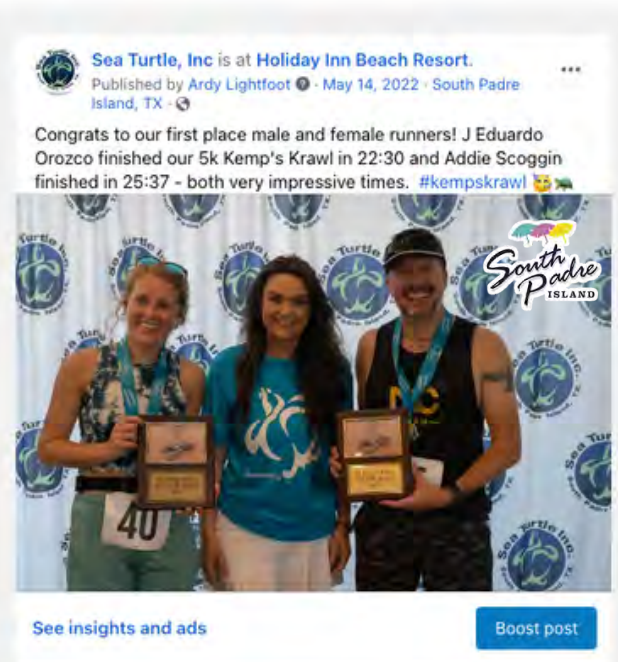


# Marketing Plan:

## Social Media Marketing Plan

Partnering with Sea Turtle Inc on the **Kemps Krawl 5k** race would allow the CVB to cross-leverage the event, not only by utilizing its social media presence but tapping into the large new audience provided by Sea Turtle Inc. In 2022 Sea Turtle Inc's social media presence reached more than 10 million viewers across 15 countries. National news coverage allowed our platforms to grow to over a quarter of a million regular followers. It attracted national names such as Grammy winner Sam Hunt, the Today show, Kia America and PBS. We plan to leverage this following to grow the **Kemps Krawl 5k** into a large and annual event on the beaches of South Padre Island, creating a family-friendly event that can focus on the spacious and beautiful shoreline of South Padre Island.

## Social Media Branding Plan and Examples:





## SWAG Bag Branding Opportunities

## Day of Event Branding Opportunities





## Marketing Plan and Roll out schedule

### 120 Days before event:

- Leverage our 2022 **website traffic volume of 400,000** users by providing Event Registration on our website
- Advertised and Registration up on Running USA, The Active Network and Run Guides
- Enroll in running site advertisements: Running Guides, The Active Network, Running in the USA
- Finalize sponsors and event exhibitors and special event funding
- Launch paid digital campaigns leveraging our 2022 Social media of **10 million users**
- Add event to SPI Chamber Calendar of events, CVB Calendar, SPI Community Events calendar and send save the date press release to press contacts
- Leverage our extensive newsletter, member, and admissions database to launch events via email campaign to more than **5000 subscribers**

### 90 Days before the event:

- Update ads on running site advertisements: Running Guides, The Active Network, Running in the USA
- Target ads and promotions on Facebook, Instagram, and Twitter to target runners and families invested in outdoor activities and conservation efforts. 2022 Social media of **10 million users**
- Finalize cobranding material with all funding partners  
Continue email drip campaign to drive registration :**5000 subscribers**

### 60 Days before the event:

- Target advertisement for all runners present at the Causeway run April 15th
- Flyer and discount promotion at finish line of causeway run
- Continue to promote with press contacts
- Promote Kemp's Krawl at community events in
- Joint attendance campaign with Holiday Inn Beach Resort
- Continue paid ads on running site advertisement: Running Guides, The Active Network, Running in the USA
- Continue event registration ads on social sites 2022 Social media of **10 million users**
- Continue email drip campaign to drive registration :**5000 subscribers**

### Month of Event:

- Continue promotion of event with paid advertisement
- Send final press release and schedule any media interviews
- Map out branding locations, flags, banners and directional signage for day of event
- Registration desk at McAllen Marathon for Kemps Krawl
- Continue paid ads on running site advertisement: Running Guides, The Active Network, Running in the USA
- Continue email drip campaign to drive registration

## Other Items:

### Sponsor List:

<b>Sponsor</b>	<b>Status</b>
Holiday Inn Beach Resort	Confirmed
South Padre Island CVB	Pending
4imprint - In Kind Donation	Confirmed
NM Contracting	Pending

### Security/safety plans:

Sea Turtle Inc and the Beach Resort are hosting a 5k run/walk fundraiser. The race will start and end at the Beach Resort. We expect approximately 300 runners/walkers to participate in the race. The race route will be a down-and-back route, with the turnaround point 1.6 miles from the Beach Resort. Sea Turtle Inc Staff and volunteers will be onsite along the route and in the facility. The Holiday Inn staff, and security will be scheduled during event as well. An event representative will be designated prior to the start of the event as the point of contact for calling 911 if any emergencies occur. Water, first aid and trash containers will be placed at the beginning mid-point and turnaround of the race route. Public restrooms are available at the start and end of race route, as well as beach access #3 and #5

### Vendor/Exhibitor:

Not Yet Confirmed

## Schedule of Events:

# WELCOME TO RACE WEEK

### Family Fun on South Padre Island! Ready, set, go!

Thank you for participating in the 5K Kemp's Krawl walk/run; proceeds from this event will go directly to the treatment and care of sea turtles at Sea Turtle, Inc. on South Padre Island, Texas!

Below you will find an overview schedule for this event.

#### May 12th Friday

Packet pickup is available from 5 - 7 PM at 100 Padre Blvd, Holiday Inn Beach Resort, inside the lobby.

If you've purchased a pre-run carb dinner, your packet will include a ticket stub to be redeemed at the Holiday Inn Beach Resort at Seaside Grill today (Friday, May 12th only)

**Untimed runners/walkers:** you will receive a bracelet in your packet to wear on race day.

**Important:** In order to participate you are required to have your bib or bracelet visible throughout the event.

#### May 13rd Saturday

**8:00 AM** - Race Begins (on the beach behind Holiday Inn Resort, see map on page 4)

**8:15 AM**- Family runners begin

After the race we will have the awards ceremony, photo opportunities, medal pickup and a pop up giftshop at lobby of Holiday Inn Beach Resort.

