

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

NOTICE IS HEREBY GIVEN THAT THE SPECIAL EVENTS COMMITTEE OF THE CITY OF SOUTH PADRE ISLAND, TEXAS WILL HOLD A SPECIAL MEETING ON:

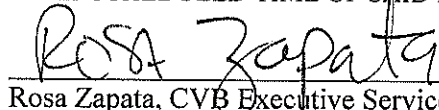
**THURSDAY, APRIL 18, 2019**  
1:00 P.M. AT THE MUNICIPAL BUILDING,  
CITY COUNCIL CHAMBERS, 2<sup>ND</sup> FLOOR  
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

- 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) Discussion and action to approve a funding request for the Pro Watercross Sport and recommend to the Convention and Visitors Advisory Board for approval.
- 5) Adjournment.

DATED THIS THE **15th** DAY OF **APRIL 2019**.

  
\_\_\_\_\_  
Rosa Zapata, CVB Executive Services Specialist

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE NOTICE OF MEETING FOR THE CONVENTION AND VISITORS ADVISORY BOARD 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 April 15, 2019, at/or before 1:00 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

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

THIS FACILITY IS WHEELCHAIR ACCESSIBLE AND ACCESSIBLE PARKING SPACES ARE AVAILABLE. REQUESTS FOR ACCOMMODATIONS OR INTERPRETIVE SERVICES MUST BE MADE 48 HOURS PRIOR TO THIS MEETING. PLEASE CONTACT BUILDING OFFICIAL DAVID TRAVIS; ADA RESPONSIBLE PARTY AT (956) 761-8103.



South Padre Island Convention & Visitors Bureau

# South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



## STATE LAW

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

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

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

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

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



## CITY POLICY

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

The Requests for Proposals shall generally be for five (5) years, with the goal of having a permanent, successful, self-funding event in place by the end of that period. The same timeline and goals shall apply to any person or group applying for SPI-CVA funding for an event. The SPI-CVA generally will not respond to "one off" events, unless they are MAJOR events with a significant impact on:

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

The Convention and Visitors Advisory Board will review the application during one annual funding review period. Effective September 1, 2019, all applications must be presented at least two years prior to the date of the proposed event or expenditure.

## APPLICATION PROCESS

Applications for funding will be submitted through the city application forms with required attachments provided by the applicants. City staff and the Convention and Visitors Advisory Sub-committees and Board will review the applications solely through the written applications, unless two or more Board members request an in-person presentation. In such a case, the applicant may be asked to be present at a meeting to answer any questions regarding the application for hotel tax funding. Applicants will be notified at least one week prior to the meeting of the time and place for the review.

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

### Eligibility and Priority for Hotel Tax Funds:

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

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



## Compliance

Selected applicants must:

1. Place a link to the South Padre Island CVB listing of hotels on the applicants website;
2. Attend one of the annual informational seminars on hotel occupancy tax funding;
3. Coordinate all marketing, public relations and media through the SPI-CVA marketing contractor; and
4. Comply with all data collections requirements of the SPI-CVA Economic Impact contractor.

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

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

The SPICVB CVA sub-committee shall review the information provided by the applicant to ensure candidates meet the funding criteria and guidelines and the sub-committee shall make a recommended determination as to eligibility and on any recommended funding to the Convention and Visitors Advisory Board. The Convention and Visitors Advisory Board may accept or amend the CVAB sub-committee’s recommendations by a majority vote of the Committee.

**There shall be a five-year cap on the number of years that an event may continue to receive hotel tax funding for operational costs other than marketing expenses.**

The Convention and Visitors Advisory Board has the discretion to shorten or terminate that limitation if deemed appropriate. All organizations should assume that potential SPICVA funding would decrease every year for the term of this agreement. **Any event promoter/producer responding to a SPICVA RFP or making a request for funding must include a member of the SPI CVA Board, Staff or expert sub-committee on their organization’s Board of Directors for the duration of the agreement.**

## Use of Revenues from Event

A portion of the revenues from any event and/or project receiving any type of funding assistance from the HOT funds should be channeled back into the future costs of operating that same event or the continued operation of the project. Additionally, one youth charity or facility, in the same discipline as the event, should be designated as a “legacy project” of South Padre Island’s funding of a particular event.



## Post Event Report

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

## Submit to complete applications to:

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834  
Email: [marisa@sopadre.com](mailto:marisa@sopadre.com)

## Black Out Periods for Hotel Tax Funding

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

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

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



# APPLICATION FOR INITIAL FUNDING

Today's Date: \_\_\_\_\_

## ORGANIZATON INFORMATION

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

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

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

Contact Name: \_\_\_\_\_ Contact Office Phone Number: \_\_\_\_\_

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

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

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

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

Purpose of your organization:

---

---

---

---

## EVENT INFORMATION

Name of Events or Project: \_\_\_\_\_

Date of Event or Project: \_\_\_\_\_

---

---

---

---

---

---



Primary Location of Event or Project: \_\_\_\_\_

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

Primary Purpose of Funded Activity/Facility:

---

---

---

---

---

---

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

---

---

---

---

---

---

#### Percentage of Hotel Tax Support of Related Costs

\_\_\_\_ Percentage of **Total Event Costs** Covered by Hotel Occupancy Tax

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

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

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

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

---

---

---

---

---

---



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

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

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

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

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

---

---

---



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

Amount requested under this category: \$ \_\_\_\_\_

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

---

---

---

---

---

---

---

---

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

What percentage of the ridership will be local citizens? \_\_\_\_\_

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

Amount requested under this category: \$ \_\_\_\_\_

What tourist attractions will be the subject of the signs?

---

---

---

---

---

---

---

---



## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project:

---

---

---

---

---

Expected Attendance: \_\_\_\_\_

How many people attending the Event or Project will use South Padre Island lodging establishments? \_\_\_\_\_

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

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

---

---

---

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
_____	_____	_____
_____	_____	_____
_____	_____	_____

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

---

---

---

---

---

---



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

---

---

---

---

---

---

Will the event charge admission? \_\_\_\_\_

Do you anticipate a net profit from the event? \_\_\_\_\_

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

---

---

---

---

---

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

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

Anticipated Number of Press Releases to Media: \_\_\_\_\_

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

Other Promotions:

---

---

---



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

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

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

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

---

---

---

What geographic areas does your event reach?

---

---

---

---

---

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

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

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

---

---

---

---

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

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

☐ Yes ☐ No



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

### **SUPPLEMENTAL INFORMATION REQUIRED WITH APPLICATION:**

Along with the application, please submit the following:

- \_\_\_\_\_ Proposed Marketing Plan for Funded Event
- \_\_\_\_\_ Schedule of Activities or Events Relating to the Funded Project
- \_\_\_\_\_ Complete budget for the Funded Project
- \_\_\_\_\_ Room night projections, with back-up, for the Funded Event

### **Submit to complete applications to:**

Marisa Amaya  
Event Development & Packaging Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597

Phone: (956) 761-3834  
Email: [marisa@sopadre.com](mailto:marisa@sopadre.com)



# PRO WATERCROSS™

## PRO WATERCROSS NATIONAL TOUR

People all over the world love hot summer days, extreme sports, music, racing, and competition! You are probably wondering how do we reach these consumers? You start with the secret ingredient: water, but how will we get their attention? Use one of the world's most exciting watersports: Pro Watercross Racing!

From the hottest beaches and waterways all over the USA, thousands of racing enthusiasts have been on hand to catch the excitement of Pro Watercross racing; which combines the electricity and appeal of traditional beach events with the high-speed thrills of competitive motor sports. Dramatic staging, a professional sound system, grandstands, banners, flags, and pit tents set the stage for a truly large-scale event.



Entering its 24<sup>th</sup> season of racing, Pro Watercross has become the world's leading personal watercraft racing circuit and sanctioning body. Each action-packed event features the top watercraft racers from all over the world doing battle against one another while negotiating buoys, obstacles and pounding waves. Each racer will be vying for a portion of cash, prizes, and awards while in route to the prestigious Pro Watercross World Championships and your city can be part of the action...



**EVENT DETAILS:** Pro Watercross anticipates over 150 individual competitors at national events, both USA and international competitors bringing with them their pit crew, families, friends and fans. Each Tour event features the best of the best as well as the up-and-coming men and women in the highly explosive and exciting sport of personal watercraft racing otherwise known as "watercross". These riders will utilize some of the most advanced equipment and technology to help their watercraft reach speeds of over 85 miles-per-hour. Throughout the week, riders will engage in a fierce battle of skill, technology and innovation on and off the water - this is Supercross on water.

The Pro Watercross Tour takes place from May through August with its World Championships beginning in October, these events not only attract the professional and amateur competitors from the USA, but from all over the globe enabling them the opportunity to demonstrate their skills and compete in a safe environment.



**CLOSED COURSE RACE:** Similar to motocross on the water, closed course racing is handle-bar to handle-bar competition that pits rider and machine in a personal watercraft battlefield. Reaching top speeds close to 85 mph; closed course racing features a buoy-marked closed course track that is designed to keep the competition tight and fans close to the action. Each race begins with one of the most gut-wrenching experiences in motorsports – the side-by-side gated start. Similar to motocross, watercross racing start features 20 riders exploding off the line, each thinking to themselves “I’m going to be the first one to that buoy.” Surviving the first-turn is just the beginning. Speed, technique and racing ability will all come into play over the next 20 minutes, as the riders begin to negotiate a series of left and right-hand turns.



**FREESTYLE:** Each event features a Freestyle segment that highlights the acrobatic abilities of these highly specialized athletes and their watercraft. One of the true “extreme sports,” freestyle features some of the most gifted athletes on the beach. Freestyle is *the* crowd favorite, as spectators get a chance to interact with the competitors before, during and after the competition



**“ON-SITE” PRESENTATION:** The Pro Watercross Tour incorporates several unique and exciting staging features into its aquatic arena. The Tour's custom-built stage, scoring stands, shoreline banners and more provide excellent signage locations to enhance sponsors image. The combination of advanced promotion and advertising, professional on-site appearances, great racing, and spectator crowds create an event experience that keeps spectators buzzing for weeks to follow. During competition, our top-flight announcers guide spectators through the waves and around the buoys, giving insight into the personalities and technology of professional watercross racing. In between the races, the focus changes to the athletes, sponsors and local partners. Spectators are enticed to visit the food and vendor booths and meet the riders in the pits. Our professional announcers will ensure delivery of PA announcements and keep the crowd entertained with the hottest music and on-site giveaways.

**COMPETITORS:** The Pro Watercross Tour can assure you that these events will bring in a large number of talented watercross competitors. To attract participants at the regional, national and world levels, each event is covered extensively; e-blasts promotions, Facebook, YouTube, smartphone app just to mention a few will be used to reach past and present watercross members and fans. Additionally, announcements and advertisements may be placed in nationally distributed watercraft magazines and the top PWC online magazines.

**ECONOMIC IMPACT:** Participants, their families, and support crew spend money on fuel, meals, hotels, miscellaneous expenditures, etc. Each host site will have a different economic impact, geographic location; marketing area and host site enthusiasm all come in to play. Area hotels and campgrounds can expect Pro Watercross competitors to begin arriving on Thursday and Friday, with a majority of them staying through to Monday.



**MARKETING AND ADVERTISING:** The pre-event grassroots marketing effort will be executed 30-60 days prior to each tour stop. Posters and postcards are distributed in each key market area the Pro Watercross Tour travels to. Local businesses in each area will be asked to hang a poster in the entry window and place postcard at the exit door; distribution is normally handled with the assistance from the host city.

Pro Watercross may utilize radio advertising through two or more local radio stations running commercials from Monday prior to the event through Sunday of the event, with a live remote on both Saturday and Sunday. Along with the radio advertising we found that inviting local TV stations, radio and news print to join us on site Friday afternoon for a "media day at the beach" to drum up excitement and news coverage for the event weekend. Media have a chance to mingle with the professional riders, as well as try out the newest personal watercrafts on the market today!

**LIVE ON TOUR:** The online watercraft enthusiast becomes engaged with each event during the "Pro Show" while watching and listening from the comfort of their own home. Streaming the Pro Watercross Tour Stop live on the web makes it accessible to a worldwide audience. This means attendance to our events can reach anyone, anywhere; all they need is access to the internet. The biggest benefit to live streaming is that your community will receive more exposure to a greater audience and can dramatically expand its reach from local or regional to national and international. Pro Watercross national event stream live on Facebook, YouTube and Twitter simultaneously with South Padre Island, Texas's TV commercials streaming during our live breaks.



*Pro Watercross live web streaming original and recorded events reached over 2,360,700 views in 2018 through various social media networking sites; Facebook, YouTube, Instagram, Twitter, Ustream.*

**SOCIAL BUZZ...** Word of mouth is our best advertising; Pro Watercross Facebook fan base has grown to over 148,000+ fans and 151,000 followers as of today, with a recent viral video that has over 52 million current views. This will benefit our host cities and sponsors, bringing awareness to the beautiful backdrops for our events as well as the competitors spreading the word about the fun they had, where they went and how they finished in the competition. The Pro Watercross National Tour is working with industry leaders to grow the sport of watercross, bringing it great venues throughout the USA; where our athletes, their families, crew and spectators/fans can enjoy the event as well as the surrounding area.



The Tour takes to social media to drive this message home and once the conversation has been started, our athletes take over... We use social media as our chief source of getting the word out on Facebook, Instagram and Twitter to generate interest. As awareness of Pro Watercross events increases through these social media avenues, participation has been growing with competitors from all over the world and with them bringing more families, crew and fans into each area to help us reach the ultimate goal: more people in the area, spending money, enjoying the great hospitality and fun found at each of our world class events.

Throughout the competitive season the Tour sends out E-blast to reach not only our athletes... these regular updates keep the fan informed on who is in the lead in the points, who won at the last round and what to expect at the next tour stop. South Padre Island, Texas's logo and link are included in each E-blast, not just throughout the race season, but all year long as one of our supporting partners.

**TV PROGRAM COVERAGE:** Pro Watercross films and broadcast all the Tour stops which are featured on DISH, DirecTV and major cable networks through regional sports networks as well as international distribution and digital online media outlets. In the U.S.A. each show is broadcasted typically three times on each affiliate. *Regional Sports Networks (RSN) are cable television channels that presents sports programming in any given geographical region throughout the United States and Canada.*



South Padre Island, Texas will receive two (2) 30-second TV commercial during the event's TV show as well as a 45-60 second vignette that highlights the area. A representative from South Padre Island, Texas will work directly with Pro Watercross' production team on this vignette, giving valuable input and information to the production team.

## **PRO WATERCROSS 2018 TV Network Distribution Report**

*(As of June 29, 2018; Subject to change; Affiliates listed are confirmed)*

<b>Affiliate</b>	<b>hh</b>	<b>Territory</b>
Altitude Sports	7mhh	CO; UT; WY; ID; NE; KS; MT; NM; NV; SD
Cox Sports Television	5.5mhh	LA; AR; MS; TX; FL; VA; GA; OK; MO; KS; OH; ID; NE; NV; CA; AZ
NESN National	5mhh	National Cable Network
AT&T SportsNet, Southwest	4mhh	TX; LA; AR; NM; OK
AT&T SportsNet, Pittsburgh	3mhh	PA; WV; OH; NY
ROOT Sports, Northwest	3mhh	WA; OR; MT; ID; AK
Spectrum SportsChannel	2.2mhh	OH
Comcast Television	2.1mhh	MI; IN
Mediacom – MC-22	1.1mhh	IA; IL; IN; MN; SD; MO; WI
AT&T SportsNet Rocky Mountain West	300khh	NV; CA; AZ; WY; UT; ID
Spectrum SportsChannel	650Khh	WI
SWX Sports	525khh	WA; MT; WY
WIFS TV 57, Madison	350khh	WI
ROC Sports Network	300khh	Rochester, NY
Midco Sports Network	300khh	MN; ND; SD
Buckeye Cable Sports Network (BCSN)	200khh	Toledo, OH; Erie, PA
GCI Channel 907	125khh	AK
APSU TV	85khh	TN
KWBJ TV 22	20khh	Morgan City, LA
Spectrum Local	20khh	Owensboro, KY
HBC 3	10khh	Winona, MN
DTC 3	10khh	Nashville, TN
Eleven Network	8.8mhh	National (cable and satellite network)
REV'N Network	40mhh	National (digital broadcast network)
The Action Channel	21mhh	National (digital broadcast network)
Tuff TV Network	14mhh	National (digital broadcast network)
Untamed Sports TV	5.2mhh	National (digital broadcast network)
BEN Television	11mhh	Europe (Sky TV Channel 175)
CaribVision	500khh	The Caribbean Islands; Canada

[CLICK HERE TO WATCH THE PRO WATERCROSS HARTWELL, GA TV SHOW](#)

**TOTAL**

**100+ MHH**

## **HOST SITE REQUIREMENTS**

The following are the basic site requirements that we look for in a site to host a Pro Watercross Tour Stop: *Every site has its own unique landscape and UWP will work closely with your organization with the venue requirements.*

- ★ 1000 feet of beach or clean shoreline (i.e. grass/sand).
- ★ Water with sand or hard pan bottom with easy slope.
- ★ Onsite parking by parking lot or grass.
- ★ Adequate restrooms (permanent or port-o-pots) on site.
- ★ Hotels within 5 miles of site.
- ★ ATV use on beach to haul boats to water.
- ★ The beach or land area will need to be closed to swimming from Thursday through Sunday of the event weekend.



## **COST TO SOUTH PADRE ISLAND, TEXAS FOR THE PRO WATERCROSS NATIONAL TOUR STOP:**

**RIGHTS FEE:** South Padre Island, Texas would pay UWP, LLC the rights fee of \$35,000 with a deposit of \$10,000 paid at the signing of the contract, the balance due is paid on or before the Friday prior to the event weekend – in addition to the rights fee:

- ★ South Padre Island, Texas guarantees the competition area free of charge, starting Thursday before the Event through Sunday or the completion of the Event if later.
- ★ South Padre Island, Texas is responsible for overseeing water traffic control through communication with local marinas, boat patrols, and signage in appropriate locations.
- ★ Onsite Ambulance with a minimum of two EMTs for Saturday & Sunday for each annual event. Times to be established at a later date.
- ★ Provide participants/event parking and security.
- ★ Advertising promotion – local advertising in print, digital and other sources (if available), which must be preapproved by UWP, LLC before commitment is made.
- ★ Provide UWP, LLC with marketing material to help promote the local/regional community.
- ★ Provide UWP, LLC with hotel accommodations of 25 room nights starting Thursday and departing on Monday.

## **SPONSORSHIP AMENITIES:**

- ✧ Provide a two-day event professionally run and specifically designed to entertain an audience each day.
- ✧ Produce and distribute a one RSN ½ hour TV show. “Pro Watercross Tour Stop” TV show that will highlight the athletes. In the United States and Canada, a Regional Sports Network (RSN) is a cable television channel that presents sports programming to a local market and geographical region.
- ✧ Two (2):30 second commercial spots during the RSN TV broadcast (2018 reached into over 100+ million households).
- ✧ A 45-60 second vignette on the South Padre Island, Texas area aired throughout USA on Regional Sports Networks.
- ✧ South Padre Island, Texas CVB will receive opening and/or closing billboards for each segment during each television show.
- ✧ Live Web Streaming - two 3-4-hour broadcasts, one on Saturday and one on Sunday (weather permitting).
- ✧ A minimum of two (2) :30 second commercials each day
- ✧ South Padre Island, Texas CVB logo placement within the event area, which will include two (2) court-side banners at each 2019 Pro Watercross Tour events.
- ✧ South Padre Island, Texas CVB logo placement on the front side of the announcing tower is the focal point of the on-land entertainment.
- ✧ PA announcements at each 2019 Tour Stops.
- ✧ South Padre Island, Texas CVB logo inclusion on all E-blasts throughout the 2019 campaign.

- ✧ South Padre Island, Texas CVB logo inclusion in social marketing campaigns reaching over 148,000+ followers on Facebook plus other social media outlets. Host is responsible for providing Pro Watercross with social media content – this includes graphics (logo/picture) and specific wording.
- ✧ South Padre Island, Texas CVB logo inclusion on print media including event posters and postcards.
- ✧ South Padre Island, Texas CVB linked logo & video inclusion on the Pro Watercross website, which includes and individual webpage for each tour stop.

### **SPONSORSHIP/PROMOTIONS**

The event host will be entitled to all promotional, sponsorship, and merchandising dollars it raises pertaining to the watercross event. The Pro Watercross is entitled to all series promotional, sponsorship, and merchandising dollars it raises.

UWP, LLC / Pro Watercross agrees to honor all event sponsorship commitments regarding signage, booth space, etc., that the South Padre Island, Texas CVB makes pertaining to the watercross race, while the host site agrees to honor all commitments regarding booth space, signage, etc., made by Pro Watercross.

The rights to the sale of soft goods merchandise pertaining specifically to the Pro Watercross are retained by Pro Watercross and Pro Watercross reserves the right to have the series' soft goods area at the event. It is understood that a copy of the insurance policy is available, upon request, and that also, upon request, the host site can name up to three additional insured on said policy.

### **END RESULT**

Pro Watercross offers host cities/venues the opportunity to bring an exciting and entertaining event in to their community. Pro Watercross generates a tremendous amount of publicity, exposure for your area, and bring a substantial amount of money to the region.

The appeal of Pro Watercross racing will send out a message to the other lifestyle enthusiasts that something is happening in your area. On race weekend, people from all over the USA will descend on the city, fill hotels, and spend money in the local community. The added publicity will build traffic that will in turn generate more revenue for the city and the entire area.

Our mutual goal is to establish a relationship between the event and the host city that is a win-win for all those involved. Thank you for your consideration to host a Pro Watercross Tour Stop.

In conclusion, we would like to thank you for your time and consideration in reviewing our RFP. Please feel free to contact any of our references (tour host cities) or Pro Watercross with any questions or comments. We have been producing great events that give our athletes a safe environment to compete in; as well as entertain audiences for over 20 years. Watercross is a unique and thrilling sport and our events are a testament to our passion for the sport and commitment to our host cities and sponsors and we promise you it will not be your average day at the beach...

**Pro Watercross | UWP, LLC**  
*1937 Fairport Nine Mile Point Road*  
*Penfield, NY 14526*  
585-330-0742



## 2018 TV PRO WATERCROSS NETWORK DISTRIBUTION REPORT

(As of June 29, 2018; Subject to change; Affiliates listed are confirmed)

Affiliate	hh	Territory
Altitude Sports	7mhh	CO; UT; WY; ID; NE; KS; MT; NM; NV; SD
Cox Sports Television	5.5mhh	LA; AR; MS; TX; FL; VA; GA; OK; MO; KS; OH; ID; NE; NV; CA; AZ
NESN National	5mhh	National Cable Network
AT&T SportsNet, Southwest	4mhh	TX; LA; AR; NM; OK
AT&T SportsNet, Pittsburgh	3mhh	PA; WV; OH; NY
ROOT Sports, Northwest	3mhh	WA; OR; MT; ID; AK
Spectrum SportsChannel	2.2mhh	OH
Comcast Television	2.1mhh	MI; IN
Mediacom – MC-22	1.1mhh	IA; IL; IN; MN; SD; MO; WI
AT&T SportsNet Rocky Mountain West	300khh	NV; CA; AZ; WY; UT; ID
Spectrum SportsChannel	650Khh	WI
SWX Sports	525khh	WA; MT; WY
WIFS TV 57, Madison	350khh	WI
ROC Sports Network	300khh	Rochester, NY
Midco Sports Network	300khh	MN; ND; SD
Buckeye Cable Sports Network (BCSN)	200khh	Toledo, OH; Erie, PA
GCI Channel 907	125khh	AK
APSU TV	85khh	TN
KWBJ TV 22	20khh	Morgan City, LA
Spectrum Local	20khh	Owensboro, KY
HBC 3	10khh	Winona, MN
DTC 3	10khh	Nashville, TN
Eleven Network	8.8mhh	National (cable and satellite network)
REV'N Network	40mhh	National (digital broadcast network)
The Action Channel	21mhh	National (digital broadcast network)
Tuff TV Network	14mhh	National (digital broadcast network)
Untamed Sports TV	5.2mhh	National (digital broadcast network)
BEN Television	11mhh	Europe (Sky TV Channel 175)
CaribVision	500khh	The Caribbean Islands; Canada

**TOTAL**

**100+ MHH**

### RSN SPORTS TV COVERAGE:

Tour media buys included five to seven ½-hour Regional Sports Network (RSN) TV Shows for each National Tour Stop, with one 1-hour TV show for the National Championships. RSN TV broadcast of the Pro Watercross National Tour TV shows carry an estimated value of \$180,000 for the tour.

### REGIONAL SPORTS NETWORK TV ASSETS

- 30-second TV commercial spots during RSN TV programs.

*In the United States and Canada, a Regional Sports Network (RSN) is a cable television channel that presents sports programming to a local market and geographical region.*

# PRO WATERCROSS

**LIVE STREAMING:** Watercraft enthusiast are engaged with each event, while watching and listening from the comfort of their own home and mobile devices. Streaming Pro Watercross events live on the web makes it accessible to a worldwide audience. This means attendance to events can reach anyone, anywhere; all they need is access to the Internet. The biggest benefit to live streaming is that advertisers receive more exposure to a greater audience and can dramatically expand its reach from local or regional to national and international.

## LIVE STREAMING ASSETS

- 30-second to 2-minute commercial spots available throughout live streaming broadcasts. (2018 reach: 542,750+).
- Logo incorporated into rotating sponsor banner

2018 Pro Watercross National Championships & 2018 Pro Watercross World Championships	Total Views	Total Minutes	Facebook Reach
2018 Pro Watercross National Tour: Round 1 Panama City Beach, FL	59,431	50,482	57,570
2018 Pro Watercross National Tour: Round 2 Pensacola, FL	32,862	39,040	31,343
2018 US Open Tour (Hydroflight/SUPXross) Reno Sparks, NV	14,087	2,967	13,951
2018 US Open Tour (Hydroflight/SUPXross) Erie, PA	19,487	8,487	18,926
2018 Pro Watercross National Tour: Round 3 Racine, WI	19,170	25,298	18,169
2018 Pro Watercross National Tour: Round 4 Hartwell, GA	58,947	40,694	57,882
2018 Pro Watercross National Championship: Charleston, WV	182,388	59,824	18,113
2018 Hydroflight and SUPXross World Championships: Naples, FL	64,189	26,552	63,527
2018 Pro Watercross World Championships: Naples, FL	92,189	82,018	89,842
<b>2018 Totals (9 Events)</b>	<b>542,750</b>	<b>335,362</b>	<b>369,323</b>



Welcome to Round 4 of the Pro Watercross Tour LIVE from Lake Hartwell, GA.  
Local Weather 75F Overcast

Escape the Everyday

SEA-DOO sea-doo.com

Local Date & Time: August 11, 2018 10:31:59 AM PDT

Up to the minute sports news!  
Jerick McKinnon and Kyle Juszczak didn't know each other. But Juszczak's random recruiting text message sent the free agent McKinnon to the Niners.



---

## TYPICAL SCHEDULE OF EVENTS

---

**WEDNESDAY-PM/THURSDAY-AM** - Pro Watercross equipment truck arrives.

**THURSDAY/FRIDAY** (pending venue):

8:00 AM Set-barricades to secure parking lot – participant parking/pit area.

9:00 AM Participant parking / pit area opens.

**VENUE SET-UP**

- Venue set-up
- Main staging tower (2 hours)
- Hang banners on tower
- Tents on top of tower
- Water (flagging) tower in water (1 hour)
- Hang banners
- Set starting gate
- Race course (3-4 hours)
- Blow up buoys
- Concrete block- chain & rope
- Set race course
- Locate tech tent
- Pick up equipment and tools (1 hour)
- Refuel boats for Friday

**FRIDAY**

2:00 – 5:00 PM On-site registration and check-in

7:00 – 8:30 PM Potential late registration and check-in at host hotel

**SATURDAY**

6:00 AM Staff arrives to finalize venue and race course.

6:30 – 8:00 AM Rider's check in.

7:30 – 8:30 AM Safety inspection on all personal watercrafts.

8:30 AM Mandatory riders meeting and safety briefing, which includes rules of the area and waterways.

9:00 AM Practice begins; riders are familiarized with the race.

10:15 AM Competitor prayer, national anthem is played and racing begins with novice and amateur.

11:00 AM Pro Racing (moto 1)

12:00 PM Pro Freestyle

12:30 – 2:00 PM Pro Racing continues

2:00 PM - end Racing continues, all classes. Novice/Amateur classes 2 motos

6:00 PM Beach area cleaned up.

TBD-7:00 PM Racer Party

**SUNDAY**

7:00 AM Staff arrives to finalize venue and race course.

8:00 – 8:30AM Riders meeting and safety briefing

9:15 AM National anthem is played, and racing begins.

11:00 AM Pro Racing (moto 2)

12:00 PM Pro Freestyle (finals)

12:30 PM Pro Racing (finals)

2:00 PM - end Amateur Finals begin.

4:30 PM Racing ends and awards are given out. Buoy removal begins immediately.

5:00 PM Equipment break-down and beach area is cleaned up.

**MONDAY**

10:00 AM Site inspection/finalize equipment breakdown and loading of equipment trailer.

Please note that these times may not be exact.

## 2019 PRO WATERCROSS "SOUTH PADRE ISLAND, TX NATIONALS" BUDGET

<u>PROJECTED EXPENSES</u>		<u>PROJECTED INCOME</u>	
<b>*TRAVEL / STAFFING:</b>	<b>2019</b>	<b>SPONSORSHIP</b>	<b>2019</b>
Staffing	\$7,000	<b>**HOT Grant / Bid Fee</b>	<b>\$35,000</b>
Flights	\$7,000	National Tour Sponsorship	\$25,000
Car Rental	\$1,000	Registration	\$20,000
Hotel	\$3,000		
Food/Dining	\$1,500		
Miscellaneous Travel Expenses	\$1,500		
Equipment Transportation	\$3,000		
<b>EVENT EXPENSES:</b>			
Prize Money	\$11,500		
Equipment Rental	\$2,500		
Miscellaneous Event Expenses	\$3,500		
TV Production	\$30,000		
TV Closed Captioning	\$500		
TV Distribution	\$2,000		
Live Web Streaming	\$2,000		
Social Media Advertising	\$500		
<b>Total Expenses:</b>	<b>\$76,500</b>	<b>Total Revenue:</b>	<b>\$80,000</b>