

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

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

Wednesday, July 22, 2015
9:00 A.M. AT THE MUNICIPAL BUILDING,
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

- 1) Call to order.
- 2) Pledge of Allegiance.
- 3) Public announcements and comments: *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns. (Note: State law will not permit the Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).*
- 4) Consent Agenda:
 - a) Approval of minutes for June 24, 2015 Regular Meeting.
 - b) Approval of minutes for July 13, 2015 Special Meeting.
- 5) Update on Convention Centre renovation project. (Jones)
- 6) Discussion and possible action regarding Director of Sales report.(Arnold)
 - a) Update regarding CVB Sales Committee Meeting.
- 7) Update, discussion and possible action regarding Convention Centre Report.(DiLibero)
- 8) Discussion and action regarding consideration for funding request on new or returning events:
 - a) Beach-N-Biker Fest (April 2016)
 - b) Fiesta Padre(May 2016)
 - c) HinoPalooza-SPI Bike Rally (October 2015)
 - d) HinoPalooza-Brew & Spirit Fest (December 2015)
 - e) Ladies Kingfish Tournament (August 2016)
 - f) Sand Castle Lessons (Fall 2016)
 - g) South Padre Penguin Plunge (January 2016)
 - h) Splash South Padre (October 2015)
- 9) Discussion and possible action regarding Eyewax Spring Break Production. (Till)
- 10) Update, discussion and possible action regarding Website Sub-Committee meeting. (Holthusen)
- 11) Set new meeting date/agenda items for next meeting.

12) Adjourn.

DATED THIS THE 17th DAY OF JULY 2015.

Rosa Zapata

Rosa Zapata, CVB Sales Administrative Assistant

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE NOTICE OF MEETING OF THE GOVERNING BODY OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT THE CITY HALL/MUNICIPAL BUILDING ON July 17, 2015, at/or before 5:00 P.M. AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

Rosa Zapata

Rosa Zapata, CVB Sales Administrative Assistant



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

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

MEETING DATE: July 22, 2015

ITEM DESCRIPTION

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

Items to be considered are:

- a. Approval of minutes for June 24, 2015 Regular Meeting.
- b. Approval of minutes for July 13, 2015 Special Meeting.

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

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

MEETING DATE: July 22, 2015

NAME & TITLE: Rosa Zapata, Sales Administrative Assistant

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve minutes for June 24, 2015 Regular Meeting.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve Minutes

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

Wednesday, June 24, 2015

1. Call to order.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Special Meeting on Wednesday, June 24, 2015 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Jimmy Hawkinson called the meeting to order at 9:00 a.m. A full quorum was present: Wally Jones, Joe Ricco, Arnie Creinin, Wally Jones and Sean Till. Also present Ex-Officio Michael Jones and Terence Chase. Absent: Bill Donahue

City Council members present were Mayor Barry Patel, Council Member Dennis Stahl, Council Member Sam Listi, Council Member Alita Bagley, Council Member Julee LaMure.

City staff members present were City Manager William DiLibero, Assistant City Manager Darla Jones, CVB Director of Sales Denise Arnold, Sales Administrative Assistant Rosa Zapata, IT Director Paul Holthusen, Sales Manager Michael Flores, Senior Sales Manager Eduardo Figueroa, Finance Director Rodrigo Jimenez, CVB Accountant Lori Moore.

2. Pledge of Allegiance.

Chairman Jimmy Hawkinson led the Pledge of Allegiance.

3. Public announcements and comments: *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns. (Note: State law will not permit the Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).*

No public comments were given at this time.

4. Consent Agenda:

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

- a) Approval of minutes for May 27, 2015 Regular Meeting and Workshop.
- b) Approval of minutes for June 17, 2015 Workshop.

5. Update on Convention Centre renovation project. (Jones)

Assistant City Manager Darla Jones gave an update concerning the renovation project stating the work is progressing extremely well. She is expecting substantial completion by July 16, 2015.

6. Discussion and possible action regarding Director of Sales report.(Arnold)

Director of Sales Denise Arnold mention to the Board the Pace Report had some discrepancies and is currently being corrected. The Board recommended the Sales Report be share at the Sales Sub-Committee meeting. Mayor Patel recommended to hire a company to train the sales departments concerning leads. No action taken.

a. Update regarding CVB Sales Committee Meeting.

7. Update, discussion and possible action regarding Convention Centre Report.(DiLibero)

City Manager William DiLibero gave the Board an update concerning the new CVB Director Keith Arnold. Recommendations were given by the Board concerning the median banner located by the area coming off the causeway and removing the www. from all the median banners.

a. Median Banner Guidelines

Board Member Till made the motion to remove the www. from the median banner application, seconded by Board Member Patel. Motion passed unanimously. Banner must be TxDot approved.

b. New Events Funding Guidelines

Discussion was held. No action taken.

c. Hot Tax Program

City Manager William DiLibero gave the Board an update concerning the HOT Tax Program. No action taken.

8. Update, discussion and possible action regarding Website Sub-Committee meeting. (Holthusen)

No discussion was held.

9. Update, discussion and possible action regarding the CVB Budget Report. (DiLibero)

After a lengthy discussion, Board Member Creinin made to the motion to approve the budget, seconded by Vice Chairman Jones. Motion carried unanimously.

10. Discussion and possible action regarding NBA D-League and NCAA Basketball Events.(DiLibero/Flores)

Council Member Sam Listi gave the Board an update concerning the basketball events held in the past. After a lengthy discussion, no action was taken.

11. Discussion and action regarding the RFP for the Spring Break 2016. (DiLibero)

Board Member Till made a motion to remove item #4 and #6 from the Scope of Work on the Spring Break RFP, seconded by Board Member Patel. After some discussion, both Board Members withdrew their motion.

Board Member Patel made a motion on the overview section of the RFP 2016 Spring Break to strikeout the 18-24 year olds, remove any language that request a particular event, under the scope section

strikeout items #4 and #6, item #5 revise it to say, “maybe a ticketed event” and to include any questions to be sent to City Manager Bill DiLibero two weeks prior. Motion passed unanimously.

12. Discussion and action regarding the RFP’s for Digital Marketing Campaign. (DiLibero)

Chairman Hawkinson made a motion for the Board Members to submit the top 3 RFP’s from the Digital Marketing Campaign no later than Monday, June 29, 2015 to the City Manager for a possible presentation on July 13, 2015, seconded by Board Member Till. Motion carried unanimously.

13. Discussion and action regarding the RFP’s for the Advertising Agency. (DiLibero)

Chairman Hawkinson made a motion to submit the top 3 RFP’s from the Advertising Agency to the City Manager William DiLibero no later than Monday, June 29, 2015 for a possible presentation on July 13, 2015, seconded by Board Member Till. Motion carried unanimously.

14. Discussion and possible action regarding Machete Marketing Update.(DiLibero/Lopez)

Catarino Lopez with Machete, Inc. gave the board an update concerning this quarter marketing. Discussion was held. No action taken.

a. Marketing for Convention Centre Renovation.

The Board gave recommendations concerning marketing the Convention Centre Renovations. Assistant City Manager Darla Jones mention the Convention Centre Renovation project is under budget and would like to use some of the money left towards updating the interior of the building. She asked if the Board can wait to advertise the Convention Centre Renovation Project until the interior and landscaping is completed. Chairman Hawkinson recommended complying all the information and have it ready for marketing.

15. Set new meeting date/agenda items for next meeting.

Next scheduled meeting will be Wednesday, July 22 at 9:00 a.m.

16. Adjourn.

There being no further business, Chairman Hawkinson adjourned the meeting at 1:00 p.m.

Rosa Zapata, CVB Sales Administrative Assistant

Jimmy Hawkinson, CVA Chairman

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

MEETING DATE: July 22, 2015

NAME & TITLE: Jimmy Hawkinson, Advisory Board Chairman

DEPARTMENT: Advisory Board Committee Member

ITEM

Approval of minutes for July 13, 2015 Special Meeting.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve minutes.

MINUTES
CITY OF SOUTH PADRE ISLAND
CONVENTION AND VISITORS ADVISORY
SPECAIL BOARD MEETING

Monday, July 13, 2015

1. Call to order.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Special Meeting on Monday, July 13, 2015 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Jimmy Hawkinson called the meeting to order at 9:00 a.m. A quorum was present: Wally Jones, Bill Donahue, Hershal Patel, Arnie Creinin, Wally Jones and Sean Till. Also present Ex-Officio Michael Jones and Terence Chase. Absent: Joe Ricco

City staff members present were City Manager William DiLibero, Sales Administrative Assistant Rosa Zapata, IT Director Paul Holthusen, CVB Director Keith Arnold.

2. Pledge of Allegiance.

Chairman Jimmy Hawkinson led the Pledge of Allegiance.

3. Public announcements and comments: *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns. (Note: State law will not permit the Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).*

No public comments were given at this time.

1. Presentation, discussion and action regarding the RFP's for Digital Marketing Campaign and Advertising Agency from the following companies:

- a. Slingshot
- b. Imagine It
- c. Atkins Group

After presentations and a lengthy discussion, Board Member Jones made the motion to approve the Atkins/Aria Group. Seconded by Board Member Donahue. Motion passed unanimously.

4. Set new meeting date/agenda items for next meeting.

Next scheduled meeting will be Wednesday, July 22 at 9:00 a.m.

5. Adjourn.

There being no further business, Chairman Hawkinson adjourned the meeting at 1:00 p.m.

Rosa Zapata, CVB Sales Administrative Assistant

Jimmy Hawkinson, CVA Chairman

DRAFT

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

MEETING DATE: July 22, 2015

NAME & TITLE: Darla Jones, Assistant City Manager

DEPARTMENT: City of South Padre Island

ITEM

Update on Convention Centre renovation project.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

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

MEETING DATE: July 22, 2015

NAME & TITLE: Denise Arnold, Director of Sales

DEPARTMENT: City of South Padre Island

ITEM

Discussion and possible action regarding Director of Sales report.

a) CVB Sales Committee meeting minutes.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

LEADS SENT REPORT (2 FEBRUARY TO 18 MARCH) All Sales Representatives, All Events, All Markets

Sales Rep	Account Name	Sent Date	EIC	Requested Rooms	N/R
Denise Arnold	Apostolic Church - Ladies Retreat - 2016	4/5/2016	\$ 89,893.00	225	Repeat
Denise Arnold	Chicks on Towels Event	8/6/2015	\$ 55,698.00	55	New
Denise Arnold	Global Elegance Retreat	6/21/2016	\$ 66,632.00	200	New
Denise Arnold	Pronto Insurance Board Meeting 2015	8/6/2015	\$ 12,000.00	30	Repeat
Denise Arnold	Pronto Insurance Meeting	7/8/2015	\$ 8,000.00	25	Repeat
Denise Arnold	Railroad Commission of Texas - Oil and Gas Regulatory Conference	9/6/2016	\$ 150,356.00	350	New
Denise Arnold	Solid Rock Resources - Camp Padre 2015	6/22/2015	\$ 98,698.00	225	Repeat
Denise Arnold	2015 DARS Staff End of Year Conference	10/14/2015	\$ 22,640.00	30	New
Denise Arnold	Whataburger Retreat 2015	7/16/2015	\$ 45,986.00	80	New
TOTAL			\$549,903.00	1220	
Eduardo Figueroa	District and County Clerks Association of Texas	6/25/2017	\$ 445,200.00	2120	Repeat
Eduardo Figueroa	2016 Spring Council Retreat	4/1/2016	\$ 8,778.00	42	New
Eduardo Figueroa	TACHC OC Learning Session 3	3/22/2016	\$ 20,900.00	100	Repeat
Eduardo Figueroa	2019 TSNA Conference	6/9/2019	\$ 30,700.00	140	New
Eduardo Figueroa	UTPA-OFS Meeting	2/15/2016	\$ 54,720.00	320	New
TOTAL			\$560,298.00	2722	
Michael Flores	2016 304th Signal Ops Bn Annual Reunion	9/22/2016	\$ 17,850.00	78	New
Michael Flores	2018 3rd Marine Division Reunion	8/21/2018	\$ 127,500.00	650	New
Michael Flores	2016 511th AC & W Air Force Reunion Group	9/20/2016	\$ 42,500.00	220	New
Michael Flores	2017 525th FIS Air Force Reunion	10/5/2017	\$ 17,850.00	105	New
Michael Flores	2016 Air Transport Annual Reunion	9/15/2016	\$ 8,160.00	48	New
Michael Flores	2015 October Cyclovia South Padre	10/3/2015	\$ 50,000.00	150	Repeat
Michael Flores	2017 Detachment 8 Association Military Reunion	9/5/2017	\$ 15,640.00	110	New
Michael Flores	2016 Church Conference	10/17/2016	\$ 89,250.00	455	New
Michael Flores	2017 Laon Air Police Reunion	10/5/2017	\$ 12,750.00	66	New
Michael Flores	2015 LDS MidSingles Conference	11/5/2015	\$ 51,000.00	195	New
Michael Flores	2016 Marine Barracks Bermuda Reunion	10/19/2016	\$ 10,200.00	64	New
Michael Flores	2018 Navy Postal Clerk Association Reunion	3/1/2018	\$ 15,300.00	90	New
Michael Flores	50th Peralez Birthday Reunion	7/19/2015	\$ 12,500.00	84	New
Michael Flores	2015 SPI Summer Camp	6/15/2015	\$ 28,000.00	300	Repeat
Michael Flores	2020 Squadrons and Shipmates Annual Reunion	9/21/2020	\$ 45,900.00	141	New
Michael Flores	2018 USNMCB 71 Seabee Association Reunion	9/23/2018	\$ 52,640.00	192	New
Michael Flores	2018 USS Flasher Annual Reunion	5/2/2018	\$ 20,400.00	94	New
Michael Flores	2019 USS Randolph Annual Reunion	9/22/2019	\$ 66,300.00	390	New
Michael Flores	2017 USS Richard E. Byrd Annual Reunion	9/21/2017	\$ 19,380.00	114	New
Michael Flores	2016 USS Silverstein Reunion	9/7/2016	\$ 23,800.00	116	New
Michael Flores	2016 USS Witek Annual Reunion	10/5/2016	\$ 23,800.00	132	New
Michael Flores	2016 USS Wren Annual Reunion	9/14/2016	\$ 11,560.00	68	New
Michael Flores	2015 Webb AFB Annual Reunion	9/17/2015	\$ 10,200.00	54	New
Michael Flores	2016 Your Military Reunion Connection Marketplace, South Padre	10/17/2016	\$ 11,000.00	66	New
TOTAL			\$ 783,480.00	3982	
GRAND TOTALS			\$ 1,893,681.00	7904	

PACE BOOKING REPORT (2014 TO 2019) All Sales Representatives, All Markets**By number of room nights entered into iDSS**

<u>MonthName</u>	<u>Actual 2014</u>	<u>Definite 2015</u>	<u>Tentative 2015</u>	<u>Definite 2016</u>	<u>Tentative 2016</u>	<u>Definite 2017</u>	<u>Tentative 2017</u>	<u>Definite 2018</u>	<u>Tentative 2018</u>	<u>Definite 2019</u>
January	870	748	0	150	0	0	0	0	335	0
February	1659	1312	0	125	320	0	265	0	450	0
March	1794	2015	0	84	350	0	0	0	90	0
April	3028	2218	0	340	450	685	655	1830	0	0
May	2370	4123	0	356	560	0	450	0	94	0
June	3359	2105	0	1835	530	110	2336	0	0	0
July	1607	1498	20	735	650	0	650	0	650	0
August	3762	2747	44	375	0	0	0	0	650	2025
September	5531	2047	54	1275	1800	0	224	0	192	0
October	1600	3227	615	0	717	0	171	0	500	0
November	1017	2440	485	0	0	1325	0	0	0	0
December	2861	310	0	0	0	0	0	0	0	0
TOTAL	29458	24790	1218	5275	5377	2120	4751	1830	2961	2025
May-15	29458	22876	2317	3899	4598	250	6226	1830	1935	2025
Difference		1914	-1099	1376	779	1870	1475	0	1026	0

Lost Sales Booking Report June 2015

<u>Sales Rep</u>	<u>Account</u>	<u>Reason Lost</u>	<u>Estimated Impact</u>
Denise Arnold	Pronto Insurance Beach Bash-2015	Cancelled - Recheduled Date	\$45,698.00
Denise Arnold	Pronto Insurance Board Meeting 2015	Cancelled - Recheduled Date	\$4,000.00
Eduardo Figueroa	State Bar of Texas Spring Retreat - 2016	Lost - Las Vegas, NV - It was cheaper to fly to Las Vegas than drive or fly to South Padre Island	\$10,123.00
			\$59,821.00

DEFINITE BOOKING REPORT JUNE 2015 All Sales Reps, All Markets, All Events

Sales Rep	Account Name	Event Date	EIC	Requested Rooms	N/R
Denise Arnold	Apostolic Church - Ladies Retreat - 2016	4/5/2016	\$ 75,893.00	185	Repeat
Denise Arnold	Chicks on Towels Event	8/6/2015	\$ 55,698.00	40	New
Denise Arnold	Pronto Insurance - IA Conference 2015	9/12/2015	\$ 12,000.00	30	Repeat
Denise Arnold	Pronto Insurance Board Meeting 2015	8/6/2015	\$ 12,586.00	39	Repeat
Denise Arnold	Pronto Insurance Meeting	7/8/2015	\$ 28,000.00	90	Repeat
Denise Arnold	Solid Rock Resources - Camp Padre 2015	6/22/2015	\$ 13,698.00	50	Repeat
Denise Arnold	Texas Association of Collegiate Registrars and Admissions Officers	11/3/2017	\$ 325,623.00	1325	New
		TOTALS	\$523,498.00	1,759	

Sales Rep	Account Name	Event Date	EIC	Requested Rooms	N/R
Eduardo Figueroa	Texas Victim Services Association	5/3/2017	\$70,145.00	545	Repeat
		TOTALS	\$70,145.00	545	

	Account Name	Event Date	EIC	Requested Rooms	N/R
Michael Flores	Cyclovia	10/3/2015	\$ 95,000.00	150	Repeat
Michael Flores	Peralez Family Reunion -2016	5/26/2016	\$ 125,000.00	216	New
Michael Flores	Peralez Family Reunion - 50th Celebration	7/19/2015	\$ 17,500.00	84	New
Michael Flores	Southwest Park Baptist Church	6/15/2015	\$ 28,000.00	300	Repeat
Michael Flores	Texas Department of Family & Protective Services	11/9/2015	\$ 310,000.00	1600	New
		TOTALS	\$575,500.00	2,350	

GRAND TOTALS	\$1,169,143.00	4,654
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WEEKLY RECAP – May 1-31, 2015

PROPERTY: South Padre Island Convention and Visitor's

Denise Arnold, Eduardo Figueroa, Mike Flores

<u>Action Goals to be Completed Per Week:</u>	Denise Arnold	Eduardo Figueroa	Mike Flores	Total for Period
Outside Sales Call [5]	12	18	25	55
Prospecting Call [15]	39	85	61	185
Tour/Site Visit [2]	4	17	27	59
RFP/Inquiry Call [5]	18	15	17	50
Maintenance Call [10]	31	51	74	156
Entertainment [1]	3	2	6	13
Sent Leads [1]	9	5	24	38



CVB Sales Committee Meeting Minutes
Tuesday, July 7, 2015
10:00am – Hilton Garden Inn

Committee Members Present: Rene Valdez, Mike Bigelow, Alma McLeroy, Daniel Salazar, Jose Salazar, Will Greenwood

Also present: Terri Murphy, Stormy Wall, CVA Board Member Hershal Patel, CVA Board Member Arnie Creinin, CVA Chairman Jimmy Hawkinson, Jasmine Perez, Mayor Barry Patel

Staff: Keith Arnold, Denise Arnold, Michael Flores, Eduardo Figueroa, Rosa Zapata

Agenda:

1. Introduction of new CVB Director – Keith Arnold

CVB Director Keith Arnold briefly gave the committee what were his plans for the CVB. He would like to tour the hotel properties within the next two weeks. Introductions were done by everyone who attended at the meeting at this time.

2. Go over minutes of last meeting.

- a. Calendar of Events – Completed and sent out on July 2, 2015. This will be sent out monthly with 45 day future bookings/events.

Denise updated the committee concerning the minutes and the Calendar of Events. Anyone who did not receive it could contact Nancy Botello at 956-761-3000 and be added to eblast for the calendar of events.

3. Convention Services: Rosa Zapata

- a. Giveaway Items
 - b. Ratio of Services – Based on Room night consumption
 - c. Track Expenses from Convention Services

Rosa Zapata updated the committee concerning convention services. All giveaways items are track for expenses purposes. All inventory is accounted for through the iDSS sales system.

4. Updated Pace Report

- a. Discussion of May to June Pace Report

Director of Sales Denise Arnold went over the Pace report for June 2015. After a discussion, CVA Chairman Jimmy Hawkins mentioned this meeting is to collaborate together and how we can generate more business.

5. Setting Definite Dates For Sales Blitz/Event and Christmas Deliveries

- a. Christmas – December 1-3, and December 8-10, 2015

b. Sales Blitz/ Client Appreciation Event Austin – ??

Several dates was suggested by the Sales Committee for the Sales Blitz in November. CVB Director Keith Arnold suggested the first few days to do a sales blitz and a one day event for lunch and dinner regarding the Client Appreciation Event. The Sales Committee tentatively agreed to do the sales blitz the 2nd or 3rd week of November. Stormy Wall suggested November 11-12, 2015.

The Sales Committee tentatively approved the dates for Christmas gift deliveries to be done December 1-3 and December 8-10.

CVA Board Member Hersh Patel suggested for Nancy to put an eblast together and have it ready to be send out to clients that have not been with us for over a year. CVA Chairman Jimmy Hawkinson suggested to promote the recent renovations done at the Convention Centre. CVB Director Keith Arnold suggested to start sending out the invitation.

6. Upcoming Travel

- a. DMAI Conference in Austin, Texas, July 14-17, 2105 – Keith Arnold and Michael Flores
- b. TACVB Conference in The Woodlands, Texas, August 3-7, 2015 – Denise Arnold, Michael Flores, and Eduardo Figueroa
- c. Sales Calls – July
 - i. Denise Arnold -RGV
 - ii. Eduardo Figueroa – RGV/ McAllen
 - iii. Michael Flores – Austin and RGV

CVB Director of Sales Denise Arnold gave an update on their upcoming travel.

7. Sales Update– Eduardo Figueroa

Senior Sales Manager Eduardo Figueroa gave an update on the status concerning the NPAS, UTPA, and AEM groups.

8. Sales Update – Michael Flores

Sales Manager Michael Flores gave an update on his trip to Dayton, OH concerning the Military Market Place event. He also gave a brief update on the Adult Protective Services Conference in November 2015.

9. Comments and Questions:

CVB Director Keith Arnold reminded the Sales Committee to email any agenda items they would to talk about for next month meeting.

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

MEETING DATE: July 22, 2015

NAME & TITLE: William DiLibero, City Manager

DEPARTMENT: City of South Padre Island

ITEM

Update, discussion and possible action regarding Convention Centre Report.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

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

MEETING DATE: July 22, 2015

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding consideration for funding request on new or returning events:

- a) Beach-N-Biker Fest (April 2016)
- b) Fiesta Padre(May 2016)
- c) HinoPalooza-SPI Bike Rally (October 2015)
- d) HinoPalooza-Brew & Spirit Fest (December 2015)
- e) Ladies Kingfish Tournament (August 2016)
- f) Sand Castle Lessons (Fall 2016)
- g) South Padre Penguin Plunge (January 2016)
- h) Splash South Padre (October 2015)

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

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

MEETING DATE: July 22, 2015

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding consideration for funding request on the Beach-N-Biker Fest (April 2016).

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**HOTEL OCCUPANCY TAX USE GUIDELINES
UNDER TEXAS STATE LAW
SOUTH PADRE ISLAND HOTEL TAX FUNDING APPLICATION FORM**

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

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

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

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

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

City Policy: The City of South Padre accepts applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted in writing and be accompanied by the official application by the below noted deadlines.

The application will be reviewed by the Convention and Visitors Advisory Board during one of two annual funding review periods. All applications must be presented at least two months prior to the date of the proposed event or expenditure.

Funding Application Deadline for Spring/Summer Activities: Wednesday, January 7th.

Funding Application Deadline for Fall/Winter Activities: Wednesday, July 8th.

Applications for funding will be submitted through the city application forms and reasonable attachments provided by the applicants. Review of the applications will be done by city staff and the Tourism Advisory Board solely through the written applications unless an in person presentation is requested by two or more of the committee members. In such a case, the applicant may be asked to be present at the meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

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

Eligibility and Priority for Hotel Tax Funds:

Impact: Funding priority will be given to those events and entities based on their ability to generate and sustain overnight visitors to South Padre Island. **The amount that you are requesting should not exceed more than the total amount of hotel night revenue that you are predicting will be created or sustained by your event or facility. Applicants must place a link to the South Padre Island CVB listing of hotels on the applicants website. Applicants for funding are strongly encouraged to attend one of the annual informational seminars on hotel occupancy tax funding.**

If an event or facility will not generate any meaningful hotel night activity or gain participation of existing hotel guests, it is not eligible for receipt of hotel occupancy tax funds.

Events can prove their potential to generate overnight visitors by:

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

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

The City’s Convention and Visitor’s Bureau Department shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the staff shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board for both anchor events and non-anchor events. The Tourism Advisory Committee may accept or amend the CVB staff’s recommendations by a majority vote of the Committee.

Four Year Cap on Reimbursements for Operational Costs Unless Anchor Event

There shall be a four year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses, unless the event is determined to be an “anchor event.”

Application to be an Anchor Event: There are certain events that have an established impact that warrants continued regular annual or seasonal funding of the event with hotel tax. **An Anchor Event shall be an event that generates or sustains over 500 hotel nights for the event and over 1,500 overnight visitors to South Padre Island for the event.** Preference for Anchor Event designation will be given to multi-day events. Each year, entities may apply to have their event funded as an anchor event and provide documentation to support this designation.

Anchor events shall be funded on a reimbursement basis once the event expenses have been incurred and the post event report is completed. It is within the discretion of the Convention and Visitors Advisory Board to proportionately reduce the amount of awarded hotel tax funding to reflect the actual impact of the event if the event does not meet its estimated impact on the funding application. The Convention and Visitors Advisory Board may take into consideration factors such as weather disturbances or other items that are beyond the control of the meeting planner in adjusting the funding.

Non-Anchor Events

Application to be a Standard Hotel Tax Funded Event: There are certain events that may not meet the requirements of an Anchor Event but still have a meaningful impact on tourism and hotel activity for South Padre Island.

Seed Money Limitation: Non-Anchor Event Funding from the hotel tax is to be treated as “seed money” with the intent that the event/facility program will eventually be able to fund it’s operational costs (other than marketing) from program revenues and non hotel tax sponsorships. Accordingly, hotel tax funding for operational costs other than marketing for non-anchor events is limited to no more than four consecutive years of Hotel Tax Funding. The Convention and Visitors Advisory Board will have the discretion to amend that limitation if deemed appropriate.

Non-Anchor Event hotel tax funding may be provided at the time of the award determination in order to facilitate the holding of the event. For the first year of a non-anchor event, the funding will not be reduced based on the actual impact of the event unless there is a substantial breach of the terms of the funding agreement by the applicant. For subsequent funding years, the funding will be provided on a reimbursement basis. For subsequent funding years, it is also within the discretion of the Tourism Advisory Committee to proportionately reduce the awarded hotel tax funding amount to reflect the actual impact of the event if the event does not meet its estimated impact on the funding application. In all cases, the Tourism Advisory Committee shall retain 25 % of the hotel tax funding award that will only be paid upon submission of the post event report and satisfactory performance on the terms of the funding agreement. The CVB staff shall be tasked to recommend whether full payment should be made for each funded event. The Convention and Visitors Advisory Board may take into consideration factors such as weather disturbances or other items that are beyond the control of the meeting planner in adjusting the funding.

Black Out Periods for Hotel Tax Funding

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

The month of July

The Spring Break Period (Insert blocked spring break period dates)

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

Use of Revenues from Event: A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. No other outside event(s), project, charity, etc., sponsored by the host organization may profit from the South Padre Island's funding of a particular event. This restriction can be waived by the Tourism Advisory Committee for an event that has a substantial impact on tourism and hotel activity.

Supplemental Information Required With Application: Along with the application, please submit the following:

☒ Proposed Marketing Plan for Funded Event

☒ Schedule of Activities or Events Relating to the Funded Project

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

Submit to: Mike Flores, Sales Manager Convention and Visitors Advisory Board/ C/O City of South Padre
Island Convention and Visitor's Bureau
7355 Padre Blvd.
956-761-8199
michael@sopadre.com

Application

Date: July 1, 2015

Organization Information

Name of Organization: Magic Valley Riders M/C Inc. DBA Beach N Biker Fest

Address: PO Box 530823

City, State, Zip: Harlingen, TX 78553

Contact Name: Dianna Reed/Troy Allen Contact Office Phone Number: n/a

Contact Cell Phone Number: Dianna 956-821-5565, Troy 956-998-6059

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

Non-Profit or For-Profit status: Non-Profit Tax ID #: 86-1095540

Entity's Creation Date: 10/10/2003

Purpose of your organization: To perform charitable and educational activities within the meaning of the Internal Revenue Code Section 501(c)(3) and the Texas Tax Code Section 11-18 (c)

Event Information

Name of Event or Project: Beach-N-Biker Fest

Date of Event or Project: April 15 – 17, 2015

Primary Location of Event or Project: SPI Convention Center

Amount Requested: \$ \$35,000 Advertising and \$15,000 in kind

Primary Purpose of Funded Activity/Facility:

Out of Market Advertising and use of the Convention Center facilities and staff

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

Monies will be used to fund advertising in out of the valley markets. This will include but not limited to – Electronic billboards in the large metropolitan areas of Texas, Print advertising in Ride Texas Magazine and Thunder Press Magazine, Social Media boosts on Facebook, Pintrest, Twitter and Google Search Engines.

Percentage of Hotel Tax Support of Related Costs

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

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

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

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

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

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

- ☐ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ 15,000.00
- ☐ **b) Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ _____
- ☐ **c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ _____
-
- ☐ **d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music,

dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms : \$_____

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

- ☐ **f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category: \$ 35,000.00**

How many attendees are expected to come to the sporting related event? 7500

How many of the attendees at the sporting related event are expected to be from another city or county? 7000

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

Beach-N-Biker Fest has historically increased hotel occupancy during it's time at South Padre Island. In addition, the overall economic impact has been between 1 million dollars to 3 million dollars annually (depending on the weather)

- ☐ **g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding. Amount requested under this category: \$ 0**

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

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

What percentage of the ridership will be local citizens? _____

- ☐ **h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category: \$ 0**

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 12
2. Expected Attendance: 7500
3. How many people attending the Event or Project will use South Padre Island lodging establishments? 4500

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

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Holiday Inn Express and The Island Inn are our host hotels. We also contract room blocks with 5-8 other hotels on the Island. The number of rooms blocked range between 400-500.

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u> April 2012 </u>	<u> 25,000.00 </u>	481 Rooms
<u> April 2013 </u>	<u> 25,000.00 </u>	323 Rooms
<u> April 2014 </u>	<u> 50,000.00 </u>	810 Rooms

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

7. Please list other organization, government entities, and grants that have offered financial support to your project: L&F Distributors, Desperado Harley-Davidson and Genco Energy Services
8. Will the event charge admission? Yes
9. Do you anticipate a net profit from the event? Yes
10. If there is a net profit, what is the anticipated amount and how will it be used? Any net profit minus start up monies for the following year will go directly to area (Rio Grande Valley) charities
11. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:
- | | |
|-------------------------|---------------------|
| Newspaper: | <u>\$ 2,000.00</u> |
| Radio: | <u>\$ 5,000.00</u> |
| TV: | <u>\$ 8,000.00</u> |
| Website, Social Media: | <u>\$ 5,000.00</u> |
| Other Paid Advertising: | <u>\$ 30,000.00</u> |
- Anticipated Number of Press Releases to Media 2
- Anticipated Number Direct Mailings to out-of-town recipients 0
- Other Promotions: staffing a promotions booth at Corpus Christi Bike Fest, and other Motorcycle rallies local and throughout the state.
12. Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? Yes on the home page and on a dedicated accommodations page
13. Will you negotiate a special rate or hotel/event package to attract overnight stays?
Yes
14. What other marketing initiatives will you utilize to promote hotel and convention activity for this event?

Electronic Billboards in Austin, San Antonio, Houston, Corpus Christi and Dallas, print advertising in Ride Texas magazine and Thunder Press Magazine, Social media boosts and Google Search engines.

15. What geographic areas does your marketing, advertising and promotion reach: Texas and surrounding states, Social Media – nation wide coverage

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? over 4 million (each media source ought to be able to quantify this number for applicants)

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

Expected Visitation by Tourists Monthly/Annually: _____

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

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

\$2,000,000.00 Brisky & Perez Agency, Inc.

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

19. 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 submitted with at least ____ weeks advance notice for approval by the South Padre Island CVB.

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

**Submit to: Mike Flores, Sales Manager Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau
7355 Padre Blvd.
956-761-8199
michael@sopadre.com**

MADWORKS
5111 NORTH 10TH STREET · #363 · MCALLEN, TEXAS 78504
956-279-6324 OR 956-878-9801

RADIO			MADWORKS WILL DO THE FOLLOWING:
Clear Channel -105.5 100.3 and B104	5,500.00	30 second spots and take overs on websites	1. Media Placement-Creative-Production
KURV TALK RADIO	1,500.00	News sponsorships and spots	2. Digital Advertising and Interactive Advertising
94.5 ENTRAVISION	1,500.00	30 second spots	3. Coordinate with Harley Davidson on event activation
Production Charges	150.00		4. Advertising on the Electronic sign at Payne Auto
TOTAL	8,650.00		

1. Media Placement-Creative-Production
2. Digital Advertising and Interactive Advertising
3. Coordinate with Harley Davidson on event activation
4. Advertising on the Electronic sign at Payne Auto Mall

Out of RGV Marketing

DIGITAL/BILLBOARDS ACROSS TEXAS

Out of RGV Marketing TOTAL	35,000.00
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Marketing TOTAL	50,000.00
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FRIDAY		
All events subject to change	Entertainment Schedule	
Friday	Bands	Stage
12:00 - 2:00	<i>SuperCell</i>	Main
2:15 - 4:15	<i>Ratchet Dolls</i>	Main
4:30 - 6:30	<i>Mars Overdrive</i>	Main
6:30 - 6:45	<i>Break</i>	Main
6:45 - 8:15	<i>Raymond Orta- Comedian</i>	Main
8:30 - 9:30	<i>Mariachi Mariposas</i>	Main
10:15 - 11:45	<i>Gary Hobbs</i> <i>with Special Guest Katie Lee Ledesma</i>	Main
	<i>Biker Events</i>	
All events subject to change	Special Events	
Through Out the Day	Dyno Drags	East Lot
Through Out the Day	Globe of Death	East Lot
SATURDAY		
All events subject to change	Entertainment Schedule	
SATURDAY	BANDS MAIN STAGE	STAGE
10:00 - 12:00	<i>Wreckless Texas</i>	Main
12:00 - 1:00	TATOO CONTEST	Main
1:00 - 3:00	<i>Fergus and the Rovers</i>	Main
3:15 - 5:15	<i>Ratchet Dolls</i>	Main
5:30- 5:45	<i>Break</i>	Main
5:45 - 7:00	<i>Mars Overdrive</i>	Main
7:00 - 8:00	<i>Mario "Superstar" Salazar - Comedian</i>	Main
8:15 - 10:00	<i>Marshall Law</i>	Main
10:30 - 12:00am	<i>Georgia Satelittes</i>	Main
All events subject to change	Special Events	
Registration 9am to noon	Bike Show	Theater Room
	Judging 1pm -4pm Winner Announced @ 4:30 On Main Stage	
Times to be announced	Globe of Death	North Lot

12:30 - 1:15	Tatoo Contest	Main Stage
All Day	Dyno Drags	East Lot
All events subject to change	Biker Events	
Saturday	Event	Location
9:00am	Poker Run Registration	Lobby
11:00am	Last bike out for Poker Run	Lobby
1:00 - 2:30	Biker Games	East Lot
3:00 - 3:30	Burnout Contest	East Lot
4:45	Parade Line-up	Port Rd., P.I.
5:30	Grand Bike Parade	Port Rd., P.I.
SUNDAY		
All events subject to change	Entertainment Schedule	
SUNDAY	Event	Location
9:00 - 10:00	Biker Church - CMA	Main Stage
10:00 - 12:00	Hot Rodz	Main Stage
12:15 - 2:15	Mars Overdrive	Main Stage
2:15 - 4:00	Wreckless Texas	Main Stage
All events subject to change	Special Events	
Through Out the Day	Dyno Drags	East Lot
4:00 pm - EVENT CLOSES THANK YOU FOR YOUR SUPPORT See ya next year!		

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

MEETING DATE: July 22, 2015

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding consideration for funding request on the Fiesta Padre (May 2016).

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Application

Date: June 30th 2015

Organization Information

Name of Organization: **The Pearl South Padre**

Address: 310 Padre Blvd

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

Contact Name: Rene Valdez Contact Office Phone Number: 956 761 6551

Contact Cell Phone Number: 956 433 6590

Web Site Address for Event or Sponsoring Entity - www.pearlsouthpadre.com

Non-Profit or For-Profit status: **FP** Tax ID 74-26267443

Entity's Creation Date **2011 from Sheraton to the Pearl**

Purpose of your organization: **Beachfront Hotel and Condominium Complex**

Event Information

Name of Event or Project: **Fiesta Padre**

Date of Event or Project: **Memorial Day weekend and shoulder weeks 2016**

Primary Location of Event or Project: **Pearl South Padre**

Amount Requested: **\$40,000**

Primary Purpose of Funded Activity/Facility:

PLEASE READ ALL THE SUPPORTING INFORMATION – its important

To create hotel/motel Tax revenue by introducing a new, (previously piloted) family friendly,

Memorial Day beach event on South Padre Island.

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

- To provide a **weatherproof space** for a new beach event to reduce risk of weather failure and increase comfort and sponsorship opportunities
- To create non city funded marketing materials – banners, rack cards, promotional event materials and prize “hook” giveaways and shipping and transport as needed
- To produce a Sand Sculpture exhibition and competition space on the beachfront that will attract crowds by giving everyone something to see
- To provide opportunities for schools to be involved in our ongoing beach re-nourishment program
- To showcase South Padre Island using a Texas themed event

Percentage of Hotel Tax Support of Related Costs

_____ Percentage of Total Event Costs Covered by Hotel Occupancy Tax

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

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

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

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

We are requesting support from the Coastal Resources dept. to move sand and Equipment into position as per our site plans which will be agreed by the director

We are also requesting on site staff during the event for limited periods to deal with enquiries and a possible beach re-nourishment project – Dependent on timing of Directors schedule

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

- ☐ a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$_____
- ☐ b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$_____

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

\$ 40,000

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

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

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

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

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

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

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

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

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

What percentage of the ridership will be local citizens? _____

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

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

- How many years have you held this Event or Project: **1 previously - 2015**
- Expected Attendance: **5000**
- How many people attending the Event or Project will use South Padre Island lodging establishments? **20% IS OUR projected target**

How many nights do you anticipate the majority of the tourists will stay: **_2**

- Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: **This part of the event co-ordination will be in collaboration with the CVB staff who will issue the initial block requests and then the event will collect the information to compile the post event report – we did this 2015 but because of our limited marketing budget we were only able to secure less than 100 rooms**

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
May 2105	\$ 0	approximately 100
_____	_____	_____
_____	_____	_____

- How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? **Hotel information and numbers will be requested pre and post event after CVB collects initial room block allocations. These are not likely to be deposited rooms except at the Host hotel as we cannot control what other hotel policies are**

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

The Pearl South Padre

Sutherlands – Port Isabel

Barefoot Wine

Surfrider Foundation

The South Padre Island Brewing Company

Will the event charge admission? **Yes - \$5 individual \$10 family and school class**

Do you anticipate a net profit from the event? **Not in the first 3 years**

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

It will be put back into the budget to improve and build the next year's event and reduce overheads and dependency

Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

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

Anticipated Number of Press Releases to Media 12 monthly release with specials and videos as needed and produced

Anticipated Number Direct Mailings to out-of-town recipients – mail-chimp campaign request is to be coordinated by the City of South Padre island as they hold the permissions to use addresses

Other Promotions

Rack card and poster campaigns, banner advertising within property lobby's to tell existing guests why they should return

Co-ordinated school and ISD campaigns to solicit school visitors to the first week of the event to drive social media marketing and spread the word!

Prize giveaways online using donated gifts and rack card attendance prizes

Local paper advertising for 4 weeks pre event (CCurrent)

Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? Yes – already on the site which is running

- **Will you negotiate a special rate or hotel/event package to attract overnight stays? Discounted rates will be requested from all hotels**
- **What other marketing initiatives will you utilize to promote hotel and convention activity for this event?**

Cross Promotion at other events – with permission

Winter Texan promotions

Year Round promotions using partner opportunities

- **What geographic areas does your marketing, advertising and promotion reach:**

Texas drive markets and the RGV – we want to include Mexico as that remains in the CVB marketing plan

- **How many individuals will your proposed marketing reach who are located at least 50 miles away? By digital media - at least 1 M and this includes TV (each media source ought to be able to quantify this number for applicants) Local TV figures point to between 800k and 1 million recipients for a campaign lasting 2 weeks and costing approximately 12K**
- **If the funding requested is related to a permanent facility (e.g. museum, visitor center): NO**

Expected Visitation by Tourists Monthly/Annually: _____

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

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

Pearl South Padre is the event insurer as it is all on their property.

- a. **(Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured) –**
 - b.
 - c. this will be done at the event date
- 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 submitted with at least ____ weeks advance notice for approval by the South Padre Island CVB.
 - Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

Submit to: Mike Flores, Sales Manager Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau
7355 Padre Blvd.
956-761-8199
michael@sopadre.com

Fiesta Padre 2016

Concept Paper

**Developed by Mr. Andy Hancock, Director, 2015 Fiesta Padre
June 26, 2016**

History

A unique and brand new experience – 2015 Fiesta Padre – was a successful event. Located at an outstanding South Padre Island property, world-famous artists created one of the greatest sculptures ever seen on a Texas beach – THE TEXAS ALAMO MISSION. Numerous successful objectives achieved IN 2015 included:

- 1) Generated interest from approximately 500 rooms throughout the Island including hotels, condos
- 2) Provided 100s of free sandcastle lessons,
- 3) Followed through and completed a large event during a short 91-day planning window,
- 4) Developed a positively-received gated beach area, and
- 5) Generated anticipation for the main event – the large scale Alamo Mission sandcastle (guests lined at the entrance prior to 10 am first-day opening).

Strengths of 2015 Fiesta Padre

- Unique new tourist experience to lengthen stays for weeks prior to and following Memorial Day weekend
- New awareness for Sandcastle lessons and beach events available on South Padre Island
- Guest ability to view world-famous artists carving a large scale Texas icon (the Alamo Mission)
- Local South Padre beach location that highlighted island beauty
- Successful business partnership, staff, and organizational structure
- Added to destination experiences for South Padre Island tourism industry

Opportunities for 2016 Fiesta Padre

- **Event dates Saturday 21st May thru Sunday June 5th**
- Create a 2 week experience anchored with Memorial Day Weekend
 - Give the Island hotels more opportunities to sell rooms and give visitors something to do!
 - Improve return on investment (ROI) with 15 opportunities to sell rooms before and following traditional holiday
- **Develop highlighted events each day of 2 week experience – Examples include:**
 - Meet the Artists – Sculpting the Sand; Evening Lectures
 - Kids are Special – Creating the Mario Brothers, Legos, and Zoo creatures in the sand
 - Our Beaches – Nourishing South Padre Island for Future Generations
 - Treasures in the Sand – Hunt for Special Prizes Today
 - Light the Signature Sculpture – Special lighting event on 1st evening following completion
 - Wine Tasting on the Sand - barefoot
 - Photography Day – upload your photo of the signature sculpture and place on the site for a chance to win! (i-pad- Microsoft surface)
 - Paint Ball Party – splatter paint the signature sculpture (proven Attraction)
 - Chainsaw Sculpture on the beach (Proven attraction)

- **Produce the 2016 event in a tented area to eliminate weather risk and create extraordinary environment** – See info below regarding Neptune festival
- Enhance and develop additional sand sculptures for sponsorship and new tourist experiences
- Include beach education program to communicate beach protection and re-nourishment
- Produce live stage venue to include professional family friendly entertainment
- Develop unique and extraordinary day/night South Padre photo opportunity at the signature sculpture
- Highlight South Padre Island to diverse audiences (artists, photographers, parents, young marrieds, singles, family reunions, etc.)

Mechanisms

1. Work with successful partners to produce an event that caters to traditional and non-traditional tourists.
2. Include select vendors, beach supporters, and investors from South Padre Island.
3. Develop and run promotional campaigns to attract visitors to our Memorial Day event window.
4. Solicit National, and International brand connections similar to other successful and stable events such as "Ultimate Music Experience" (UME). Early communications with groups such as The Omni Group, The Surfrider Foundation, Barefoot Wine, the City of South Padre Island, and Sandcastlelessons.com have yielded positive partnership associations.
5. Maintain a gated venue to delineate the specialty of the experience. Additional tenting provides for lengthened viewing and spending! And of course, protection from weather.

New for 2016

- Scheduling – advertised diverse daily experiences
- Café/Bar area
- Exhibition carvings
- Chainsaw Carving
- Speed carving
- Music and entertainment
- Lesson area
- Beach education and children's area
- Interactive shows
- Organizational structure
- Hotel games linked to event
- Prize sponsors
- Vending

Attracting Visitors and Extending Overnight Stays and Hotel Rooms

Every day features live attractions with a hook at the end of each week to encourage visitors to stay. For example:

1. At the end of the first week a Paintball Party is organized to decorate the sculpture before it's taken away and replaced. This unique paint competition lets visitors "splatter" their own colors on the signature sculpture and pose for one last photo...before it disappears. The sculpture would be rebuilt overnight to form the next week's attraction - thus attracting 2 different crowds.
2. Partner with school districts and parents to reward exceptional students who may have earlier summer dismissal. Continue school partnerships for traditionally-dismissed students.
3. The Prize Pile – giant soft sand pile with prize ribbons; draw for prize giveaways each day to encourage island and driving-market visitors.
4. Live sand carving **everyday** on the signature sculpture and other pieces.

5. Free Sandcastle Lessons for everyone.
6. Speed carving competitions – featuring the crowd – they will pick the subject!
7. Music – live and recorded
8. A Café Bar and Beach exhibition with door prizes for every attendee.
9. A fun and protected area to get out of the sun, wind, or rain. A weatherproof event adds tourist days whether it is cool, hot, wet, or perfect.
10. Pool noodle racing competitions daily
11. Chainsaw Carvings with Chainsaw America! Competitions and prizes

Why 2016 Fiesta Padre Works

- We have a Great improving venue and a committed partner
- Building on success – Beach, Sun, Sand and if there's rain – Beach Tent and sand!
- How do we know we can be successful? In 2015 people drove and walked from all over South Padre Island to find Fiesta Texas.(proven)
- People love TEXAS and unique Art about the legends, and folklore of the state.
- Conversations with representatives of the South Padre Island hotel industry indicate they will support an experience/event to add rooms to “shoulder” weeks surrounding Memorial Day weekend.
- South Padre Island City benefits from the increased publicity, H.O.T Tax and Sales Tax.
- South Padre Island is the Sand Castle Capital of the World with successful events such as the Visitors' Center castle and Sandcastle Days.
- Opportunity to promote and integrate successful events and institutions such such as Sandcastle Days (city funded), the SPI Marathon (city funded), the SPI Christmas parade, the Penguin Plunge, the Polar Bear Dip, holidays (Valentine's and Mother's day), Spring Break activities, “UME,” the Birding and Nature Center, the Native Plant Center, Sea Turtle Inc, and others.

Big Plus Points and Why We Should Be Funded

1. We bring money and in-kind services from a full service property to make the event happen - otherwise - there is no event (ROI)
2. **“Without city backing, it is hard to convince serious players to back anything” (scrivner)**
3. We are organized and dedicated and can provide great entertainment (proven)
4. Our marketing systems are **already up and running** – FB, website, Google + etc – (done)
5. **We are bringing Sponsors with us** - National names - Barefoot Wine, Surfrider foundation, The Omni group, Pearl South Padre and Sutherlands alongside Sandcastlelessons.com (done)
6. Tenting the event takes away the weather risk and means more people can attend anytime (proven)
7. Running over 3 weekends give the Island hotels plenty of time to get organized, sell rooms and promote this event alongside **THEIR** property to ensure their guests have things to do.
8. Better ROI than current events that have no measurements (proven)
9. Financial organization providing cost solutions to big ticket items such as the Tent. Working towards sustainability and decreasing costs over the next 4 years while build hotel room numbers. (Math doesn't lie)
10. We know the beach is the success of South Padre Island - this will become the premier beach event on SPI
11. We have a track record – of success (other events have been run at this venue – Sandcastledays for example) We have 12 years of Island event experience including The Penguin Plunge and other Island events
12. **We need to tell the people who WANT to travel early – reward Straight A school achievers**

How Do We Know?

- We have an improving Venue – bigger and better organized
- We have expertise, organization and commitment – unmatched
- We are putting our own money into this to make it work - matching city funds
- We need new things to do around and on our holiday weekends
- We are using tried and tested solutions - to increase sales and reduce risk

What are we avoiding or reducing?

We will use, and promote the use, of all the available digital resources effectively

- We **ARE** reducing our chances of failure due to weather
- We are doing something positive to avoid extending the "handout culture" that has existed for a long time
- We will NOT be doing the same thing year after year – Texas has History through Art
- We are making sure everyone can be involved – if they want to be
- Marketing duplication – we want to control our marketing fate and we know what is working and not working alongside our city partners after all – how do we monitor this without help?
- Poor communication has been the blight of new events
- The Islands dynamic is changing – and we will change with it – weatherproofing, different styles
- People need a better deal...that's what they are looking for.
- Questioning our guests we have found two things that stand out – Price and VFM meaning, when people are on the Island and there is a lot going on they feel they have got value for money as well as having a better time

This is what Virginia Beach say about their Neptune festival Sand Tent

NEPTUNE'S KINGDOM: LAND OF SAND

A huge tent, almost as large as a football field, will house 22 sculptures created by 12 solo and 10 doubles teams! Sculptors will compete for the largest prize purse awarded in the country.

- Extended viewing time of 10 days
- Expanded walkways and viewing areas providing an intimate view of the process and artwork
- Improved lighting for viewing into the evening hours
- Protection from wind and rain, providing an entertainment option no matter the weather!
- Unique photo opportunities
- Live music and entertainment exclusive to the sand sculpting tent
- Teaching demos and live "Quick Sand" competitions (These sculptors are quick on their feet!)
- Meet and Greet opportunities with the extremely talented pool of sculptors!

Marketing Plan

City of South Padre Island

Request the city to focus a new campaign on TV and Radio about Memorial day weekend

TV campaign close to the event channels 4/5/8/

Radio - K-TEX

Trip advisor banner campaign

Facebook Campaign - Focused at TV campaign and vice versa - City has analytics

Featured in SO Padre event Pages –are they being re -organized

Support editorial features to be written for Texas Monthly/Highways/AARP/American Way/

Hemispheres/ etc promoting our destination as the Sandcastle capital of the world – who can argue with that after 27 years of Sandcastledays and, of course, we are the ONLY place beach to have featured the Alamo – we have words and pictures but no buy.

Focused Marketing Campaign using existing permissive email information (email addresses- city permission)

Cross marketing on SOpadre.com

City to ask the hotels to back the event officially – this needs to be part of any campaign – shows commitment

Fiesta Padre's Marketing Plan

People want great deals and FREE stuff! (Economic hooks)

1. Clear daily scheduling – on all relevant materials
2. Easy ticket purchases with Eventbrite – and promo codes on rack cards to encourage early booking – prize draw rack cards to encourage previous visitors to return
3. Avoid duplication and promote communication – Let the properties do what they want to do for the event and achieve the result that will benefit them – the more people we can bring across the bridge – the better – Rates vary with every property and its conditions – we have no control over this. Better communication will focus on supporting properties that stay in touch
4. Host property will focus attention on the event ASAP and offer incentives to guests to return for it! (1800#'s, dedicated bookings)
5. Surfrider, Barefoot wine, The Omni Hotel group, Pearl South Padre, Sutherlands, The #1 Trip Advisor activity – Sandcastle Lessons with Andy Hancock are already on board (confirmed)
6. Use the partners to promote our event to their fans using their media as part of Sponsors pack.
7. Ensure the local businesses and committed hotel partners (point 11 below) have the chance to promote the event using hard copy materials Posters banners and Rack Cards, alongside their web promotions – We know this works as the anonymity of a card gives people a chance to read while discussing what they will do next on vacation! (proven)

8. Use prize "hooks" in our Promotional campaigns to get people to "Come in and WIN"
9. Solicit prize packages rather than cash for our HOOKS – easier than asking cash strapped businesses for money they haven't got (**Hook 1**)
10. Use City partners and previously collected information to tell our "friends" (of SPI) that there is something NEW they can come to see – how many is that from the 1.2 million people that log on to our website per year? (IT dept. know this)
11. Ensure the host venue is featured on all materials to ensure the link between the event, venue and, of course, the city – some properties had a small issue with this last time – we need to make sure that everyone knows where the event is!
12. Ensure hotels use their visitor information to send invites to THEIR guests to ensure THEY get the BEST deal – people who attend from other hotels get in for free (**HOOK 2**)
13. Solicit City partners Harlingen, Brownsville, McAllen, Matamoros etc. to promote the event on their websites with reservation incentives and gifts for booking (**HOOK 3**)
14. Use a Travel Treasure Hunt on the Island to get people to investigate all our good stuff – sea turtle, birding center, convention center and others to give everyone the chance to win....prizes to be decided by budget and numbers...1 "I" pad or 50 free lattes?
15. Solicit TRIP ADVISOR to promote the #1 activity on South Padre Island – Sandcastle Lessons to a whole new audience – as they will be FREE (**Hook 4**) at Fiesta Padre with AMERICAN CHAMPION*, Andy Hancock (private lessons as prizes with Andy Hancock)
16. Win a Free family Sunday Brunch for 8 on Super Sundays (hotel) (3) pictures (750)
17. Win a Seafood buffet for your family (hotel) - pictures posted
18. Give people the chance to support something – for example, Surfrider, and give them the opportunity to see how their Coastal Resources Dept. of the City is protecting and Re-nourishing the beaches they love. (Discussions with Director Trevino are already underway)
19. Barefoot Wine will present their products during selected times over the Holiday weekend as well as providing information of their ongoing relationships and Beach rescue initiatives which they have developed with Surfrider and the City of South Padre Islands Coastal Resources dept – the event will be featured on their website as part of this initiative
20. Use video to market the events and South Padre Islands key features to leave no one in doubt as to what we will be doing.
21. Make sure people know this is a "Rain or Shine" event on all marketing promote the tented nature of other successful events people may have attended. Virginia beach Neptune festival, Port Aransas Sandfest, (any big event in the RGV in the Summer!)

Sponsorship

Gaining Sponsorship is very difficult

It is always very difficult – but now even more

Background

Sponsor ship comes in 3 forms

Local

Local business who believe the event will help them – these sponsors are more likely to donate food and services not cash – if they do it's up to \$1/200 (Padre Island Brewing)

Big Brands (local)

These sponsors are great but are known to the event and usually are known to the organizer – for example The Pearl South Padre and Sutherlands know us and are prepared to back the event because of our reputation and expertise.

National

ALL national companies have policies that they adhere to as far as sponsorship goes

- You have to be a registered 501-3c/4 charitable organization – no exceptions
- They have strict guidelines about who is employed and how the organization works including accountancy costs
- They adhere to national trends i.e. child poverty, family health, homelessness
- They do not bend the rules
- They do not promote events without such status – even locally
- **We are a FOR Profit event** – which means we qualify under the sustainability side of the new guidelines – meaning be successful and make the event grow and avoid handout culture – under the seed funding side of the new guidelines – Companies do not sponsor for profit events without qualification

Our Sponsors

The Pearl South Padre Hotel

Barefoot Wine

The Surfrider Foundation

Measuring Success

2015 - 105 surveys taken, representing 380 people and 511 room nights came to the event in addition to the 54 room nights sold by the hotel for the event. We know the room night numbers will improve and we have shown that visitors to the island need something to do.

- Pre-event sales and analytics
- Event Attendance
- On site Surveys
- Hotel surveys
- Gather information from the Visitors center via "I pad" feedback stations
- Website and Social Media Analytics
- Business Feedback from local supporters and promoters such as

Gabriellas, Yummies, Padre Getaways, B&S Kites, Island Market, Parrot eyes, The Ramada South Padre Island, Super 8, Coastal Lifestyles, SPI rentals, Toucan Graphics, Padre Island Brewing, Schlitterbahn, Holiday Inn express, The Inn at Padre, Island Native, KOA, and others around the RGV

Budget

\$

Expenditure

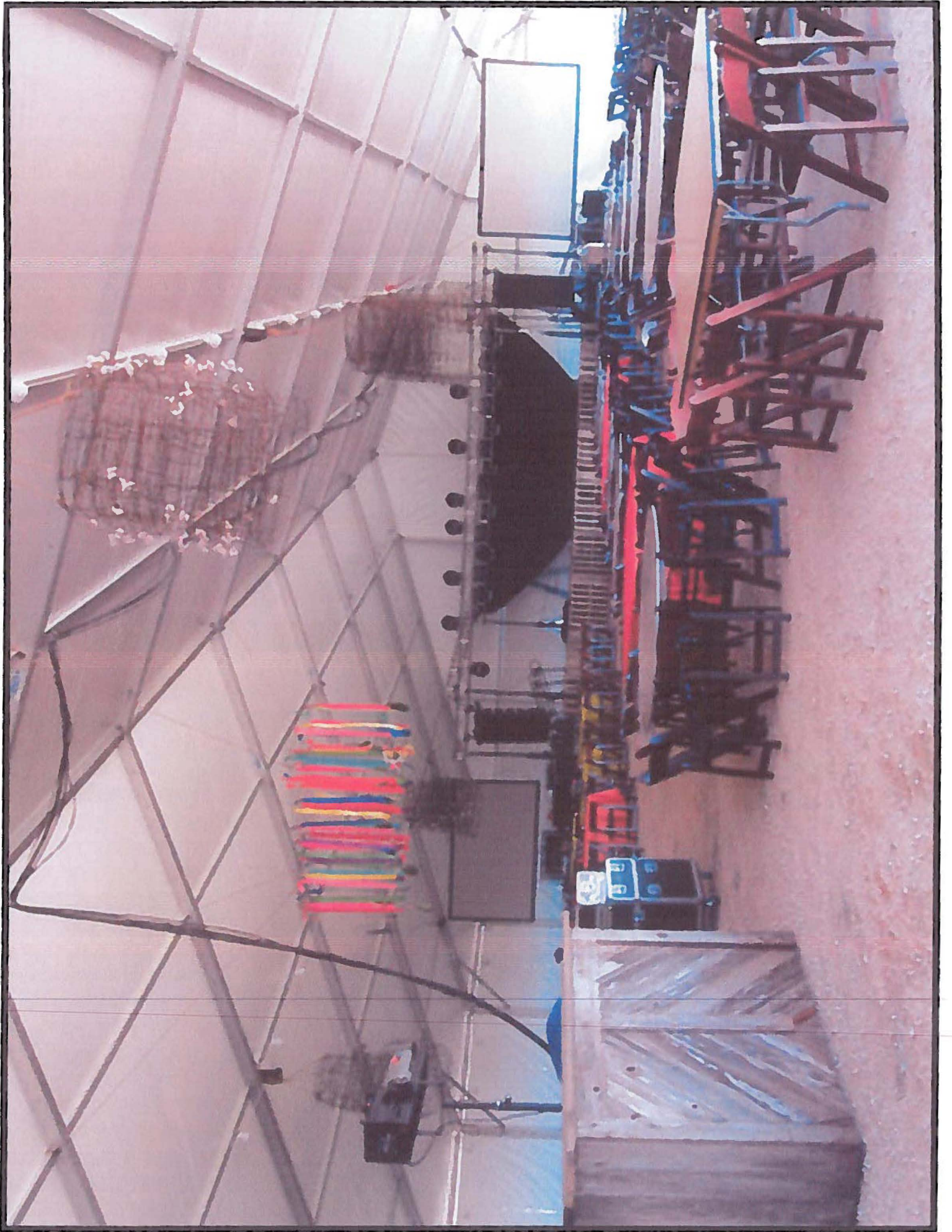
Marketing	25,000	Hard Copy, Digital, Prize
Travel, Talent and Hosting	28,000	food, flights, people, rooms
Beach Prep and event area	29,000	Tents, Sand and beach prep
	82,000	

Income

Hosting, Travel, Rooms, support	37,500
Attendance and event goods	2,500
Sponsors	2,000
	42,000

City of South Padre Island CVA request 40,000

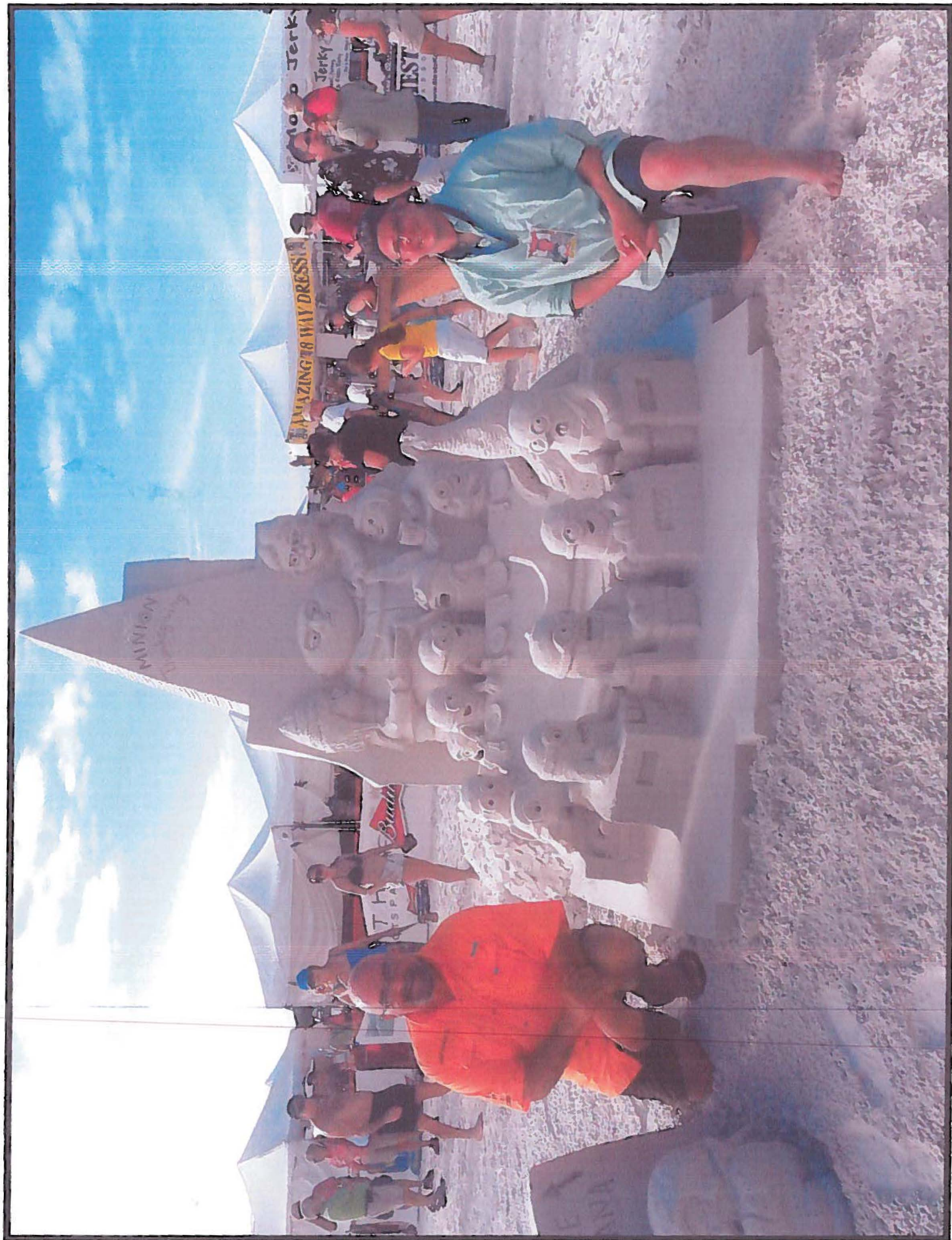


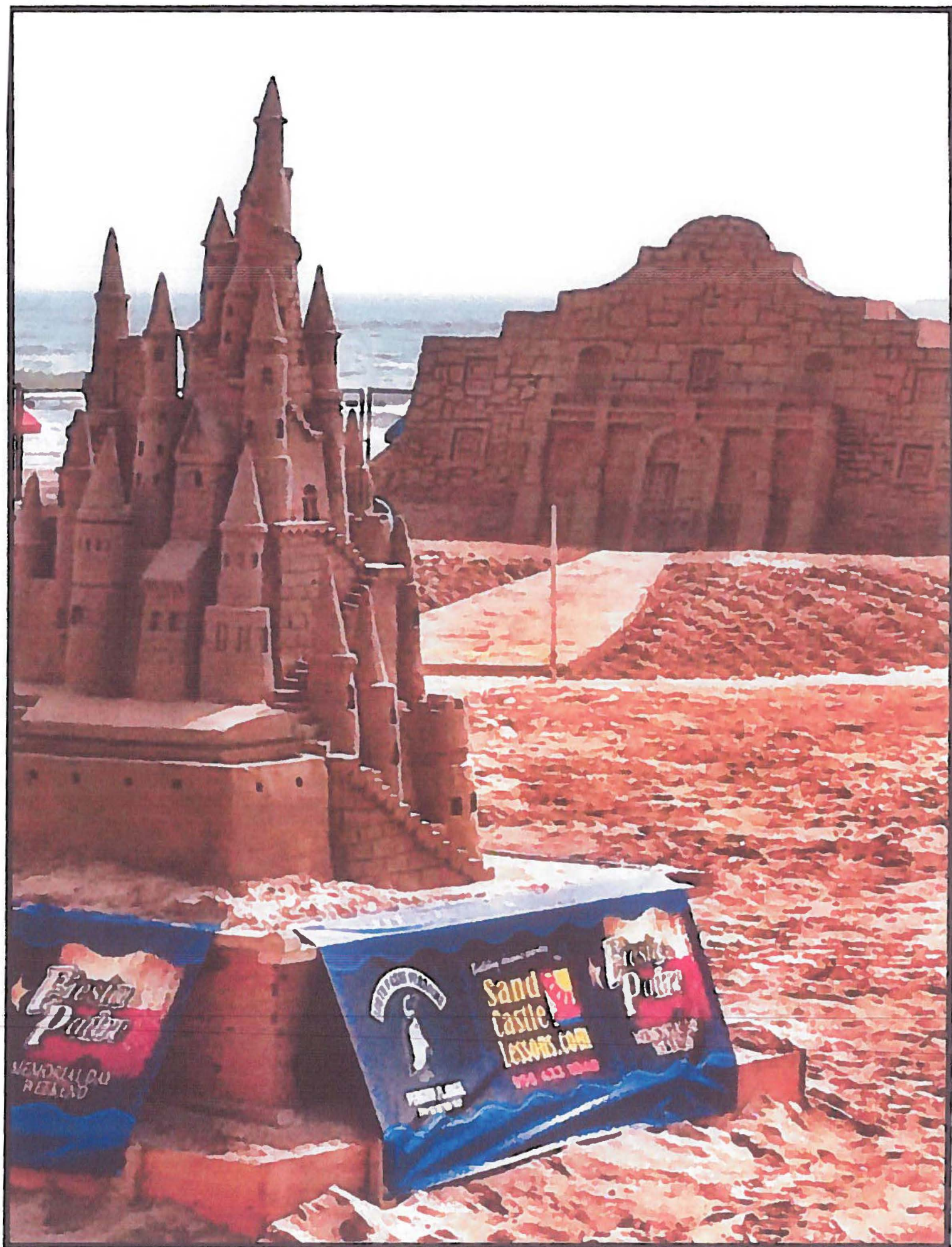




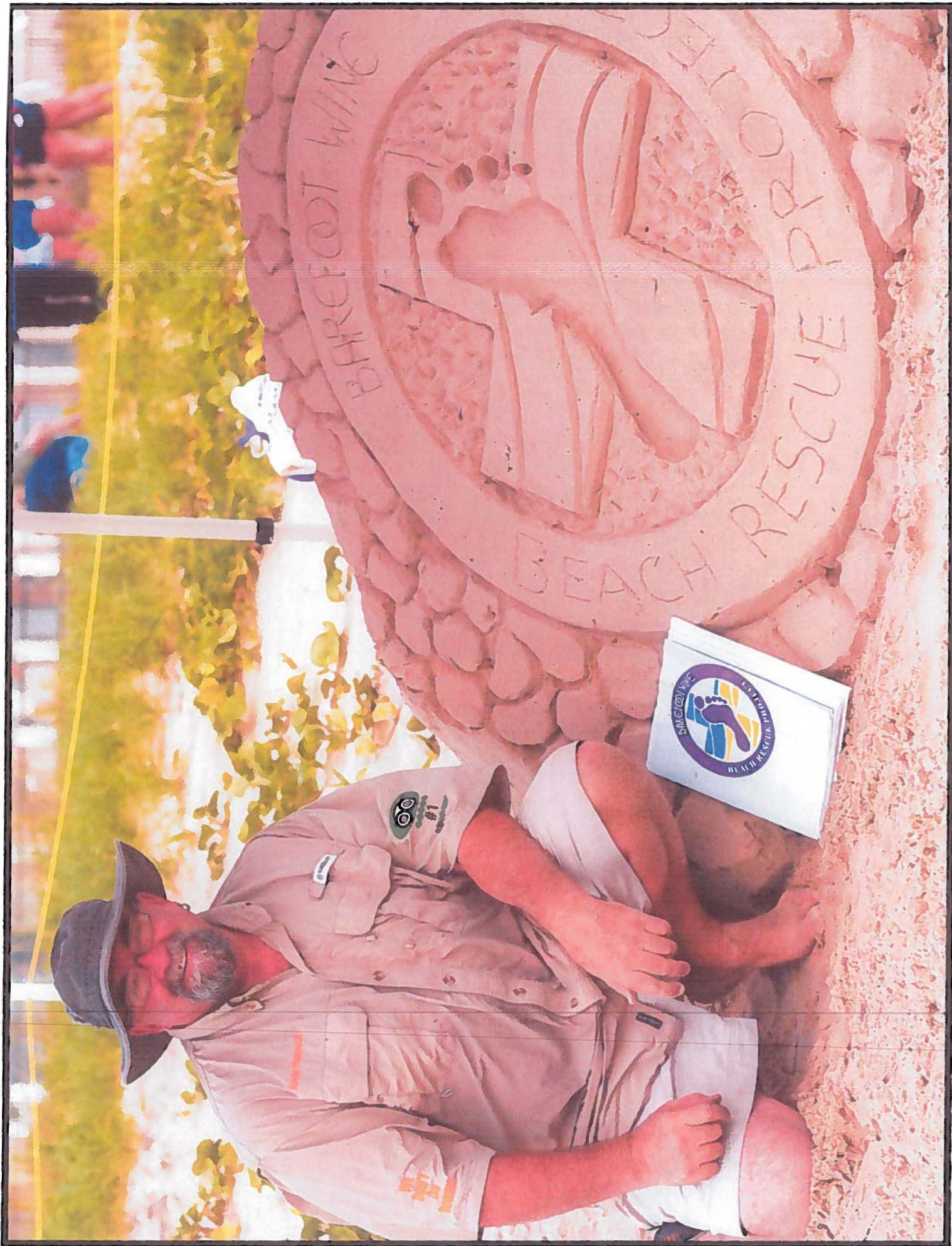


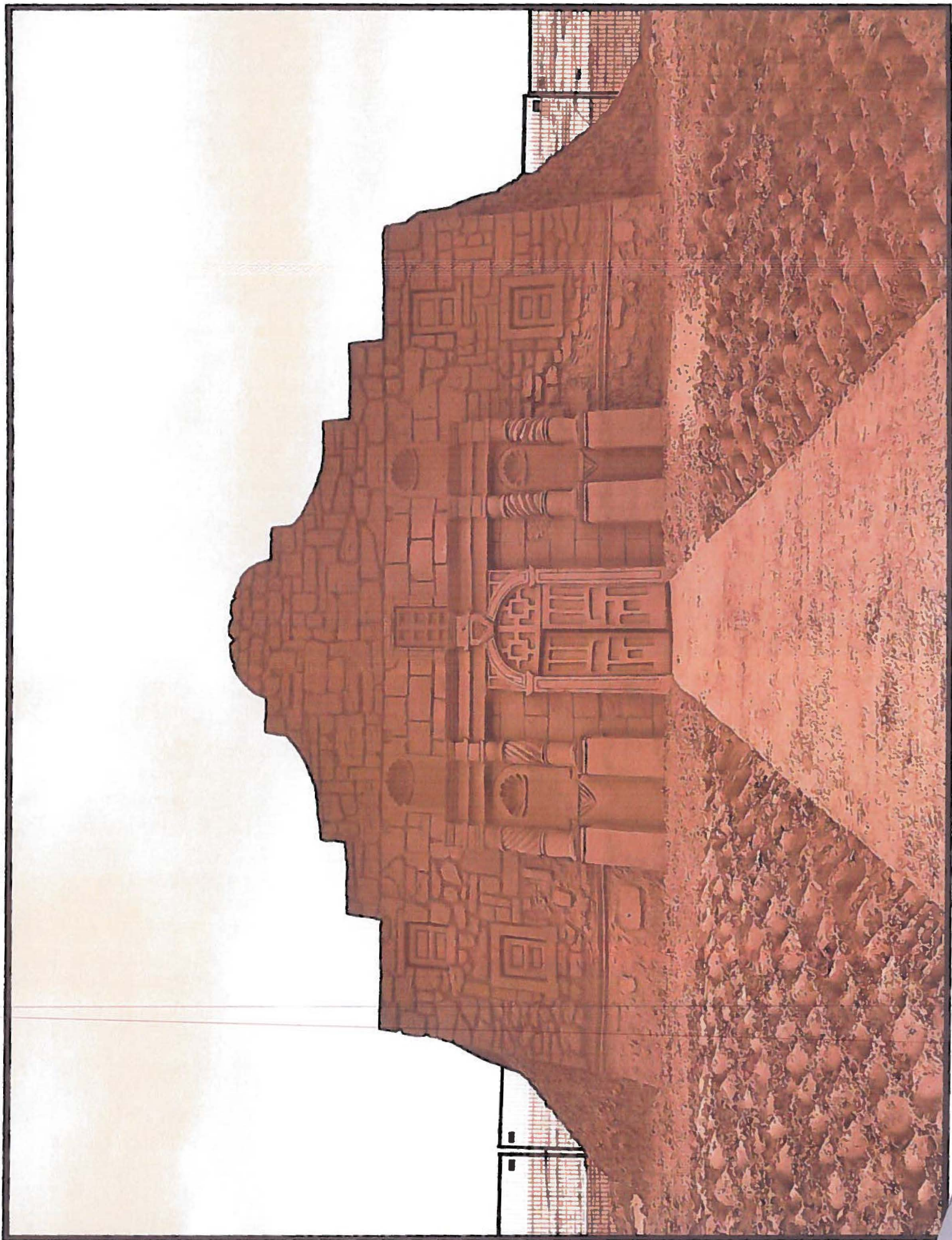












**CITY OF SOUTH PADRE ISLAND
ADVISORY BOARD MEETING
AGENDA REQUEST FORM**

MEETING DATE: July 22, 2015

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding consideration for funding request on the HinoPalooza-SPI Bike Rally (October 2015).

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**HOTEL OCCUPANCY TAX USE GUIDELINES
UNDER TEXAS STATE LAW
SOUTH PADRE ISLAND HOTEL TAX FUNDING APPLICATION FORM**

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

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

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

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

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

City Policy: The City of South Padre accepts applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted in writing and be accompanied by the official application by the below noted deadlines.

The application will be reviewed by the Convention and Visitors Advisory Board during one of two annual funding review periods. All applications must be presented at least two months prior to the date of the proposed event or expenditure.

Funding Application Deadline for Spring/Summer Activities: Wednesday, January 7th.

Funding Application Deadline for Fall/Winter Activities: Wednesday, July 8th.

Applications for funding will be submitted through the city application forms and reasonable attachments provided by the applicants. Review of the applications will be done by city staff and the Tourism Advisory Board solely through the written applications unless an in person presentation is requested by two or more of the committee members. In such a case, the applicant may be asked to be present at the meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

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

Eligibility and Priority for Hotel Tax Funds:

Impact: Funding priority will be given to those events and entities based on their ability to generate and sustain overnight visitors to South Padre Island. **The amount that you are requesting should not exceed more than the total amount of hotel night revenue that you are predicting will be created or sustained by your event or facility. Applicants must place a link to the South Padre Island CVB listing of hotels on the applicants website. Applicants for funding are strongly encouraged to attend one of the annual informational seminars on hotel occupancy tax funding.**

If an event or facility will not generate any meaningful hotel night activity or gain participation of existing hotel guests, it is not eligible for receipt of hotel occupancy tax funds.

Events can prove their potential to generate overnight visitors by:

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

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

The City’s Convention and Visitor’s Bureau Department shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the staff shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board for both anchor events and non-anchor events. The Tourism Advisory Committee may accept or amend the CVB staff’s recommendations by a majority vote of the Committee.

Four Year Cap on Reimbursements for Operational Costs Unless Anchor Event

There shall be a four year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses, unless the event is determined to be an “anchor event.”

Application to be an Anchor Event: There are certain events that have an established impact that warrants continued regular annual or seasonal funding of the event with hotel tax. **An Anchor Event shall be an event that generates or sustains over 500 hotel nights for the event and over 1,500 overnight visitors to South Padre Island for the event.** Preference for Anchor Event designation will be given to multi-day events. Each year, entities may apply to have their event funded as an anchor event and provide documentation to support this designation.

Anchor events shall be funded on a reimbursement basis once the event expenses have been incurred and the post event report is completed. It is within the discretion of the Convention and Visitors Advisory Board to proportionately reduce the amount of awarded hotel tax funding to reflect the actual impact of the event if the event does not meet its estimated impact on the funding application. The Convention and Visitors Advisory Board may take into consideration factors such as weather disturbances or other items that are beyond the control of the meeting planner in adjusting the funding.

Non-Anchor Events

Application to be a Standard Hotel Tax Funded Event: There are certain events that may not meet the requirements of an Anchor Event but still have a meaningful impact on tourism and hotel activity for South Padre Island.

Seed Money Limitation: Non-Anchor Event Funding from the hotel tax is to be treated as “seed money” with the intent that the event/facility program will eventually be able to fund it’s operational costs (other than marketing) from program revenues and non hotel tax sponsorships. Accordingly, hotel tax funding for operational costs other than marketing for non-anchor events is limited to no more than four consecutive years of Hotel Tax Funding. The Convention and Visitors Advisory Board will have the discretion to amend that limitation if deemed appropriate.

Non-Anchor Event hotel tax funding may be provided at the time of the award determination in order to facilitate the holding of the event. For the first year of a non-anchor event, the funding will not be reduced based on the actual impact of the event unless there is a substantial breach of the terms of the funding agreement by the applicant. For subsequent funding years, the funding will be provided on a reimbursement basis. For subsequent funding years, it is also within the discretion of the Tourism Advisory Committee to proportionately reduce the awarded hotel tax funding amount to reflect the actual impact of the event if the event does not meet its estimated impact on the funding application. In all cases, the Tourism Advisory Committee shall retain 25 % of the hotel tax funding award that will only be paid upon submission of the post event report and satisfactory performance on the terms of the funding agreement. The CVB staff shall be tasked to recommend whether full payment should be made for each funded event. The Convention and Visitors Advisory Board may take into consideration factors such as weather disturbances or other items that are beyond the control of the meeting planner in adjusting the funding.

Black Out Periods for Hotel Tax Funding

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

The month of July

The Spring Break Period (Insert blocked spring break period dates)

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Tourism Advisory Board Event may with a recommendation from the CVB staff and a two-third vote grant an event a variance from these black out periods.

Use of Revenues from Event: A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. No other outside event(s), project, charity, etc., sponsored by the host organization may profit from the South Padre Island's funding of a particular event. This restriction can be waived by the Tourism Advisory Committee for an event that has a substantial impact on tourism and hotel activity.

Supplemental Information Required With Application: Along with the application, please submit the following:

_____ Proposed Marketing Plan for Funded Event

_____ Schedule of Activities or Events Relating to the Funded Project

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

Submit to: _____ Convention and Visitors Advisory Board/ C/O City of South Padre Island
Convention and Visitor's Bureau
(Insert preferred CVB address)
(phone number/email address)

Application

Date: _____

Organization Information

Name of Organization: Hino Electric RGV Scholarship Fund

Address: 2759 W. Bus. 83

City, State, Zip: Harlingen, TX 78552

Contact Name: Alex Hinojosa, Jr. Contact Office Phone Number: 956 761 2200

Contact Cell Phone Number: 956 491 4466

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

Non-Profit or For-Profit status: applied with the IRS Tax ID #: 46-5532566

Entity's Creation Date: 4/30/2014

Purpose of your organization: Hino Electric RGV Scholarship's Fund's purpose is to raise funds from private and/or public institutional entities, and/or the public at large, through various events and fund raisers, to raise funds and to distribute the funds to enrolled and graduating high school students and current enrolled college students for college and high school scholarship purposes. Distributions of these scholarships will be on a non-discriminatory basis, focused on the aforementioned from the Rio Grande Valley of South Texas. Said corporation is organized exclusively for charitable and educational purposes, including, for such purposes, the making of distributions to organizations that qualify as exempt organizations under section 501(c)(3) of the Internal Revenue Code, or the corresponding section of any future federal tax code.

Event Information

Name of Event or Project: HinoPalooza SPI Bike Rally

Date of Event or Project: October 16, 17, 2015

Primary Location of Event or Project: SPI Convention Center

Amount Requested: \$100,000.00

Primary Purpose of Funded Activity/Facility:

To raise funds for Hino Electric RGV Scholarship Fund and to bring as many spectators the event and the Island as possible. (Please see attachment A-1 for a full description of the event.)

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

Percentage of Hotel Tax Support of Related Costs

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

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

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

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

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

We respectfully request the Convention Center cost/fees be waived. Our Goal is to make the HinoPalooza SPI Bike Rally an "Anchor Event" and to continue to host this event for a minimum of 5 years with the goal of 10 years.

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

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

the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms : \$ _____

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

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

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

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

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

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

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

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

What percentage of the ridership will be local citizens? _____

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

1. How many years have you held this Event or Project: 1st Yr.
2. Expected Attendance: 6,000
3. How many people attending the Event or Project will use South Padre Island lodging establishments? 750

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

- | Month/Year Held | Assistance Amount | Number of Hotel Rooms Used |
|-----------------|-------------------|----------------------------|
| N/A | | |
| | | |
| | | |

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

7. Please list other organization, government entities, and grants that have offered financial support to your project: **L&F Distributers has pledged \$10,000.00 (Please See Attachment A-1 for information on additional sponsors)**

8. Will the event charge admission? YES

9. Do you anticipate a net profit from the event? YES

10. If there is a net profit, what is the anticipated amount and how will it be used?
\$40,000.00 Half of the Proceeds will go to scholarships, awards to winning FFA and 4H Students' winning animals and Arts & Crafts at the RGV Livestock Sale of Champions, March 2106. The remainder of the proceeds will be used to fund the following year's event. Our plan is to have a 5 year exclusive agreement with the City of SPI and/or the SPI CVB to exclusively host this event as an "Anchor Event."

11. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper:	\$5,000
Radio:	\$15,000
TV:	\$2,500
Website, Social Media:	\$15,000
Other Paid Advertising:	\$2,500

Anticipated Number of Press Releases to Media 4

Anticipated Number Direct Mailings to out-of-town recipients None, we will cover this aspect via social media and website direct marketing

Other Promotions

Midget Wrestling ("Extreme Wrestling Federation") will be held Friday, Oct. 16th. This is the first time they have performed in the RGV. We are coordinating with them and L&F Distributers regarding printing of posters and fliers to be advertised at various locations throughout South Texas. Additionally, www.spibikeraly.com will showcase the Extreme Wrestling Federation Wrestlers. We expect non-bikers and bikers alike to attend the event. We

know that this venue is the #1 attraction at "ROT Rally" in Austin annually. We expect a large turnout for this event.

12. Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? YES as well as hotel links on our website to purchase rooms as the discounted hotel offers which have been agreed to. Additionally, with the help of the SPI Chamber and the CVB staff, we wish to pass out a "Coupon Book" featuring restaurant specials, tourist specials and any other business who wishes to participate in promoting their goods, services or attraction (fishing, tourism etc.) to all attendees as part of their welcome packets. This "book" will be printed by L&F Distributors print shop.
13. Will you negotiate a special rate or hotel/event package to attract overnight stays? Yes. This has been done with the help of Michael Flores and the following hotels have a committed to special packages/rates for the event dates:
Hilton Garden Inn- <http://hgisouthpadreisland.com/>
Holiday Inn Express- <http://www.ihg.com/holidayinnexpress/hotels/us/en/south-padre-island/pdisl/hoteldetail>
Knights Inn
https://www.google.com/?gws_rd=ssl#q=knight+inn+south+padre+island%2C+texas
La Quinta Inn and Suites- <http://www.laquintasouthpadreisland.com/>
Pearl South Padre- www.pearlsouthpadre.com
Schlitterbahn Beach Resort- <http://www.schlitterbahn.com/south-padre-island>
Inn at South Padre- <http://theinnsouthpadre.com/>

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

We plan to go live on Q 94.5, KTEX 100 107.9 to promote this event with local DJ personalities who I personally know. We also plan to use Facebook to target market Bikers across the State. Hino has contracted the services of Rodney Bogart. Hino SF has also contracted with "Cool People Crew." Former members of Magic Valley Bikers who were mainly responsible for putting together year before last, the "Beach & Biker Fest." They will be participating in marketing to fellow bikers, conducting the Bike Show and Bike Games during the event, soliciting potential sponsors and creating a distributing a magazine about and dedicated solely for the SPI Rally and attendees which will be distributed throughout retail outlets in the RGV. (Please see Attachment A-1 for more marketing information)

15. What geographic areas does your marketing, advertising and promotion reach: __ Rio Grande Valley, Laredo, Corpus Christi, San Antonio, Austin, Dallas/Ft. Worth, Houston metropolises

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? 500,000 + (each media source ought to be able to quantify this number for applicants)

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

Expected Visitation by Tourists Monthly/Annually: _____

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

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

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

19. 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 submitted with at least ____ weeks advance notice for approval by the South Padre Island CVB.

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

Submit to: _____ Convention and Visitors Advisory Board/ C/O City of South Padre Island
Convention and Visitor's Bureau
(Insert preferred CVB address)
(phone number/email address)

Events Funding Distribution

FY 15 (October 2014 - September 2015)

Sponsorship		Notes	
Tourism & Cultural Starting Balance 2014/15	\$439,700.00		
Entrance Signs cost/hardware for posts	-\$1,500.00		
Tx Gulf Surfing Association Oct 2015	-\$3,000.00	Approved	New event
SPI Kite Expo Nov 7-9, 2014	-\$2,000.00	Approved	
Roadway Production/Fall Concert Series Oct/Nov 2014	-\$50,000.00	Approved	
SPI Marathon & Half Marathon November 14, 2015 *event takes place during 2015/16 budget year. Prepaid sponsorship	-\$90,000.00	Approved	New event
College Roadshow Promo/Inertia Tours March 2015	-\$50,000.00	Approved	
Sebastian Zodiac Exhibit expenses	-\$28,000.00	Approved	New event
Beach and Biker April 2015	-\$35,000.00	Approved	
National Tropical Weather Conf April 2015	-\$10,000.00	Approved	
Run the Jailbreak Beach Escape May 2015	-\$15,000.00	Approved	
Sandcastle Trails REPAIRS ONLY	-\$5,000.00	Approved	
TIFT AUG 2015	-\$15,000.00	Approved	
LKT 2015 August 8-10, 2015	-\$2,000.00	Approved	
Sandcastle Days Oct 3-5, 2014	-\$30,000.00	Approved	
Fireworks	-\$80,000.00	Approved	
Run in Texas/Sand Crab Run April 2015	-\$4,000.00	Approved	
Potential remaining balance if approved	\$19,200.00		

*updated 3-12-2015

Hino Electric RGV Scholarship's Fund (Hino SF) has applied to the IRS for 501C3 status. Its purpose is to raise funds from private and/or public institutional entities, and/or the public at large, through three main fund-raising events, to raise funds and to distribute the funds to enrolled and graduating high school students and current enrolled college students for college and high school scholarship purposes. Distributions of these scholarships will be on a non-discriminatory basis, focused on the aforementioned from the Rio Grande Valley of South Texas. Said corporation is organized exclusively for charitable and educational purposes, including, for such purposes, the making of distributions to organizations that qualify as exempt organizations under section 501(c)(3) of the Internal Revenue Code, or the corresponding section of any future federal tax code.

The Hino Electric RGV Scholarship Fund Proposes to have three main fund raising fund events per year.

The First Event is the HinoPalooza BBQ Cook-Off Championship, (www.hinopalooza.com) is a BBQ cook-off sanctioned by the IBCA as well as an International Kids BBQ Cook-Off Competition, held in Mercedes, TX (October 2-3, 2015).

The second event is the **South Padre Island Bike Rally** (www.spibikerally.com), a 2 day event, (Oct. 16 -17, 2015) motorcycle Rally, featuring live bands, vendors, food, alcoholic beverages drinks, contests, games Extreme Midget Wrestling Federation Friday, Oct. 16, 2015.

The third event is the South Padre Island Brew & Spirits Fest (www.spibrewfest.com), Dec. 5, 2015. A beer, liquor and wine tasting event featuring over 50 beers from around the world as well as Texas Craft Brewers.

Purpose

Our Goal is to make the HinoPalooza SPI Bike Rally an "Anchor Event" and to continue to host this event for a minimum of 5 years with the goal of 10 years. Hino SF would like to enter into an agreements with the City of South Padre Island to make this a reality. We believe this Bike Rally will grow within the next 5 years to 20,000+ attendees based on the level of entertainment and execution. Our goal is to make the "HinoPalooza SPI Bike Rally a premiere destination event of South Texas and one of the most popular and attended Bike Rallies in all of Texas. With the City's support, we are very confident that this will goal will be realized in the years to come.

Marketing

One of our Main marketing initiatives will be via our website www.spibikerally.com and targeting bike riding demographics via **Facebook** and **Google**. We plan on spending \$15,000.00

combined on Facebook and Google, ads specifically targeting bikers in the major metropolitan areas across Texas. Account managers with Facebook and Google will be employed/contacted to implement ads and fliers targeted to specific bike riding demographics as well as links to www.spibikerally.com. we are willing to implement any other digital marketing strategies with the SPI CVB and Chamber to promote this Bike Rally and South Padre Island as a whole.

Additionally, more digital advertising will be executed via Local TV stations' websites will also be utilized to place digital ads promoting the Bike Rally, www.valleycentral.com, www.krgv.com, www.rgvproud.com, www.themonitor.com, www.valleystar.com, www.theherald.com.

Radio: Local DJ at local Radio Stations will be contracted to promote the Bike Rally 30 days prior as well as a marketing blitz 10 days before the Bike Rally.

Newspapers: Ads will be placed in the 3 RGV newspapers.

Billboards: Some bill board ads will be utilized also.

Sponsors

L&F Distributors has agreed to donate \$10,000.00 to Hino SF along with supporting the Bike Rally with In-Kind Donations, including but not limited to

- Use of the Budweiser Mobile Bar
- Bud Light Girls
- Wrist Bands
- Lanyards
- Printing of all posters and fliers
- **Rebecca Creek Distillery** is going to donate 30 cases of liquor for each event on the island and give at cost of \$5-\$6 dollars a bottle to stock all 6 bars with their Rebecca Creek Whiskey, Enchanted Rock Peach Vodka and Enchanted Rock Vodka. They also will be procuring promo girls, promotional merchandise, and sending out email blasts about our events (SPI Bike Rally, SPI Brew & Spirits Fest) on South Padre Island.
- **Ole Smoky Tennessee Moonshine** is another company that has committed to donating products and helping with a social media Geo-Targeted campaign to get more people committed to our events and to try their flagship products and new offerings. Ole Smoky actually has a marketing agreement in place with Harley Davidson and they make a mason jar with the Harley Davidson logo on it, that is one of the main reasons they want to get involved with our Bike Rally and they are giving away a Harley Davidson in July and they want us to help them spread the word, so they can capture customer metrics.

Entertainment

The SPI Bike Rally will consist of musical entertainment, bike exhibits, tattoo artists, arts, crafts, Extreme Midget Wrestling, Bike Games, a Bike Show, over 100 vendors, great food, local SPI Hot Spot post/pre parties and 6 fully stocked bars selling beer, wine and liquor.

Extreme Midget Wrestling has been contracted to perform and this will be their first appearance in South Texas. They have sold out shows all over Dallas, Houston, Austin, California, Oklahoma and Arkansas and they have been the #1 attraction at ROT Rally in Austin over the last 2 years. They will perform Friday, Oct. 16 at 9 p.m.

<https://adobeformscentral.com/?f=KVTq75tnpLg3joogycfclg>

Various Rock & Roll, Country and Tejano music Groups have been booked including but not limited to **Costello, "Kiss-It, a Tribute to Kiss," Texas Flood, a Tribute to Stevie Ray Vaughan** and many others.

The Bike Rally will be mc-ed by **"DJ Rowdy Rodney"** who has MC-ed many rallies as well as conducted the Bike Games and Bike Show. some of the past Bike Rally and events he has MC-ed are as follows:

Hot Springs Rally Offsite Location – 2007/08

Rally In The Crater 2010/11/12/13/14/15

H2O Crater 2010/11/12/13/14/15

The Hot Rally 2008/09/10/11/12/13

Hot Halloween 2008/09/10/11/12/13

Brotherhood St. Patrick's Day Rally 2010

Wet-N-Wild Rally 2012/13

WBCA Jalapeno Festival 2013

Bike Stock OK 2012/13

Freedom Rally 2013

Sturgis Edition Rt 66 Rally 2012/13

Catfish Festival 2014

Noodling Tournament 2014/15

Several Bike nights including Quaker Steak and Lube, Stans Lakeview Grill and Bombshells

Attachment A-1

HinoPalooza SPI Bike Rally

June 24, 2015

Plus lots of other events like block parties, company parties, adult parties and more.



HinoPalooza South Padre Island Bike Rally

Tentative Entertainment Schedule for October 16 & 17

Friday, October 16th: ROCK / WRESTLING

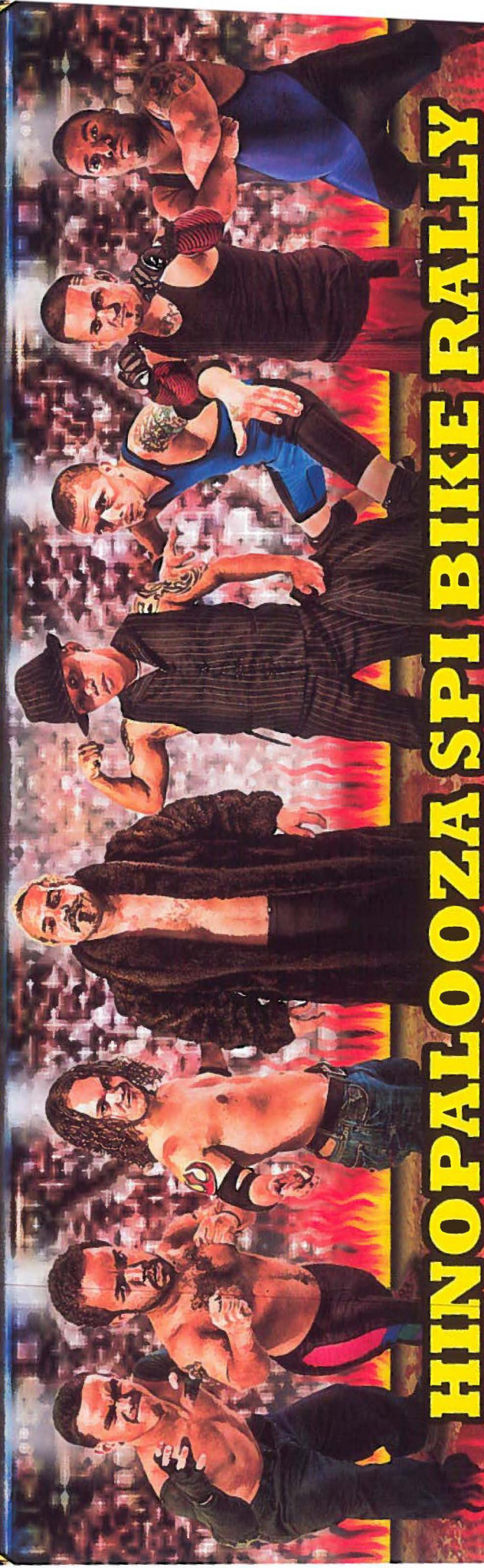
Time	Entertainer
9:00 AM	Opens at 12 noon
9:30 AM	Opens at 12 noon
10:00 AM	Opens at 12 noon
10:30 AM	Opens at 12 noon
11:00 AM	Opens at 12 noon
11:30 AM	Opens at 12 noon
12:00 PM	Opens at 12 noon MC/DJ Rodney
12:30 PM	Yard Dogs
1:00 PM	Yard Dogs
1:30 PM	Yard Dogs
2:00 PM	Yard Dogs
2:30 PM	Yard Dogs
3:00 PM	MC/DJ Rowdy Rodney (setup for next band)
3:30 PM	Allied Forces
4:00 PM	Allied Forces
4:30 PM	Allied Forces
5:00 PM	MC/DJ Rowdy Rodney (setup for next band)
5:30 PM	Costello
6:00 PM	Costello
6:30 PM	Costello
7:00 PM	MC/DJ Rowdy Rodney (setup for next band)
7:30 PM	Big Noyzz
8:00 PM	Big Noyzz
8:30 PM	Big Noyzz
9:00 PM	Midget Wrestling
9:30 PM	Midget Wrestling
10:00 PM	Midget Wrestling
10:30 PM	Midget Wrestling
11:00 PM	Kiss-It Triubute to Kiss
11:30 PM	Kiss-It Triubute to Kiss
12:00 AM	Closes at 12am

Saturday, October 17th: TEJANO / COUNTRY

Time	Entertainer
9:00 AM	Opens at 10 am
9:30 AM	Opens at 10 am
10:00 AM	MC/DJ Rowdy Rodney (setup for next band)
10:30 AM	Angel Leal
11:00 AM	Angel Leal
11:30 AM	Angel Leal
12:00 PM	BIKER GAMES
12:30 PM	BIKER GAMES
1:00 PM	BIKER GAMES
1:30 PM	BIKER GAMES
2:00 PM	MC/DJ Rowdy Rodney (setup for next band)
2:30 PM	Vaquero
3:00 PM	Vaquero
3:30 PM	Vaquero
4:00 PM	BIKER GAMES
4:30 PM	BIKER GAMES
5:00 PM	BIKER GAMES
5:30 PM	MC/DJ Rowdy Rodney (setup for next band)
6:00 PM	Wreckless Texas
6:30 PM	Wreckless Texas
7:00 PM	Wreckless Texas
7:30 PM	MC/DJ Rowdy Rodney (setup for next band)
8:00 PM	The Goods
8:30 PM	The Goods
9:00 PM	The Goods
9:30 PM	The Goods
10:00 PM	MC/DJ Rowdy Rodney (setup for next band)
10:30 PM	Texas Flood- Tribute to Stevie Ray Vaughan
11:00 PM	Texas Flood- Tribute to Stevie Ray Vaughan
11:30 PM	Texas Flood- Tribute to Stevie Ray Vaughan
12:00 AM	Closes at 12am

All Day, Both Days: DYNO DRAG
All Day, Both Days: BIKINI BIKE WASH

FRIDAY OCTOBER 16TH SHOW TIME 9:00 PM



HINOPALOOZA SPI BIKE RALLY

EXTREME MIDGET WRESTLING FEDÉRATION

**\$15 ADVANCED
\$20 DOOR
\$25 RINGSIDE**

www.spibikerrally.com

INFO LINE

214-770-9699



ExtremeMidgetWrestling

BOOKING INFO 405-415-6822

Sponsored by:

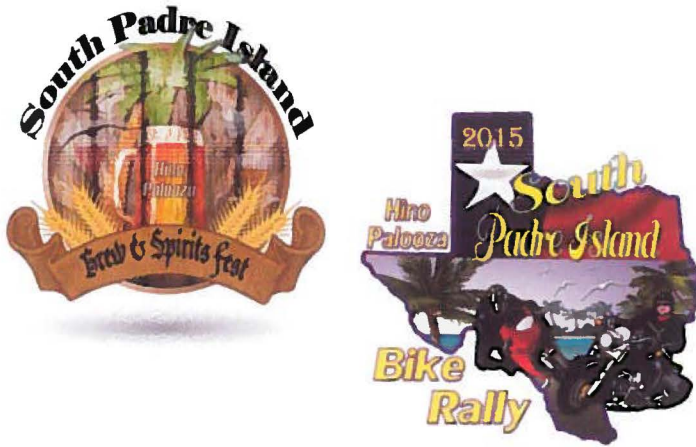


THE SPI CONVENTION CENTER

7355 Padre Blvd.

South Padre Island, TX

Attachment A4
Hotels for HinoPalooza SPI Brew Fest
Brew & Spirits Fest. / Beer Mile 2015



hotel links for bike rally and brew fest 2015

Hilton Garden Inn- <http://hgisouthpadreisland.com/>

Holiday Inn Express- <http://www.ihg.com/holidayinnexpress/hotels/us/en/south-padre-island/pdisl/hoteldetail>

Knights Inn- https://www.google.com/?gws_rd=ssl#q=knights+inn+south+padre+island%2C+texas

La Quinta Inn and Suites- <http://www.laquintasouthpadreisland.com/>

Pearl South Padre- www.pearlsouthpadre.com

Schlitterbahn Beach Resort- <http://www.schlitterbahn.com/south-padre-island>

Inn at South Padre- <http://theinnsouthpadre.com/>

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

MEETING DATE: July 22, 2015

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding consideration for funding request on the HinoPalooza-Brew & Spirit Fest (December 2015).

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**HOTEL OCCUPANCY TAX USE GUIDELINES
UNDER TEXAS STATE LAW
SOUTH PADRE ISLAND HOTEL TAX FUNDING APPLICATION FORM**

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

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

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

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

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

City Policy: The City of South Padre accepts applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted in writing and be accompanied by the official application by the below noted deadlines.

The application will be reviewed by the Convention and Visitors Advisory Board during one of two annual funding review periods. All applications must be presented at least two months prior to the date of the proposed event or expenditure.

Funding Application Deadline for Spring/Summer Activities: Wednesday, January 7th.

Funding Application Deadline for Fall/Winter Activities: Wednesday, July 8th.

Applications for funding will be submitted through the city application forms and reasonable attachments provided by the applicants. Review of the applications will be done by city staff and the Tourism Advisory Board solely through the written applications unless an in person presentation is requested by two or more of the committee members. In such a case, the applicant may be asked to be present at the meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

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

Eligibility and Priority for Hotel Tax Funds:

Impact: Funding priority will be given to those events and entities based on their ability to generate and sustain overnight visitors to South Padre Island. **The amount that you are requesting should not exceed more than the total amount of hotel night revenue that you are predicting will be created or sustained by your event or facility. Applicants must place a link to the South Padre Island CVB listing of hotels on the applicants website. Applicants for funding are strongly encouraged to attend one of the annual informational seminars on hotel occupancy tax funding.**

If an event or facility will not generate any meaningful hotel night activity or gain participation of existing hotel guests, it is not eligible for receipt of hotel occupancy tax funds.

Events can prove their potential to generate overnight visitors by:

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

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

The City’s Convention and Visitor’s Bureau Department shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the staff shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board for both anchor events and non-anchor events. The Tourism Advisory Committee may accept or amend the CVB staff’s recommendations by a majority vote of the Committee.

Four Year Cap on Reimbursements for Operational Costs Unless Anchor Event

There shall be a four year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses, unless the event is determined to be an “anchor event.”

Application to be an Anchor Event: There are certain events that have an established impact that warrants continued regular annual or seasonal funding of the event with hotel tax. **An Anchor Event shall be an event that generates or sustains over 500 hotel nights for the event and over 1,500 overnight visitors to South Padre Island for the event.** Preference for Anchor Event designation will be given to multi-day events. Each year, entities may apply to have their event funded as an anchor event and provide documentation to support this designation.

Anchor events shall be funded on a reimbursement basis once the event expenses have been incurred and the post event report is completed. It is within the discretion of the Convention and Visitors Advisory Board to proportionately reduce the amount of awarded hotel tax funding to reflect the actual impact of the event if the event does not meet its estimated impact on the funding application. The Convention and Visitors Advisory Board may take into consideration factors such as weather disturbances or other items that are beyond the control of the meeting planner in adjusting the funding.

Non-Anchor Events

Application to be a Standard Hotel Tax Funded Event: There are certain events that may not meet the requirements of an Anchor Event but still have a meaningful impact on tourism and hotel activity for South Padre Island.

Seed Money Limitation: Non-Anchor Event Funding from the hotel tax is to be treated as “seed money” with the intent that the event/facility program will eventually be able to fund it’s operational costs (other than marketing) from program revenues and non hotel tax sponsorships. Accordingly, hotel tax funding for operational costs other than marketing for non-anchor events is limited to no more than four consecutive years of Hotel Tax Funding. The Convention and Visitors Advisory Board will have the discretion to amend that limitation if deemed appropriate.

Non-Anchor Event hotel tax funding may be provided at the time of the award determination in order to facilitate the holding of the event. For the first year of a non-anchor event, the funding will not be reduced based on the actual impact of the event unless there is a substantial breach of the terms of the funding agreement by the applicant. For subsequent funding years, the funding will be provided on a reimbursement basis. For subsequent funding years, it is also within the discretion of the Tourism Advisory Committee to proportionately reduce the awarded hotel tax funding amount to reflect the actual impact of the event if the event does not meet its estimated impact on the funding application. In all cases, the Tourism Advisory Committee shall retain 25 % of the hotel tax funding award that will only be paid upon submission of the post event report and satisfactory performance on the terms of the funding agreement. The CVB staff shall be tasked to recommend whether full payment should be made for each funded event. The Convention and Visitors Advisory Board may take into consideration factors such as weather disturbances or other items that are beyond the control of the meeting planner in adjusting the funding.

Black Out Periods for Hotel Tax Funding

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

The month of July

The Spring Break Period (Insert blocked spring break period dates)

The CVB may still expend local hotel tax for marketing events that occur during these time periods. The Tourism Advisory Board Event may with a recommendation from the CVB staff and a two-third vote grant an event a variance from these black out periods.

Use of Revenues from Event: A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. No other outside event(s), project, charity, etc., sponsored by the host organization may profit from the South Padre Island's funding of a particular event. This restriction can be waived by the Tourism Advisory Committee for an event that has a substantial impact on tourism and hotel activity.

Supplemental Information Required With Application: Along with the application, please submit the following:

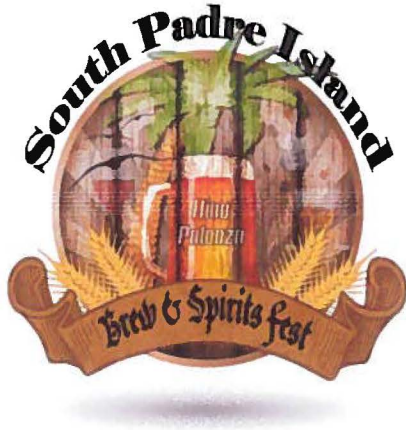
Attachment A2 Proposed Marketing Plan for Funded Event

Attachment A3 Schedule of Activities or Events Relating to the Funded Project

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

Submit to: _____ Convention and Visitors Advisory Board/ C/O City of South Padre Island
Convention and Visitor's Bureau
(Insert preferred CVB address)
(phone number/email address)

Application



Date: July 6, 2015

Organization Information

Name of Organization: Hino Electric RGV Scholarship Fund

Address: 2759 W. Bus. 83

City, State, Zip: Harlingen, TX 78552

Contact Name: Alex Hinojosa, Jr. Contact Office Phone Number: 956 761 2200

Contact Cell Phone Number: 956 491 4466

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

Non-Profit or For-Profit status: applied with the IRS Tax ID #: 46-5532566

Entity's Creation Date: 4/30/2014

Purpose of your organization: Hino Electric RGV Scholarship's Fund's purpose is to raise funds from private and/or public institutional entities, and/or the public at large, through various events and fund raisers, to raise funds and to distribute the funds to enrolled and graduating high school students and current enrolled college students for college and high school scholarship purposes. Distributions of these scholarships will be on a non-discriminatory basis, focused on the aforementioned from the Rio Grande Valley of South Texas. Said corporation is organized exclusively for charitable and educational purposes, including, for such purposes, the making of distributions to organizations that qualify as exempt organizations under section 501(c)(3) of the Internal Revenue Code, or the corresponding section of any future federal tax code.

Event Information

Name of Event or Project: HinoPalooza SPI Brew & Spirits Fest

Date of Event or Project: December 5, 2015

Primary Location of Event or Project: SPI Convention Center

Amount Requested: \$67,500.00

Primary Purpose of Funded Activity/Facility:

To raise funds for Hino Electric RGV Scholarship Fund and to bring as many spectators the event and the Island as possible. (Please see attachment A-1 for a full description of the event.)

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

Please See Attachment A-4

Percentage of Hotel Tax Support of Related Costs

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

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

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

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

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

We respectfully request the Convention Center cost/fees be waived. Our Goal is to make the HinoPalooza SPI Brew & Spirits Fest an "Anchor Event" and to continue to host this event for a minimum of 5 years with the goal of 10 years.

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

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

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

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

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

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

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

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

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

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

What percentage of the ridership will be local citizens? _____

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

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 1st Yr.
2. Expected Attendance: 4,000
3. How many people attending the Event or Project will use South Padre Island lodging establishments? 400

How many nights do you anticipate the majority of the tourists will stay: 2
4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Please See Attachment A4
5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u>N/A</u>	<u></u>	<u></u>
<u></u>	<u></u>	<u></u>
<u></u>	<u></u>	<u></u>

-
6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? By Room Block, usage survey, survey of Hoteliers Please see Attachment A-3

7. Please list other organization, government entities, and grants that have offered financial support to your project: **L&F Distributers has pledged \$10,000.00 (Please See Attachment A-1 for information on additional sponsors)**
8. Will the event charge admission? YES
9. Do you anticipate a net profit from the event? YES
10. If there is a net profit, what is the anticipated amount and how will it be used? \$40,000.00 Half of the Proceeds will go to scholarships, awards to winning FFA and 4H Students' winning animals and Arts & Crafts at the RGV Livestock Sale of Champions, March 2106. The remainder of the proceeds will be used to fund the following year's event. Our plan is to have a 5 year exclusive agreement with the City of SPI and/or the SPI CVB to exclusively host this event as an "Anchor Event."
11. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper:	\$5,000
Radio:	\$10,000
TV:	\$2,500
Website, Social Media:	\$10,000
Other Paid Advertising:	\$2,500

Anticipated Number of Press Releases to Media 4

Anticipated Number Direct Mailings to out-of-town recipients None, we will cover this aspect via social media and website direct marketing

Other Promotions

Craft Brewers from Texas as well as Over 60 Beers from around the world as well as Tequila, Rum, Vodka, Whiskey, and various Wines will be showcased at the event. Attendees will be able to taste these various spirits via one ounce samples (liquor) or two ounce samples (beer). Various contests and raffles will be held during the event. Also the Beer Mile Will take place at the beginning of the event. We believe this event (being the first on the Island and in the RGV) will become an anchor event in itself.

12. Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? YES as well as hotel links on our website to purchase rooms as the discounted hotel offers which have been agreed to. Additionally, with the help of the SPI Chamber and the CVB staff, we wish to pass out a "Coupon Book" featuring restaurant specials, tourist specials and any other business who wishes to participate in promoting their goods, services or attraction (fishing, tourism etc.) to all attendees as part of their welcome packets. This "book" will be printed by L&F Distributers print shop. Please see Attachment A1.

13. Will you negotiate a special rate or hotel/event package to attract overnight stays?
Yes. This has been done with the help of Michael Flores and the following hotels have a committed to special packages/rates for the event dates:

Hilton Garden Inn- <http://hgisouthpadreisland.com/>

Holiday Inn Express- <http://www.ihg.com/holidayinnexpress/hotels/us/en/south-padre-island/pdisl/hoteldetail>

Knights Inn

https://www.google.com/?gws_rd=ssl#q=knights+inn+south+padre+island%2C+texas

La Quinta Inn and Suites- <http://www.laquintasouthpadreisland.com/>

Pearl South Padre- www.pearlsouthpadre.com

Schlitterbahn Beach Resort- <http://www.schlitterbahn.com/south-padre-island>

Inn at South Padre- <http://theinnsouthpadre.com/>

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

We plan to go live on Q 94.5, KTEX 100 107.9 to promote this event with local DJ personalities who I personally know. We also plan to use Facebook to target market Wine, Beer and Liquor Afficionados across the State. (Please see Attachment A-2 for more marketing information)

15. What geographic areas does your marketing, advertising and promotion reach: Rio Grande

Valley, Laredo, Corpus Christi, San Antonio, Austin, Dallas/Ft. Worth, Houston metroplexes

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? 500,000 + (each media source ought to be able to quantify this number for applicants)

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

Expected Visitation by Tourists Monthly/Annually: _____

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

18. What amount of event insurance do you have for your event and who is the carrier: We will have minimum amounts of insurance coverage, we are in the process of receiving bids from insurance carriers..

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

19. 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 submitted with at least _____ weeks advance notice for approval by the South Padre Island CVB.

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

Submit to: _____ **Convention and Visitors Advisory Board/ C/O City of South Padre Island**
Convention and Visitor's Bureau
(Insert preferred CVB address)
(phone number/email address)

Hino Electric RGV Scholarship's Fund (Hino SF) has applied to the IRS for 501C3 status. Its purpose is to raise funds from private and/or public institutional entities, and/or the public at large, through three main fund-raising events, to raise funds and to distribute the funds to enrolled and graduating high school students and current enrolled college students for college and high school scholarship purposes. Distributions of these scholarships will be on a non-discriminatory basis, focused on the aforementioned from the Rio Grande Valley of South Texas. Said corporation is organized exclusively for charitable and educational purposes, including, for such purposes, the making of distributions to organizations that qualify as exempt organizations under section 501(c)(3) of the Internal Revenue Code, or the corresponding section of any future federal tax code.

The Hino Electric RGV Scholarship Fund Proposes to have three main fund raising fund events per year.

The First Event is the **HinoPalooza BBQ Cook-Off Championship**, (www.hinopalooza.com) is a BBQ cook-off sanctioned by the IBCA as well as an International Kids BBQ Cook-Off Competition, held in Mercedes, TX (October 2-3, 2015).

The second event is the **South Padre Island Bike Rally** (www.spibikerally.com), a 2 day event, (Oct. 16 -17, 2015) motorcycle Rally, featuring live bands, vendors, food, alcoholic beverages drinks, contests, games Extreme Midget Wrestling Federation Friday, Oct. 16, 2015.

The third event is the **South Padre Island Brew & Spirits Fest** (www.spibrewfest.com), Dec. 5, 2015. A beer, liquor and wine tasting event featuring over 50 beers from around the world as well as Texas Craft Brewers.

Purpose

Our Goal is to make the HinoPalooza SPI Brew & Spirits Fest an "**Anchor Event**" and to continue to host this event for a minimum of 5 years with the goal of 10 years. Hino SF would like to enter into an agreements with the City of South Padre Island to make this a reality. We believe this Brew & Spirits will grow within the next 5 years to 15,000+ attendees based on the level of entertainment and execution. Our goal is to make the "HinoPalooza SPI Brew & Spirits Fest" a premiere destination event of South Texas and one of the most popular and attended Brew & Spirits Fests in all of Texas. With the City's support, we are very confident that this will goal will be realized in the years to come.

Marketing

Please see Attachment A-2

Attachment A-1

HinoPalooza SPI Brew & Spirits Fest

June 24, 2015

One of our Main marketing initiatives will be via our website www.spibikerally.com and targeting bike riding demographics via **Facebook** and **Google**. We plan on spending \$15,000.00 combined on Facebook and Google, ads specifically targeting Beer, Wine and Liquour Lovers and Aficionados in the major metropolitan areas across Texas. Account managers with Facebook and Google will be employed/contacted to implement ads and fliers targeted to specific Beer, Wine and Liquour Lovers and Aficionados demographics as well as links to www.spibrewfest.com. Beer, Wine, Liquour Clubs, Groups, Societies and Associations will be targeted via Facebook and Google +. We are willing to implement any other digital marketing strategies with the SPI CVB and Chamber to promote this Bike Rally and South Padre Island as a whole.

Additionally, more digital advertising will be executed via Local TV stations' websites will also be utilized to place digital ads promoting the Bike Rally, www.valleycentral.com, www.krgv.com, www.rgvproud.com, www.themonitor.com, www.valleystar.com, www.theherald.com.

Radio: Local DJ at local Radio Stations will be contracted to promote the Bike Rally 30 days prior as well as a marketing blitz 10 days before the Bike Rally.

Newspapers: Ads will be placed in the 3 RGV newspapers.

Billboards: Some bill board ads will be utilized also.

Pass Port

A Booklet will be printed, 4,000, to be passed out to every attendee. It will contain food, beverage, hotel, and other goods or services which any Island and/or Port Isabel establishment wishes to offer in the "Pass Port." The offers (i.e. a dinner special(s), a drink special(s), 1 fee pass for fishing, 50% off any night at a hotel, etc. for a period of time, preferably one year term/offer) will be offered with the approval of the business which wishes to participate. If 5 or more of offers are used by the individual, (with a proof of a receipt) that individual brings the "pass port" back to Hino Gas or Hino Electric or the following year's Bike Rally, **they will be given a free pass to the following year's 2016 Brew & Spirits Fest**. This will help promote all SPI businesses, whoever wishes to participate. We wish to market the Island, it's businesses to the maximum extent possible. We believe this will be beneficial in years to come as this anchor event gains popularity and momentum and these "pass ports" will be a sought after commodity. We ask for the SPI Chamber's assistance in reaching out to the business community to help put this together.

Sponsors

Attachment A-1

HinoPalooza SPI Brew & Spirits Fest

June 24, 2015

L&F Distributors has agreed to donate \$10,000.00 to Hino SF along with supporting the Bike Rally with In-Kind Donations, including but not limited to

- Use of the Budweiser Mobile Bar
- Bud Light Girls
- Wrist Bands
- Lanyards
- Printing of all posters and fliers
- **Rebecca Creek Distillery** is going to donate 30 cases of liquor for each event on the island and give at cost of \$5-\$6 dollars a bottle to stock all 6 bars with their Rebecca Creek Whiskey, Enchanted Rock Peach Vodka and Enchanted Rock Vodka. They also will be procuring promo girls, promotional merchandise, and sending out email blasts about our events (SPI Brew & Spirits Fest, SPI Bike Rally) on South Padre Island.
- **Ole Smoky Tennessee Moonshine** is another company that has committed to donating products and helping with a social media Geo-Targeted campaign to get more people committed to our events and to try their flagship products and new offerings. Ole Smoky actually has a marketing agreement in place with Harley Davidson and they make a mason jar with the Harley Davidson logo on it, that is one of the main reasons they want to get involved with our Bike Rally and they are giving away a Harley Davidson in July and they want us to help them spread the word, so they can capture customer metrics.

Entertainment

The SPI Brew & Spirits Fest will consist of musical entertainment, Craft Brewers from Texas as well as Over 60 Beers from around the world as well as Tequila, Rum, Vodka, Whiskey, and various Wines will be showcased at the event. Attendees will be able to taste these various spirits via one ounce samples (liquor) or two ounce samples (beer). Various contests and raffles will be held during the event. Also the **Beer Mile** Will take place at the beginning of the event. We believe this event (being the first on the Island and in the RGV) will become an anchor event in itself.

Various Rock & Roll, Country and Tejano music Groups have been booked including but not limited to **Costello** and others.

Beer Mile Run/Walk

This will be billed as the first Annual HinoPalooza SPI Beer Mile. This event is extremely popular in Austin and other places and it has a very large following. We believe this event will grow to become an anchor event in itself. Placing it with the Brew & Spirits Fest fits perfectly. Weather permitting, over 50

Attachment A-1

HinoPalooza SPI Brew & Spirits Fest

June 24, 2015

should attend. This is a first year event but it will be the first at SPI. We plan on marketing via social media and the internet to local and statewide running groups as well as other Beer Mile Running Clubs.

German Madrazo is the owner of The Valley Running Company. Wally Alaniz owner of Wally's Bicycles. Both individuals will assist with the promotion, organization and execution of The Beer Mile.

Marketing Goals & Objectives For The HinoPalooza South Padre Island Bike Rally 2015 and The HinoPalooza BrewFest 2015

Goals

1. To monetize organic RGV Consumer Traffic, online traffic, consumer engagement and bring South Padre Island Business Engagement during the offseason for the next 10-20 years!
2. To increase awareness of The HinoPalooza South Padre Island Bike Rally 2015 & The HinoPalooza BrewFest 2015 Festival, tell the founding story of the Hino Electric RGV Scholarship Fund and invite guests to the BEST motorcycle rally and brew fest in the United States and the World.
3. To increase SPI Merchandise Sales, SPI Hotel Occupancy Sales, SPI Restaurant Sales, Increase SPI Tax Revenue, and HinoPalooza Sponsorship Opportunities

Objectives

1. Increase HinoPalooza SPI Organic Event Traffic and engagement overall
2. Increase HinoPalooza SPI Social Traffic and social media engagement overall
3. Increase HinoPalooza SPI Online Traffic and engagement and social traffic and engagement throughout the year

Strategy

To develop and execute an interactive communications plan

Tactics

(Social Media, last item)

1. Conduct a usability audit (all metrics and recommendations to be reported to HinoPalooza and SPI CVB) on

www.spibrewfest.com including:

- a. Page layout and design
 - b. Search Engine Optimization technical report
 - c. Site navigation audit
 - d. Site speed report and optimization recommendations
2. Coordinate with HinoPalooza & SPI content creators to build a twelve-month content calendar based upon:

- a. Key website and social performance metrics
- b. Search engine optimization reports
- c. Keyword research
- d. Consumer/Google research and team input
- e. The incredible expertise of HinoPalooza coordinators, supporters and staff

Please note the content calendar will encompass Web content, social content and email marketing content and coordinate not only the individual channels but also how they work as a whole.

3. Perform search engine optimizations (SEO) on www.spibrewfest.com

- a. Use our powerful SEO tool to identify key on-page optimizations
- b. Compose optimizations on the top 6 pages of www.spibrewfest.com
- c. Run monthly technical SEO reports and provide key recommendations on programming and code to Sharp Hue

4. Manage paid search/keyword buys in search engines to:

- a. Drive traffic to www.spibrewfest.com overall

b. Drive traffic to specific pages on the website (to be determined by content performance and sponsorship value)

c. Increase awareness

5. Magazine/Periodical Advertising

a. At a time when TV and radio audiences are fragmented and direct mail costs are rising, nothing beats a daily newspaper for reach, affordability, flexibility and impact.

b. An average issue of a daily or Sunday newspaper reaches more adults than an average half-hour of prime-time television.

c. In South Texas, the Monitor's daily and Sunday readership is more than three times the number of people who listen to the region's most-popular radio station.

d. You can hit every household with direct mail, but is anyone paying attention? Research indicates anywhere from half to three-quarters of all direct mail goes straight to the trash, unopened and unread. But newspaper ads and circulars are sought out by consumers.

6. Lamar Signs, Banners and Signs True Value to HinoPalooza SPI Festivals

a. What is true advertising value: Large-format advertising structures located on major highways, expressways and primary arteries.

b. Visible to drivers, commuters and long distance travelers.

c. HinoPalooza can command our audience's attention with creative three-dimensional designs, moving parts and extensions.

7. Social Media, Facebook, Google +, paid via Facebook and Google marketing representatives to target Beer, Wine, Liquor Aficionados, Groups, Clubs, Associations and the like and send them links to our site as well as electronic fliers of our event. We believe this will be extremely effective. All individual and groups targeted will be in the major Texas metroplexes as well as Laredo, Corpus Christi, RGV, San Antonio, Austin, DFW, Houston.

Marketing & Advertising Costs

- 8201 · Website SEO Services, Facebook Ads and Google Ad Words: \$4,000.00
- 8202 · RGVision Magazine, RGV Mag, Contempo Magazine, SocialLife Magazine/Periodical NewPaper Ads: \$15,000
- *The Monitor*
- *The Brownsville Herald*
- *El Nuevo Herald*
- *Raymondville Chronicle*
- *Valley Morning Star*
- *Valleywood Magazine*
- 8203 · Lamar Signs, Banners and Signs \$10,000.00
- 8204 · Printing: \$2600.00
- 8205 · Marketing & Advertising Promo Workers-Other \$5,900.00

Total 8200 · Marketing & Advertising \$37,500.00

Attachment A-3



HinoPalooza South Padre Island Brew & Spirits Fest Tentative Entertainment Schedule for December 5, 2015



Saturday, December 5th:

Beer Tasting, Spirits

Tasting, Wine Tasting

Time	Entertainer	Time
9:00 AM	Opens at 12 noon	9:00 AM
9:30 AM	Opens at 12 noon	9:30 AM
10:00 AM	Opens at 12 noon	10:00 AM
10:30 AM	Opens at 12 noon	10:30 AM
11:00 AM	Opens at 12 noon	11:00 AM
11:30 AM	Opens at 12 noon	11:30 AM
12:00 PM	Opens at 12 noon MC/DJ Rodney	12:00 PM
12:30 PM	Yard Dogs	12:30 PM
1:00 PM	Yard Dogs	1:00 PM
1:30 PM	Yard Dogs	1:30 PM
2:00 PM	Break	2:00 PM
2:30 PM	Yard Dogs	2:30 PM
3:00 PM	Yard Dogs	3:00 PM
3:30 PM	Angel Leal	3:30 PM
4:00 PM	Angel Leal	4:00 PM
4:30 PM	Angel Leal	4:30 PM
5:00 PM	Break	5:00 PM
5:30 PM	Wreckless Texas	5:30 PM
6:00 PM	Wreckless Texas	6:00 PM
6:30 PM	Wreckless Texas	6:30 PM
7:00 PM	Break	7:00 PM
7:30 PM	Costello	7:30 PM
8:00 PM	Costello	8:00 PM
8:30 PM	Costello	8:30 PM
9:00 PM	Costello	9:00 PM
9:30 PM	Costello	9:30 PM
10:00 PM	END	10:00 PM

Entertainer
Opens at 10 am
Opens at 10 am
Beer Mile Run
Beer Mile Run
Beer Mile Run

EL AFAN TEQUILA ANEJO
EL AFAN TEQUILA BLANCO
EL AFAN TEQUILA REPOSADO
EL DORADO RUM 5YR
EL DORADO WHITE RUM LT
COPPA COSMOPOLITAN
COPPA LONG ISLAND ICED TEA
COPPA MARGARITA
COPPA MOJITO
COYOTE UGLY CANADIAN WHISKEY
STILL CREEK VODKA

Wines

DADO CABERNET SAUVIGNON
CA MOMI ROSSO DI NAPA
NICA CHARDONNAY
NICA PINOT GRIGIO
ELENA FRIZZANTE MOSCATO PUGLIA
ELENA FRIZZANTE ROSSO DOLCE

Beer Mile begins one mile away from Convention Center, ends by Convention Center Building

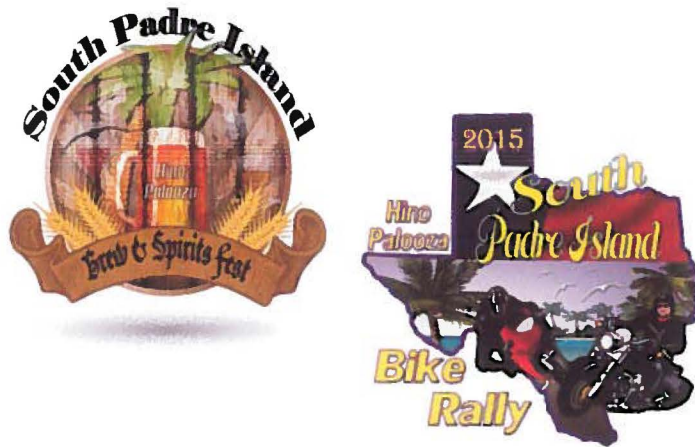
Raffles

Best Beer Maid Contest

Door Prizes

Best Outfit Contest

Attachment A4
Hotels for HinoPalooza SPI Brew Fest
Brew & Spirits Fest. / Beer Mile 2015



hotel links for bike rally and brew fest 2015

Hilton Garden Inn- <http://hgisouthpadreisland.com/>

Holiday Inn Express- <http://www.ihg.com/holidayinnexpress/hotels/us/en/south-padre-island/pdisl/hoteldetail>

Knights Inn- https://www.google.com/?gws_rd=ssl#q=knights+inn+south+padre+island%2C+texas

La Quinta Inn and Suites- <http://www.laquintasouthpadreisland.com/>

Pearl South Padre- www.pearlsouthpadre.com

Schlitterbahn Beach Resort- <http://www.schlitterbahn.com/south-padre-island>

Inn at South Padre- <http://theinnsouthpadre.com/>

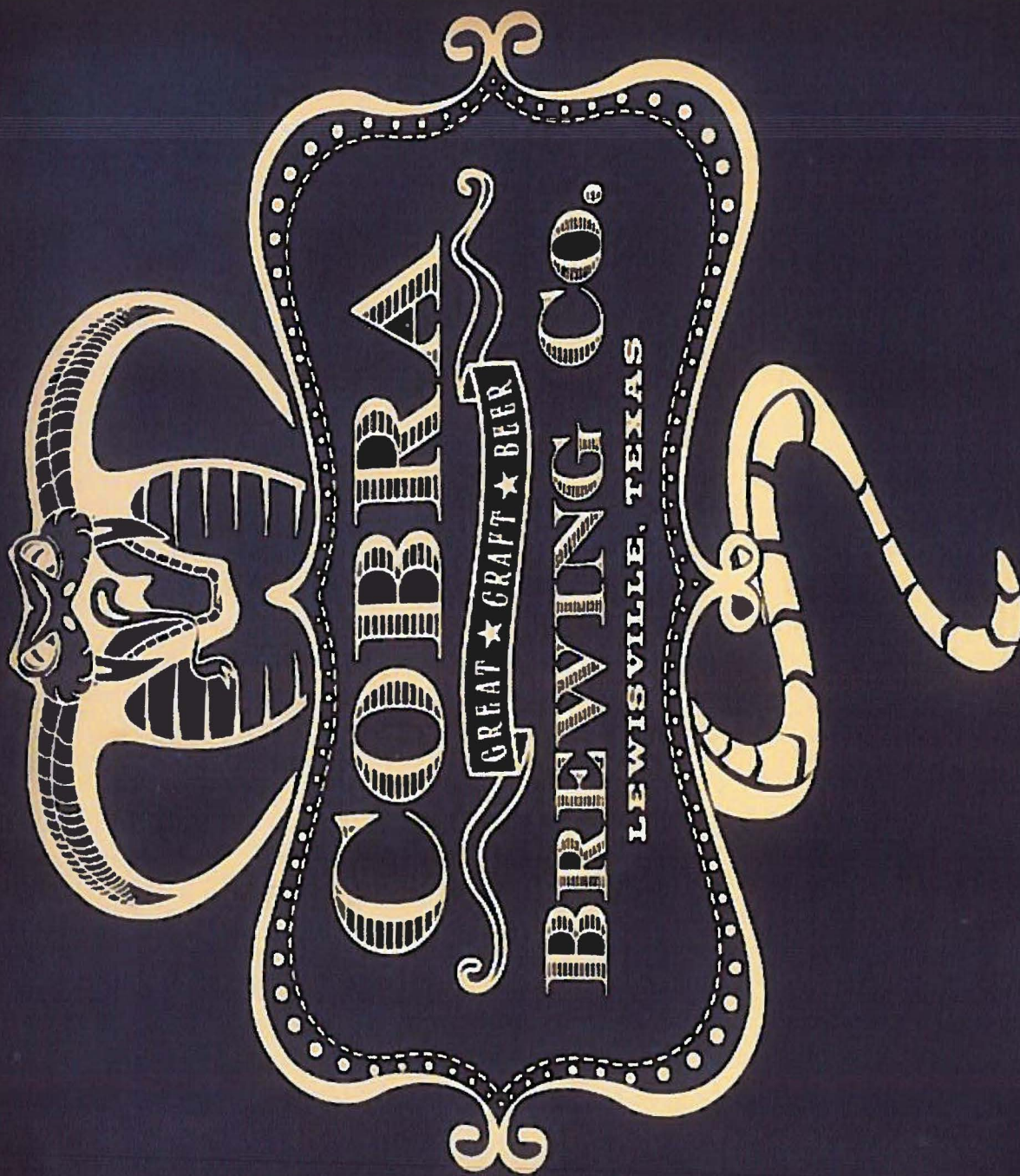


HinoPalooza SPI Brew Fest (Beer) Drink List 2015

ABITA PURPLE HAZE 4/6 LNNR
ABITA TURBODOG 4/6 LNNR
ADELBERT'S NAKED NUN 12/750ML NR
ADELBERT'S NAKED NUN 1/6 KEG
ADELBERT'S PHILOSOPHIZER 12/750ML NR
ATWATER DIRTY BLONDE 4/6 LNNR
ATWATER VANILLA JAVA PORTER 4/6 LNNR
ATWATER VANILLA JAVA PORTER 1/6 KEG
ATWATER DECADENT DARK CHOCOLATE ALE 4/6 LNNR
ATWATER CHERRY STOUT 4/6 LNNR
BEAR REPUBLIC HOP ROD 4/6 LNNR
BEAR REPUBLIC RED ROCKET 4/6 LNNR
BEAR REPUBLIC RACER 5 IPA 4/6 LNNR
BIG SKY MOOSE DROOL BROWN ALE 4/6 NR
KONA LONGBOARD 4/6 LNNR
KONA FIREROCK 4/6 LNNR
KONA CASTAWAY 4/6 LNNR
REDHOOK KCCO BLACK LAGER 4/6 NR
REDHOOK KCCO WHITE 4/6 NR
REDHOOK AUDIBLE 4/6NR
WIDMER OMISSION PALE ALE 4/6 LNNR
CEDAR CREEK ELLIOTS PHONED HOME 6/4 16OZ CANS
CEDAR CREEK GONE-A-RYE 6/4 16OZ CANS
CEDAR CREEK LAWN RANGER CREAM ALE 6/4 16OZ CANS
CEDAR CREEK DANKASAURUS 6/4 16OZ CANS
CLOWN SHOES BLAECORN UNIDRAGON 12/22 LNNR
CLOWN SHOES THE GOOD THE BAD AND THE UNIDRAGON 12/22OZ
CLOWN SHOES REINDEER GAMES 12/22OZ LNNR
ERDINGER HEFE-WEIZEN 4/6 11.2OZ NR

ELEVATION APIS IV 12/750ML NR
BAVIK PREMIUM PILSNER 4/6/11.2OZ NR
BAVIK WITTEKERKE 4/6 CAN
GULDEN DRAAK 6/4 11.2OZ NR
PIRAAT 6/4/11.2OZ NR
KASTEEL DONKER 6/4 11.2OZ NR
WOODCHUCK GUMPTION 4/6 NR
WOODCHUCK PINK 4/6 NR
WOODCHUCK WINTER 4/6 NR
INDIAN WELLS LOBOTOMY BOCK 4/6NR
INDIAN WELLS ORANGE BLOSSOM AMBER 4/6 NR
PRAIRIE STANDARD 6/4 12OZ LNNR
PRAIRIE BIRRA 6/4 12OZ LNNR
LAUGHING DOG DOGZILLA BLACK IPA 12/22 LNNR
MAGIC HAT #9 4/6 LN
MAGIC HAT DREAM MACHINE 4/6 NR
CAYMAN JACK 4/6 11.2OZ NR
PALM BREEZE RUBY RED CITRUS 4/6 CANS
PALM BREEZE PINEAPPLE MANDARIN ORANGE 4/6 CANS
SAN MIGUEL LAGER 4/6NR 12OZ
MOA IMPERIAL STOUT 6/4 12.7OZ LNNR
MOA BREAKFAST 6/4 12.7B
MOA BLANC EVOLUTION 6/4 12.7OZ LNNR
CRABBIES SPICED ORANGE 6/4 11.2OZ LNNR
MOYLANS KILT LIFTER 12/22OZ NR
NEBRASKA BRUNETTE BROWN ALE 4/6 CANS
NEBRASKA CARDINAL PALE ALE 4/6 CANS
NEBRASKA EOS HEFEWEIZEN 4/6 CANS
NEBRASKA IPA 4/6 CANS
NO LABEL EL HEFE WEIZEN 4/6 LNNR
NO LABEL ELDA M MILK STOUT 4/6 LNNR
NO LABEL 11 AMP IPA 4/6 LNNR
NO LABEL GILLEYS PREMIUM BEER 4/6 NR
FRULI 6/4 11.2OZ LNNR
ROGUE VOO DOO 12/750ML NR
ROGUE CHOC STOUT ALE 12/22OZ NR
ROGUE HAZELNUT BROWN 4/6 LNNR
LEIBINGER SEERADLER LEMON 4/6/11.2 LNNR
LEIBINGER SEERADLER GRAPEFRUIT 4/6/11.2 LNNR
LEIBINGER SEEWEISSE 4/6/11.2 LNNR
LEIBINGER ZEPPELIN LAGER 4/6/11.2 LNNR
SOUTH AUSTIN KOL' BEER 4/6 16OZ CANS
SOUTH AUSTIN TPA 4/6 16OZ CANS
SOUTH AUSTIN LUCKENBOCK 6/4 16OZ CANS

SOUTH AUSTIN 6 STRING 6/4 16OZ CANS
SEA DOG BLUEBERRY 4/6 12OZ NR BTL
SEA DOG HAZELNUT PORTER 4/6 12OZ NR BTL
SEA DOG APRICOT 4/6 12OZ LNNR
SHIPYARD PRELUDE 4/6 NR
HE'BREW BITTERSWEET LENNY'S RIPA 6/4LNNR
HE'BREW GENESIS DRY HOPPED SESSION 4/6LNNR
HE'BREW MESSIAH NUT BROWN ALE 4/6LNNR
HE'BREW HOP MANNA IPA 6/4 LNNR
SIXPOINT BENGALI TIGER 4/6 12OZ CANS
SIXPOINT RESIN 50L
SIXPOINT BEAST MODE 4/6 12OZ CANS
SOUTHERN STAR BURIED HATCHET STOUT 6/4 CAN
SOUTHERN STAR PINE BELT ALE 4/6 CANS
SOUTHERN STAR BOMBSHELL BLONDE 4/6 CANS
SOUTHERN STAR VALKYRIE 6/4 CANS
SANTA FE IMPERIAL JAVA STOUT 4/6 CANS
SANTA FE IRISH RED 4/6 CANS
SANTA FE HAPPY CAMPER IPA 4/6 CANS
TWISTED PINE BILLY'S CHILIES 6/4 LNNR
TWISTED PINE HOPPY KNIGHT 12/22OZ NR
TIGER 11.2 OZ 4/6 LNNR
CZECHVAR 11.2 OZ 4/6 LNNR
MURPHY IRISH RED 4/6NR12OZ
MURPHYS STOUT 6/4/14.9OZ CAN
WASATCH GHOSTRIDER WHITE IPA 4/6 CANS 12OZ
SQUATTERS HOP RISING IPA 4/6 LNNR
SQUATTERS BLACK FOREST 4/6 LNNR
WASATCH BLACK O'LANTERN 4/6 LNNR







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

MEETING DATE: July 22, 2015

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding consideration for funding request on the Ladies Kingfish Tournament (August 2016).

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Application

Date: June 17, 2015

Organization Information

Name of Organization: South Padre Island Chamber of Commerce

Address: 610 Padre Blvd.

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

Contact Name: Roxanne Guenzel, President/CEO

Contact Office Phone Number: 956-761-4412

Contact Cell Phone Number: 956-545-4379

Web Site Address for Event or Sponsoring Entity: spichamber.com

Non-Profit or For-Profit status: 501(c) 6 Tax ID #: 74-2572775

Entity's Creation Date: December 18, 1992

Purpose of your organization: Membership based non-profit business organized to advance the business interests of its members, making South Padre Island a premier location to live, work, vacation, and do business.

To fulfill our mission we facilitate programs, services, promotional opportunities, advocacy and networking opportunities.

Event Information

Name of Event or Project: 34th Annual Ladies Kingfish Tournament

Date of Event or Project: August 12, 13, 14, 2016.

Primary Location of Event or Project: South Padre Island Convention Center, Gulf of Mexico, Laguna Madre Bay, SouthPoint Marina

Amount Requested: \$2000 for marketing and promotion, plus use of Convention Centre Facilities on Friday and Sunday.

Primary Purpose of Funded Activity/Facility: Promote and encourage gulf and bay fishing as a major attraction at South Padre Island. Create positive experience for visitors to encourage return trips for years to come. With three day event it is our hope participants will book hotel rooms and spend money at restaurant and retail establishments. Finally to promote fishing charters, captains and marine related activities.

How will the hotel tax funds be used: The \$2000 in financial support is used exclusively to advertise and promote our event and South Padre Island as a fishing destination. We pay Lone Star Outdoors for ad on their website homepage, June/July; PI/SPI Guides Association for ad and direct link on their website homepage, 12 mos.; half page ad placement in Texas Saltwater Fishing magazine, June and July; multiple ad placements in the Coastal Current and South Padre/PI Parade.

Percentage of Hotel Tax Support of Related Costs

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

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

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

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

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

We request use of the Convention Centre facilities for registration event on Friday and Awards Lunch on Sunday. Of course we will actually require setup time on the front end and will occupy space on Saturday although no activities are being conducted.

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

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

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

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

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

- ☐ e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: \$ _____
- ☐ f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category: \$2000.00
How many attendees are expected to come to the sporting related event? _____
How many of the attendees at the sporting related event are expected to be from another city or county? _____
Quantify how the sporting related event will substantially increase economic activity at hotels within the city or its vicinity?
- ☐ g) Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations: 1) the commercial center of the city; 2) a convention center in the city; 3) other hotels in or near the city; and 4) tourist attractions in or near the city. Please note that the ridership of any such transportation must be primarily tourists to qualify for hotel tax funding. Amount requested under this category: \$ _____
What sites or attractions will tourists be taken to by this transportation? _____
Will members of the general public (non-tourists) be riding on this transportation? _____
What percentage of the ridership will be local citizens? _____
- ☐ h) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. Amount requested under this category: \$ _____
What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 35
2. Expected Attendance: 400 Friday, 480 Saturday, 230 Sunday
3. How many people attending the Event or Project will use South Padre Island lodging establishments? Est. 65%
How many nights do you anticipate the majority of the tourists will stay: 2
4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: We did make a request for blocks through the CVB Sales Staff. After further consideration we did not choose to block rooms because most all of the hotels, motels, and many condos and property management companies are members of our Chamber, making it difficult to choose. In lieu of promoting a room block we strongly encourage participants to go to our Chamber website to seek lodging options.

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
2015	\$2000 plus facility	
2014	\$2000 plus facility	
2013	\$2000 plus facility	

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? Our event registration form includes a lodging survey block. For many years we have gathered the forms and delivered those to the convention center for compilation.
7. Please list other organization, government entities, and grants that have offered financial support to your project: Our event has an extensive list of tournament sponsors that comprise about 45% of the total operational income. Top supporters: SPI CVB, The Sportsman/Shallow Sport Boats, Rental World, First National Bank SPI, Louie's Backyard. Other support is received in-kind.
8. Will the event charge admission? Registration fees are required of the anglers and captains, comprising about 42% of total operational income.
9. Do you anticipate a net profit from the event? Yes
10. If there is a net profit, what is the anticipated amount and how will it be used? The event is intended to make a profit of approximately \$30,000 to be used to sustain the event in future years, and to contribute to the income of the SPI Chamber of Commerce for normal operational expenses.
11. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper:	\$ 1965 plus in kind, Texas Saltwater Fishing, Coastal Current, Parade
Radio:	\$ PSA, area radio stations
TV:	\$ in kind/trade, KVEO
Website, Social Media:	\$ 750 plus in kind, SPI Guide Association, LoneStar Outdoors
Other Paid Advertising:	\$0

Anticipated Number of Press Releases to Media: 5-10

Anticipated Number Direct Mailings to out-of-town recipients: 1200 (registration forms)

Other Promotions: posters, banners, registration forms, Chamber website

12. Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? As a sponsor, the CVB will receive all the benefits of a Title Sponsor including website links and listings.

13. Will you negotiate a special rate or hotel/event package to attract overnight stays? No.
14. What other marketing initiatives will you utilize to promote hotel and convention activity for this event? Chamber website will be fully utilized; poster distribution; regular email announcements, Facebook, banners, direct mailing to large list of marinas and boat shops.
15. What geographic areas does your marketing, advertising and promotion reach: State of Texas and the Rio Grande Valley.
16. How many individuals will your proposed marketing reach that are located at least 50 miles away? _____ (each media source ought to be able to quantify this number for applicants)
17. If the funding requested is related to a permanent facility (e.g. museum, visitor center): N/A
18. What amount of event insurance do you have for your event and who is the carrier: \$1,000,000 with Cameron County Insurance Center, dba Coleman Hall & Heinze. Certificate of Insurance with City of South Padre Island will be requested and delivered prior to our event.
19. 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 submitted with at least weeks advance notice for approval by the South Padre Island CVB. We utilize the current CVB logo for promotional materials.
20. Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event. We are always willing to provide our list of registrants upon request.

Submit to: Mike Flores, Sales Manager Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau
7355 Padre Blvd.
956-761-8199
michael@sopadre.com

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

MEETING DATE: July 22, 2015

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding consideration for funding request on the Sand Castle Lessons (Fall 2016).

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Application

Date: June 30th 2015

Organization Information

Name of Organization: **SandcastleLessons.com**

Address: P.O.Box 3086

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

Contact Name: Rene Valdez Contact Office Phone Number:
Contact Cell Phone Number: 956 433 9948

Web Site Address for Event or Sponsoring Entity - **www.sandcastlelessons.com**

Non-Profit or For-Profit status: **FP** Tax ID #: 629981491

Entity's Creation Date: Sept 2004

Purpose of your organization: **Sculpture and Public Art provider/Event Organizer**

Event Information

Name of Event or Project: **Biggest Outdoor Sandcastle in the USA**

Date of Event or Project: **Fall 2016 - ongoing**

Primary Location of Event or Project: **South Padre Island Visitor Center**

Amount Requested: **\$ 29,000**

Primary Purpose of Funded Activity/Facility:

To promote the City of South Padre Island worldwide to a new audience of real time and digital space visitors.

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

- To create the infrastructure for holding a new sculpture in place
- To provide an enhanced sculpture for the Visitors center site to increase visitor numbers, raise awareness and build the brand of "Sandcastle Capital of the world"

- To create an artistic environment to attract visitors and give them every opportunity to stay overnight
- To produce a changeable Sand Sculpture exhibition that can attract people to different seasons and give them the chance to see the sculpture being worked on
- To provide opportunities for schools to be involved by inviting them to openings and soliciting their support with digital placement and promotion of South Padre island
- To showcase South Padre Island as the Best in Texas
- To provide 2 years of maintenance and 1 full year of changes to the sculpture

Percentage of Hotel Tax Support of Related Costs

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

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

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

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

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

We are requesting support from the public works dept. to ensure correct site preparation and avoid disruption to services to the building

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

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

X d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry: the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms : **\$_29,000**

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

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

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

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

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

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

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

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

What percentage of the ridership will be local citizens? _____

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

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

- How many years have you held this Event or Project: **1 previously - 2013**
- Expected Attendance: **150,000 cars annually**
- How many people attending the Event or Project will use South Padre Island lodging establishments? **1% IS OUR projected target -**

How many nights do you anticipate the majority of the tourists will stay: **_1**

- Do you reserve a room block for this event at an area hotel **NO**
- List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
May 2013	initial build \$ 14,765.86	no measurements taken

- How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? **Hotel information and numbers will be requested pre and post event**

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

NONE – as ordinances don't allow it for advertising

Will the event charge admission? **All Free to everyone**

Do you anticipate a net profit from the event? **No**

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

Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

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

Anticipated Number of Press Releases to Media 12 monthly releases showing changes and telling prospective visitors work and sculpture dates

Anticipated Number Direct Mailings to out-of-town recipients – Mail chimp campaign request is to be coordinated by the City of South Padre Island as they hold the permissions to use addresses that they collect from Various sources.

The Visitor Centre could ask specifically for the email address of clients who wished to be kept updated about the castle and its different builds for example if we did “Iwo Jima” for Memorial day veterans organizations could be contacted.

Other Promotions

Rack card

Co-ordinated school and ISD campaigns to solicit school visitors and encourage repeat “parent” business

Ensure attractions status is posted on Trip Advisor

Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? Yes – on the side of the sculpture container

- Will you negotiate a special rate or hotel/event package to attract overnight stays? Discounted rates will be requested from all hotels to give some recognition to the fact that the castle encouraged the stay**
- What other marketing initiatives will you utilize to promote hotel and convention activity for this event?**

Cross Promotion at other events – with permission – rack Cards

Winter Texan promotions – they love the castle and bring others to the Island to see it

Year Round promotions using partner opportunities

- What geographic areas does your marketing, advertising and promotion reach:

The USA and the rest of the world

- How many individuals will your proposed marketing reach who are located at least 50 miles away? **By digital media - at least 1 M and this includes TV (each media source ought to be able to quantify this number for applicants) Local TV figures point to between 800k and 1 million recipients for a campaign lasting 2 weeks and costing approximately 12K**

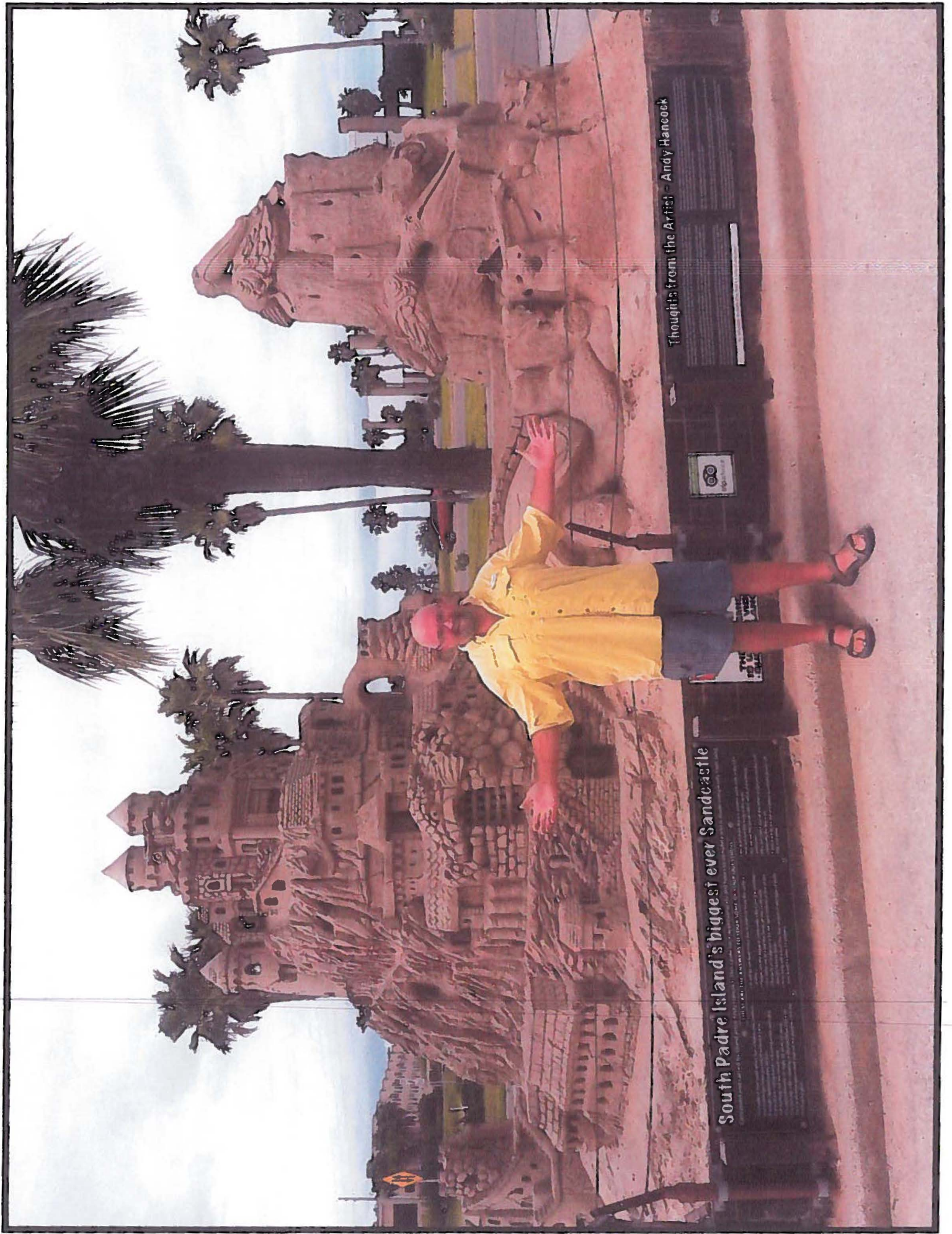
- If the funding requested is related to a permanent facility (e.g. museum, visitor center): **NO**

Expected Visitation by Tourists Annually: 250,000

Percentage of those who visit the facility who indicate they are staying at area hotels/lodging facilities: 10% (use a visitor log that asks them to check a box if they are staying at an area lodging facility)

- What amount of event insurance do you have for your event and who is the carrier: **City of South Padre island property**
 - a. **(Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured)**
- **Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be submitted with at least ____ weeks advance notice for approval by the South Padre Island CVB.**
- **Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.**

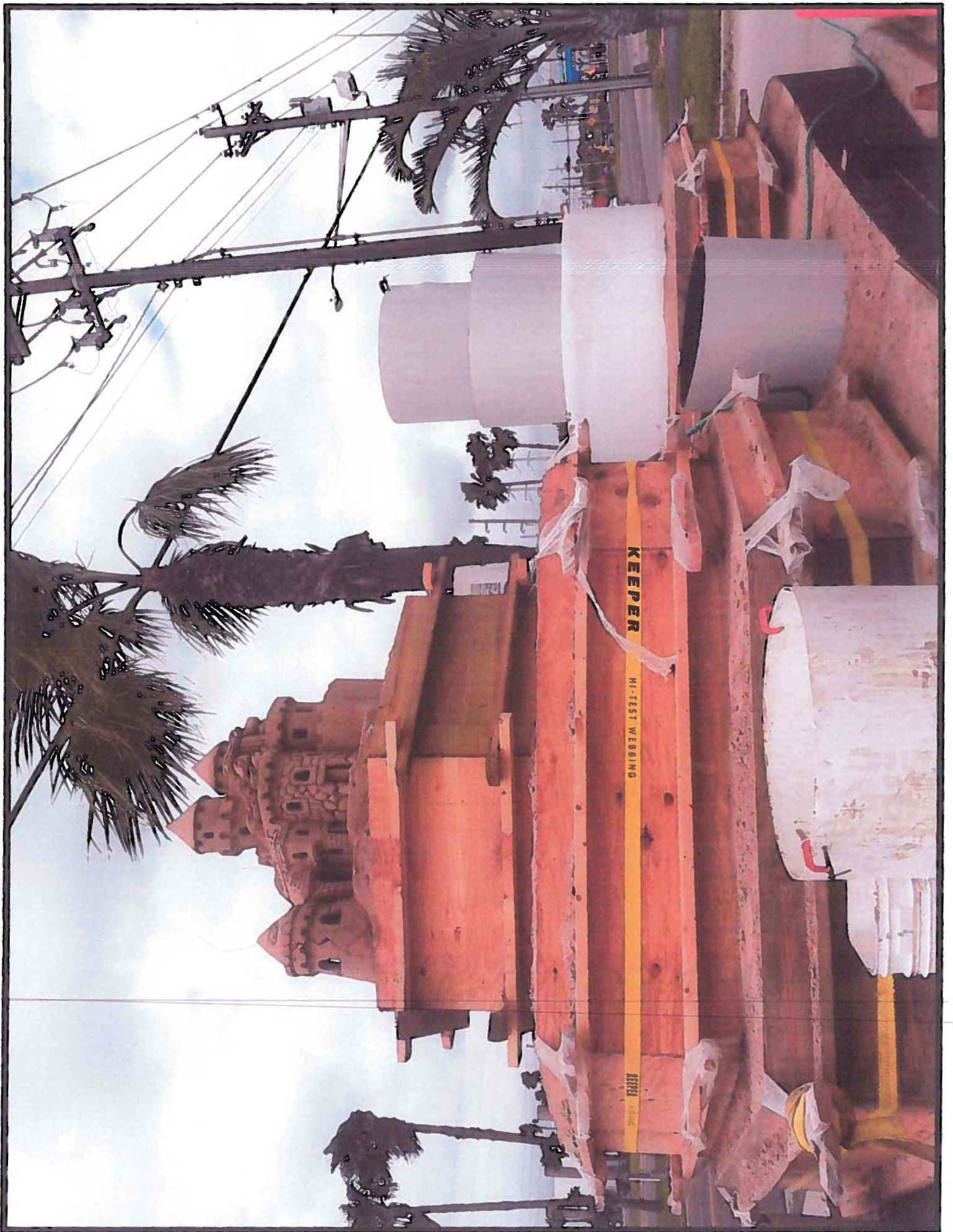
Submit to: Mike Flores, Sales Manager Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau
7355 Padre Blvd.
956-761-8199
michael@sopadre.com



South Padre Island's biggest ever Sandcastle

Thoughts from the Artist - Andy Hancock





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

MEETING DATE: July 22, 2015

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding consideration for funding request on the South Padre Penguin Plunge (January 2016).

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Application

Date: July 6th

Organization Information

Name of Organization: **South Padre Penguin Plunge**

P.O.Box 3086 South Padre Island, Texas 78597

Contact Name: Andy Hancock

Contact Cell Phone Number: 956 433 9948

Web Site Address for Event or Sponsoring Entity – www.facebook.com/southpadrepenguins

Non-Profit or For-Profit status: For Profit - community Tax ID 629981491

Entity's Creation Date: 2013

Purpose of your organization:

**To gather together community members and visitors and foster good feeling to bring in the New year
To bring visitors in for the new year and attract more for next year – to promote South Padre as THE
place to start the new year
To increase awareness that South Padre Island is in the South – and Penguins come from
To give visitors a family friendly alternative**

Event Information

Name of Event or Project: **The South Padre Penguin Plunge**

Date of Event or Project: **1st of January EVERY year**

Primary Location of Event or Project: **Boomerang Billy's beach Bar, 2612 Gulf Blvd, SPI TX 78597**

Amount Requested: **\$1000 in matched funding**

Primary Purpose of Funded Activity/Facility:

To market this unique event and ensure people can take away a small piece of our island flavor

To make people aware that there are other things to do on New year's day alongside recovering

To help people realize we have an amazing location – Year Round

How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures) **To buy unique marketing and promotional materials _ matched Funding! Quality items we can use again and again**

Percentage of Hotel Tax Support of Related Costs – **n/a**

_____ Percentage of Total Event Costs Covered by Hotel Occupancy Tax

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

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

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

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

_____ **N/A** _____

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

- ☐ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ _____
- ☐ **b) Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ _____

XXXXX

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

- ☐ **d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music,

dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms : \$ _____

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

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

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

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

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

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

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

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

What percentage of the ridership will be local citizens? _____

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

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: **3 three**
2. Expected Attendance: **400**
3. How many people attending the Event or Project will use South Padre Island lodging establishments? **100**

How many nights do you anticipate the majority of the tourists will stay: **2**
4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:

Boomerang Billys and surrounding Condos – Suntime 2 and 3 as well as island residents and the friends they are hosting for the new year

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

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

SAME TIME EVERY YEAR AND WE HAVE NOT HAD ANY ASSISTANCE SO FAR – but we have not asked for any! We wanted to prove our event would work – and it does!

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? **SURVEYS OF VISITORS, SALES OF PROMOTIONAL MATERIALS**

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

8. Will the event charge admission? **NO**
9. Do you anticipate a net profit from the event? **NO**

10. If there is a net profit, what is the anticipated amount and how will it be used? **All proceeds are put back into the event – hence the matched funding!**

11. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper:	\$_editorial	and Boomerang Billys ad's
Radio:	\$_____	
TV:	\$_____	
Website, Social Media:	\$ 1000	
Other Paid Advertising:	\$_posters \$100_____	

Anticipated Number of Press Releases to Media **6 SIX**

Anticipated Number Direct Mailings to out-of-town recipients

city will focus on this using Winter Texan feedback

Other Promotions

Chainsaw prizes for raffles – carved by Andy Hancock \$1000 worth of donations

12. Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? **Yes**

13. Will you negotiate a special rate or hotel/event package to attract overnight stays? **No – its up to the hotels to set rates but we will request they make it attractive**

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

Penguin fancy dress competition – get guests a chance to win and bring their families to this fun event!

15. What geographic areas does your marketing, advertising and promotion reach:

USA

16. How many individuals will your proposed marketing reach who are located at least 50 miles away?

If TV is used approx. 1 Million

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

Expected Visitation by Tourists Monthly/Annually: _____

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

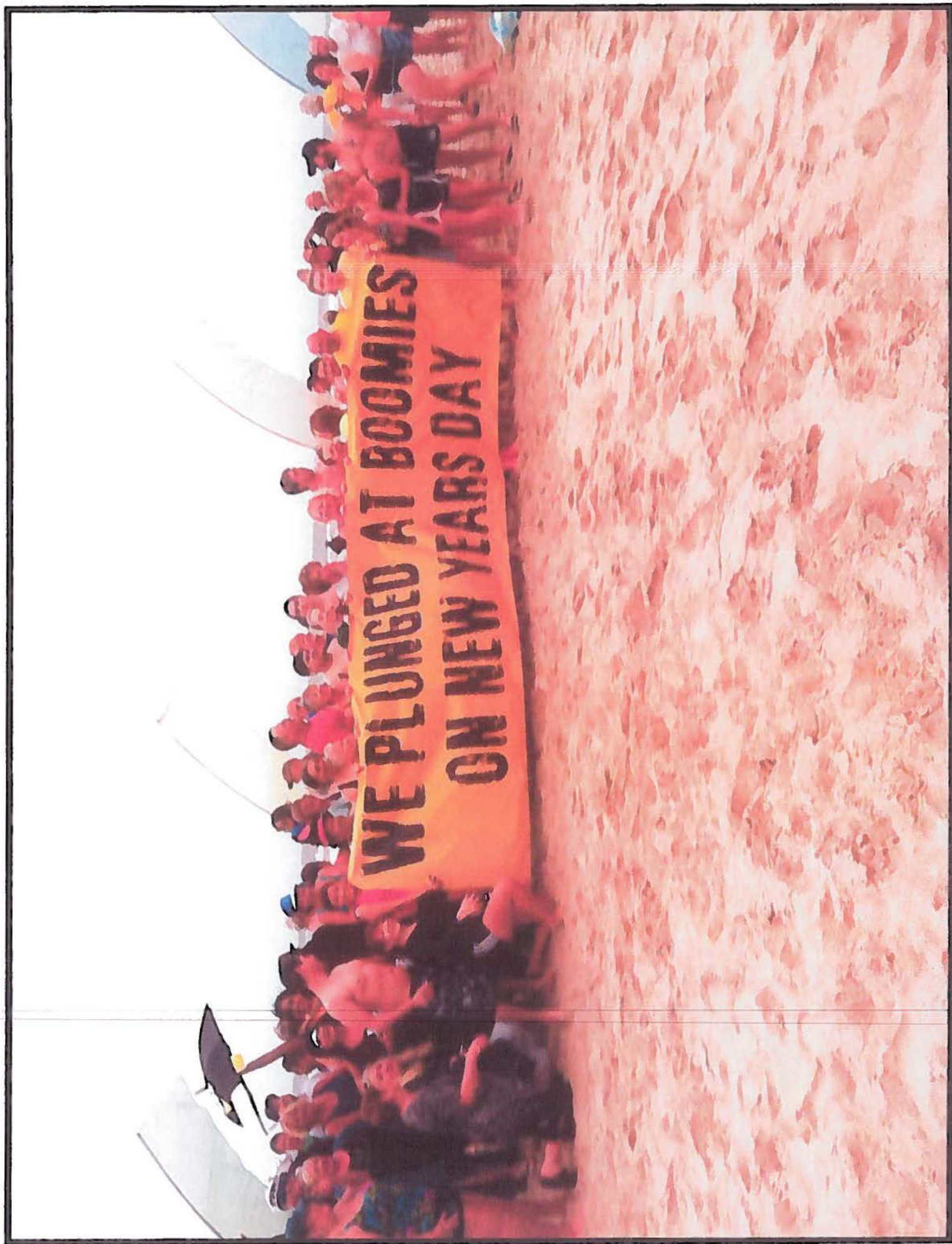
18. What amount of event insurance do you have for your event and who is the carrier:

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

19. 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 submitted with at least ____ weeks advance notice for approval by the South Padre Island CVB.

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

**Submit to: Mike Flores, Sales Manager Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau
7355 Padre Blvd.
956-761-8199
michael@sopadre.com**





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

MEETING DATE: July 22, 2015

NAME & TITLE: Jimmy Hawkinson, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action regarding consideration for funding request on the Splash Event (October 2015)

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

**HOTEL OCCUPANCY TAX USE GUIDELINES
UNDER TEXAS STATE LAW
SOUTH PADRE ISLAND HOTEL TAX FUNDING APPLICATION FORM**

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

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

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

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

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

City Policy: The City of South Padre accepts applications from groups and businesses whose program or events at their facility fits into one or more of the above categories. All requests for funds should be submitted in writing and be accompanied by the official application by the below noted deadlines.

The application will be reviewed by the Convention and Visitors Advisory Board during one of two annual funding review periods. All applications must be presented at least two months prior to the date of the proposed event or expenditure.

Funding Application Deadline for Spring/Summer Activities: Wednesday, January 7th.

Funding Application Deadline for Fall/Winter Activities: Wednesday, July 8th.

Applications for funding will be submitted through the city application forms and reasonable attachments provided by the applicants. Review of the applications will be done by city staff and the Tourism Advisory Board solely through the written applications unless an in person presentation is requested by two or more of the committee members. In such a case, the applicant may be asked to be present at the meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

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

Eligibility and Priority for Hotel Tax Funds:

Impact: Funding priority will be given to those events and entities based on their ability to generate and sustain overnight visitors to South Padre Island. **The amount that you are requesting should not exceed more than the total amount of hotel night revenue that you are predicting will be created or sustained by your event or facility. Applicants must place a link to the South Padre Island CVB listing of hotels on the applicants website. Applicants for funding are strongly encouraged to attend one of the annual informational seminars on hotel occupancy tax funding.**

If an event or facility will not generate any meaningful hotel night activity or gain participation of existing hotel guests, it is not eligible for receipt of hotel occupancy tax funds.

Events can prove their potential to generate overnight visitors by:

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

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

The City’s Convention and Visitor’s Bureau Department shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the staff shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board for both anchor events and non-anchor events. The Tourism Advisory Committee may accept or amend the CVB staff’s recommendations by a majority vote of the Committee.

Four Year Cap on Reimbursements for Operational Costs Unless Anchor Event

There shall be a four year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses, unless the event is determined to be an “anchor event.”

Application to be an Anchor Event: There are certain events that have an established impact that warrants continued regular annual or seasonal funding of the event with hotel tax. **An Anchor Event shall be an event that generates or sustains over 500 hotel nights for the event and over 1,500 overnight visitors to South Padre Island for the event.** Preference for Anchor Event designation will be given to multi-day events. Each year, entities may apply to have their event funded as an anchor event and provide documentation to support this designation.

Anchor events shall be funded on a reimbursement basis once the event expenses have been incurred and the post event report is completed. It is within the discretion of the Convention and Visitors Advisory Board to proportionately reduce the amount of awarded hotel tax funding to reflect the actual impact of the event if the event does not meet its estimated impact on the funding application. The Convention and Visitors Advisory Board may take into consideration factors such as weather disturbances or other items that are beyond the control of the meeting planner in adjusting the funding.

Non-Anchor Events

Application to be a Standard Hotel Tax Funded Event: There are certain events that may not meet the requirements of an Anchor Event but still have a meaningful impact on tourism and hotel activity for South Padre Island.

Seed Money Limitation: Non-Anchor Event Funding from the hotel tax is to be treated as “seed money” with the intent that the event/facility program will eventually be able to fund it’s operational costs (other than marketing) from program revenues and non hotel tax sponsorships. Accordingly, hotel tax funding for operational costs other than marketing for non-anchor events is limited to no more than four consecutive years of Hotel Tax Funding. The Convention and Visitors Advisory Board will have the discretion to amend that limitation if deemed appropriate.

Non-Anchor Event hotel tax funding may be provided at the time of the award determination in order to facilitate the holding of the event. For the first year of a non-anchor event, the funding will not be reduced based on the actual impact of the event unless there is a substantial breach of the terms of the funding agreement by the applicant. For subsequent funding years, the funding will be provided on a reimbursement basis. For subsequent funding years, it is also within the discretion of the Tourism Advisory Committee to proportionately reduce the awarded hotel tax funding amount to reflect the actual impact of the event if the event does not meet its estimated impact on the funding application. In all cases, the Tourism Advisory Committee shall retain 25 % of the hotel tax funding award that will only be paid upon submission of the post event report and satisfactory performance on the terms of the funding agreement. The CVB staff shall be tasked to recommend whether full payment should be made for each funded event. The Convention and Visitors Advisory Board may take into consideration factors such as weather disturbances or other items that are beyond the control of the meeting planner in adjusting the funding.

Black Out Periods for Hotel Tax Funding

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

The month of July

The Spring Break Period (**Insert blocked spring break period dates**)

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

Use of Revenues from Event: A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. No other outside event(s), project, charity, etc., sponsored by the host organization may profit from the South Padre Island's funding of a particular event. This restriction can be waived by the Tourism Advisory Committee for an event that has a substantial impact on tourism and hotel activity.

Supplemental Information Required With Application: Along with the application, please submit the following:

_____ Proposed Marketing Plan for Funded Event

_____ Schedule of Activities or Events Relating to the Funded Project

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

Submit to: Mike Flores, Sales Manager Convention and Visitors Advisory Board/ C/O City of South Padre
Island Convention and Visitor's Bureau
7355 Padre Blvd.
956-761-8199
michael@sopadre.com

Application

Date: 7/2/2015

Organization Information

Name of Organization: Splash South Padre

Address: 120 East Atol Street

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

Contact Name: Paul Magee

Contact Office Phone Number: 404-545-6264

Contact Cell Phone Number: 404-545-6264

Web Site Address for Event or Sponsoring Entity: www.splashsouthpadre.com

Non-Profit or For-Profit status: For Profit

Tax ID #: _____

Entity's Creation Date: 1999

Purpose of your organization: _____

Event Information

Name of Event or Project: Splash South Padre

Date of Event or Project: 10/8-10/11 of 2015

Primary Location of Event or Project: Louie's Backyard & Tequila Sunset

Amount Requested: \$10,000.00

Primary Purpose of Funded Activity/Facility: Promotions & Advertising

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

100% Marketing

Percentage of Hotel Tax Support of Related Costs

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

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

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

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

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

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

- ☐ **a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ _____
- ☐ **b) Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ _____
- ☐ **c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.** Amount requested under this category: \$10,000 for advertising

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

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

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

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

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

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

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

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

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

What percentage of the ridership will be local citizens? _____

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

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 15 years
2. Expected Attendance: 2200 over 4 days with an estimated 60% increase with additional funds
3. How many people attending the Event or Project will use South Padre Island lodging establishments? 1400-1500

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

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Yes: Travelodge, The Inn at South Padre, Upper Deck and Suites at Sunchase, 490 rooms.

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
April 2014	0	308
October 2015	0	289
April 2015	0	352

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

7. Please list other organization, government entities, and grants that have offered financial support to your project: Miller Lite Distributors

8. Will the event charge admission? Yes-average ticket price is \$18.00

9. Do you anticipate a net profit from the event? Yes

10. If there is a net profit, what is the anticipated amount and how will it be used? 10% of ticket sales and it will be used for 2016 event marketing only.

11. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

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

Anticipated Number of Press Releases to Media _____

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

Other Promotions _____

12. Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? Yes via Carlos Centeno and Nancy Botello.

13. Will you negotiate a special rate or hotel/event package to attract overnight stays? Already in process with Mike Flores.

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

15. What geographic areas does your marketing, advertising and promotion reach: Priority is statewide but social media reaches a nationwide demographic.

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? 96% (each media source ought to be able to quantify this number for applicants)

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

Expected Visitation by Tourists Monthly/Annually: _____

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

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

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

19. 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 submitted with at least ____ weeks advance notice for approval by the South Padre Island CVB.

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

Submit to: Mike Flores, Sales Manager Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau
7355 Padre Blvd.
956-761-8199
michael@sopadre.com

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

MEETING DATE: July 22, 2015

NAME & TITLE: Sean Till, CVA Board Member

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and possible action Eyewax Spring Break Production.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

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

MEETING DATE: July 22, 2015

NAME & TITLE: Paul Holthusen, IT Director

DEPARTMENT: City of South Padre Island

ITEM

Update, discussion and possible action regarding Website Sub-Committee meeting.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS