

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

TUESDAY, APRIL 18, 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 February 21, 2023 regular meeting. (Hasbun)
- 4.2 Approve the excused absences for Committee Members Ryan O’Byrne for the February 21, 2023 meeting. (Hasbun)

5. Regular Agenda

- 5.1 Discussion and possible action to approve the funding request for the SPI Wahoo Classic Fishing Tournament in September 2023. (Brown)
- 5.2 Discussion and possible action to approve the funding request for the Wet Oso Weekend in September 2023. (Brown)
- 5.3 Discussion and possible action to approve the funding request for Ride for Rotary Causeway Cross in October 2023. (Brown)
- 5.4 Discussion and action concerning the new meeting date for May 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 THURSDAY, APRIL 13, 2023

Ema Jaramillo

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 THURSDAY, APRIL 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

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: April 18, 2023

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Special Events Committee

ITEM

Approve the meeting minutes for the February 21, 2023 regular meeting. (Hasbun)

ITEM BACKGROUND

Approve the meeting minutes for the February 21, 2023 regular meeting.

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, FEBRUARY 21, 2023

1. Call to order

The Special Events Committee of the City of South Padre Island, Texas, held a regular meeting on Tuesday, February 21, 2023 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 Chairman Lisa Graves, Amy Salander, Meg Clifton, Bella Hernandez, and Cody Pace.

City staff present: Special Events Manager April Brown, Operations and Services Manager Lori Moore, Administrative Assistant/Receptionist Silvia Sanchez, CVB Director Blake Henry, Parks and Recreation Manager Debbie Huffman, and Public Information Coordinator Karin Spinks.

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

Meg Clifton made a motion, seconded by Amy Salander, to approve consent agenda. Motion carried unanimously.

4.1 Approve the meeting minutes for the January 17, 2023 regular meeting. (Hasbun)

4.2 Approve the excused absences for Committee Members Sean Slovinsky, Lisa Graves, and Cody Pace for the January 17, 2023 meeting. (Hasbun)

4.3 Approve the post-event reports for the following events: (Hasbun)
*SPI Kite Fest 2023

5. Regular Agenda

5.1 Discussion and action concerning the election of officers for the 2023 calendar year - Special Events Committee Chairman and Vice Chairman. (Hasbun)
Cody Pace made a motion, seconded by Bella Hernandez, to keep Christian Hasbun as Chairman and Lisa Graves as Vice Chairman. Motion passed unanimously.

5.2 Discussion and possible action to approve the funding request for the SPI Beach Bash Skate Jam in June 2023. (Brown)

Agenda: FEBRUARY 21, 2023 - SPECIAL EVENTS COMMITTEE REGULAR MEETING Special Events Committee

Chairman Christian Hasbun made a motion, seconded by Meg Clifton, to approve \$3,000 in marketing and shuttle services for the SPI Beach Bash Skate Jam. Motion carried unanimously.

- 5.3 Discussion and possible action to approve the funding request for the 83rd Annual Texas International Fishing Tournament in August 2023. (Brown)
Cody Pace made a motion, seconded by Meg Clifton, to approve \$25,000 for the 83rd Annual Texas International Fishing Tournament. Motion carried unanimously.
- 5.4 Discussion and possible action to approve the funding request for SPI Half Marathon Weekend in November 2023. (Brown)
Meg Clifton made a motion, seconded by Amy Salander, to approve \$10,000 in marketing for the SPI Half Marathon Weekend. Motion carried unanimously.
- 5.5 Discussion and action concerning the new meeting date for March 2023. (Hasbun)
Chairman Hasbun announced that due to Spring Break, the SEC March meeting will be canceled therefore the next meeting date will be Tuesday, April 18, 2023, at 2:00 PM.

6. Adjourn

There being no further business, Chairman Hasbun adjourned the meeting at 2:20 PM.

Prepared By:

Ema Jaramillo, CVB Management Assistant

Approved by:

Christian Hasbun, SEC Chairman

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

MEETING DATE: April 18, 2023

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Special Events Committee

ITEM

Approve the excused absences for Committee Members Ryan O’Byrne for the February 21, 2023 meeting. (Hasbun)

ITEM BACKGROUND

Approve the excused absences for Committee Members Ryan O’Byrne for the February 21, 2023 meeting.

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: April 18, 2023

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Special Events Committee

ITEM

Discussion and possible action to approve the funding request for the SPI Wahoo Classic Fishing Tournament in September 2023. (Brown)

ITEM BACKGROUND

SPI Wahoo Classic is asking for \$4,000 for their event.

BUDGET/FINANCIAL SUMMARY

Amount has been budgeted for FY2022-2023.

Line item 02-593-8099

COMPREHENSIVE PLAN GOAL

N/A

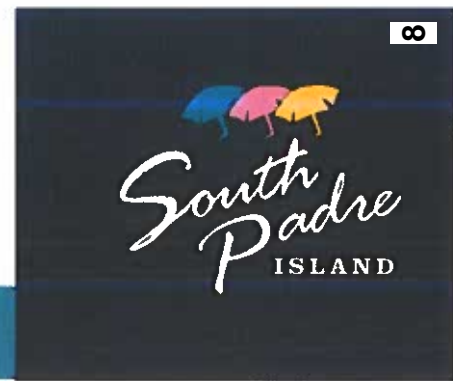
LEGAL REVIEW

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: 3/25/23

Name of Organization: SPI Wahoo Classic, Inc

Address: PO Box 2312

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

Full Name:
Dave Hollenbeck

E-Mail:
bigairter@gmail.com

Office Number:

Cell Phone Number:
305-517-9419

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

Non-Profit or For-Profit Status:
Non-Profit

Tax ID #:
81-2193734

Primary Purpose of Organization:
Bring anglers to South Padre Island in a offshore Wahoo fishing tournament

EVENT INFORMATION

Name of Event: SPI Wahoo Classic

Date(s) of Event:
September 8-10, 2023

Primary Location of the Event:
The Greens on Laguna, BLVD

Amount Requested: \$4,000

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

No

Primary Purpose of Event:

Off shored fishing tournament

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.

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:

\$: _____

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:

\$: 4,000

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this event? 2023 is 7th year

Attendance for previous year (if applicable): 250

How many of the attendees are expected to be from more than 75 miles away?
20

How many people attending the event will use South Padre Island lodging establishments?
100

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

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

Where and how many rooms will be blocked?
TBD

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>09/2020</u>	<u>0</u>	<u>0</u>
<u>09/2021</u>	<u>0</u>	<u>0</u>
<u>09/2022</u>	<u>\$5,000</u>	<u>30</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.)?

Survey participants

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?

Yes, \$350

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

No

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

Print \$: 3,900

Website \$: 100

Radio \$: 0

Social Media \$: 0

TV \$: 0

Other Digital Advertising \$: 0

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?

E-mail all participants in prior years and local marinas and boat dealerships

Who is your target audience?

Offshore Fisherman

What geographic region(s) are you marketing to?

Coastal Texas, South Padre Island, Port of Mansfield

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

Yes, Cameron County Insurance Co. Port Isabel

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, its 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: SPI Wahoo Classis

- 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) - Need
- 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)

David Hollenbeck

3/25/2023

Authorized Signature

Date

David Hollenbeck

Print Name

Planned activities and events:

Period March through September 2023:

Director meetings as needed between now the the tourament date
Meet with sponsors during this same period for sponsorship money

September 8th thru the 10th

Friday the 8th sign in for the all boats 5pm to 7pm

Saturday weigh in at the Greens for all boats

Sunday prize money and gifts distributed to the winners

SPI Wahoo Classic

FY 2023 Marketing Budget

Tournament Shirts	\$ 7,000
Tournament Buckets	\$ 2,500
RTC Coolers	\$ 2,500
Toucan Graphics	\$ 1,500
	<u>\$ 13,500</u>

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

MEETING DATE: April 18, 2023

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Special Events Committee

ITEM

Discussion and possible action to approve the funding request for the Wet Oso Weekend in September 2023. (Brown)

ITEM BACKGROUND

Wet Oso Weekend is requesting money for their event

BUDGET/FINANCIAL SUMMARY

Amount has been budgeted for FY 22-23

Line item 02-593-8099

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: 3/31/2023

Name of Organization: RGV Bears

Address: 1822 El Cielo Lindo Ct

City, State, Zip: Harlingen, TX 78552

Full Name:

Albert Capistran

E-Mail:

rgvbear956@gmail.com

Office Number:

956-518-9284

Cell Phone Number:

956-292-6689

Website for Event or Sponsoring Entity :

www.wetosoweekend.com

Non-Profit or For-Profit Status:

Non-Profit

Tax ID #:

88-2025352

Primary Purpose of Organization:

Charitable organization that promotes The RGV Bears will build relationships with the LGBTQIA+ community by creating safe spaces and promoting Bear culture.

Through community-building efforts, the RGV Bears and its members will raise awareness and funds for humanitarian, environmental, societal, and social justice issues.

EVENT INFORMATION

Name of Event: Wet Oso Weekend

Date(s) of Event:

September 8-10, 2023

Primary Location of the Event:

Holiday Inn Beach Resort - SPI

Amount Requested: 10,000.00

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

N/A

Primary Purpose of Event:

Weekend gathering of the LGBTQI+ Bear Community subculture.

Creating a safe space for the community that promotes inclusivity.

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

Promote SPI as vacation destination for 3 day weekend stay. Market the event and SPI in national print and digital media.

Collaborate with small business owners in SPI and PI.

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

N/A

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:

\$: 10,000.00

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:

\$: 0.00

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

\$50-\$100

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

\$3000.00 to be used for operational costs, next years event and charitable donation by the RGV Bears Non-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 \$: 2000.00

Website \$: \$2000.00

Radio \$: _____

Social Media \$: \$3000.00

TV \$: _____

Other Digital Advertising \$: \$3000.00

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?

Email blasts; social media live events; promotional videos from SPI; influencers

National LGBTQIA+ digital magazines, demographic specific promotional events.

Who is your target audience?

LGBTQIA+ Community - Bear Subculture

What geographic region(s) are you marketing to?

United States, Mexico, and Canada

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

Currently obtaining quotes.

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: Wet Oso Weekend

- 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)