Event map:



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

**MEETING DATE:** January 17, 2023

**NAME & TITLE:** Ema Jaramillo, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action to approve the funding request for Shallow Sport Fishing Tournament in May 2023.  
(Brown)

**ITEM BACKGROUND**

Shallow Sport is requesting money for their event.

**BUDGET/FINANCIAL SUMMARY**

No change to line item 02-593-8099 (Sponsorships).

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal:

Approved by Legal:

**RECOMMENDATIONS/COMMENTS:**

SOUTH PADRE ISLAND EVENT FUNDING

# APPLICATION



To apply for funding please complete all questions.

## ORGANIZATION INFORMATION

Date Application Submitted: 1/11/2023

Name of Organization: SHALLOW SPORT TOURNAMENT

Address: 41146 SCHAFFER RD

City, State, Zip: LOS FRESNOS TX 78566

Full Name:  
KYRA HUDSON

E-Mail:  
KYRA@SHALLOWSPORTBOATS.COM

Office Number:  
956-233-9489

Cell Phone Number:  
956-434-9895

Website for Event or Sponsoring Entity :

WWW.SHALLOWSPORTTOURNAMENT.COM

Non-Profit or For-Profit Status:  
NON PROFIT 509 (A)(2)

Tax ID #:  
82-0749460 & 74-2838354

Primary Purpose of Organization:

TO PRODUCE A WORLD-CLASS DESTINATION FISHING EVENT & SUPPORT LOCAL FISHING  
TOURISM WHILE ADVERTISING OUR PARTNERS AND RAISING MONEY FOR SCHOLARSHIPS

## EVENT INFORMATION

Name of Event: SHALLOW SPORT FISHING TOURNAMENT

Date(s) of Event:  
MAY 11-13, 2023

Primary Location of the Event:  
SPI CONVENTION CENTRE

Amount Requested: \$25,000 TITLE SPONSORSHIP

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

THE HIGHER COST & QUALITY OF OUR EVENT AND COMPARABLE LARGER ATTENDENCE HAS PROVEN ITS

---

VALUE AS AN ISLAND ADVERTISING STAPLE & THE ONLY MAJOR FISHING EVENT IN OFF-PEAK SEASON

---

**Primary Purpose of Event:**

This annual sporting event kicks off tournament season and brings together our customers and business partners from

---

across the Gulf Coast for a weekend of fishing, fun and family-friendly activities on beautiful South Padre Island.

---

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

Funds will allow us to televise the event, bring in fishing celebrities and personalities from Texas and Florida and to

---

advertise in national fishing mags, online and at trade shows. We will also increase production value even more.

---

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

In order to grow this event host it at the Convention Centre, our expenses are MUCH

---

greater than the 20 years at Louie's Backyard. Any reduction or in-kind is ALWAYS appreciated!

---

WE have been offered the median banner for free for the past several years.

---

**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:

\$: 20000.00

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:

\$: 5000.00

**QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES**

How many years have you held this event? 23

Attendance for previous year (if applicable): 1800-2200

How many of the attendees are expected to be from more than 75 miles away?  
REALISTICALLY....80% or 1600 people

How many people attending the event will use South Padre Island lodging establishments?  
95%+ (Based on registration and survey data)

How many nights do you anticipate the majority of the tourists will stay? 2-6 (3 av.)

Will you reserve a room block for this event at area hotel(s)? If they're available

Where and how many rooms will be blocked?

Most participants rent homes and condos. We usually fully book Isla Grand, The Beach

Park, La Quinta, La Copa & The Inn. Would love help with Marriott & Hilton Garden Inn

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
<u>MAY 2022</u>	<u>\$20,000</u>	<u>2250 NIGHTS</u>
<u>AUG 2021</u>	<u>\$10,000</u>	<u>1800 NIGHTS</u>
<u>MAY 2019</u>	<u>\$10,000</u>	<u>1800 NIGHTS</u>

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

Will conduct mandatory participant survey with new registration software. Open to all other ways to track

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

We propose that SPI and Suzuki are the headlining title sponsors of this event



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

**\$100/adult \$50 child or social**

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

Depends heavily on sponsorships and increased expenses but we had a net loss of

about \$18K last year. We award around \$20K in scholarships each year regardless of profit.

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

Print \$: 18,000.00

Website \$: 6000.00

Radio \$: 1000-3000

Social Media \$: 6000.00

TV \$: 22,000.00

Other Digital Advertising \$: 10000.00

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?

Expanding our popular SCAVENGER HUNT onto land! Will allow island businesses to

advertise to attendees and allows non-fishing travelers to explore the island and win fun prizes!

Who is your target audience?

**Fishing & outdoor enthusiasts and their families**

What geographic region(s) are you marketing to?

**A focus on Texas, Florida and the Gulf Coast.**

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

**\$3 million commercial liability with Market American Insurance & \$1 Million rider for SPI & CVB**

*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.*



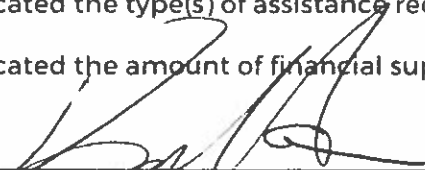
# SOUTH PADRE ISLAND EVENT FUNDING

# CHECKLIST

To apply for funding please provide all the required documents.

Name of Event: SHALLOW SPORT FISHING TOURNAMENT

- 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  
 KYRA HUDSON

1/11/23  
 \_\_\_\_\_  
 Date

Print Name



# MAY 11-13, 2023







# OVERVIEW

- FIRST MAJOR TOURNAMENT OF THE YEAR (Only major tournament held in off-peak season)
- 3 DAY EVENT:
  - VIP PARTY/ PRO TEAM MEETING (5/11)
  - REGISTRATION PARTY (5/12)\*\*
  - FISHING/WEIGH IN/AWARDS (5/13)\*\*  
(\*Held at the Convention Centre)
- HELD ON SOUTH PADRE ISLAND FOR 23 YEARS
  - DEALERS REQUESTED WE MOVE EVENT
  - MOVED TO CONVENTION CENTRE AT CVB REQUEST
  - SIGNED 3 YEAR CONTRACT FOR EARLY MAY DATE
  - PROMINENTLY FEATURE SPI AS THE HOME OF OUR DESTINATION EVENT
- OVER \$250,000 IN PRIZES AWARDED
- \$20,000 IN COLLEGE SCHOLARSHIPS
- BIGGEST BAY TOURNAMENT IN SOUTH TEXAS





# SCHEDULE

## Schedule of Events

**THURSDAY  
MAY-11**

**FRIDAY  
MAY-12**

**SATURDAY  
MAY-13**

VIP PARTY

7:00pm

ISLA GRAND RESORT

REGISTRATION PARTY

5:00pm - 10:00pm

SPI CONVENTION CENTRE

CANON TAKE-OFF

6:30am

WEIGH IN

2:00pm - 4pm

AWARDS DINNER

6:30pm - 10:00pm





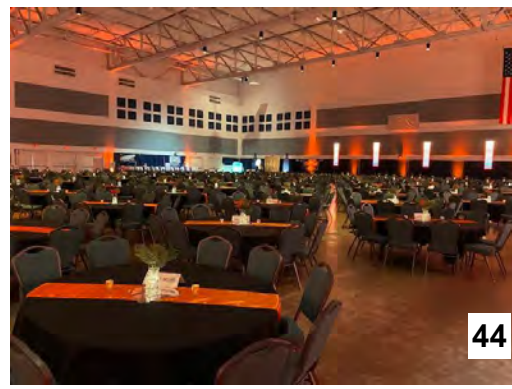
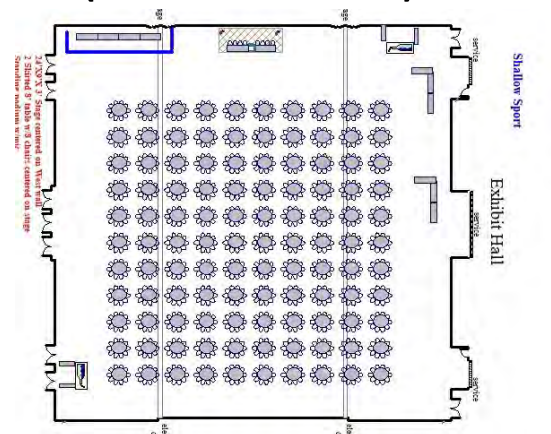




# 2023 STATISTICS



- 955 REGISTERED ANGLERS, 374 REGISTERED SOCIALS (1329 TOTAL)
- 259 REGISTERED BOATS/TEAMS
- TEAM OF 3-5 ANGLERS (AVERAGE 4.2 PER TEAM)
- 52 SPONSOR COMPANIES, 141 SPONSOR REPS
- 115 VOLUNTEERS, 265 PRO TEAM ATTENDANCE
- ESTIMATED 200+ UNPAID ATTENDEES
- ESTIMATED 2000+ TOTAL PARTICIPATION

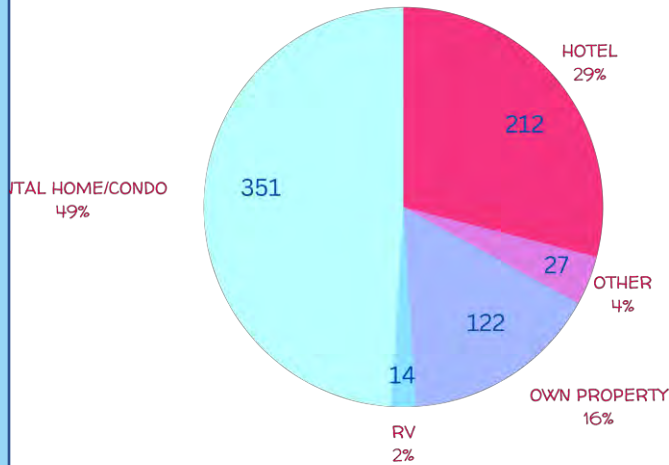




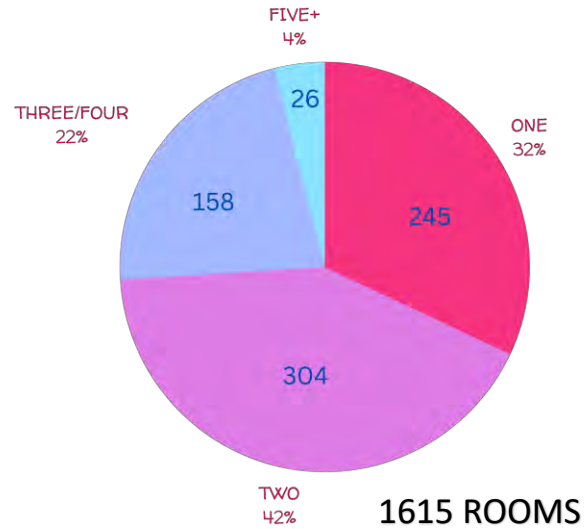


# 726 COMPLETED SURVEYS

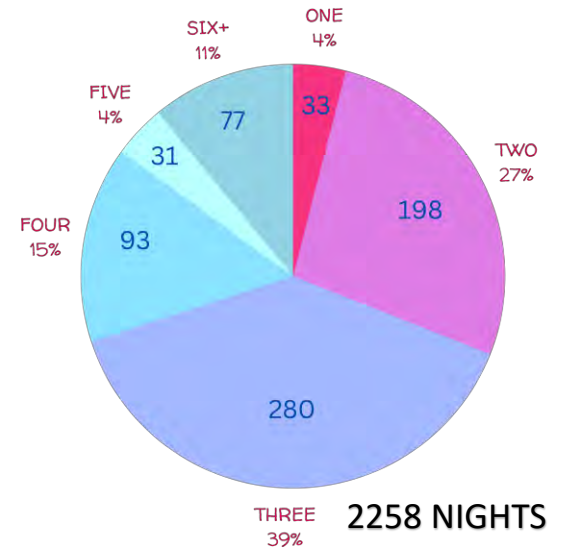
WHERE DID YOU STAY?



HOW MANY ROOMS/PARTY?



HOW MANY NIGHTS?



2258 ROOM NIGHTS  
X \$350/ROOM

**\$790,300**

1800 ATTENDEES  
X \$250/PERSON

**\$450,000**



ECONOMIC  
IMPACT



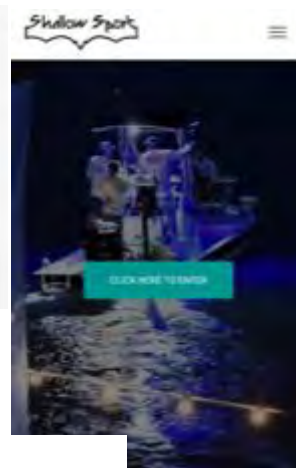
WEBSITE

SHALLOWSPORTBOATS.COM



Views today: 545 | Best overall day: 2,832 Views (February 27, 2022) | All-time views: 535,169 | All-time comments: 1

- 535K VIEWS
- AVERAGE +2K DAILY HITS



SHALLOWSPORTTOURNAMENT.COM

- 64,149 TOTAL VIEWS
- VIEWS INCREASE AS EVENT NEARS
- 12,576 VIEWS IN MAY ALONE
- AUTO POP UP FOR "SPI VACATION" SURVEY
- SPI NAMED AS TOP SPONSOR WITH LINK TO SOPADRE.COM

**TOURNAMENT DIGITAL**



TWITTER

29,400 FOLLOWERS

TWEETS USING #SOUTHPADREJAS

18

POTENTIAL REACH OF #SOUTHPADREJAS

316,443



INSTAGRAM

93,200 FOLLOWERS

AJGA POST REACH

86,557

POST LIKES

6,301



FACEBOOK

30,646 LIKES

PHOTO ALBUM ENGAGEMENTS

308

PEOPLE REACHED

5,097



TIKTOK

25,100 FOLLOWERS

POST VIEWS

4.2 MILLION +

@AJGAGOLF POST LIKES

1.1 MILLION +



MORE PHOTOS CAN BE VIEWED AT [HTTPS://BIT.LY/3NMCBBV](https://bit.ly/3nmcbbv)

6,333 unique page views

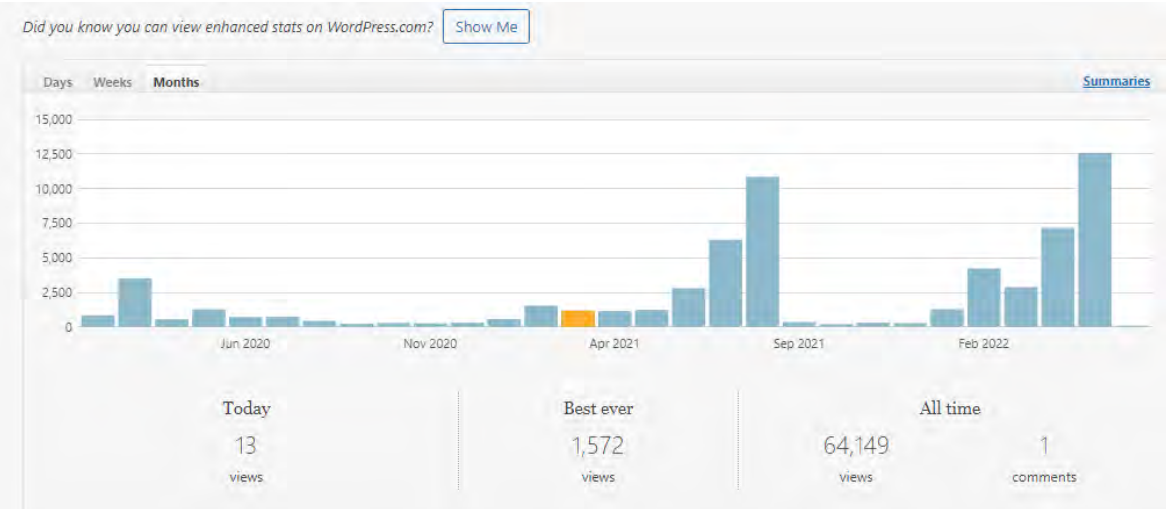
TAYLORMADE | ADIDAS GOLF LIVE SCORING

3,622 unique page views

INDIVIDUAL TOURNAMENT WEBPAGE

10.4 million unique page views

SCHEDULE & RESULTS PAGES



June 8, 2022, 9:22 pm

[Return to Stats](#)

Months and Years

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2020		840	3,512	556	1,273	726	742	437	228	289	270	306	9,179
2021	583	1,549	1,173	1,151	1,233	2,802	6,301	10,843	342	207	307	279	26,770
2022	1,261	4,220	2,670	7,157	12,576	94							28,200





Posters placed at ALL 11 dealerships  
across the Gulf Coast



Thousands of push cards  
handed out at boat  
shows, dealerships, &  
other events.

PRINTED  
ADVERTISING

South Padre Island

SUZUKI MARINE

**The BIGGEST & BEST OWNERS TOURNAMENT IN TEXAS!**

OWNERS TOURNAMENT

Shallow Sport

23RD ANNUAL SOUTH PADRE ISLAND

OVER \$250,000 IN PRIZES!

PREMIUM EVENT SWAG INCLUDED!

BOAT RAFFLE

21' SPORT/250 SUZUKI \$85,000 VALUE

FUN SCAVENGER HUNTS!

\$85 VALUE

MAY 12-14, 2023

WWW.SHALLOWSPORTTOURNAMENT.COM

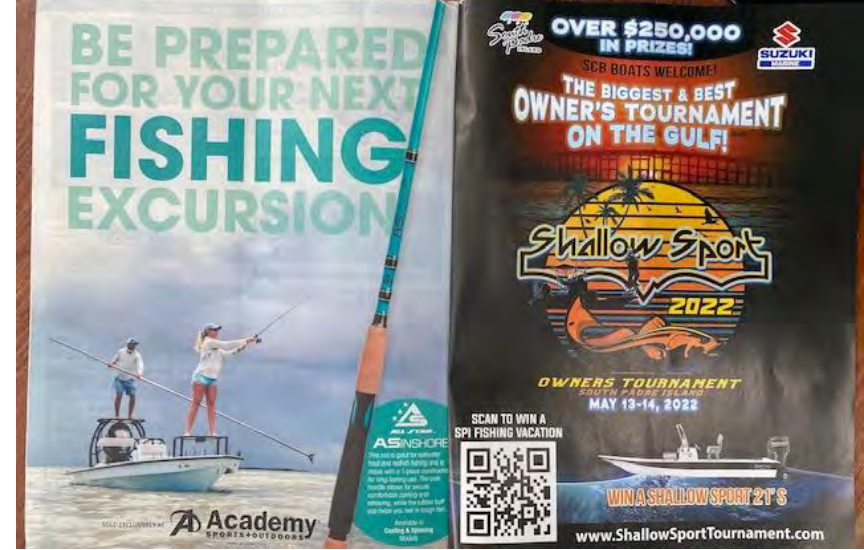


Push Cards



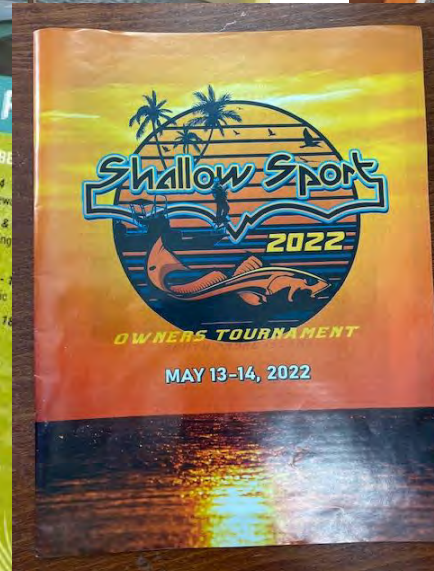


Front Cover and two page article  
In Texas Sportsman Magazine



Back cover Texas Saltwater Fishing  
Mag, April & May

Over 2000 copies of the 32 page  
TOURNAMENT MAGAZINE were distributed







# TELEVISION

*Texas Insider Fishing and Florida Insider Fishing*



*Rick and Bri  
Hosting the Awards*

*Pro Staff Chad Kinney*



*Florida Pro Staff Nick Stanczyk*



*Discussing tournament during  
his weekly forecast*



*Rick and Bri promoting tournament on air*








TELEVISION

*The Texas Sportsman*



 Mrs. Texas Sportsman Wade Fishing with Shallow Sport!  
Texas Sportsman · 1.8K views · 1 month ago



 Texas Sportsman  
May 7 · 🌐

Coming up tomorrow at 11:30 am on CW . Rio Grande Valley!



- Filmed 1 Pre-event show
- Filmed the entire event for post event show (airing 6/17-6/19)
- Air four 60-second commercial per episode for three months



**WATCH THE SHOW LIVE!**

<b>THE RGV</b>	<b>LAREDO, TX</b>	<b>LAREDO, TX</b>	
			
<b>CH. 21</b> SUNDAY 11:30 AM	<b>CH. 13</b> SUNDAY 7:30 AM	<b>CH. 8</b> SATURDAY 10:30 PM	
<b>CORPUS CHRISTI, TX</b>	<b>CORPUS CHRISTI, TX</b>	<b>WEST PALM BEACH, FL</b>	<b>LOS ANGELES, CA</b>
			
<b>CH. 30.1</b> SATURDAY 10:00 AM	<b>CH. 30.2</b> SUNDAY 10:00 AM	<b>CH. 47.3</b> SATURDAY 10:00 AM	<b>CH. 4.1</b> SATURDAY 10:00 AM
<b>LAS VEGAS, NV</b>	<b>BEAUMONT, TX</b>	<b>ATLANTA, GA</b>	
			
<b>CH. 35.1</b> SATURDAY 10:00 AM	<b>CH. 27.5</b> SATURDAY 10:00 AM	<b>CH. 49.4</b> SATURDAY 10:00 AM	
<b>LIKE AND SUBSCRIBE!</b>			
		WATCH THE TEXAS SPORTSMAN TRACKING OUTDOORS YOUTUBE.COM/TEXASSPORTSMAN	
<b>OR VISIT TEXASSPORTSMANTV.COM</b>			





RADIO & BILLBOARDS



- Digital billboards (\$5,900)
- 1 In Mission (Bryan Rd.)
- 1 In La Feria (Rabb Rd.)
- 1 in Corpus (1501 Jean)



Call in Radio Spots from Fred Rodriguez  
30 second commercial 2X per hour  
Thursday-Sunday throughout May



Created hundreds of social posts  
 Shared across Instagram, Tik Tok, and our  
**THREE FB pages:**

- Shallow Sport Boats (24K likes)
- SCB Boats (8K likes)
- SS & SCB Owners (3.1K likes)

**\*\*AVERAGE POST REACH BETWEEN 2000  
 – 15000\*\***

SOCIAL MEDIA METRICS

## Shallow Sport Boats

\$\$\$\$ · Sports & Recreation · 4.9 out of 5 · 2.1 mi · Open now · 24K like this

i The Ultimate shallow water boat. Visit our site at [www.shalloo.com](http://www.shalloo.com)

📍 41146 Schafer Rd, Los Fresnos, TX

👤 Brittany Marikos and 509 other friends like this

Page	Total Page Likes	From Last Week	Posts this week	Engagement this week	
YOU 1	Shallow Sport Boats	24.3K	100%	9	2.1K
2	Blue Wave Boats	18.9K	100%	10	251
3	Majek Boats	11.9K	100%	4	447
4	Ron Hoover RV & Marine...	6.3K	100%	0	52
5	Babes on the Bay	2.6K	100%	0	0
6	Texas International Fishi...	2	100%	0	0

SITE	AUDIENCE	PAID COST	#POSTS
SHALLOW SPORT BOATS	23,000	\$500	50
SCB BOATS	7,400	\$250	50
SHALLOW SPORT TOURNAMENT	5,800	\$250	50
SHALLOW SPORT/SCB OWNERS	2,900	\$0	50
SOUTH TEXAS FISHAHOLICS	39,000	\$0	20
GULF COAST FISHING&OUTDOORS	54,000	\$0	20
BOCA CHICA BEACH LEGENDS	84,000	\$0	20
FLORIDA INSHORE FISHING	2,700	\$0	10
CORPUS CHRISTI FISHING	9,700	\$0	20
CORPUS FISHING CLUB	4,700		20
<b>PAID PARTNERS</b>			
TEXAS INSIDER FISHING REPORT	22,000	\$375	5
SPORTSMAN'S ADVENTURES	43,000	\$375	5
CAPT NICK STANCZYK	63,000	\$200	2
TEXAS SPORTSMAN	4,700	*INC	2
TEXAS OUTDOOR LIFESTYLES	50,000	*INC	2
2COOL FISHING	15,000	\$300	3
SPECKLED TRUTH	23,000	\$0	1
TEXAS FISH & GAME	59,000	\$225	2
TEXAS SALTWATER FISHING MAG	18,000	\$660	5
CCA TIDE	25,000	*INC	1
FLORIDA SPORTSMAN	185,000	\$250	2
COASTAL ANGLER	57,000	\$175	5
LONESTAR OUTDOOR	7,800	\$75	5

Our reach compared to other events





# SOCIAL MEDIA POSTS

Album 2022 Registration & Captain's Meeting

Shallow Sport Boats added 40 new photos — at South Padre Island Convention Center.

Published by Kelly Groce · May 18 at 2:37 PM · South Padre Island · 🌐

Registration & Captain's Meeting pictures by Skye Hudson.

7,440 People reached      2,186 Engagements      Boost post

Videos

**Shallow Sport Boats**

3 weeks ago · 4.3K views

Florida Insider Fabric...

Another week, another night of filming!

Contact Us

2:51

Photo

**Capt. Nick Stanczyk · Following**

Oct 16, 2022

Great trip on the Bay Boat!!! Tuna, swordfish, and lobster! If you wanna see how the day went check out our latest Stan2Fam Y... See more

1K      50 comments      23 shares

Like      Comment      Share

More Photos

Shallow Sport Boats

Published by Kelly Groce · April 14 · 🌐

This tournament "Sponsor Spotlight" goes to diamond sponsor, Visit South Padre Island. Since the beginning, the owners tournament has been hosted on sunny South Padre Island and we wouldn't have it any other way! The South Padre Island Convention Center has been the perfect location to host not only registration, but the awards ceremony for all of our Shallow Sport owners and their families. Thank you for your continued support! [www.sopadre.com](http://www.sopadre.com) #shallowssportboats #shallowssp... See more

**DIAMOND SPONSOR**

1,428 People reached      21 Engagements      Boost post

10

Like      Comment      Share



**SCB Boats Inc.**  
 Posted by Kyra Pugh Hudson  
 May 2 · 🌐

**Shallow Sport Boats**  
 Posted by Kyra Hudson  
 May 2 · 🌐

😂 WOW 😂 Lets talk about the P...  
 THE LITTER raffle!  
 We raised the bar again folks, t... S

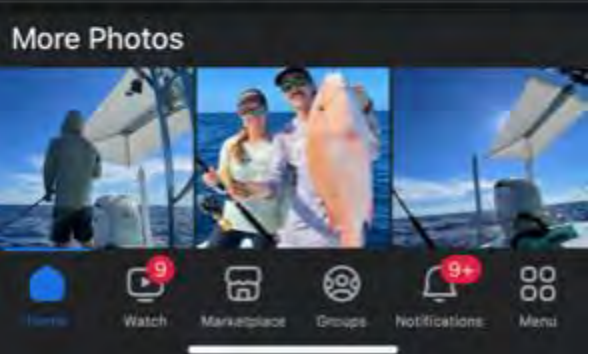


**Capt. Nick Stanczyk · Following**  
 Oct 16, 2022

Great trip on the Bay Boat!!!! Tuna, swordfish, and lobster! If you wanna see how the day went check out our latest *StanzFam* Y... See more

👍 1K      50 comments    23 shares

👍 Like    💬 Comment    ➦ Share



**Shallow Sport Boats · Following**  
 Feb 18, 2022

Great time at the [Miami International Boat Show](#) so far giving demo rides and hanging with new Pro Teamer, Capt. N... See more

👍 Freddy Ortiz and 6 others      2 shares

mark MAY 12-14, 2022 on  
 amment on sunny South Padre

ment #southpadreisland #texas

+10

Boost post

30 Comments 21 Shares

➦ Share

**Shallow Sport Boats** updated their cover photo.  
 Published by Kyra Pugh Hudson · January 31 · 🌐

Go to [www.ShallowSportTournament.com](http://www.ShallowSportTournament.com) to enter to win a South Padre Island fishing vacation including:

3 night stay at Isla Grand Beach resort ([www.isiagrand.com](http://www.isiagrand.com))  
 \$50 "Grand Cash" to be used for food and beverages  
 Brunch at Yummies Bistro ... See more

**WIN A BEACH VACATION PACKAGE!**  
[WWW.SHALLOWSPORTTOURNAMENT.COM](http://WWW.SHALLOWSPORTTOURNAMENT.COM)

9,275 People reached    352 Engagements    - Distribution score

👍 🗨️ 📄 14      38 Shares

Create ad

**SCB Boats Inc.**  
 Jul 15, 2021 · 🌐

We are overwhelmed by the support our business partners and community... See More

**THANK YOU TO OUR DIAMOND SPONSORS!**

[SHALLOWSPORTTOURNAMENT.COM](http://SHALLOWSPORTTOURNAMENT.COM)

**Shallow Sport Boats**  
 Posted by Canva  
 19h · 🌐

**\*\*TOURNAMENT SNEAK PEEK\*\***

Event logo, merchandise, registrat... See more

**23RD ANNUAL SOUTH PADRE ISLAND**

👍 17      6 shares    363 views





shallowportboats

shallowportboats LETS GOOOO! Are you registered yet for the biggest and best owners tournament on the Gulf? If not, head on over to [www.shallowporttournament.com](http://www.shallowporttournament.com)

#shallowportboats #shallowport #ownerstournament #southpadreisland #texas

chrismglasson Traveling in from Bakersfield, Ca for the tourney! Stoked! See you next week.



19,607 People reached

3,771 Engagements

Boost post



6,284 People reached

458 Engagements

Boost post

Shallow Sport Boats added 124 new photos.

Published by Kelly Groce · May 17 at 4:17 PM ·

Some photos from the weigh-in at Louie's Backyard. If you see yourself or your friends, please tag! Photos by Kelly Groce. #shallowportboats #shallowport #ownerstournament



Mrs. Texas Sportsman Wade Fishing with Shallow Sport!

Texas Sportsman · 1.8K views · 1 month ago

Album 2022 Tournament Photobooth Fun

Shallow Sport Boats added 63 new photos.

Published by Kelly Groce · May 23 at 10:56 AM ·

Thank you again RGV Selfies Photobooth Services for the fun photos! Tag yourself and your friends. #shallowport #shallowportboats #ownerstournament #rgvselfies



5,769 People reached

313 Engagements

Boost post

26

2 Shares

Like Comment Share







**TOURNAMENT DRY BAGS!**



**ALL TOURNAMENT MERCH AND PRINTED MATERIALS PROMINENTLY FEATURE SOUTH PADRE ISLAND**



MERCH





SPONSORS

# SCB BOATS WELCOME! THE BIGGEST & BEST OWNER'S TOURNAMENT ON THE GULF!

**WIN THE NEW RE-DESIGNED  
2022 SHALLOW SPORT 24' V  
BOAT MOTOR TRAILER PACKAGE  
OVER \$95,000 VALUE!**



THE BEST  
TOURNAMENT  
MERCHANDISE  
ON THE  
GULF COAST!



**OVER \$200,000  
IN PRIZES!**

**AUGUST 13-15, 2021**

956-233-9489

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

VISIT  
[WWW.SOPADRE.COM](http://WWW.SOPADRE.COM)  
FOR LODGING  
AND  
INFORMATION



## DIAMOND SPONSORS



BOUNDLESS ENERGY



## PLATINUM SPONSORS



## GOLD SPONSORS

LAGUNA SALT RODS

FASTENAL

AIM SUPPLY

YETI

WILLIAM F MILLER

MAGNUM VENUS

GAMEGUARD



Event Title: SHALLOW SPORT & SCB TOURNAMENT 2022 Date, Location: MAY 12-14, SOUTH PADRE ISLAND TX Audience: FISHING & BOATING ENTHUSIASTS AND FAMILIES FROM ACROSS THE GULF COAST AND FLORIDA Goals: MAXIMUM EXPOSURE													
Countdown/Media Type	Pre-event		Event launch		Day-to-day					Last call		Post Event	
	November 2021	December 2021	January 1, 2022	January 15	JANUARY	FEBRUARY	MARCH	APRIL	MAY	May 9-12	May 12-14	May 16-20	
	Pre-event media & website		Official announcement		Early Registration & Sponsor Solicitation/ Advertisin			Regular Registration		Last chance to book	Event	Results/Sponsors	
	*Save the Date	CVB mtg	Launch regis.	Launch merch	Surveys, dealers, Boat shows, Social posts, emails			Print, radio, TV, Social				Print, TV	
Website Updates	X	X	X	X	X	X	X	X	X	X	X	X	
Email blasts			X	X	X	X	X	X	X	X	X	X	
Social Media *	X	X	X	X	X	X	X	X	X	X	X	X	
Magazine/ Print							X	X	X	X	X	X	
Remote/Trade Show					X	X	X	X					
Radio & TV							X	X	X	X	X	X	
Printed materials			X		X	X	X	X	X	X	X	X	
Other					X	X	X	X	X	X	X	X	
<b>WEBSITE</b>				<b>ACTIVITY</b>	<b>COMPANY/PERSON</b>	<b>COST</b>	<b>TRADESHOWS &amp; REMOTE DEALERSHIPS</b>						
				HOSTING	MY BLUE HOST	\$350.00 ANNUALLY	(pass out event info cards, display posters & banners, conduct surveys)						
				FORMATTING & UPDATING	PINECODE CREATIVE	\$690.00 MONTHLY							
				CONTENT CREATION	BRITTANY MARIKOS	\$1,500.00 ANNUALLY							
				CONTENT CREATION	KELLY GROCES	\$500.00 ANNUALLY							
<b>EMAIL BLAST</b>				*5000+ contacts per blast			<b>EVENT NAME</b>						
				(Newsletters, promotions, registration info and sponsor info sent to ALL REGISTERED OWNERS & past participants)			<b>LOCATION</b>						
				EMAILS & ANALYTICS	SENDINBLUE.COM	\$25.00 MONTHLY	<b>DATES</b>						
				PARTICIPANT SURVEYS	SURVEY MONKEY	\$34.00 MONTHLY	<b>ATTENDANCE</b>						
<b>SOCIAL MEDIA</b>				<b>SITE</b>	<b>AUDIENCE</b>	<b>PAID COST</b>							
				SHALLOW SPORT BOATS	23,000	\$500							
				SCB BOATS	7,400	\$250							
				SHALLOW SPORT TOURNAMENT	5,800	\$250							
				SHALLOW SPORT/SCB OWNERS	2,900	\$0							
				SOUTH TEXAS FISHAHOLICS	39,000	\$0							
				GULF COAST FISHING&OUTDOORS	54,000	\$0							
				BOCA CHICA BEACH LEGENDS	84,000	\$0							
				FLORIDA INSHORE FISHING	2,700	\$0							
				CORPUS CHRISTI FISHING	9,700	\$0							
				CORPUS FISHING CLUB	4,700								
				<b>PAID PARTNERS</b>									
				TEXAS INSIDER FISHING REPORT	22,000	\$375							
				SPORTSMAN'S ADVENTURES	43,000	\$375							
				CAPT NICK STANCZYK	63,000	\$200							
				TEXAS SPORTSMAN	4,700	*INC							
				TEXAS OUTDOOR LIFESTYLES	50,000	*INC							
				2COOL FISHING	15,000	\$300							
				SPECKLED TRUTH	23,000	\$0							
				TEXAS FISH & GAME	59,000	\$225							
				TEXAS SALTWATER FISHING MAG	18,000	\$650							
				CCA TIDE	25,000	*INC							
				FLORIDA SPORTSMAN	185,000	\$250							
				COASTAL ANGLER	57,000	\$175							
				LONESTAR OUTDOOR	7,800	\$75							
<b>OTHER</b>				PRINTED MATERIALS (FLYERS, BANNERS, INFO CARDS, POSTERS, ETC.)		\$15,000.00							
							<b>MAGAZINE, PRINT &amp; TV</b>						
							<b>AD RUNS</b>	<b>TOTAL COST</b>					
							TEXAS SALTWATER FISHING MA	5	\$25,536.00				
							FLORIDA SPORTSMAN	5	\$45,600				
							TEXAS FISH & GAME	2	\$9,600				
							AIM MEDIA	MULTIPLE	TBD				
							TEXAS SPORTSMAN	1	\$2,500	*PLATINUM SPONSOR TRADE			
							TEXAS OUTDOOR LIFESTYLE	1	\$2,500	*PLATINUM SPONSOR TRADE			





**LOUIE'S**  
*backyard*

ISLA  
GRAND  
BEACH RESORT



Shallow Sport



*Beach  
Vacation!*

**WIN A BEACH VACATION PACKAGE!**  
**WWW.SHALLOWSPORTTOURNAMENT.COM**



**SONNY'S**  
BEACH SERVICE SOUTH PADRE ISLAND



*South Padre*  
ISLAND



**SCAN TO WIN A  
SPI FISHING VACATION**





**MAY 11-13, 2023**



# **SPONSORSHIP**

**BECOME OUR PARTNER AND JOIN IN THE FUN!**

**SPONSOR ONLINE @ [SHALLOWSPORTTOURNAMENT.COM/SPONSOR-ENTR](https://shallowporttournament.com/sponsor-entr)**

# THE **BIGGEST** BAY TOURNAMENT IN SOUTH TEXAS



265  
REGISTERED  
TEAMS

Over 1500  
REGISTERED  
participants!

(1800-2000  
ATTENDEES)



Sponsors get  
multiple merch packs!



## THE COVETED MERCH

Over 2000 custom long sleeve drifit shirts & waterproof cooler bags filled with goodies will be distributed. People actually want to wear our merch. Dont miss the chance to get your logo on this beauty!





HUGE VIDEO DISPLAY



Tournament Banquet





# SPONSORSHIP LEVELS

*Excellent Value!*

**SILVER**

**\$500**

**GOLD**

**\$1500**

**PLATINUM**

**\$2500**

**DIAMOND**

**\$5000**

**TITLE**

**\$25000**

	SILVER	GOLD	PLATINUM	DIAMOND
MAIN SPONSOR BANNER	company name	small logo	medium logo	large logo
LOGO ON WEBSITE	✓	✓	✓	✓
HYPERLINK ON WEBSITE		✓	✓	✓
LOGO ON T SHIRT			✓	✓
LOGO ON EVENT POSTER				✓
NAME IN EVENT BOOK	✓	✓	✓	✓
LOGO IN EVENT BOOK		✓	✓	✓
AD IN EVENT BOOK	1/8 page	1/4 page	1/2 page	full page
SOCIAL MEDIA MENTIONS	✓	✓	✓	✓
SOCIAL MEDIA ADS			✓	✓
LOGO ON PHOTO BOOTH PICS			✓	✓
ITEM IN ANGLER BAGS		✓	✓	✓
ITEM IN BUCKET RAFFLE	✓	✓	✓	✓
SIGNAGE AT EVENTS		1 banner	4 banners/flags	unlimited
RAFFLE BOAT SPONSOR *			✓	✓
SCHOLARSHIP SPONSOR**			✓	✓
RESERVED SEATING AT EVENT		✓	priority	front row
ANGLER REGISTRATIONS ***		3	5	10
ANGLER COOLER BAGS ***	1	3	5	10
DRY FIT EVENT SHIRTS ***	1	3	5	10
BUCKET RAFFLE TICKETS ***	1	3	5	30
BOAT RAFFLE TICKETS ***	1	3	6	12
TICKETS TO VIP PARTY		2	4	**varies**
AWARDS BANQUET TICKETS ***	1	3	5	10
TROPHY SPONSORSHIP		if available	✓	priority
VENDOR BOOTH AT EVENT	add \$250	✓	✓	premium
DISPLAY SPACE AT VIP PARTY			✓	✓
SPONSOR GIFTS & PLAQUE		✓	✓	✓
BUTTON UP SPONSOR SHIRT			1	2
BRAND CATEGORY EXCLUSIVITY				✓

\* Raffle Boat Sponsor includes logo on raffle ticket & decal on boat

\*\* Scholarship Sponsor includes logo on scholarship check & on scholarship announcements

\*\*\*You can use your sponsorships for angler registrations OR merch + tickets for a total combo of 3 (GOLD), 5 (PLATINUM), OR 10 (DIAMOND) PACKAGES



# PROCEEDS BENEFIT COLLEGE SCHOLARSHIPS

We are a 501 (c) 3  
Non-profit event



Family Fun

OVER \$150,000 AWARDED TO DATE!



# Schedule of Events

**THURSDAY  
MAY-11**

**FRIDAY  
MAY-12**

**SATURDAY  
MAY-13**

VIP PARTY

7:00pm

ISLA GRAND RESORT

REGISTRATION PARTY

5:00pm - 10:00pm

SPI CONVENTION CENTRE

CANON TAKE-OFF

6:30am

WEIGH IN

2:00pm - 4pm

AWARDS DINNER

6:30pm - 10:00pm





# Contact Info:

Kyra@Shallow

SportBoats.com

(956) 233-9489 - Office

(956) 434-9895 - Cell

South Padre ISLAND

SUZUKI MARINE

# The BIGGEST & BEST OWNERS TOURNAMENT IN TEXAS!

## OWNERS TOURNAMENT 23

### Shallow Sport

OVER \$250,000 IN PRIZES!

PREMIUM EVENT SWAG INCLUDED!

23RD ANNUAL SOUTH PADRE ISLAND

### BOAT RAFFLE

21' SPORT/250 SUZUKI \$85,000 VALUE

FUN SCAVENGER HUNTS!

\$85 VALUE

MAY 12-14, 2023

WWW.SHALLOWSPORTTOURNAMENT.COM





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OVER \$250,000 IN PRIZES!

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## BOAT RAFFLE



21' SPORT/250 SUZUKI \$85,000 VALUE

FUN SCAVENGER HUNTS!



\$85 VALUE



MAY 12-14, 2023

WWW.SHALLOWSPORTTOURNAMENT.COM



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

**MEETING DATE:** January 17, 2023

**NAME & TITLE:** Ema Jaramillo, Management Assistant

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and action concerning the new meeting date for February 2023. (Hasbun)

**ITEM BACKGROUND**

N/A

**BUDGET/FINANCIAL SUMMARY**

N/A

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal:

Approved by Legal:

**RECOMMENDATIONS/COMMENTS:**