

**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:

**Thursday, July 21, 2016**  
9:00 A.M. AT THE MUNICIPAL BUILDING,  
CITY COUNCIL CHAMBERS, 2<sup>ND</sup> 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 June 22, 2016 Regular Meeting and Workshop.
  - b. Approve excused absence from Board Member Arnie Creinin for May 24, 2016 Regular CVA Board Meeting.
  - c. Approve excused absence from Board Member Bill Donahue for June 22, 2016 Regular CVA Board Meeting.
- 5) Discussion and action concerning Proposed Staff Incentive Plan.(Arnold)
- 6) Presentation and possible discussion concerning the CVB Director's Summary Report. (Arnold)
  - a. Departmental Updates
    - \*Administrative Updates
    - \*Group Sales Updates
    - \*Marketing/Advertising Update (TAG Report)
    - \* Financial Updates
    - \*Communication Updates
  - b. Update 4<sup>th</sup> of July Fireworks
  - c. Amphitheater Study Update
  - d. Multi-Modal Visitors Center Update
  - e. Visitor Profile Research Study Update
  - f. UME Status/Update
- 7) Discussion and possible action concerning the Proposed 2016 Contingency Budget Adjustments. (Arnold)
  - a. August Spring Break Proposal
  - b. Airport-Airline Advertising Proposal
  - c. TripAdvisor Premium Destination Sponsorship

- 8) Presentation and possible discussion concerning the Atkins Group Report.
- 9) Discussion and action regarding application for funding requests on new or returning special events:
  - a. Texas Gulf Surfing Association
  - b. Port Isabel Chamber of Commerce-33<sup>rd</sup> Annual Longest Causeway Run & Fitness Walk
  - c. Urban Science Initiative Inc.-National Tropical Weather Conference
  - d. Coastal Conservation Association Texas
  - e. B&S Kites
  - f. Splash South Padre
  - g. RGV Hunting & Fishing Expo
  - h. SPI Lantern Festival
  - i. Open Water Festival
  - j. Clayton Brashear-Sandcastle Days 2016
  - k. SPI Bikefest
  - l. Magic Valley Riders
  - m. Free Livin Entertainment Inc. DBA Inertia Tours
  - n. CMG Media Agency LLC/Studentcity.com

10) Set new meeting date for August 2016.

11) Adjourn.

DATED THIS THE 15th DAY OF JULY 2016.

  
Rosa Zapata, CVB Executive Services Specialist

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 15, 2016, at/or before 5:00 P.M. AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

  
Rosa Zapata, CVB Executive Services Specialist

THERE MAY BE ONE OR MORE MEMBERS OF THE SOUTH PADRE ISLAND CITY COUNCIL 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 21, 2016

**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 June 22, 2016 Regular Meeting and Workshop.
- b. Approve excused absence from Board Member Arnie Creinin for May 24, 2016 Regular CVA Board Meeting.
- c. Approve excused absence from Board Member Bill Donahue for June 22, 2016 Regular CVA Board Meeting.

**RECOMMENDATIONS/COMMENTS**

Approve Consent Agenda

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

**WEDNESDAY, JUNE 22, 2016**

**I. CALL TO ORDER.**

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Regular Meeting on Wednesday, June 22, 2016 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Wally Jones called the meeting to order at 9:00 a.m. A quorum was present: Vice-Chairman Joe Ricco, Bill Donahue, Jimmy Hawkinson, Will Greenwood, Arnie Creinin and Sean Till. Also present Ex-Officio Michael Jones, Jose Mullet and Robert Salinas. Absent was Board Member Bill Donahue.

City Council Members present was Dennis Stahl.

City staff members present were CVB Director Keith Arnold, CVB Accountant Lori Moore, Business Development Director Michael Flores and Sales Manager Judith Lynn.

**II. PLEDGE OF ALLEGIANCE.**

Chairman Wally Jones led the Pledge of Allegiance.

**III. PUBLIC ANNOUNCEMENTS AND COMMENTS:**

Public comments were given at this time.

**IV. CONSENT AGENDA:**

Vice-Chairman Ricco made the motion, seconded by Board Member Creinin to approve the Consent Agenda. Motion carried on a unanimous vote.

- a. Approval of minutes May 24, 2016 Regular Meeting.

**V. PRESENTATION OF POST REPORT FROM SPECIAL EVENTS: (ARNOLD)**

The Post Report presentation was given by Chad Hart for the Spring Break Roadshow Promotions. CVA Chairman Jones mentioned he would like to see the total number of room nights this event generated.

- a. Inertia Tours-College Spring Break Roadshow Promotions

**VI. PRESENTATION AND POSSIBLE DISCUSSION CONCERNING THE CVB DIRECTOR'S REPORT:**

CVB Director Arnold gave a presentation concerning the items listed below. After a short discussion, CVB Director Arnold will have a special meeting with Paul McGee, Chief Smith, CVA Board Member Hawkinson, and CVA Board Member Till to discuss the possibility of having the UME concert at the Convention Centre.



- a. Departmental Updates
  - \*Administrative Updates
  - \*Group Sales Updates
  - \*Marketing/Advertising Update (TAG Report)
  - \* Financial Updates
  - \*Communication Updates
- b. Budget Process Updates
- c. Amphitheater Study Update
- d. Multi-Modal Visitors Center Update
- e. Visitor Profile Research Study Update
- f. UME Status/Update

**VII. DISCUSSION AND POSSIBLE ACTION REGARDING RECOMMENDATIONS TO CITY COUNCIL TO TAKE STEPS TO ADD A 2% VENUE TAX TO THE CURRENT 14.5 % HOT FUND TAX RATE.**

Chairman Jones made the motion, seconded by Board Member Greenwood to recommend to City Council take steps to add a 2% venue tax to the current 125% HOT fund tax rate. Motion passed on a 5 to 1 vote with Board Member Hawkinson casting a nay vote.

**VIII. NEW BUSINESS:**

This item was pulled.

**IX. OLD BUSINESS:**

This item was pulled.

**X. SET NEW MEETING DATE FOR JULY 2016.**

Meeting date was left pending due to the availability of the City Council Chambers. CVB Executive Services Specialist Rosa Zapata is going to email the Board Members with the new date and time.

**XI. ADJOURN.**

There being no further business, Chairman Jones adjourned the meeting at 10:26 a.m.

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Rosa Zapata, CVB Executive Services Specialist

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Wally Jones, CVA Chairman

MINUTES  
CITY OF SOUTH PADRE ISLAND  
CONVENTION AND VISITORS ADVISORY  
WORKSHOP MEETING

WEDNESDAY, JUNE 22, 2016

1. Call to order.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Workshop on Thursday, June 22, 2016 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Wally Jones called the meeting to order at 10:45 a.m. A quorum was present: Jimmy Hawkinson, Joe Ricco, Wally Jones, Arnie Creinin, Will Greenwood, and Sean Till. Also present Ex-Officio Terence Chase, Michael Jones, Robert Salinas. Absent: Bill Donahue

City staff members present were City Council Member Stahl, CVB Director Keith Arnold, Lori Moore, Michael Flores, Judith Lehn.

2. Pledge of Allegiance.

Chairman Jones 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.

4. Discussion and possible action concerning updating/revising the Special Events Funding application process.

Chairman Jones announced this was a discussion item only. No action will be taken. After a lengthy discussion, the Board recommended to have a committee consisting of one CVA Board Member, CVB Director Arnold and Business Development Director Flores to review the applications before being presented for funding. Chairman Jones requested for next month meeting having an update on how much money is left for this year and how much has been allocated for next year.

5. Adjourn.

There being no further business, Chairman Jones adjourned the meeting at 11:19 a.m.

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Rosa Zapata, CVB Sales Administrative Assistant

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Wally Jones, CVA Chairman

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

**MEETING DATE:** July 21, 2016

**NAME & TITLE:** Keith Arnold, CVB Director

**DEPARTMENT:** South Padre Island Convention & Visitors Bureau

**ITEM**

Discussion and action concerning Proposed Staff Incentive Plan.

**ITEM BACKGROUND**

More information to be provided at the meeting.

**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 21, 2016

**NAME & TITLE:** Keith Arnold, CVB Director

**DEPARTMENT:** South Padre Island Convention & Visitors Bureau

**ITEM**

Presentation and possible discussion concerning the CVB Director's Summary Report. (Arnold)

- a. Departmental Updates
  - \*Administrative Updates
  - \*Group Sales Updates
  - \*Marketing/Advertising Update (TAG Report)
  - \* Financial Updates
  - \*Communication Updates
- b. Update 4th of July Fireworks
- c. Amphitheater Study Update
- d. Multi-Modal Visitors Center Update
- e. Visitor Profile Research Study Update
- f. UME Status/Update

**ITEM BACKGROUND**

More information concerning this agenda item will be provided at the meeting.

**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 21, 2016

**NAME & TITLE:** Keith Arnold, CVB Director

**DEPARTMENT:** South Padre Island Convention & Visitors Bureau

**ITEM**

Discussion and possible action concerning the Proposed 2016 Contingency Budget Adjustments.  
a. August Spring Break Proposal  
b. Airport-Airline Advertising Proposal  
c. TripAdvisor Premium Destination Sponsorship

**ITEM BACKGROUND**

More information concerning this agenda item will be provided at the meeting.

**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 21, 2016

**NAME & TITLE:** Keith Arnold, CVB Director

**DEPARTMENT:** South Padre Island Convention & Visitors Bureau

**ITEM**

Presentation and possible discussion concerning the Atkins Group Report.

**ITEM BACKGROUND**

More information concerning this agenda item will be provided at the meeting.

**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 21, 2016

**NAME & TITLE:** Keith Arnold, CVB Director

**DEPARTMENT:** South Padre Island Convention & Visitors Bureau

**ITEM**

Discussion and action regarding application for funding requests on new or returning special events:

- a. Texas Gulf Surfing Association
- b. Port Isabel Chamber of Commerce-33<sup>rd</sup> Annual Longest Causeway Run & Fitness Walk
- c. Urban Science Initiative Inc.-National Tropical Weather Conference
- d. Coastal Conservation Association Texas
- e. B&S Kites
- f. Splash South Padre
- g. RGV Hunting & Fishing Expo
- h. SPI Lantern Festival
- i. Open Water Festival
- j. Clayton Brashear-Sandcastle Days 2016
- k. SPI Bikefest
- l. Magic Valley Riders
- m. Free Livin Entertainment Inc. DBA Inertia Tours
- n. CMG Media Agency LLC/Studentcity.com

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                    YES: \_\_\_\_\_                    NO: \_\_\_\_\_

Approved by Legal:            YES: \_\_\_\_\_                    NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

July 2016 HOT Funding Applications  
Executive Summary

1. Texas Gulf Surfing Association-SPI Open, Ms. Aarin Hartwell

- a. Date(s) of event: **9/17/2016**
- b. Amount requested: **\$5,000**
- c. Fund usage: **Marketing & operations**
- d. Years running: **28**
- e. Expected attendance: **200-250**
- f. Expected # of nights: **2-3**
- g. Rooms used in previous year: **85**
- h. Attachments: **N/A**
- i. **Recommendation: Fund at 2015 level of \$2,500**

**DISCUSSION:** Because similar group performance from 2015 is expected at this event the recommendation to sustain funding at previous levels has been brought forward.

2. Port Isabel CoC-Longest Causeway Run/Walk, Mrs. Betty Wells

- a. Date(s) of event: **1/14/2016**
- b. Amount requested: **\$25,000**
- c. Fund usage: **Marketing**
- d. Years running: **33**
- e. Expected attendance: **3,000-4,000**
- f. Expected # of nights: **2**
- g. Rooms used in previous year: **N/A**
- h. Attachments: **Funding presentation, participant demographics, sponsorship benefits package breakdown**
- i. **Recommendation: Fund a maximum of \$15,000**

**DISCUSSION:** Due to the multi-event nature of this Run/Walk, and in no small part to the strong partnership between the cities of South Padre Island and Port Isabel, we recommend a maximum annual funding cap of \$30,000 for the combined Causeway Events.

July 2016 HOT Funding Applications  
Executive Summary

3. Urban Science Initiative-National Tropical Weather Conference

- a. Date(s) of event: **4/5/2017-4/9/2017**
- b. Amount requested: **\$30,000**
- c. Fund usage: **Operations**
- d. Years running: **4**
- e. Expected attendance: **120**
- f. Expected # of nights: **3**
- g. Rooms used in previous year: **192**
- h. Attachments: **Broadcasting stations list, spouse event itinerary**
- i. **Recommendation: Fund a maximum of \$15,000**

**DISCUSSION:** Maintaining operational funding support for this event should be sustained at 2015 levels.

4. Coastal Conservation Association-Take a Kid Fishing Event

- a. Date(s) of event: **10/28/2016-10/29/2016**
- b. Amount requested: **\$7,500**
- c. Fund usage: **Operations & Marketing**
- d. Years running: **1**
- e. Expected attendance: **N/A**
- f. Expected # of nights: **2**
- g. Rooms used in previous year: **N/A**
- h. Attachments: **P&L, marketing plan, post event report**
- i. **Recommendation: Fully fund at \$7,500**

**DISCUSSION:** In keeping with SPI nature tourism branding and family oriented special events, this youth sporting tournament should be fully funded for its inaugural year.

July 2016 HOT Funding Applications  
Executive Summary

5. B&S Kites-SPI Kite Fest

- a. Date(s) of event: **2/3/2017-2/5/2017**
- b. Amount requested: **\$20,150**
- c. Fund usage: **Marketing & Operations**
- d. Years running: **14**
- e. Expected attendance: **1000+**
- f. Expected # of nights: **2-3**
- g. Rooms used in previous year: **300**
- h. Attachments: **Proposed budget, projected income**
- i. **Recommendation: Fund a maximum of \$15,000 (+\$2,500 in-kind)**  
**DISCUSSION:** This long standing festival is highly visible in the drive market community. South Padre Island marketing efforts. Funding at previous year levels should be sufficient to sustain this event.

6. Splash South Padre-October, Mr. Paul Magee

- a. Date(s) of event: **10/1/2016-10/6/2016**
- b. Amount requested: **\$10,000**
- c. Fund usage: **Promotions & Advertising**
- d. Years running: **17**
- e. Expected attendance: **2200**
- f. Expected # of nights: **1320**
- g. Rooms used in previous year: **813**
- h. Attachments: **N/A**
- i. **Recommendation: Fully fund at \$10,000**  
**Discussion:** Sustainment of this event at 2015 funding levels is recommended.



July 2016 HOT Funding Applications  
Executive Summary

7. RGV Hunting & Fishing Expo (NEW EVENT, CVB RUN)

- a. Date(s) of event: **9/2/2016-9/4/2016**
- b. Amount requested: **\$5,000**
- c. Fund usage: **Operations**
- d. Years running: **1**
- e. Expected attendance: **1800**
- f. Expected # of nights: **2**
- g. Rooms used in previous year: **N/A**
- h. Attachments: **N/A**
- i. **Recommendation: Fully fund at \$5,000**

**DISCUSSION:** The inaugural RGV Hunting & Fishing Exposition will be fully supported with supplemental events executed by the SPI CVB. This event runs parallel with our current nature tourism marketing efforts and funds will go directly towards operational costs associated with family-oriented, nature spectators and conservation activities.

8. SPI Lantern Festival (NEW EVENT, CVB RUN)

- a. Date(s) of event: **12/2/2016-12/3/2016**
- b. Amount requested: **\$20,000**
- c. Fund usage: **Operations & Marketing**
- d. Years running: **11**
- e. Expected attendance: **2800**
- f. Expected # of nights: **2-3**
- g. Rooms used in previous year: **N/A**
- h. Attachments: **Proposed budget, projected income**
- i. **Recommendation: Fully fund at \$20,000**

**DISCUSSION:** This off-season, fully family focused event is the first of its kind South of San Antonio. It will be fully executed in partnership with the SPI CVB and as a part of the larger, inaugural SPI Holiday Market-all taking place at the Convention Center. There will also be event/hotel/activity packaging generated by the SPI CVB in support of the festival.

July 2016 HOT Funding Applications  
Executive Summary

9. Open Water Festival (NEW EVENT, CVB RUN)

- a. Date(s) of event: **11/4/2016-11/6/2016**
- b. Amount requested: **\$25,000**
- c. Fund usage: **Operations & Marketing**
- d. Years running: **1**
- e. Expected attendance: **850**
- f. Expected # of nights: **2-3**
- g. Rooms used in previous year: **N/A**
- h. Attachments: **Proposed budget, projected income**
- i. **Recommendation: Fully fund at \$25,000**

**DISCUSSION:** The inaugural SPI Open Water Festival is an all-open water swimming weekend on the gulf-side of our city. This multi day event will boast two Olympians as host and guest clinic lecturer. There will also be event/hotel/activity packaging generated by the SPI CVB in support of the festival.

10. Clayton's Resort-Sandcastle Days, Mr. Clayton Brashear

- a. Date(s) of event: **10/6/2016-10/9/2016**
- b. Amount requested: **\$35,000**
- c. Fund usage: **Marketing & Operations**
- d. Years running: **4**
- e. Expected attendance: **30,000**
- f. Expected # of nights: **2-3**
- g. Rooms used in previous year: **N/A**
- h. Attachments: **2015 event invoice**
- i. **Recommendation: Fully fund at \$35,000**

**DISCUSSION:** Sandcastle Days is synonymous with South Padre Island family branding activities and should continue to be supported at previous years' levels.

July 2016 HOT Funding Applications  
Executive Summary

11. SPI Bikefest

- a. Date(s) of event: **2/10/2017-2/12/2017**
- b. Amount requested: **\$100,000 (\$50K advertising, \$25K operations, \$25K event tent rental)**
- c. Fund usage: **Marketing & Operations**
- d. Years running: **1**
- e. Expected attendance: **3000**
- f. Expected # of nights: **2-3**
- g. Rooms used in previous year: **N/A**
- h. Attachments: **Proposed budget, projected income**
- i. **Recommendation: Fully fund at \$100,000**

**DISCUSSION:** SPI Bikefest returning to our shores would strengthen our special events listings and will kick off the annual biking calendar throughout the state of Texas.

12. Magic Valley Riders-Beach N Biker Fest

- a. Date(s) of event: **4/21/2017-4/23/2017**
- b. Amount requested: **\$55,000 (\$40K advertising, \$15K in-kind for CC)**
- c. Fund usage: **Marketing**
- d. Years running: **13**
- e. Expected attendance: **8000**
- f. Expected # of nights: **2-3**
- g. Rooms used in previous year: **869**
- h. Attachments: **Proposed budget, projected income**
- i. **Recommendation: Fully fund at \$55,000**

**DISCUSSION:** Beach N Biker Fest is a long standing, not for profit event with strong ties to several desirable demographics. The majority of direct funding is spent on marketing & advertising and should be sustained at the full amount requested.



July 2016 HOT Funding Applications  
Executive Summary

13. Free Livin Entertainment Inc. DBA, Inertia Tours, Mr. Chad Hart

- a. Date(s) of event: **9/1/2016-2/1/2017**
- b. Amount requested: **\$50,000**
- c. Fund usage: **Operations**
- d. Years running: **14**
- e. Expected attendance: **30,000**
- f. Expected # of nights: **(5) average**
- g. Rooms used in previous year: **400**
- h. Attachments: **N/A**

**Recommendation: Fund a maximum of \$25,000**

**Current CVB Policy States:**

Black Out Periods for Hotel Tax Funding that have 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

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.**

**DISCUSSION:** No recommended action, referred to Board for discussion and decision.

14. CCG Media Agency LLC/Studentcity.com, Mr. Shannon Posavad

- a. Date(s) of event: **10/1/2016-1/15/2017**
- b. Amount requested: **\$50,000**
- c. Fund usage: **Marketing & Operations**
- d. Years running: **1**
- e. Expected attendance: **50,000**
- f. Expected # of nights: **4-6**
- g. Rooms used in previous year: **200**
- h. Attachments: **N/A**
- i. **Recommendation: Fund a maximum of \$25,00**

July 2016 HOT Funding Applications  
Executive Summary

**Current CVB Policy States:**

Black Out Periods for Hotel Tax Funding that have 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

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.**

**DISCUSSION:** No recommended action, referred to Board for discussion and decision.



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

**MEETING DATE:** July 21, 2016

**NAME & TITLE:** Wally Jones, CVA Chairman

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Discussion and action regarding application for funding request on the Texas Gulf Surfing Association. (September 2016)

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Approved by Legal:                YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

unneeded 10/27/2016 - CUI

- SPI Financial Summary 2016
- 2016 TBSA - Survey Monkey
- Insurance Policy

Application

Date: 7-6-2016

Organization Information

Name of Organization: Texas Gulf Surfing Association

Address: P.O. Box 18616

City, State, Zip: Corpus Christi, Texas 78480

Contact Name: Aarin Hartwell Contact Office Phone Number: (956) 455-5238

Contact Cell Phone Number: (956) 455-5238

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

Non-Profit or For-Profit status: 501(c)(3) Tax ID #: \_\_\_\_\_

Entity's Creation Date: 1988

Purpose of your organization: TBSA is the official governing body for amateur surfing in Texas. The organization promotes the sport of surfing, the Texas coast, healthy competition and environmental awareness.

Event Information

Name of Event or Project: The South Padre Island Open

Date of Event or Project: Sept. 17, 2016

Primary Location of Event or Project: Arla Blanca Park

Amount Requested: \$ 5,000.00 \$1075 Marketing (\$750 is toward permanent marketing placement, \$250.00 2015 \$425 Includes newly incurred life-guard expenses

Primary Purpose of Funded Activity/Facility: To promote South Padre Island as a surfing destination through an eventful weekend of competition showcasing Texas' finest surfers.

→ attached is the 2016 Event Financial Summary

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

Our 2016-2017 goal is to encourage more spectators and interested participants. We hope to increase our sponsorship so that we may market the event better to our communities in the Upper Valley and Hill Country area. The Sponsorship monies are also allocated to staff costs and are surpassed by the matched

Percentage of Hotel Tax Support of Related Costs 20% *funds from division entries which helps cover the production cost*  
Percentage of Total Event Costs Covered by Hotel Occupancy Tax

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

80% 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 30 %

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

We have noted that over the years the SPI Opn has been a bit financially because our travel costs are high. TBSA loves SPI, but has considered pulling the event because of the hit we take. This event is sustainable with a bit more

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: \$ ~~1000~~ \$750

Options:

- 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

Other Gulf Coast Municipalities will join in supporting TBSA with these marketing initiatives as well. The \$ pays for design & execution on our equipment that travels the state with us and also helps us offset costs of general funding for the organizations up keep.

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? 95%

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

95% of the people who travel with TBSA stay in hotels during surf competition. We hope to encourage friends, family and interested spectators to join us on the beach and overnight

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?

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**Questions for All Funding Request Categories:**

1. How many years have you held this Event or Project: 28
2. Expected Attendance: 200-250
3. How many people attending the Event or Project will use South Padre Island lodging establishments? 95%

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

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: We have not yet made arrangements for room blocks, but we are happy to work with hotels that can be flexible with our potentially variable dates.
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>7/2015</u>	<u>\$2500</u>	<u>85</u>
<u>7/2014</u>	<u>\$2500</u>	<u>70</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.)? Attached is an example of the Survey Monkey we used to measure 2015 event.



A survey is sent to all contestants and family. Questions help quantify room stays.

7. Please list other organization, government entities, and grants that have offered financial

support to your project: www.~~suft~~.tqrasurf.org/sponsors

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?

n/a

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

Newspaper:	\$ <u>300</u>	<u>Coastal Current</u>
Radio:	\$ _____	
TV:	\$ _____	
Website, Social Media:	\$ <u>25</u>	<u>Facebook Advertisement</u>
Other Paid Advertising:	\$ _____	

Anticipated Number of Press Releases to Media 25

Anticipated Number Direct Mailings to out-of-town recipients \_\_\_\_\_

Other Promotions Would like to work with city on a few marketing campaigns we can run during the event such as - logging onto sepadre.com, utilizing our social media,

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? Of course!

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

Absolutely.

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:

*Generally the Texas Gulf Coast Region, however we would like to expand our marketing outreach to include target big cities that are in land - i.e., Austin, S.A., Houston, McAllen*

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? 100% (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: n/a

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

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

see attached insurance policy

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 4 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  
7355 Padre Blvd., South Padre Island, Texas 78597  
(956) 761-3000 Phone (956) 761-3024 Fax

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

**MEETING DATE:** July 21, 2016  
**NAME & TITLE:** Wally Jones, CVA Chairman  
**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Discussion and action regarding application for funding request on the Port Isabel Chamber of Commerce-33rd Annual Longest Causeway Run & Fitness Walk. (January 2017)

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Approved by Legal:                YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

2.

**SOUTH PADRE ISLAND HOTEL TAX FUNDING APPLICATION FORM**

**Application**

Date: July 5, 2016

**Organization Information**

Name of Organization: Port Isabel Chamber of Commerce

Address: 421 Queen Isabella Blvd.

City, State, Zip: Port Isabel, TX 78578

Contact Name: Betty Wells      Contact Office Phone Number: 943-2262

Contact Cell Phone Number: 561-1052

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

Non-Profit or For-Profit status: Non-Profit      Tax ID #: 74-2554298

Entity's Creation Date: Nov. 22, 1989

Purpose of your organization: To stimulate the economic growth and development of our business member and the Laguna Madre area. To increase tourism flow and hotel/motel room nights through special events and promotions

**Event Information**

Name of Event or Project: 33<sup>rd</sup> Annual Longest Causeway Run & Fitness Walk

Date of Event or Project: Saturday, Jan. 14, 2017

Primary Location of Event or Project: Starts in Port Isabel and ends on South Padre Island

Amount Requested: \$25,000 *New \$15000.00 funded for June 2016 Causeway Event*

Primary Purpose of Funded Activity/Facility:

To stimulate tourism traffic and room nights during a traditionally slow time of the year

How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures) Three month advertising and marketing campaign that features electronic, print, direct mail and social media

Billboards: \$5,000

Social Media: \$2,500

Television: \$10,000

Print, direct mail, etc: \$2,500

Gold Level Sponsorship with benefits: \$5,000

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

25% 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:**

South Padre Island Police Department and Public Works have provided services at no cost in previous 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: \$25,000
- 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?

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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?

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**Questions for All Funding Request Categories:**

1. How many years have you held this Event or Project: 33
2. Expected Attendance: 3,000-4,000
3. How many people attending the Event or Project will use South Padre Island lodging establishments? 51%

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: No
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>Not applicable</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.)? Coordination with the CVB staff, survey of hoteliers and participants
7. Please list other organization, government entities, and grants that have offered financial support to your project: Port Isabel EDC, City of Port Isabel, H.E.B., Port Isabel-South Padre Press, Louie's Backyard and other companies
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? Anticipated profit of \$30,000 will be utilized for pre-event planning of 2018 event; advanced promotions of event, and increased services and products for participants

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

Newspaper:	<u>\$3,000</u>
Radio:	<u>\$2,000</u>
TV:	<u>\$10,000</u>
Website, Social Media:	<u>\$5,000</u>
Other Paid Advertising:	<u>\$15,000</u>

Anticipated Number of Press Release to Media 6

Anticipated Number Direct Mailings to out-of-town recipients 3

Other Promotions Virtual Bags, PSAs, Working with hotel, motel and related businesses to offer incentives

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? Yes

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

Coordination and possibly workshop with accommodations interests to discuss methods of reaching target audience and increasing room nights

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

Valley, Texas and Mexico

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? 100,000 ±(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:  
\$1,000,000/\$2,000,000 with City of South Padre Island named as additional insured. Carrier: Nautilus Insurance Company
  - 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, Business Development Director, 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**

2017

# Funding Application



*South Padre*  
ISLAND

JANUARY 14, 2017 | PORT ISABEL CHAMBER OF COMMERCE





# ANNUAL LONGEST CAUSEWAY RUN & FITNESS WALK

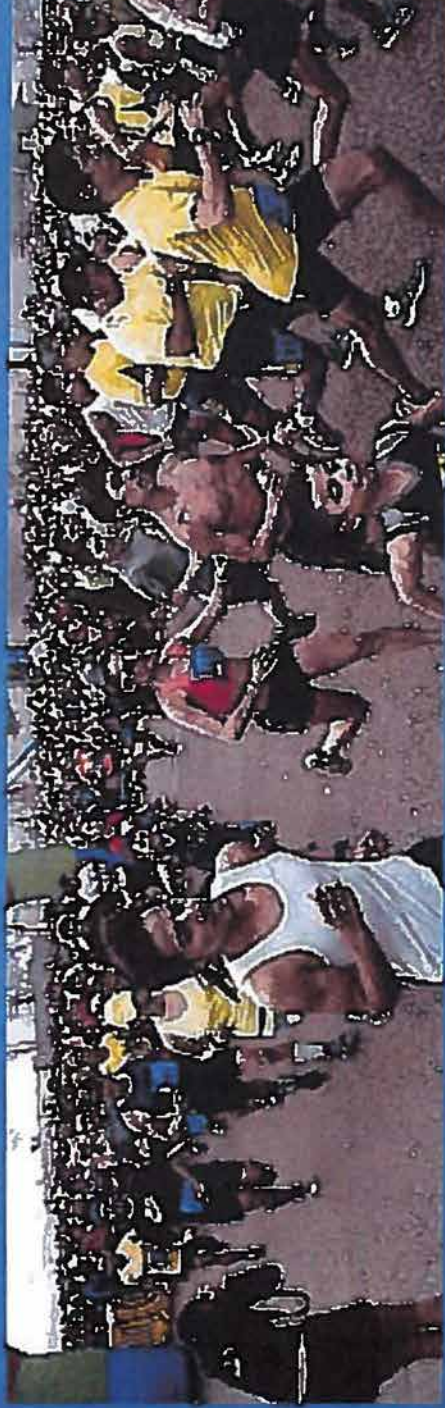


UTILIZES THE COOPERATION OF BOTH PORT ISABEL & SOUTH PADRE ISLAND TO ENSURE A SAFE, FUN EVENT.



# The 33rd Annual Longest Causeway Run & Fitness Walk

Scheduled for Saturday January 14th, 2017. This event attracted almost 3,000 walkers and runners from throughout the country and Mexico in 2016



# 51% of our 2016 participants were from cities, states and countries 50 or more miles away.

## 📍 Top participant locations

States      Countries

--Screenshot from active.com

#1	Texas	1,438
#2	Unspecified	53
#3	tamaulipas	21
#4	Missouri	17
#5	Minnesota	16

MANY BOOK HOTEL AND MOTEL ROOMS TO PARTICIPATE IN THE EVENT!

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Gulf of Mexico

# SOUTH PADRE ISLAND

**Participants fill local  
restaurants and shops during  
the weekend.**

*Fitness Walk (Start here)*

*Causeway Run (Start here)*

CAUSEWAY RUN

NORTH SHORE

POLK

DAVIS

HOUSTON

MAXAN

ISABELLA BLVD

PORT

**Popular with Winter Texans!**

**A 33 year old established event!**

Queen  
Isabella  
Causeway



**PICC Annual Longest Causeway Run & Fitness Walk Sponsorship Benefits**

	<b>Gold Sponsor \$5,000</b>
<b>Complimentary Event Registrations</b>	<b>12</b>
<b>Complimentary Event T-Shirts</b>	<b>6</b>
<b>Access to participants' contact information</b>	<b>Yes</b>
<b>Promotional &amp; Informational emails including Sponsor's Logo or Name</b>	<b>Yes</b>
<b>Company representative at Awards Ceremony for trophy presentation &amp; special recognition</b>	<b>Yes</b>
<b>Sponsorship participation announced during the event</b>	<b>Yes</b>
<b>Event signage with Sponsor's Logo or Name displayed at the Event</b>	<b>Large</b>
<b>Event T-Shirt with Sponsor's Logo or Name (first 1,500 participants receive complimentary t-shirt)</b>	<b>Logo</b>
<b>Event registration print material, direct mailed with Sponsor's Logo</b>	<b>Logo</b>
<b>Event advertisement, including print &amp; television Sponsor's Logo or Name</b>	<b>Logo</b>
<b>Event posters displayed in storefronts with Sponsor's Logo or Name</b>	<b>Logo</b>
<b>Virtual Event Bags. Before, During &amp; After Event</b>	<b>Yes</b>
<b>Website event material includes Sponsor's Logo, Link or Name:</b>	
<b>Event Homepage</b>	<b>Logo, Link</b>
<b>Event Facebook Page</b>	<b>Logo, Link</b>
<b>Event Registration Page</b>	<b>Logo, Link</b>



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

**MEETING DATE:** July 21, 2016  
**NAME & TITLE:** Wally Jones, CVA Chairman  
**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Discussion and action regarding application for funding request on the Urban Science Initiative Inc.-National Tropical Weather Conference. (April 2017)

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_  
Approved by Legal:                YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**



3.

## SOUTH PADRE ISLAND HOTEL TAX FUNDING APPLICATION FORM

### Application

Date: June 26, 2016

#### **Organization Information**

Name of Organization: Urban Science Initiative Inc.

Address: 19118 Nature Oaks

City, State, Zip: 78258

Contact Name: Alex Garcia

Contact Office Phone Number: 210-508-4454

Contact Cell Phone Number: 210-508-4454

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

Non-Profit or For-Profit status: (non-profit)

Tax ID #: 20-5256421

Entity's Creation Date: 2001

Purpose of your organization:

The Urban Science Initiative Inc, designs and produces professional science conferences and educational science events that promote an understanding of science concepts, disaster preparedness and resilience.

#### **Event Information**

Name of Event or Project: National Tropical Weather Conference

Date of Event or Project: April 5 - 9, 2017

Primary Location of Event or Project: Hilton Garden Inn, South Padre Island

Amount Requested: \$20,000\*

\*(If we can secure Good Morning America: Ginger Zee \$30,000)

*\$ 15,000 2016*

Primary Purpose of Funded Activity/Facility:

To prepare broadcast television meteorologists for the upcoming hurricane season so that they can prepare their viewers

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**

35% Percentage of Total Event Costs Covered by Hotel Occupancy Tax

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

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

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

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

\_\_\_\_\_ No \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**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?

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- **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?

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**Questions for All Funding Request Categories:**

1. How many years have you held this Event or Project: 4
2. Expected Attendance: 120
3. How many people attending the Event or Project will use South Padre Island lodging establishments? ALL

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

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Hilton Garden Inn -60 rooms minimum
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 2014</u>	<u>\$10,000</u>	<u>185 room nights</u>
<u>April 2015</u>	<u>\$10000</u>	<u>164 room nights</u>
<u>April 2016</u>	<u>\$15000</u>	<u>192 room nights</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.)? Room block usage information
7. Please list other organization, government entities, and grants that have offered financial support to your project: Walmart Inc., Baron Radar, PC Weather Products, Sinclair Broadcast Group, ZoomRadar
8. Will the event charge admission? No, registration fee
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?

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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: \$2,000  
Other Paid Advertising: \$ \_\_\_\_\_

Anticipated Number of Press Releases to Media 3

Anticipated Number Direct Mailings to out-of-town recipients 500

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

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?

We will utilize signage in combination with our "live streaming", "live interview," and recorded interview segments. We will also use signage in combination with "live tweeting" and "live Facebook segments."

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

All states and countries that are directly and indirectly impacted by tropical systems.

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

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 contract with Joe Davila in McAllen each year for \$1,000,000 general policy.
19. (Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured)
20. 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.
21. 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, Business Development Director, 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](mailto:michael@sopadre.com)

## Attachment 1

### List of Hotel Tax Funded Expenditures

- |  |            |
|--|------------|
| 1. Satellite truck with operator/driver/crew | \$7000.00  |
| 2. Satellite uplink time                     | \$5,500.00 |
| 3. Production crew                           | \$2,500.00 |

<b>4. Production equipment</b>	<b>\$2,000.00</b>
<b>5. Live streaming system</b>	<b>\$1,000.00</b>
<b>6. Live stream crew</b>	<b>\$1,500.00</b>

**Attachment #2**

**BROOKS GARNER - KHOU - HOUSTON, TEXAS  
BRIAN PETERS - WBMA - BIRMINGHAM, ALABAMA  
CARLOS ROBLES - KTMD, HOUSTON, TEXAS  
ALEX GARCIA - KABB - SAN ANTONIO, TEXAS  
TREY MEYNIG - KAVU - VICTORIA, TEXAS  
TRAVIS HERZOG - KTRK - HOUSTON, TEXAS**



ALAN STRUM - WEAR - PENSACOLA, FLORIDA  
PRODUCER - WBBF - BUFFALO, NEW YORK  
PRODUCER - WOAI - SAN ANTONIO, TEXAS  
PRODUCER - WPMI - PENSACOLA, FLORIDA  
PRODUCER - WPDE - MYRTLE BEACH, SOUTH CAROLINA  
ROB FOWLER - WCPD - CHARLESTON, SOUTH CAROLINA  
PRODUCER - SINCLAIR BROADCAST NETWORK - ALL STATION BROADCAST \*  
PRODUCER - THE WEATHER CHANNEL  
RON PERILLO - KATC - LAFAYETTE, LOUISIANA  
NICK MORGANELLI - WGGB - SPRINGFIELD, MASSACHUSETTES  
TONY MAINOLFI - WESH - ORLANDO, FLORIDA

\* 164 STATIONS AND WEATHER NATION TV (CABLE WEATHER NETWORK)

**Attachment #3**

**Dine-A-Round Restaurant Visits**

**Gabriella's**

**Padre Rita Grill**

**Palm Street Pier**

**SPI Brewing**

**Shrimp Haus**

**Clayton' Beach Bar**

**Pier 19**

**Blackbeards**

**Activity**

**Black Dragon - Pirate Cruise**

**Bay fishing**

**Dolphin Watch**

**Island sightseeing**

**Shopping Tour**

**Osprey Dinner Cruises**

**Schlitterbahn**

**Real Estate tour**

**Sand Castle lessons**

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

**MEETING DATE:** July 21, 2016  
**NAME & TITLE:** Wally Jones, CVA Chairman  
**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Discussion and action regarding application for funding request on the Coastal Conservation Association Texas. (October 2016)

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_  
Approved by Legal:                YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

4

**SOUTH PADRE ISLAND HOTEL TAX FUNDING APPLICATION FORM**

**Application**

Date: July 6, 2016

**Organization Information**

Name of Organization: Coastal Conservation Association Texas – Rio Grande Valley & Lower Laguna Madre Chapters

Address: 6919 Portwest Dr., Ste 100

City, State, Zip: Houston, Texas 77024

Contact Name: John Blaha Contact Office Phone Number: (713) 626-4222

Contact Cell Phone Number: (979) 709-1085

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

Non-Profit or For-Profit status: Non-Profit Tax ID #: 74-1984482

Entity's Creation Date: August 1978 ( 501 (c) 3 status granted ) organized in 1977

Purpose of your organization: The purpose of CCA is to advise and educate the public on conservation of marine resources. The objective of CCA is to conserve, promote, and enhance the present and future availability of those coastal resources for the benefit and enjoyment of the general public.

**Event Information**

Name of Event or Project: CCA Texas Lower Laguna Madre / Rio Grande Valley Take a Kid Fishing Event

Date of Event or Project: October 28<sup>th</sup> / 29<sup>th</sup>, 2016

Primary Location of Event or Project: South Padre Island, we are currently exploring 3 venue options that will work the best with us.

Amount Requested: \$7,500 *New*

Primary Purpose of Funded Activity/Facility:

The primary purpose of this event is to introduce or further educate young children and early teens into the sport of recreational fishing and conservation of our coastal fisheries and resources. This

event will include a registration event on Friday night with educational exhibits on hand, the opportunity to visit with CCA Texas volunteers and TPWD Game Wardens. Saturday will include a kids fishing tournament in the morning followed by an awards presentation for winners in to be determined categories.

How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures) Please see attached budget list.

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

68 Percentage of Total Event Costs Covered by Hotel Occupancy Tax

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

7 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: NA

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**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: \$300**
- 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: \$\_\_\_\_\_

**XX 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? 350

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

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

**It is expected that 50% or more of the attendees will stay overnight on South Padre Island and these as well as those that do not stay overnight will also dine at local restaurants.**

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?

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**Questions for All Funding Request Categories:**

1. How many years have you held this Event or Project: 0 – Inaugural event
2. Expected Attendance: 350
3. How many people attending the Event or Project will use South Padre Island lodging establishments? Unknown

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: NA

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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:

<b>Month/Year Held</b>	<b>Assistance Amount</b>	<b>Number of Hotel Rooms Used</b>
_____	_____	_____
_____	_____	_____
_____	_____	_____

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? A survey will be required to be filled out at the event registration and will include questions such as how many in the individual's party, is local lodging being used, where did they come from, how much do you anticipate eating out and etc.

7. Please list other organization, government entities, and grants that have offered financial support to your project: CCA Texas
8. Will the event charge admission? \$10 per participating individual, non-participating individuals will be charged meal tickets.
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? Non anticipated
11. Please list all promotion efforts your organization is coordinating and the amount financially committed to each media outlet:

Newspaper:	\$ <u>300</u>
Radio:	\$ _____
TV:	\$ _____
Website, Social Media:	\$ <u>25</u>
Other Paid Advertising:	\$ _____

Anticipated Number of Press Releases to Media 5  
 Anticipated Number Direct Mailings to out-of-town recipients 0

Other Promotions Other promotions will included posting on local chapter Facebook pages, posters in Valley area tackle shops and eBlast to local CCA Texas membership in the Valley

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

None

15. What geographic areas does your marketing, advertising and promotion reach: For this particular event we will reach out to the Rio Grande Valley, Kingsville/Alice, and Corpus Christi areas.
16. How many individuals will your proposed marketing reach who 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):
- 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: \_\_\_\_\_  
Please see attached example of a CCA Texas Certificate of Insurance.
- 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, Business Development Director, 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 21, 2016  
**NAME & TITLE:** Wally Jones, CVA Chairman  
**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Discussion and action regarding application for funding request on the B&S Kites-SPI Kite Fest. (February 2017)

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_  
Approved by Legal:                YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

5,

**SOUTH PADRE ISLAND HOTEL TAX FUNDING APPLICATION FORM**

**Application**

Date: 6-27-16

**Organization Information**

Name of Organization: B+S Kites

Address: 2812 Padre Blvd. Ste B

City, State, Zip: South Padre Island Texas 78597

Contact Name: Bill Doan Contact Office Phone Number: 761-1248

Contact Cell Phone Number: 433-1699

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

Non-Profit or For-Profit status: For Profit Tax ID #: 46-4372341

Entity's Creation Date: 5-2-98

Purpose of your organization: We are a retail Kite Shop serving the Rio Grande Valley and SPI from 1998 to present. We started, organized & sponsored SPI Kite Fest from 2000 to 2013. We successfully revived Kite Fest in 2016.

**Event Information**

Name of Event or Project: SPI Kite Fest 2017

Date of Event or Project: Feb 3, 4 & 5 - 2017

Primary Location of Event or Project: The flats beside Convention Centre

Amount Requested: \$ 17,750<sup>00</sup> with Indoor Exhibition or 20,150<sup>00</sup> without Indoor Exhibition \$ 15,500 2016

Primary Purpose of Funded Activity/Facility:

To bring thousands of visitors to island for 3 days of colorful Skys, amazing Kiting performances & displays.

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

See enclosed Proposed Budget

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

83% Percentage of Total Event Costs Covered by Hotel Occupancy Tax

17% 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:**

Approx \$3,000 for use of CVB Exhibition Hall for Friday Night Indoor Kite Exhibition from 1pm to 8:30 p.m.

**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?

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**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?

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**Questions for All Funding Request Categories:**

1. How many years have you held this Event or Project: 1 (2016) 13 years before  
2000-2013
2. Expected Attendance: 8,000+ (3 days)
3. How many people attending the Event or Project will use South Padre Island lodging establishments? 300+
- How many nights do you anticipate the majority of the tourists will stay: 2-3 days
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: No

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>Feb 2016</u>	<u>\$ 15,500</u>	<u>300+</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.)? Survey of Attendees

7. Please list other organization, government entities, and grants that have offered financial

support to your project: None Except In-Kind donations of hotel rooms from several local hotels.

8. Will the event charge admission? Outdoor Event - No

Indoor Event - Yes - Approx 400 @ \$6<sup>00</sup> ea.

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?

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

Newspaper:

\$ 850

Radio:

\$ —

TV:

\$ —

Website, Social Media:

\$ 900

Other Paid Advertising:

\$ 2430

San Antonio Chief Meteorologist Alex Garcia  
KRGV Weather - Tim Smith  
Con Mi Gente - Rick Diaz

Anticipated Number of Press Releases to Media 26

Anticipated Number Direct Mailings to out-of-town recipients 50

Other Promotions Festival Flyer - American Kitefliers Assn. Calendar - Central US Kite Calendar - Multiple On-line Calendar of Events

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? NO

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?

Contact Kite Clubs in Texas + Surrounding States

Contact RV Parks in Rio Grande Valley

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

Texas - RGV, San Antonio, Austin, Houston, Dallas/Fort Worth, Lubbock  
Oklahoma, Oregon, Washington, North Carolina, New Jersey, Rhode Island

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? 10,000 + (each media source ought to be able to quantify this number for applicants)

Florida  
Michigan  
Victoria BC  
Canada

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:

\$1,000,000 Insurors Indemnity (Coleman Hall + Heinze)

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, Business Development Director, 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

**SPI Kite Fest**  
**February 3, 4 & 5, 2017**

**Proposed Budget**

<b>Demonstration Expense (<u>Airfare &amp; Travel</u>)</b>	<b>\$ 8,350.00</b>
Chris Schultz (1), Roanoke, VA - <u>\$766</u>	
Airfare \$538 ~ Car/Gas/Food \$228	
Lisa & Ian Willoughby (2), Newark, NJ - <u>\$1391</u>	
Airtfares \$1163 ~ Car/Gas/Food \$228	
Team Rev Riders (4) Newark, NJ - <u>\$2598</u>	
Scott Weider, Jim Cosca, James Fletcher, Paul Lamasters	
(1) Newark, NJ (2) Baltimore, MD (1) Reagan, DC	
Airtfares \$2168 ~ Car/Gas/Food \$430	
Team Kitelife (4), Portland, OR - <u>\$2736</u>	
(2) Portland, OR (1) Detroit, MI (1) Jacksonville, FL	
Airtfares \$2277 ~ Car/Gas/Food \$459	
Phil & Barb Burks (2), Portland, OR - <u>\$859</u>	
Travel Reimbursement \$400.00 ~ Car \$459	
<b>Demonstration Expense (<u>In-state Travel</u>)</b>	<b>\$ 250.00</b>
Team EOL (4), Austin, TX - <u>\$250</u>	
Ed Zihlman, Jim Cox, Michael Boswell, Ben Gray	
<b>Demonstration Expense (Hotel)</b>	<b>\$11,175.00</b>
Isla Grand - 2 Rooms, 4 Nights - \$1342	
1 Room, 7 Nights - \$1175	
The Inn @ SPI - 3 Rooms, 3 Nights - \$2098	
The Pearl ~ 3 Rooms, 4 Nights - \$1567	
Schlitterbahn Beach Resort ~ 2 Rooms, 3 Nights - \$820	
Ramada - 1 Room, 3 Nights - \$281	
Econolodge ~ 2 Rooms, 3 Nights - \$646	
Hilton - 1 Room, 3 Nights - \$653	
2 Rooms, 2 Nights - \$871	
Holiday Inn Express - 2 Room, 3 Nights - \$1722	
<b>Demonstration Expense - (<u>Freight on Show Kites</u>)</b>	<b>\$ 450.00</b>
<b>Demonstration Expense - (<u>Indoor Venue</u>)</b>	<b>\$ 3,000.00</b>
<b>Demonstration Expense - (<u>Banquet</u>)</b>	<b>\$ 2,015.00</b>
<b>Advertising and Promotion</b>	<b>\$ 4,180.00</b>
Website Design & Monitoring - \$600	
Facebook Setup & Monitoring - \$300	
Draft & Submit Press Releases (26) - \$400	
Flyers & Posters - Design, printing, delivery - \$500	
Newspaper Ads - \$450	
Festival Shirts (300) - Design & printing - \$1455	
Festival Buttons ~ \$125	
Banners ~ Float Christmas Parade \$100	
Median Banner ~ \$250	
<b>Sound &amp; Announcing - Photography/Videography</b>	<b>\$ 900.00</b>
<b>Parking</b>	<b>\$ 1,000.00</b>
<b>Porta Potties / Insurance / Fee for Flats</b>	<b>\$ 1,870.00</b>
<b>Miscellaneous</b>	<b>\$ 780.00</b>
Toilet Paper, Gas, Field Crew, Kite Parts, Indoor Tickets, etc.	

Festival Management/Production/Over-runs	<u>\$ 3,850.00</u>
TOTAL Projected Expense	<u>\$37,820.00</u>

Projected Income & Pledges

<b>In-Kind Services (Hotel)</b>	<b>\$ 11,175.00</b>
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Isla Grand – 2 Rooms, 4 Nights - \$1342 & 1 Room, 7 Nights - \$1175  
 The Inn @ SPI – 3 Rooms, 3 Nights - \$2098  
 The Pearl ~ 3 Rooms, 4 Nights - \$1567  
 Schlitterbahn Beach Resort ~ 2 Rooms, 3 Nights - \$820  
 Ramada – 1 Room, 3 Nights - \$281  
 Econolodge ~ 2 Rooms, 3 Nights - \$646  
 Hilton – 1 Room, 3 Nights - \$653 & 2 Rooms, 2 Nights - \$871  
 Holiday Inn Express – 2 Room, 3 Nights - \$1722

<u>In-Kind Service</u> – Convention Center	\$ 3,000.00
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<u>Festival Income</u> ~ Projected	\$ 5,895.00
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Festival Shirts – 225 @ \$11.09 = \$2,495  
 Banquet Tickets – 50 @ \$20 = \$1,000  
 Indoor Tickets – 400 @ \$6 = \$2,400 \*\*\*\*

Outstanding Balance ~ Requested Amount <u>w/Friday Night Indoor</u>	<u>\$17,750.00</u>
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***Requested Amount <u>w/o Friday Night Indoor</u> (Due to \$2,400 loss of ticket sales)	<u>\$20,140.00</u>
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NOTE ~ Additional In-Kind Services

Convention Centre ~ Friday Night Indoor ~ Feb. 3, 2017  
 Public Works ~ Parking Cones, Trash Cans, Trash Pick-up  
 Police ~ Traffic Control ~ Sat. & Sun. @ 2 p.m.



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

**MEETING DATE:** July 21, 2016

**NAME & TITLE:** Wally Jones, CVA Chairman

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Discussion and action regarding application for funding request on the Splash South Padre.  
(October 2016)

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Approved by Legal:                YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

6.

**Application**

Date: 7/5/16

**Organization Information**

Name of Organization: Splash South Padre

Address: 120 E Atol St

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

Contact Name: Paul Magee Contact Office Phone Number: 404-545-6269

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: Oct 6th to Oct 9th 2016 4 nights

Primary Location of Event or Project: Louis + Tequila Sunset + Upper Deck of Hotel

Amount Requested: \$ 10,000 ~~10,000~~ 10,000 2015

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  
Internet  
Brochures / Flyers  
Travel  
Print Ads

**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 0 % N/A

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: \$ \_\_\_\_\_
- 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? 2200 over 4 nigh

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?

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- 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?

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**Questions for All Funding Request Categories:**

1. How many years have you held this Event or Project: 17<sup>th</sup>
2. Expected Attendance: 2200 / @ 60%
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 (3-4)

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: Upper Deck, The Inn, Travel Lodge, Flamingo Inn, Suites at Sunrise

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>2015/April</u>	<u>_____</u>	<u>* _____</u>
<u>2015/Oct</u>	<u>_____</u>	<u>* _____</u>
<u>2014/April</u>	<u>∅</u>	<u>813</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.)? Survey



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

8. Will the event charge admission? yes \$20<sup>00</sup>

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% toward Marketing

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 + M. Ke

13. Will you negotiate a special rate or hotel/event package to attract overnight stays? yes via Mike at the CVB

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:

Nation wide

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 21, 2016

**NAME & TITLE:** Wally Jones, CVA Chairman

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Discussion and action regarding application for funding request on the RGV Hunting & Fishing Expo. (September 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 SPECIAL FUNDING REQUEST

### Application

Date: 7/15/2016

#### **Organization Information**

Name of Organization: RGV Hunting & Fishing Expo

Address: 7355 Padre Blvd, SPI, TX 78597

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

Contact Name: Mike Flores Contact Office Phone Number: 956-761-8199

Contact Cell Phone Number: 956-207-9972

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

Non-Profit or For-Profit status: N/A Tax ID #: \_\_\_\_\_

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization: The RGV Hunting and Fishing Expo will focus on the generation of event packages, supplemental event activities but, primarily, overnight room stays.

#### **Event Information**

Name of Event or Project: RGV Hunting and Fishing Expo

Date of Event or Project: September 2-4, 2016

Primary Location of Event or Project: South Padre Island Convention Center

Amount Requested: \$5,000

Primary Purpose of Funded Activity/Facility:

The RGV Hunting & Fishing expo will focus on the generation of event packages, supplemental event activities but, primarily, overnight room stays.

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

Operational costs, rental fees, marketing & advertising and sponsorship generation.

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**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:**

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**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: \$5,000
- 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?

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**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?**

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**Questions for All Funding Request Categories:**

1. How many years have you held this Event or Project: 1
2. Expected Attendance: 1,500
3. How many people attending the Event or Project will use South Padre Island lodging establishments? 225

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

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Courtesy, event room block will be held at all participating properties.
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:

<b>Month/Year Held</b>	<b>Assistance Amount</b>	<b>Number of Hotel Rooms Used</b>
_____	_____	_____
_____	_____	_____
_____	_____	_____

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 hoteliers and survey of attendees.
7. Please list other organization, government entities, and grants that have offered financial support to your project: \_\_\_\_\_

8. Will the event charge admission? Yes: Children to adult tickets will range from \$1-\$5

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?

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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 2

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

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?

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

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16. How many individuals will your proposed marketing reach who are located at least 50 miles away? 25% of targeted marketing will reach 50+ radius demographics. (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 21, 2016

**NAME & TITLE:** Wally Jones, CVA Chairman

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Discussion and action regarding application for funding request on the SPI Lantern Festival.  
(December 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: 7/15/2016

### **Organization Information**

Name of Organization: SPI Lantern Festival and Holiday Marketplace \_\_\_\_\_

Address: 7355 Padre Blvd, SPI, TX 78597

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

Contact Name: Mike Flores \_\_\_\_\_ Contact Office Phone Number: 956-761-8199

Contact Cell Phone Number: 956-207-9972

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

Non-Profit or For-Profit status: N/A Tax ID #: \_\_\_\_\_

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization: The SPI Lantern Festival and Holiday Marketplace will focus on the generation of event packages, supplemental event activities but, primarily, overnight room stays.

### **Event Information**

Name of Event or Project: SPI Lantern Festival and Holiday Marketplace

Date of Event or Project: December 2-3, 2016

Primary Location of Event or Project: South Padre Island Convention Center

Amount Requested: \$20,000

Primary Purpose of Funded Activity/Facility:

The SPI Lantern Festival and Holiday Marketplace will focus on the generation of event packages, supplemental event activities but, primarily, overnight room stays.

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

Operational costs, rental fees, marketing & advertising and sponsorship generation.

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**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:**

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**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: \$20,000
- 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?

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- 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?**

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**Questions for All Funding Request Categories:**

1. How many years have you held this Event or Project: 1
2. Expected Attendance: 2,800
3. How many people attending the Event or Project will use South Padre Island lodging establishments? 375

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: Courtesy, event room block will be held at all participating properties.
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:

<b>Month/Year Held</b>	<b>Assistance Amount</b>	<b>Number of Hotel Rooms Used</b>
_____	_____	_____
_____	_____	_____
_____	_____	_____

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 hoteliers and survey of attendees.
7. Please list other organization, government entities, and grants that have offered financial support to your project: \_\_\_\_\_
8. Will the event charge admission? Yes: tiered/timing range from \$15-\$35

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?

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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 2

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

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?

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

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16. How many individuals will your proposed marketing reach who are located at least 50 miles away? 95% of targeted marketing will reach 50+ radius demographics. (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 21, 2016  
**NAME & TITLE:** Wally Jones, CVA Chairman  
**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Discussion and action regarding application for funding request on the Open Water Festival.  
(November 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 SPECIAL FUNDING REQUEST

### Application

Date: 7/15/2016

#### **Organization Information**

Name of Organization: Open Water Planet

Address: 7355 Padre Blvd, SPI, TX 78597

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

Contact Name: Mike Flores Contact Office Phone Number: 956-761-8199

Contact Cell Phone Number: 956-207-9972

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

Non-Profit or For-Profit status: N/A Tax ID #: \_\_\_\_\_

Entity's Creation Date: \_\_\_\_\_

Purpose of your organization: The RGV Hunting and Fishing Expo will focus on the generation of event packages, supplemental event activities but, primarily, overnight room stays.

#### **Event Information**

Name of Event or Project: Open Water Planet Festival

Date of Event or Project: November 4-6, 2016

Primary Location of Event or Project: South Padre Island Convention Center

Amount Requested: \$25,000

Primary Purpose of Funded Activity/Facility:

The Open Water Planet swimming festival will focus on the generation of event packages, supplemental event activities but, primarily, overnight room stays.

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

Operational costs, rental fees, marketing & advertising and sponsorship generation.

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**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:**

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***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: \$25,000

How many attendees are expected to come to the sporting related event? 1050

How many of the attendees at the sporting related event are expected to be from another city or county? 5-12

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

\_\_\_\_ The Open Water Planet swimming festival will focus on the generation of event packages, supplemental event activities but, primarily, overnight room stays. \_\_\_\_

- 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?**

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**Questions for All Funding Request Categories:**

- 1. How many years have you held this Event or Project: 1
- 2. Expected Attendance: 1,050
- 3. How many people attending the Event or Project will use South Padre Island lodging establishments? 265

How many nights do you anticipate the majority of the tourists will stay: 4

- 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: Courtesy, event room block will be held at all participating properties.
- 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:

<b>Month/Year Held</b>	<b>Assistance Amount</b>	<b>Number of Hotel Rooms Used</b>
_____	_____	_____
_____	_____	_____
_____	_____	_____

- 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 hoteliers and survey of attendees.
- 7. Please list other organization, government entities, and grants that have offered financial support to your project: \_\_\_\_\_
- 8. Will the event charge admission? Yes: Spectators-no charge, participants will pay a \$75-\$95 registration fee.
- 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?

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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 2

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

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?

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

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16. How many individuals will your proposed marketing reach who are located at least 50 miles away? 80% of targeted marketing will reach 50+ radius demographics. (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 21, 2016  
**NAME & TITLE:** Wally Jones, CVA Chairman  
**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Discussion and action regarding application for funding request on the Sandcastle Days 2016.  
(October 2016)

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_  
Approved by Legal:                YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

SOUTH PADRE ISLAND HOTEL TAX FUNDING APPLICATION FORM

Application

Date: 6/30/2016

Organization Information

Name of Organization: Clayton Brashear, Clayton's Resort

Address: 6900 Padre Blvd.

City, State, Zip: South Padre Is. TX. 78597

Contact Name: Clayton Brashear Contact Office Phone Number: 956.761.5900

Contact Cell Phone Number: 956.494.5967

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

Non-Profit or For-Profit status: non-profit Tax ID #: 467-31-8779

Entity's Creation Date: N/A

Purpose of your organization: Promote tourism

Event Information

Name of Event or Project: Sandcastle Days "2016"

Date of Event or Project: October 6-9, 2016

Primary Location of Event or Project: Clayton's Resort

Amount Requested: \$35,000.00 \$35,000 2015

Primary Purpose of Funded Activity/Facility:

Promote tourism and preserve a long established event held on South Padre Island for 28 years.

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

Please see attached detailed invoice for Sandcastle days  
2015.

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

75 Percentage of Total Event Costs Covered by Hotel Occupancy Tax

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

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

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

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

No, however; \*Request that City comes by and moves  
salina on Oct. 3, 2016

**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



**Sandcastle Days**

6900 Padre Blvd.  
 South Padre Island TX 78597

**Invoice**

Date	Invoice #
10/1/2015	SCD 2015-#1

<b>Bill To</b>
City of South Padre Island 4506 Padre Blvd. South Padre Island TX 78597

P.O. No.	Terms	Project

Quantity	Description	Rate	Amount
5	ADVERTISING: KVEO \$5000., KGBT \$5000., KRGV \$5005., Coastal Current \$575., Port Isabel South Padre Press \$600.	3,236.00	16,180.00
2	Signs & Posters: Toucan Graphics for Median Banner, Posters/Signs, Sandcastle Days Sponsor Logos, Sand Sculptor Bios	257.92	515.84
15	Sandcastle T-Shirts for Sand Sculptors & Slaves	10.55467	158.32
1	Welcome Sandcastle Days Sponsor Castle	2,000.00	2,000.00
12	Materials & Supplies: Gold Art Clay, Sprayers, Nozzles, Hoses, Clamps, Wood, Chain, Shovels, Glue, Lighting, etc., see receipts	225.70833	2,708.50
10	Sand Sculptors: Wilfred Stijger, Emerson Shreiner, Morgan Rudenff, Guy-Oliver Deveau, Albert Lucio Jr., Walter McDonald, Edith Van De Wetering, Karen Fralich, Lucinda Wierenga, Abe Waterman	800.00	8,000.00
1	Master Sand Slave: Dennis Barrett Jr	1,000.00	1,000.00
4	Sand Slaves for Sculptors: Joel Melton, Donnie Hyck, Pete Zarita, Lori Gandi	500.00	2,000.00
1	MC Host and Sound System: Geoff Clifton	700.00	700.00
1	Amusement Rides: RGV Party Rentals for Water Slide, Mechanical Bull, Tropical Combox and Obstacle	3,035.00	3,035.00
3	Prize Money: 1st Place \$1000., 2nd Place \$500., 3rd Place \$250.	583.33333	1,750.00
		<b>Total</b>	<b>\$38,047.66</b>



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 : \$ 35,000.00

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?

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**Questions for All Funding Request Categories:**

1. How many years have you held this Event or Project: 4
2. Expected Attendance: 30,000
3. How many people attending the Event or Project will use South Padre Island lodging establishments? N/A  
How many nights do you anticipate the majority of the tourists will stay: 2-3
4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: no

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>Oct 2015</u>	<u>35,000.<sup>00</sup></u>	<u>N/A</u>
<u>Oct 2014</u>	<u>30,000.<sup>00</sup></u>	<u>N/A</u>
<u>Oct 2013</u>	<u>20,000.<sup>00</sup></u>	<u>N/A</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.)? survey of hoteliers

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

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?

\_\_\_\_\_

\_\_\_\_\_

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

Newspaper:	<u>\$1,175.<sup>00</sup></u>
Radio:	<u>\$</u>
TV:	<u>\$15,005.<sup>00</sup></u>
Website, Social Media:	<u>\$</u>
Other Paid Advertising:	<u>\$211.<sup>00</sup></u>

Anticipated Number of Press Releases to Media 432

Anticipated Number Direct Mailings to out-of-town recipients N/A

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

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?

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

TV-Channel 4, Channel 5 + Channel 23 / Coastal Current & So. Padre Park

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? 4,100,000 (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:

1,000,000 - per occurrence / 2,000,000 - aggregate Carrier LLOYD'S

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, Business Development Director, 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 21, 2016  
**NAME & TITLE:** Wally Jones, CVA Chairman  
**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Discussion and action regarding application for funding request on the SPI Bikefest. (February 2017)

**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 6, 2016

**Organization Information**

Name of Organization: SPI Bikefest

Address: 1001 E. Whitening Ave STE A

City, State, Zip: McAllen, TX 78501

Contact Name: GJ Reyna Contact Office Phone Number: 956-277-6571

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

Web Site Address for Event or Sponsoring Entity \_\_\_\_\_

Non-Profit or For-Profit status: 501C3 Tax ID #: 74-2785503

Entity's Creation Date: October 1994

Purpose of your organization: A motorcycle rally to bring in riders from all over U.S. to raise money for local charities. (One million dollars to date)

**Event Information**

Name of Event or Project: SPI Bikefest

Date of Event or Project: February 17-19, 2017

Primary Location of Event or Project: SPICC

Amount Requested: \$100,000.00

Primary Purpose of Funded Activity/Facility:

See above.

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

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

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

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

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

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

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

SPICC free rental for event.

***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: \$ **\$50,000**
- 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: \$ **\$25,000**  
**operations**

How many attendees are expected to come to the sporting related event? **5,000-10,000**

How many of the attendees at the sporting related event are expected to be from another city or county? **80%**

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

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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?**

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**Questions for All Funding Request Categories:**

- 1. How many years have you held this Event or Project: 23 years
- 2. Expected Attendance: 5,000-10,000
- 3. How many people attending the Event or Project will use South Padre Island lodging establishments? 30-35%

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

- 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: No

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
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Municipal revenues have always been invested ranging from \$5,000-

<u>\$10,000</u>	_____	_____
_____	_____	_____
_____	_____	_____

- 6. How will you measure the impact of your event on area hotel activity (e.g.; survey of hoteliers, etc.)? \_\_\_\_\_

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7. Please list other organization, government entities, and grants that have offered financial support to your project: **None (only private sector sponsors)**

8. Will the event charge admission? **Yes**

9. Do you anticipate a net profit from the event? **All primary net revenues are donated to charities.**

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

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

Newspaper:	<u><b>\$ 10,000</b></u>
Radio:	<u><b>\$ 25,000</b></u>
TV:	<u><b>\$ 15,000</b></u>
Website, Social Media:	<u>\$ _____</u>
Other Paid Advertising:	<u>\$ _____</u>

Anticipated Number of Press Releases to Media **15**

Anticipated Number Direct Mailings to out-of-town recipients **5**

Other Promotions **other motorcycles events, social media, database, websites.**

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?  
**N/A**

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

Covered above

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

Texas and surrounding states

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? 85% of target audience (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: N/A

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

18. What amount of event insurance do you have for your event and who is the carrier: AMA-2 million dollars

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 1 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 21, 2016

**NAME & TITLE:** Wally Jones, CVA Chairman

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Discussion and action regarding application for funding request on the Magic Valley Riders.  
(April 2017)

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Approved by Legal:              YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**



**SOUTH PADRE ISLAND HOTEL TAX FUNDING APPLICATION FORM**

**Application**

Date: July 1, 2016

**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: Dianna – 956-821-5565

Contact Cell Phone Number: Troy – 956-998-6059

Web Site Address for Event or Sponsoring Entity www.beachnbikerfest.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 J01(c)(3) and the Texas Tax Code Section 11-18 9c

**Event Information**

Name of Event or Project: Beach N Biker Fest

Date of Event or Project: April 21-23, 2017

Primary Location of Event or Project: SPI Convention Center

Amount Requested: \$ 40,000 advertising monies and 15,000 in kind **\$ 35,000-2016**

Primary Purpose of Funded Activity/Facility: **\$55,000 TOTAL**

Out of Market advertising, limited In Market Advertising and use of Convention Center and Staff.

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

\$35,000 out of market advertising

\$5,000 – In Market (includes RGV and surrounding areas) Advertising and internet advertising

\$15,000 – Use of Convention Center and Staff

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

0 Percentage of Total Event Costs Covered by Hotel Occupancy Tax

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

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

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

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

Without the use of the Convention center and its Staff, Beach N Biker Fest would be unable to take place.

**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
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ 0
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity.** Amount requested under this category: \$ 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: \$ 0 \_\_\_\_\_

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

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?

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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?

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**Questions for All Funding Request Categories:**

1. How many years have you held this Event or Project: 13
2. Expected Attendance: 8000
3. How many people attending the Event or Project will use South Padre Island lodging establishments? 5000

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: The Inn at South Padre and the Holiday Inn Express are our host hotels. We also contract with 6-8 other island hotels for room blocks. The number of rooms blocked range between 500-600.
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 2014</u>	<u>50,000</u>	<u>810</u>
<u>April 2015</u>	<u>50,000</u>	<u>374*</u>
<u>April 2016</u>	<u>50,000</u>	<u>869</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.)? Room Block Usage, Surveys of the hotels, and surveys of the participants at the Event.
7. Please list other organization, government entities, and grants that have offered financial support to your project: L&F Distributors, Genco Energy Services, Harley Davidson and Sprint

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 profits minus start-up monies for the following years event 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</u>
Radio:	<u>\$ 8,000</u>
TV:	<u>\$ 10,000</u>
Website, Social Media:	<u>\$ 5,000</u>
Other Paid Advertising:	<u>\$ 30,000</u>

Anticipated Number of Press Releases to Media 2

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

Other Promotions Staffing a promotional Booth at Corpus Christi Bike Fest and at other motorcycle events and rallies

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? 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, Galveston, and Corpus Christi, print advertising in Ride Texas Magazine and Thunder Press Magazine, Social Media boosts, Google Search engines, and radio and TV advertising in out of market areas.

15. What geographic areas does your marketing, advertising and promotion reach: Texas and surrounding states and nationwide through google search and social media.

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? over 5 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 million dollars, Briskey and 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, Business Development Director, 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 21, 2016

**NAME & TITLE:** Wally Jones, CVA Chairman

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Discussion and action regarding application for funding request on the Free Livin Entertainment Inc. DBA Inertia Tours. (September 2016 –February 2017)

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Approved by Legal:                YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

SOUTH PADRE ISLAND HOTEL TAX FUNDING APPLICATION FORM

Application

Date: 7/1/16

Organization Information

Name of Organization: Free LIVIN ENTERTAINMENT INC. DBA INEVITA TOURS
Address: 165 S. Guadalupe St.
City, State, Zip: San Marcos TX 78666
Contact Name: Chad Hart Contact Office Phone Number: 800 821 2176 x14
Contact Cell Phone Number: 512 825 2157
Web Site Address for Event or Sponsoring Entity: inevita-tours.com

Non-Profit or For-Profit status: For Profit Tax ID #: 41-2106372

Entity's Creation Date: August 2002

Purpose of your organization: Promote, Market, Advertise & Organize Student travel packages in as all inclusive manner as possible.

Event Information

Name of Event or Project: College Spring Break Promotional Road Show

Date of Event or Project: Sept 1 - Feb 15

Primary Location of Event or Project: 17 midwest states

Amount Requested: \$50,000 50,000 2016

Primary Purpose of Funded Activity/Facility: promote South Padre Island in a door to door fashion to fraternities & sororities in 17 states as the destination of choice.

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

Expenses to send (2) two person teams  
in tandem to college campuses. Inventia  
pledges to spend "like kind" Dollar amount  
of grant.

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

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

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

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

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

Are you asking for any cost reductions for city facility rentals or city services, and if so, please quantify and explain: NO.

**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: \$ 50,000
- 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?

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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?

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**Questions for All Funding Request Categories:**

1. How many years have you held this Event or Project: 14
2. Expected Attendance: 30,000 +
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: Average 5
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. Hotels include Hilton, La Copa, + La Quinta 100 + rooms. Pearl South Padre 100 + rooms. Peninsula, Sunchae Beach Front, ~~SA~~ Royale Beach, Saida Towers, La Internacional
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/condos
<u>2016 Spring Break</u>	<u>\$50,000</u>	<u>400 +</u>
<u>2015 Spring Break</u>	<u>↓</u>	<u>↓</u>
<u>2014 Spring Break</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.)? Room Block Usage.

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 as event is promotion

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

LOSS of \$75,000 TO Company

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

Newspaper: \$ 0  
Radio: \$ 10,000  
TV: \$ 0  
Website, Social Media: \$ 60,000  
Other Paid Advertising: \$ 10,000

Anticipated Number of Press Releases to Media 6

Anticipated Number Direct Mailings to out-of-town recipients 100+

Other Promotions Campus Rep + Grand House Rep network of BSD + REPS

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? YES.

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



We rely on word of mouth, reputation,  
+ online marketing

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

17+ Midwest States

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? 1 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:

privately Insured General liability for Road show AIG

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. ok

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. ok

**Submit to: Mike Flores, Business Development Director, 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 21, 2016

**NAME & TITLE:** Wally Jones, CVA Chairman

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Discussion and action regarding application for funding request on the CMG Media Agency LLC/Studentcity.com. (October 2016 – January 2017)

**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 8/16

**Organization Information**

Name of Organization: CMG Media Agency LLC / Studentcity.com

Address: 20 Danada Square West #240

City, State, Zip: Wheaton, IL, 60187

Contact Name: Shannon ROSADAD Contact Office Phone Number: ~~866-797~~-7266

Contact Cell Phone Number: 630-217-8786

Web Site Address for Event or Sponsoring Entity \_\_\_\_\_

Non-Profit or For-Profit status: For profit Tax ID #: 27-1164394

Entity's Creation Date: 2009

Purpose of your organization: Marketing services for brands, companies. College student demographic.

Tour operator for college students.

**Event Information**

Name of Event or Project: College Spring Break 2017 Campus Tour

Date of Event or Project: October 1, 2016 - Feb 15<sup>th</sup>, 2017

Primary Location of Event or Project: Michigan, Ohio, Louisiana, Alabama, Mississippi, Missouri, Iowa, Illinois, New York, Pennsylvania, Tennessee,

Amount Requested: \$ 50,000 New

Primary Purpose of Funded Activity/Facility:

To promote South Padre Island for Spring Break 2017 as the #1 domestic destination for college students.

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

To help offset expenses for the following:

- Unmanned motorcoach

- 6 staff members

- fuel

- promotional materials. (Total event budget is \$150,000)

**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:

N/A

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

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

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

c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ 50,000

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?

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Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: first year for campus tour.
2. Expected Attendance: 50,000 plus for all of March
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: 4-6 nights

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: Isla Grand Resort, The Inn.

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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>March 2016</u>	<u>0</u>	<u>200 plus.</u>
<u>March 2015</u>	<u>0</u>	<u>100 plus</u>
<u>March 2014</u>	<u>0</u>	<u>50 plus.</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.)? Room block usage plus increase in Hotel occupancy Tax collection for SPI.



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

8. Will the event charge admission? N/A

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?

Total event budget is \$150,000

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

Newspaper: \$0  
Radio: \$0  
TV: \$0  
Website, Social Media: \$75,000.00  
Other Paid Advertising: \$20,000.00

Anticipated Number of Press Releases to Media 8 (2 per month)  
Anticipated Number Direct Mailings to out-of-town recipients over 2000+

Other Promotions 500,000 spring break Guide Magazines distributed to 200+ college campuses.

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?  
yes

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

Digital marketing, social media, brand ambassadors on college campuses.

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

majority of USA and Canada (strong focus on States with break dates during shoulder weeks of March)

16. How many individuals will your proposed marketing reach who are located at least 50 miles away? \_\_\_\_\_ (each media source ought to be able to quantify this number for applicants) well over 1 million college students.

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:

5 million umbrella policy. ACCORD Insurance  
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. Agreed

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.

Agreed.

**Submit to:** Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitor's Bureau  
7355 Padre Blvd., South Padre Island, Texas 78597  
(956) 761-3000 Phone (956) 761-3024 Fax