4/13/2023

Authorized Signature
Pedro Coronado

Date

Print Name

Wet Oso Weekend 23 MARKETING BUDGET

Legend:	Categories in:		are expenses incurred by event hosts.				
CATEGORY	Year 3						
	April	May	June	July	August	September	Q1 TOTALS
National Marketing	\$ -	\$ 1,000.00	\$ 1,000.00	\$ -	\$ 1,000.00	\$ -	\$ 3,000.00
Print Magazines - State and national magazines that are circulated throughout the LGBTQ+ community.	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Digital Magazine - State and National digital magazines: Dallas Voice; OUT Magazine Houston; World Bear Magazine; Adelante LGBTQ Latino Magazine; Greater Palm Springs Pride	\$ -	\$ 1,000.00	\$ 1,000.00	\$ -	\$ 500.00	\$ -	\$ 2,500.00
Digital Magazine - State and National digital magazines: Dallas Voice; OUT Magazine Houston; World Bear Magazine; Adelante LGBTQ Latino Magazine; Greater Palm Springs Pride	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ 500.00
Marketing Events: Table at Events - Host promotional events at venues where LGBTQ+ people frequent. Provide them with printed material and promotional items of the event and photo opportunities with step and repeat.	\$ 1,800.00	\$ 1,800.00	\$ 900.00	\$ 900.00	\$ -	\$ -	\$ 5,400.00
Table Top Event: Renegade Bears Bear Bingo Event in San Antonio. Set up Step and Repeat, give out flyers and koozies. All events listed	\$ 400.00	\$ 400.00	\$ 200.00	\$ 200.00	\$ -	\$ -	\$ 1,200.00
Travel cost to all marketing events to include, mileage, hotel and perdiem.	\$ 1,400.00	\$ 1,400.00	\$ 700.00	\$ 700.00	\$ -	\$ -	\$ 4,200.00
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Public Relations	\$ -	\$ 100.00	\$ 150.00	\$ 150.00	\$ 100.00	\$ 100.00	\$ 600.00
Press Releases - Promoting the event, its venue and the location. Fee for writer	\$ -	\$ -	\$ 50.00	\$ 50.00	\$ -	\$ -	\$ 100.00
Social Media Live Events - Host social media live events that will provide information about the event, the venue and the location. Live social media sessions will occur more frequently as the event gets closer. Featured guests will be entertainers and those involved with organizing the event	\$ -	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 500.00
Content Marketing	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Social Media	\$ 50.00	\$ 50.00	\$ 50.00	\$ 100.00	\$ 50.00	\$ 100.00	\$ 400.00
Facebook - Boost posts of event	\$ 25.00	\$ 25.00	\$ 25.00	\$ 50.00	\$ 25.00	\$ 50.00	\$ 200.00
Instagram - Boost posts of event	\$ 25.00	\$ 25.00	\$ 25.00	\$ 50.00	\$ 25.00	\$ 50.00	\$ 200.00
Promo Podcast	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Online	\$ 2,150.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,150.00
Website	\$ 150.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 150.00
Mobile App - Utilize a mobile app for the event. This will promote our event, the location and the sponsors.	\$ 2,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00
Advertising	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Web	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Market Research	\$ -	\$ 100.00	\$ -	\$ -	\$ -	\$ 100.00	\$ 200.00
Pre and Post Surveys	\$ -	\$ 100.00	\$ -	\$ -	\$ -	\$ 100.00	\$ 200.00
Sales Campaigns	\$ -	\$ 2,000.00	\$ -	\$ -	\$ 800.00	\$ 700.00	\$ 3,500.00
Influencer (2) to promote event: Social Media posts; live sessions with entertainers; live sessions during the event	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00
Influencer Travel Cost for 2	\$ -	\$ -	\$ -	\$ -	\$ 800.00	\$ 700.00	\$ 1,500.00
Influencer #2 to promote event: Social Media posts; live sessions with entertainers; live sessions during the event	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00
Other	\$ 3,800.00	\$ 1,500.00	\$ -	\$ -	\$ 500.00	\$ -	\$ 5,800.00
Main Entrance Sponsor Banner	\$ -	\$ -	\$ -	\$ -	\$ 300.00	\$ -	\$ 300.00
Secondary Sponsor Banner	\$ -	\$ -	\$ -	\$ -	\$ 200.00	\$ -	\$ 200.00
Flyers	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00
Signage	\$ 300.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300.00
Promotional Item - Koozie	\$ 500.00	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00
Promotional Item - Snap Fans	\$ 500.00	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00
Promotional Item - Sunglasses	\$ 500.00	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00
Step and Repeat	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00
Giveaway Prizes (ex. T-shirts)	\$ 1,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00
Expenses to be covered by SPI Marketing Grant	\$ 4,225.00	\$ 3,425.00	\$ 1,225.00	\$ 250.00	\$ 825.00	\$ 50.00	\$ 10,000.00
Expenses to be covered by event Host	\$ 3,575.00	\$ 3,125.00	\$ 875.00	\$ 900.00	\$ 1,625.00	\$ 950.00	\$ 11,050.00
TOTALS	\$ 7,800.00	\$ 6,550.00	\$ 2,100.00	\$ 1,150.00	\$ 2,450.00	\$ 1,000.00	\$ 21,050.00

Thursday, Sept. 07, 2023

Time	Location	Description
12:00 PM	Hotel	Board Check-In
1:30 PM	Hotel/Venue	Board Meets with Venue Staff
3:30 PM	SPI Convention Center	Pick up Swag
3:30 PM	Hotel	Decoration Prep
6:30 PM	Hotel	Volunteer Meeting
8:30 PM	TBA	WOW Volunteer Social

Friday, Sept. 08, 2023

Time	Location	Description
10:00 AM - 2:00 PM	Cigar Bar	Venue Decoration
10:00 AM - 3:00 PM	Airport/Hotel	Shuttling of Entertainers
11:00 AM - 1:00 PM	Hotel	Vendor Set Up
12:00 PM - 2:00 PM	Hotel Beach	Set-up/Decoration for beach meet up
2:00 PM - 6:00 PM	Hotel Beach	Bear Beach Meet Up Bracelet Pick Up
2:00 PM	Bear Beach Party	Cocktail Hour 1
3:00 PM	Bear Beach Party	Cocktail Hour 2
3:00 PM	Cigar Bar	DJ Audio Set Up
4:00 PM	Bear Beach Party	Cocktail Hour 3
5:00 PM	Bear Beach Party	Cocktail Hour 4

8:00 PM	Cigar Bar	"Electric-Oso" Set Up
9:00 PM - 2:00 AM	Cigar Bar	Electric-Oso Party

Saturday, Sept. 09, 2023

Time	Location	Description
10:00 AM - 3:00 PM	Airport/Hotel	Shuttling of Entertainers
12:00 PM - 2:00 PM	TBA	Boat Party
11:00 AM - 1:00 PM	Hotel	Vendor Set Up
12:00 PM - 2:00 PM	Hotel Beach	Set-up/Decoration for Pool Party
2:00 PM - 6:00 PM	Hotel Beach	Caldo De Oso Pool Party Bracelet Pick Up
3:00 PM	Cigar Bar	DJ/Screen Setup
5:00 - 6:00 PM	Pool Party	Big Bear Contest
7:00 PM - 9:00 PM	Cigar Bar	Night Party Set Up/Decoration
9:00 PM - 2:00 AM	Cigar Bar	Aztec Gods Party

Sunday, Sept. 10, 2023

Time	Location	Description
11:00 AM - 12:00 PM	Hotel	Brunch Setup (provided by VAC)
12:00 PM - 2:00 PM	Hotel	Bear Brunch <i>Thank You from Event Organizers</i>
12:00 PM - 2:00 PM	Hotel Lobby	Payment of Entertainers
2:00 PM - 3:30PM	Cigar Bar	Event Take Down
2:00 PM - 6:00 PM	Hotel Beach	Chill Bear Beach



Marketing Plan

Wet Oso Weekend 2023 at South Padre Island, TX

The LGBTQ+ community is in constant search for safe and enjoyable spaces where they can enjoy themselves along with their friends and family. Finding a location where they can find great food, perfect weather and feel welcomed is what South Padre Island has done for the past few years as we have hosted our events. As one of our entertainers from Utah said, "Wow, this is a hidden gem in Texas that more people should know about."

Goal: To increase the visibility of South Padre Island as the premier destination for the LGBTQ+ community through the Wet Oso Weekend event.

Marketing Strategies:

- Social Media Influencers
- Social Media Live Events
- Social Media Posts
- Website Promotion
- Digital Magazine Advertisements
- Marketing Pop-Up Events that cater to the targeted population
- Promotional Items
- Event App

Action Plan: The WOW event organizers have developed a monthly calendar with targeted marketing strategies to increase ticket and lodging sales. Promotion of the event will be balanced out between in person events throughout the state of Texas, Louisiana, DC, Chicago, Mexico and online to reach out to other parts of the US and the neighboring countries.

Expected Results: To double the amount of participants and reach our lodging goals. This includes having a more diverse group of attendees who will be traveling from various parts of the country.

Contingency Plan: The event organizers have budgeted to spend 110% more of the proposed request for marketing sponsorship from South Padre Island, TX. If application is not approved at for the maximum amount requested, the organizers will keep their proposed budget to spend on marketing and focus the most effective marketing strategies.



**LETTER OF AGREEMENT BETWEEN
Holiday Inn South Padre Island AND RGV Bears**

Group:	RGV Bears	Sales Contact:	DeeOnda Ahadi
Event Name:	Wet Oso Weekend 2023	Hotel:	Holiday Inn South Padre Island
Client Contact:	Contact Name: Pedro Coronado Contact Title: Address: City, State Zip: , Phone Number: 956-292-6689 Email: RGVBears956@gmail.com	Hotel Contact:	Contact Name: DeeOnda Ahadi Contact Title: Director of Sales Address: 100 Padre Blvd City, State Zip: South Padre Island, Texas 78597 Phone Number: (956) 527-1204 Email: DOS@holidayinnpadre.com

CONTRACT DUE BACK BY: Tuesday, February 28, 2023

Name of Meeting: Wet Oso Weekend 2023

Date of Room Block: September 07, 2023 - September 10, 2023

Thank you for selecting the Holiday Inn South Padre Island for your guest accommodations. We are pleased to offer the following accommodations to your group:

GUEST ROOM ACCOMMODATIONS: The Hotel confirms for the Group the following guestrooms:

ROOM BLOCK & RATES:

	Rate	Thu 09/07	Fri 09/08	Sat 09/09
Run of the House	\$149.00	20	100	100

\$20 per night will go to paying for events & room rental.

The current guest room tax is 17% per room per night. Rates will be available x days prior and x days after the event dates indicated in the room block, subject to contracted room type and availability at time of reservations.

NON-COMMISSIONABLE: Room rates quoted are net, non-commissionable and are based on the arrival and departure pattern indicated.

RESERVATION METHOD:

Individual Call-In or Link:

Reservation will be made by individuals directly with Hotel Reservations Department before the cut-off date. Please inform guests or attendees to contact the Reservations Department at 956-426-9066 or toll free at 800-465-4329 and identify themselves as guests or participants in Client's group, meeting or event in order to receive Client's special group rates. Guests must cancel their reservations 48 hours prior to arrival or the first night's room and tax will be charged.

BILLING:

Individuals shall be responsible for their own room, tax, parking, incidental charges, and any other charges not authorized by Client to be billed to the Master Account. All charges incurred are to be paid upon checkout. The Client's Master Account is limited to charges for meeting/function room rental, audio visual, food and beverage functions and other requested services.

GUARANTEED RESERVATIONS: All reservations must be accompanied by a first night room deposit or guaranteed with a major credit card or guaranteed by the Group's deposit. Hotel will not hold any reservations unless secured by one of the above methods.

PAYMENT BY CREDIT CARD OR COMPANY CHECK: If Group wishes to pay any portion of its obligation by credit card or company check, the credit card information must be provided to the hotel along with credit card authorization information. Group agrees that the Hotel may charge to this credit card any payment as required under this Letter of Agreement.

IHG® REWARDS CLUB: IHG® Rewards Club points may be awarded for services purchased under this Agreement, in accordance with the IHG® Rewards Club terms and conditions, which can be found at http://www.ihg.com/hotels/us/en/global/customer_care/member-tc.

FUNCTION SPACE/SCHEDULE OF EVENTS: This Agreement applies to the following event and function space:

Date	Event Description	Start Time	End Time	Meeting Room	Setup	# Persons	Room Rental
09/08/2023	Welcome Reception	2:00 PM	6:00 PM	Lobby	2 tables 4 chairs	100	No Cost Associated
09/09/2023	Pool Party	1:00 PM	5:00 PM	Poolside	As is	100	No Cost Associated
09/09/2023	Welcome Reception	2:00 PM	6:00 PM	Lobby	2 tables 4 chairs	100	No Cost Associated

CUT-OFF DATE: All reservations must be received by Tuesday, August 08, 2023 and time. Reservation requests received after the cut-off date and time will be subject to space availability and prevailing rates.

INDIVIDUAL CANCELLATION: Individual reservations must be cancelled 72 hours prior to the intended date of arrival to avoid cancellation charges (one night's room plus tax).

If Client does not fulfill all of its commitments or cancels this Agreement, Client agrees that Hotel will suffer damages that will be difficult to determine. The "Attrition" and "Cancellation" provisions below provide for liquidated damages agreed upon by the parties as a reasonable estimate of Hotel's losses and do not constitute a penalty of any kind.

ATTRITION: Client will meet its minimum revenue requirements under this Agreement if it fulfills its minimum food & beverage revenue commitment above and its Adjusted Minimum Guest Room Revenue commitment based on the attrition allowance below.

Adjusted Contracted Guest Room Revenue:	85% of \$32,780 = \$27,863
--	-----------------------------------

This attrition allowance does not apply if Client cancels the Agreement or does not hold the Event. If Client hold its Event, but does not fulfill its adjusted minimum guest room revenue, commitment it will pay guest room attrition damages (plus all applicable taxes) as a reasonable estimate of Hotel's losses as follows:

Guest Room Attrition Damages = Adjusted Minimum Guest Room Revenue minus actual guest room revenue from Room Block

If Client does not fulfill its Minimum Food & Beverage Revenue commitment, it will pay the difference between its Minimum Food & Beverage Revenue commitment and its actual food & beverage revenue (plus all applicable taxes).

Client agrees that estimated Guest Room Attrition Damages will be paid at least (14) fourteen days in advance of arrival, even if direct billing has been approved. Client will receive a credit if the final damages vary from the estimated damages.

CANCELLATION OPTION: Should there be a cancellation of the entire program; the cancellation policy overrides the attrition allowances in the Agreement. Therefore, the parties agree that in the event of a

cancellation of the entire program, actual damages will be difficult to ascertain and the following describes the computation of the liquidated damages to be applied in the event of cancellation:

The liquidated damages applied due to cancellation will be charged as follows:

Cancellation Date	Cancellation Fees
From 364 days to 180 days prior to arrival	50% of total minimum Guest Room Revenue
From 179 days to 90 days prior to arrival	75% of total minimum Guest Room Revenue
From 89 days to 31 days prior to arrival	85% of total minimum Guest Room Revenue
From 30 days to arrival date	100% of total minimum Guest Room Revenue

All Cancellation Fees, plus applicable taxes, are due and payable upon receipt of the invoice.

CHECK-IN/CHECK-OUT PROCEDURE: Hotel check-in time is 4 PM on the day of arrival and check out time is 11 AM the day of departure. Please advise us of the estimated time of arrival and departure, daily itineraries, and any other pertinent information that will help us plan.

PARKING: The Hotel's current self-parking rate is complimentary per guest vehicle, per night.

LATE CHARGES: Should the group or an individual guest depart without settling charges, the Master Account will be charged.

HOTEL POLICIES:

FOOD AND BEVERAGE POLICIES: Due to licensing requirements and quality control issues, all food and beverage served on Hotel property must be supplied, served and prepared by the Hotel. No alcohol service shall be provided to guests who are not of legal drinking age.

FORCE MAJEURE: The performance of this Agreement by either party is subject to acts of God, government authority, disaster, strikes, civil disorders, or other emergencies, any of which make it illegal or impossible to provide the facilities and/or services for the Event. The performance of such party shall be excused for such reasonable time as may be required to resume performance following cessation of such cause. If unable to resume performance, it is provided that this Agreement may be terminated without liability for any one or more of such reasons by written notice from one party to the other.

The undersigned represent that they are authorized to sign and enter into this Letter of Agreement.

On behalf of Group:

By: Pedro Coronado

Title: *RGV Bears President*

Date: 2/21/23

Signature: *[Signature]*

On behalf of Hotel:

By: DeeOnda Ahadi

Title: Director of Sales

Date: _____

Signature: _____

Case No.	Case Name	Case Status
1001	John Doe	Open
1002	Jane Smith	Closed
1003	Bob Johnson	Pending
1004	Alice Brown	Open
1005	Charlie White	Closed

The following table shows the status of all cases as of the end of the reporting period. The cases are listed in ascending order of case number.

As of the end of the reporting period, there are 5 open cases, 3 closed cases, and 2 pending cases. The total number of cases is 10.

Case Summary

The following table shows the distribution of cases by status.

The data shows that the majority of cases (5 out of 10) are currently open. This indicates that there is a significant amount of work that is still in progress. The number of closed cases (3) suggests that a portion of the work has been completed. The presence of 2 pending cases indicates that there are some cases that are currently on hold or awaiting further information.

The following table shows the distribution of cases by status.

The data shows that the majority of cases (5 out of 10) are currently open. This indicates that there is a significant amount of work that is still in progress. The number of closed cases (3) suggests that a portion of the work has been completed. The presence of 2 pending cases indicates that there are some cases that are currently on hold or awaiting further information.

The following table shows the distribution of cases by status.

Wet Oso Weekend 2023

Organizer's Experience

Albert Capistran has a Bachelor's in Organizational Leadership and over ten years of experience in marketing and event planning. He is a former marketing coordinator for the International Bank of Commerce, where he facilitated several Bank events internally and for their clients. He has also collaborated with the Comfort House Hospice of McAllen by creating an event called "Bingo Gala," raising funds for low-income individuals needing hospice care. Mr. Capistran is now going on his third year as a board member of the RGV Bears, as they prepare for their third year of Wet Oso Weekend. He currently works for the University of Texas Rio Grande Valley as a Web Content Specialist.

Leo Olivarez has a Bachelor's of Science in Nursing and has been an RN for 10-years with a primary focus in mental health and individuals with intellectual and/or developmental disabilities. During this period, he has assisted with organizing health related events in the fields of mental health and general wellness. Mr. Olivarez also provides Information Technology services for the City of La Villa through his business, Xchlag Technologies, where he has assisted in organizing/running annual city events for Easter, Independence Day, Veterans Day, Christmas, New Years, and the high school graduation scholarship gala for the past 15-years. Mr. Olivarez had been an active "membear" with the RGV Bears since its inception and has recently joined the board as Treasurer.

Pedro Coronado has worked in the Non-Profit sector for the past 20 years at the Valley AIDS Council. For the past 8 years he has organized the National Latinx Conference on HIV/HCV/SUD which was held at South Padre Island for 4 years before moving it out of the state of Texas. He has worked at every capacity of event planning which includes content creation, fundraising, evaluation, and activity planning. He has also been part of the event planning for RGV Pride which has been ongoing for the past 10 years. Currently he serves as the Deputy Chief of Organizational Development at the Valley AIDS Council to increase opportunities that will benefit the communities they serve.

Wet Oso Weekend 2023

Safety and Security Plan

The organizers of Wet Oso Weekend (WOW) will take every possible step to ensure the safety of our participants, staff and collaborating partners.

Hotel Safety and Security

Attendees and Staff will be notified of all emergency exits. Contact information for hotel security will also be provided and placed in visible areas.

During the pool party event, attendees and staff will be made aware of the pool safety guidelines. It will be posted in a visible space and information will be provided via website and other methods of communication.

Event Space Safety and Security (Cigar Bar)

Security Officers will be present at the cigar bar during our evening events. Emergency exits will be pointed out to all attendees, staff and collaborators.

WET
SO
WEEKEND

WWW.WETOSOWEEKEND.COM

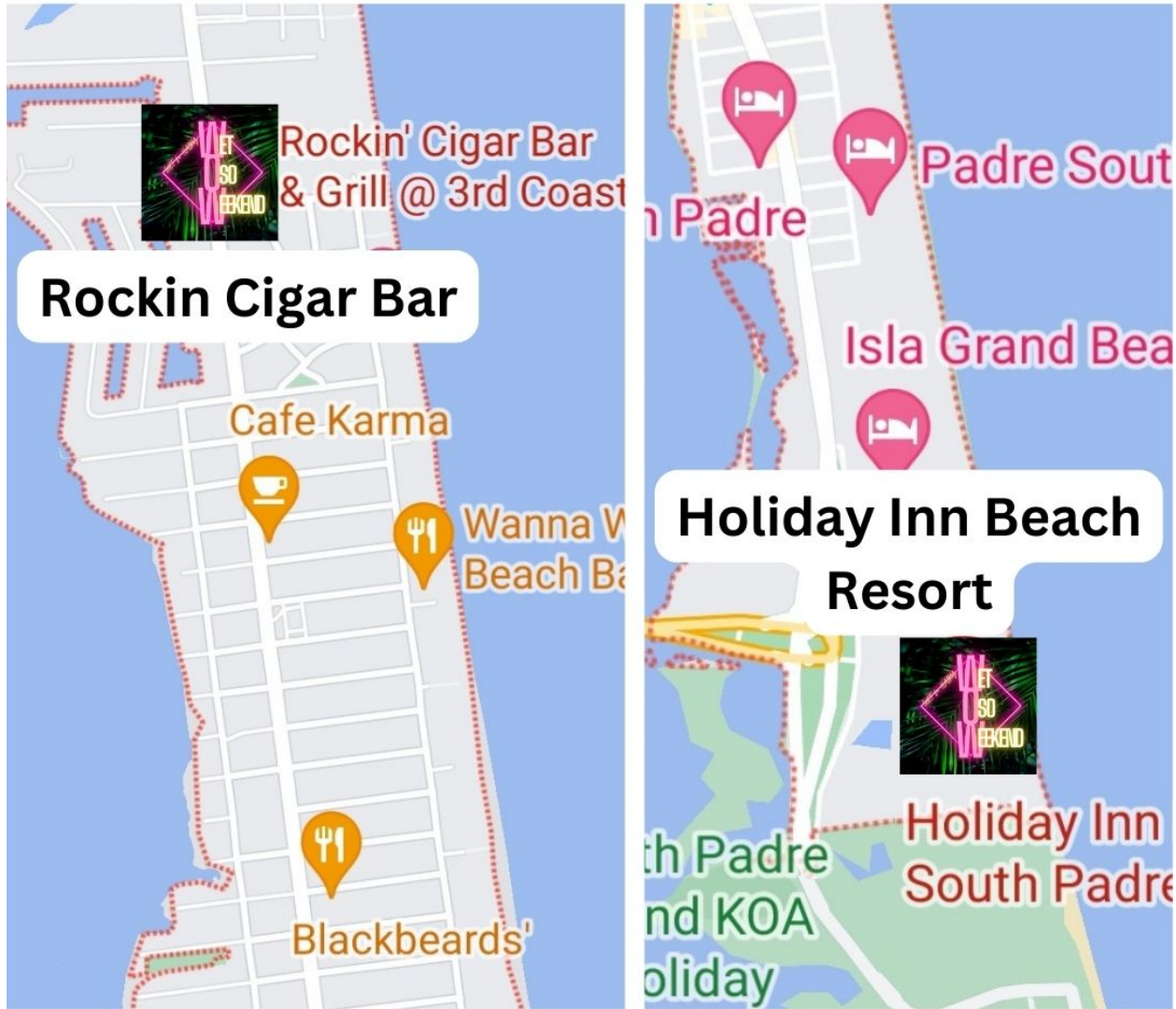
SEPT
8-10
2023

RCV

WET is HAPPY

The image is a promotional poster for 'Wet So Weekend'. It features a hairy man's torso on the left side. The background is a vibrant, tropical-themed collage with blue and pink colors and large tropical leaves. In the center, the words 'WET SO WEEKEND' are written in large, stylized, glowing letters. To the right, there are social media icons for Instagram, Twitter, and Facebook, followed by the dates 'SEPT 8-10 2023'. At the bottom center, the website 'WWW.WETOSOWEEKEND.COM' is displayed. In the bottom right corner, there is a logo for 'RCV' with a crown above it. A diagonal pink line with the text 'WET is HAPPY' is drawn across the man's chest.

Wet Oso Weekend Map



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

MEETING DATE: April 18, 2023

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Special Events Committee

ITEM

Discussion and possible action to approve the funding request for Ride for Rotary Causeway Cross in October 2023.
(Brown)

ITEM BACKGROUND

Ride for Rotary Causeway Cross is requesting \$4,500

BUDGET/FINANCIAL SUMMARY

Amount has been budgeted for FY22-23
Line Item 02-593-8099

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: April 11, 2023

Name of Organization: Rotary Club of Historic Brownsville, Inc.

Address: 328 W Cowan Terrace

City, State, Zip: Brownsville, Texas 78521

Full Name:
Robert Hibyan

E-Mail:
hibyr@aol.com

Office Number:
(956) 490-5378

Cell Phone Number:
(956) 490-5378

Website for Event or Sponsoring Entity :

<https://rotarybrownsvillehistoric.org/>

Non-Profit or For-Profit Status:
Non Profit

Tax ID #:
81-3474234

Primary Purpose of Organization:

We are a group of volunteers that raises money for service oriented projects in our area, including:
free eye glasses for kids, free tennis shoes, scholarships, medical aid projects, adoption programs and more!

EVENT INFORMATION

Name of Event: Ride for Rotary Causeway Cross

Date(s) of Event:
October 1, 2023

Primary Location of the Event:
Brownsville to South Padre Island

Amount Requested: \$4,500.00

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

We have focused on increasing marketing efforts each year to increase participation.

In addition, costs have escalated for marketing, t-shirts, medals, closing event.

Primary Purpose of Event:

Raise money for local charitable causes. 100% of the net proceeds are used for service projects. Our members are all volunteers.

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

To market the event and South Padre Island. The event is marketed to cyclist across Texas, including the RGV and all major metropolitan cities.

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

We respectfully request the SPI event registration fee be waived.

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:

\$: 2,250.00

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:

\$: 2,250.00

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this event? 18

Attendance for previous year (if applicable): 300+

How many of the attendees are expected to be from more than 75 miles away?
150

How many people attending the event will use South Padre Island lodging establishments?
100

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

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

Where and how many rooms will be blocked?
It depends on the terms established by hotel management.

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>10/2019</u>	<u>\$1,125</u>	<u>27</u>
<u>10/2021</u>	<u>\$1,125</u>	<u>45</u>
<u>10/2022</u>	<u>\$2,500</u>	<u>41</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.)?

Survey of participants at registration to confirm stays at hotels.

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

40 + sponsors:commercial businesses, restaurants, contractors, judges, attorneys, medical

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

\$45 per person

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

Anticipated net profit: \$15,000, which is to be used to fund charitable projects, including:

free eye glasses for kids, free tennis shoes, scholarships, medical aid projects, adoption programs and more!

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

Print \$: 500

Website \$: 1,000

Radio \$: _____

Social Media \$: 2,500

TV \$: _____

Other Digital Advertising \$: 500

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?

We print out posters and push cards, all which promote the ride and the Island.

We place posters at 100+ heavy traffic businesses. We hand out cards at cycling events.

Who is your target audience?

Cyclists from the RGV and major metro cities in Texas. Ages 30 - 65.

What geographic region(s) are you marketing to?

Rio Grande Valley, Houston, Austin, San Antonio, Corpus, Northern Mexico

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

Yes, coverage is through U.S. Rotary Club & District Liability Insurance Program

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: Ride for Rotary Queen Isabella Cross

- 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)

04/11/2023

Authorized Signature

Date

Robert Hibyan for the Rotary Club

Print Name

October 01, 2023



Ride For Rotary Queen Isabella Causeway Cross 2023

[\\$25 instant refund on this event with gift card.](#)

The Rotary Club of Historic Brownsville will host it's Annual Ride for Rotary-Queen Isabella Causeway Cross Benefit Ride on October 1, 2023. The ride will end at Louie's Backyard. The ride draws participation from cyclists of all levels and ages. Last year, we had participants from Brownsville, Weslaco, Harlingen, San Benito, South Padre Island, McAllen, Corpus Christi, San Antonio, Matamoros, and Reynosa.

All proceeds raised by the event will be used to support Rotary's local projects, which include providing free eye exams and eyeglasses to children, hosting Rotary's Annual Heart Gallery (an adoption awareness event), funding scholarships for local students, providing Christmas gifts to nursing home residents, and funding for other Rotary International humanitarian projects.

Event details and schedule

Event Date: October 1, 2023 (Sunday) at Brownsville Event Center

Registration Price: \$55 (Kids 12 & under free)Free t-shirts to first 200 riders

AND MEDALS FOR ALL RIDERS

Tour Start Time	Tour Distance in Miles	Minimum Average Speed Required	Maximum Clock Finish
7:00 a.m.	33	8-17 mph	10:00 a.m.

Packet pickup: Bicycle World-Brownsville TX from 10:00 a.m. to 2:00 p.m. on October 1, 2022. Or on the day of the event.

If you have any questions, please contact Markus Villanueva 956-639-5020 or Diego Garza at 956-455-4243

All Riders must wear helmets. All riders must meet at Pelican Station by 10:15 a.m. The causeway cross will take place by 10:30 a.m. NO rider is allowed on the causeway, until we all cross at the same time. All riders must have BIBS on there shirts at the start of the ride. NO RIDERS WILL BE ALLOWED TO CROSS WITHOUT A BIB ON THERE SHIRT (NO EXCEPTIONS)

🕒 When

October 01, 2023

Sunday

[Add to calendar](#)

📍 Location

The Brownsville Event Center

1 Event Ct Brownsville, TX 78526

[View Map](#)

🌐 Web

[Visit organizer website](#)

Ride for Rotary 2023 Budget

Rotary Club of Historic Brownsville Inc

Ride for Rotary

Financial Statements in U.S. Dollars

Revenue

Sponsor Income

25000.00

0.00

Rider Income-Active.com

12000.00

Rider Income-Club Website

1000.00

Rider Income-paper registration-extra lunches-extra shirts

2000.00

Net Sales

40000.00

Cost of Goods Sold

Beginning Inventory

Add: Purchases

Freight-in

Direct Labor

Indirect Expenses

Inventory Available

0.00

Less: Ending Inventory

Cost of Goods Sold

0.00

Gross Profit (Loss)

40000.00

Expenses

Permits-Port Isabel

600.00

Police Protection

1200.00

Rental of Bike Racks

300.00

Advertisement

4500.00

Rider Food

2500.00

Shirts

3000.00

Louies BackYard

4000.00

Restrooms

300.00

Medals

2500.00

0.00

0.00

0.00

Mobile Pictures

400.00

Total Expenses

19300.00

Net Operating Income

20700.00

Other Income

Gain (Loss) on Sale of Assets

Interest Income

Total Other Income

0.00

Net Income (Loss)

20700.00

Rotary Club of Historic Brownsville Inc

Ride for Rotary Marketing Proposal - 2023

Christian Flores proposes to take three key areas of action to ensure we are increasing advertising, sponsorship, and registrations for the October 1, 2023 Ride for Rotary event.

In-Person Sign Up

- Rotary members will dedicate time to attending local bike events and biker spots to do in-person registration prior to the event. Locations such as Broken Sprocket, Texas Branding Iron and Bicycle World.

Instagram Marketing:

- Manage and utilize Instagram page for Ride for Rotary Brownsville with some previous years' photos for a base to cross posts and do paid ads in Facebook for target markets of the RGV, Laredo, Corpus Christi, San Antonio, Austin, Houston, and Mexico.

Facebook Posts and Paid Ads:

- Manage and utilize Facebook page for Ride for Rotary, pull images from Facebook page and create & schedule ads and posts every other day beginning in May through the 3rd week of September or right before the event with scheduled paid campaigns. *Boosted targets will be adjusted accordingly based on paid ad campaign results. Each campaign will run for 7 to 14 days.*
- Target niche markets of the RGV, Laredo, Corpus Christi, San Antonio, Austin, Houston, and Mexico (Monterrey and Mexico City).
- Boost the Facebook Ride for Rotary event based on target markets from May through the 2nd week of September (this will be turned on and off)

\$2,000 Minimum Budget

- 100% of the budget will be used directly on paid Facebook ads. Amounts per campaign will be determined after confirmation of the overall budget, analyzing cost per thousand, audience levels and other variables; amounts spent for campaigns are non-refundable.
- Posters design, flyer design, t-shirt design, page management, and save the dates are incurring no additional cost.

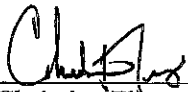
Considerations:

- Christian Flores will be given full administration rights on the Ride for Rotary Facebook, Instagram page and access to sign-up riders at in-person events.
- Rotary members will be encouraged to share post to their social media networks.

- During the campaign time, Ride for Rotary may make any adjustments to the created paid activity. By providing Christian Flores has full admin rights, I will be responsible for all social media posts and updates.

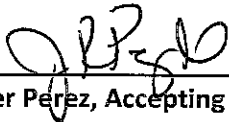
Ride for Rotary team can modify this agreement made between Ride for Rotary and Christian Flores. If the agreement is VOIDED by adjustments made by the Ride for Rotary team and the full amount of the budget was not used, then the difference of unused budget that has been prepaid will be refunded to Ride for Rotary.

Approved Budget: \$4500_____



Christian Flores 512-507-8843

Rotary Club of Brownsville Inc



Jennifer Perez, Accepting Member

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

MEETING DATE: April 18, 2023

NAME & TITLE: Ema Jaramillo, Management Assistant

DEPARTMENT: Special Events Committee

ITEM

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

ITEM BACKGROUND

Discussion and action concerning the new meeting date for May 2023.

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

N/A

LEGAL REVIEW

Sent to Legal:

Approved by Legal:

RECOMMENDATIONS/COMMENTS: