

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

NOTE: There may be one or more members of the South Padre Island City Council and Convention and Visitors Advisory Board attending this meeting, and if so, this statement satisfies the requirements of the open meetings act.

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

**TUESDAY, JULY 16, 2019**  
2:00 P.M. AT THE MUNICIPAL BUILDING,  
CITY COUNCIL CHAMBERS, 2ND FLOOR  
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

1. Call to order.
2. Pledge of Allegiance.
3. Public announcements and comments: *This is an opportunity for citizens to speak to the Special Events Committee relating to agenda or non-agenda items. Speakers are required to address the Special Events Committee at the podium and give their name before addressing their concerns. (Note: State law will not permit the Committee to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Special Events Committee meeting).*
4. Consent Agenda:
  - a. Approve meeting minutes from June 20, 2019, regular meeting.
  - b. Approve excused absence for Committee Members Tomas Saenz and Sean Slovisky for June 20, 2019 regular meeting.
  - c. Approve the National Tropical Weather Conference special event post event report and recommend approval to the Convention and Visitors Advisory Board.
5. Discussion and possible action to approve the following funding requests for special events:
  - a. Ride for Rotary
  - b. Valley Haven Fishing Tournament
  - c. Honor Challenge Obstacle Course Race
  - d. American Junior Golf Association
  - e. South Padre Island Beach 13.1 and Relay/5k
  - f. SPI Kitefest 2020
  - g. Sea Turtle Arts Trail
6. Discussion and possible action concerning setting next Special Events Committee meeting date.

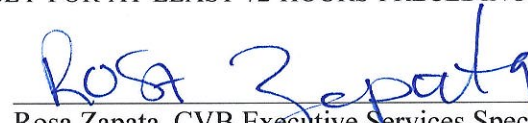
7. Adjournment.

DATED THIS THE 11<sup>th</sup> DAY OF JULY 2019.

  
Rosa Zapata, CVB Executive Services Specialist

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE NOTICE OF MEETING FOR THE SPECIAL EVENTS COMMITTEE OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT THE CITY HALL/MUNICIPAL BUILDING ON July 11, 2019, 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

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.

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

**MEETING DATE:** July 16, 2019

**ITEM DESCRIPTION**

NOTE: All matters listed under Consent Agenda are considered routine by the Special Events 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, unless discussion is desired, in which case that item will be removed from the Consent Agenda and considered separately.

Items to be considered are:

- a. Approve meeting minutes from June 20, 2019, regular meeting.
- b. Approve excused absence for Committee Members Tomas Saenz and Sean Slovisky for June 20, 2019 regular meeting.
- c. Approve the National Tropical Weather Conference special event post event report and recommend approval to the Convention and Visitors Advisory Board.

**RECOMMENDATIONS/COMMENTS**

Approve Consent Agenda

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1. Call to order.
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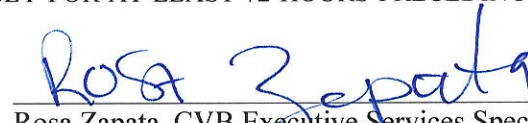
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**CITY OF SOUTH PADRE ISLAND  
SPECIAL EVENTS COMMITTEE  
CONSENT AGENDA**

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Items to be considered are:

- a. Approve meeting minutes from June 20, 2019, regular meeting.

**RECOMMENDATIONS/COMMENTS**

Approve Consent Agenda

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

**THURSDAY, JUNE 20, 2019**

**I. CALL TO ORDER.**

The Special Events Committee of the City of South Padre Island, Texas held a Special Meeting on Thursday, June 20, 2019 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Sean Till called the meeting to order at 9:00 a.m. A quorum was present: Vice-Chairman Doyle Wells and Committee Members Lisa Graves, Cody Pace. Absent was Tomas Seanz and Sean Slovisky.

City Council Member: Ken Medders

Staff: Interim City Manager Randy Smith, CVB Director Ed Caum, Executive Services Specialist Rosa Zapata, Sales & Events Assistant April Romero, Parks and Recreation Manager Debbie Huffman.

**II. PLEDGE OF ALLEGIANCE.**

Chairman Till led the Pledge of Allegiance.

**III. PUBLIC ANNOUNCEMENTS AND COMMENTS:**

No public comments were given at this time.

**IV. CONSENT AGENDA:**

Vice-Chairman Wells made the motion, seconded by Committee Member Graves to approve the Consent Agenda. Chairman Till abstain from voting on Consent Agenda item 4c. Motion carried unanimously by those present.

- a. Approve meeting minutes from April 10, 2019, regular meeting April 18, 2019 special meeting and May 15, 2019 workshop.
- b. Approve excused absence for Chairman Sean Till for April 18, 2019 special meeting.
- c. Approve the following special event post event reports and recommend approval to the Convention and Visitors Advisory Board:
  - c.1 Knights of Columbus 11th Annual Bay Fishing Challenge
  - c.2 Sand Crab Run
  - c.3 Splash
  - c.4 Jailbreak
  - c.5 Shallow Sport Fishing Tournament
  - c.6 Pro WaterCross

**V. DISCUSSION AND POSSIBLE ACTION TO APPROVE THE FOLLOWING FUNDING REQUESTS FOR SPECIAL EVENTS (TABLED FROM APRIL 10, 2019 SPECIAL EVENT COMMITTEE MEETING):**

- a. HalloWings

The motion by Vice-Chairman Wells to table this agenda item failed due to the lack of a second.

Chairman Till made the motion, seconded by Vice-Chairman Wells to deny the funding request of \$12,500. Motion carried unanimously by those present.

b. South Padre Island Wahoo Fishing Classic

Chairman Till made the motion, seconded by Committee Member Graves to approve the funding request in the amount \$5,000. Motion carried unanimously by those present.

c. Zombie Charge

Vice-Chairman Wells made the motion, seconded by Committee Member Pace to deny the funding request for Zombie Charge. Motion carried unanimously by those present.

d. Holiday Lights Over Padre

Vice-Chairman Wells made the motion, seconded by Chairman Till to deny the funding request Motion carried unanimously by those present.

e. Veteran's Day Event

Vice-Chairman Wells made the motion, seconded by Chairman Till to deny the funding request with the condition that staff continue to pursue this particular event.

f. Fishing's Future

Vice-Chairman Wells made the motion, seconded by Chairman Till to deny the funding request. Motion carried unanimously by those present.

**VI. DISCUSSION AND POSSIBLE ACTION TO APPROVE THE 2020 SOUTH PADRE ISLAND & LOWER TEXAS COAST ARTS PHOTOGRAPHY CONTEST.**

Chairman Till made the motion, seconded by Vice-Chairman Wells to deny the funding request. Motion carried unanimously by those present.

**VII. DISCUSSION AND POSSIBLE ACTION TO ENTER INTO A THREE YEAR CONTRACT TERM WITH PRO WATERCROSS AND RECOMMEND APPROVAL TO THE CONVENTION AND VISITORS ADVISORY BOARD.**

Vice-Chairman Wells made the motion, seconded by Chairman Till to approve a three year contract in amount of \$35,000 per year with Pro WaterCross and recommend to the Convention and Visitors Advisory for approval. Motion carried unanimously by those present.

**VIII. DISCUSSION AND POSSIBLE ACTION CONCERNING SETTING NEXT SPECIAL EVENTS COMMITTEE MEETING DATE.**

New meeting date was set for July 18<sup>th</sup> at 2:00 pm.

**IX. ADJOURNMENT.**

There being no further business, Chairman Till adjourned the meeting at 10:07 a.m.

Approved this 20th day of June, 2019.

\_\_\_\_\_  
Sean Till, Special Events Committee Chairman

Attest:

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

DRAFT

**CITY OF SOUTH PADRE ISLAND  
SPECIAL EVENS COMMITTEE  
CONSENT AGENDA**

**MEETING DATE:** July 16, 2019

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Items to be considered are:

- b. Approve excused absence for Committee Members Tomas Saenz and Sean Slovisky for June 20, 2019 regular meeting.

**RECOMMENDATIONS/COMMENTS**

Approve Consent Agenda

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

**MEETING DATE:** July 16, 2019

**NAME & TITLE:** Marisa Amaya, Event Development & Packaging Manager

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

**ITEM**

Consent to approve the National Tropical Weather Conference special event post event report and recommend approval to the Convention and Visitors Advisory Board.

**ITEM BACKGROUND**

This event was successfully executed and took place as agreed upon by the Special Events Committee and Convention and Visitor Advisory Board. The event was funded for \$20,000.

**BUDGET/FINANCIAL SUMMARY**

02-593-8099 Special Events Budget

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

Recommend the Special Events Committee approve the post event report.

# POST EVENT REPORT FORM HOTEL OCCUPANCY TAX FUNDING

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## Post Event Report Form

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Date: April 23, 2019

### *Organization Information*

Name of Organization: Storm Science Network Inc. (formerly Urban Science Initiative)

Address: 19118 Nature Oaks

City,State,Zip: San Antonio, Texas 78258

Contact Name: Alex Garcia      Contact Phone Number: 210-508-4454

Contact Cell Phone Number: Same as above

### *Event Information*

Name of Event or Project: National Tropical Weather Conference

Date of Event or Project: April 3–6, 2019

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

Amount Requested: \$ 20,000

Amount Received: \$ 20,000

How were the tax funds used:(attach list of hotel tax funded expenses and receipts showing payment)

Hilton Garden Inn – room block

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How many years have you held this Event or Program : seven years

### ***Event Funding Information***

1. Actual percentage of funded event costs covered by hotel occupancy tax: 0%
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): 100%
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): 0%
4. If staff costs were covered, estimate of actual hours staff spent on funded event: \_\_\_\_\_
5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used.

There was a registration fee charged. There was no net profit from the event.

6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

### ***Event Attendance Information***

1. How many people did you predict would attend this event? (number submitted in application for hotel occupancy tax funds): 120
2. What would you estimate as the actual attendance at the event?: 120
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 250
4. How many room nights do you estimate were actually generated by attendees of this event? \_\_\_\_\_
5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this Event?

This Year 244

Last Year: 280

Two Years Ago: 241

Three Years Ago: 231

6. What method did you use to determine the number of people who booked rooms at \_\_\_\_\_ South Padre Island hotels {e.g.; room block usage information, survey of hoteliers, total attendance formula, zipcode information,etc.)?

Room Block information

7. Was a room block established for this Event at an area hotel (hotels),and if so, did the room block fill? \_\_\_\_\_ YES \_\_\_\_\_ If the room block did not fill, how many rooms were picked up? \_\_\_\_\_

### ***Event Promotion Information***

1. Please check all efforts your organization actually used to promote this Event and how much was actually spent in each category:

Newspaper: \$. \_\_\_\_\_  
Radio: \$. \_\_\_\_\_  
TV: \$. \_\_\_\_\_  
Other Paid Advertising: \$ \_\_\_\_\_

Number of Press Releases to Media 3

Number Direct Mailings to out-of-town recipients 500

Other Promotions \_\_\_\_\_

2. Did 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
3. Did you negotiate a special rate or hotel/event package to attract overnight stays?  
YES
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?

Website and Social Media

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5. Please attach samples of documents showing how \_\_\_\_\_. South Padre Island was recognized in your advertising/promotional campaign
6. Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.
7. Please note any other success indicators of your event:

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### ***Sporting Related Events***

1. If the Event funded by hotel occupancy tax was a sporting-related function/facility, how many individuals actually participated in this event? \_\_\_\_\_
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? \_\_\_\_\_
3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel within the city or its vicinity?

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### ***Additional Event Information***

What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc?

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**Please Submit no later than (insert deadline) to:**

\_\_\_\_\_  
(fill in name, contact person, and address of your city or entity overseeing use of hotel tax)

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

**MEETING DATE:** July 16, 2019

**NAME & TITLE:** Marisa Amaya, Event Development & Packaging Manager

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and possible action to approve the following funding requests for special events:

- a. Ride for Rotary
- b. Valley Haven Fishing Tournament
- c. Honor Challenge Obstacle Course Race
- d. American Junior Golf Association
- e. South Padre Island Beach 13.1 and Relay/5k
- f. SPI Kitefest 2020
- g. Sea Turtle Arts Trail

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

02-593-8099 Special Events Budget.

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

Approve funding requests.

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

**MEETING DATE:** July 16 2019

**NAME & TITLE:** Marisa Amaya, Event Development & Packaging Manager

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

**ITEM**

Discussion and possible action to approve the funding request for the Ride for Rotary special event.

**ITEM BACKGROUND**

This is the first year the event has applied for funding. The event has been occurring for 15 years, and 3 years on South Padre Island. The event will be held October 2019 and is requesting \$5,000.

**BUDGET/FINANCIAL SUMMARY**

02-593-8099 Special Events Budget

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

Recommend the Special Events Committee approve a funding amount of \$5,000 for marketing only, to be paid by reimbursement with receipts or provide staff full marketing plan.

# APPLICATION FOR INITIAL FUNDING

Today's Date: 05/14/2019

## ORGANIZATION INFORMATION

Name of Organization: Rotary Club of Historic Brownsville

Address: 4745 Lakeway Drive

City, State, Zip: Brownsville, TX 78520

Contact Name: Robert Hibyan Contact Office Phone Number: n/a

Contact Cell Phone Number: (956)490-5378

Web Site Address for Event or Sponsoring Entity Facebook (Ride For Rotary Queen Isabel Causeway Cross)

Non-Profit or For-Profit status: 501(c)(3) Tax ID #: 81-3474234

Entity's Creation Date: February 1996

Purpose of your organization:

We are a Rotary Club that sponsors service projects in the greater  
Brownsville area as well as internationally.

## EVENT INFORMATION

Name of Events or Project: Ride For Rotary Queen Isabella Cross 2019

Date of Event or Project: October 5, 2019



Primary Location of Event or Project: Brownsville Events Center to Louie's Backyard

Amount Requested: \$ 5,000.00

**Primary Purpose of Funded Activity/Facility:**

Our planned bicycling event is meant to be primarily a fund-raiser to help us fund our annual service projects.

However, our event services as a great recreational event for area families an for  
cyclists from outside the area who wish to participate in our event.

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

We will be using these funds in order to advertise our event. We have contacted a  
sports marketing company, Sports Marketing Monterrey, that specializes in  
marketing soccer events in Mexico and southern Texas and has in excess  
of 300m+ followers on social media. They will produce an electronic  
pamphlet covering our event complete with pictures and related narratives  
and distribute it to their followers on the internet.

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

43 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:

If possible we would like to request a reduction is the cost of SPI police coverage  
for our event.

**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: \$ 5,000.00

How many attendees are expected to come to the sporting related event? 700

How many of the attendees at the sporting related event are expected to be from another city or county? 695

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

We expect to include hotel promotional advertising on our event website. As well, we will include advertising about

Sand Castle Days with the hope that many of the out of the area participants will come to the island for the weekend.





- 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?

N/A

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?

N/A

## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project:

We have been sponsoring a cycling event for the past 15 years. However, this will be the 3rd year we will be sponsoring an event over the causeway to the island.

Expected Attendance: 700

How many people attending the Event or Project will use South Padre Island lodging establishments? Estimated 50

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

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

Every participant will book rooms individually.

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 |
|-------------------------|-------------------|----------------------------|
| This is the first year. |                   |                            |
|                         |                   |                            |
|                         |                   |                            |

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

We will ask participants if they intend to stay overnight on the island when registering for our event. We will be directing participants to register on Active.Com and we will attach a link to the SPI CVB website.

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

We do receive financial sponsorships from small business owners and individuals in Brownsville. The average sponsorship is \$300. In addition, we have received material support (i.e. food and water) from HEB and mobile bicycle support from the various bicycle shops in Brownsville.

Will the event charge admission? \$45/participant.

Do you anticipate a net profit from the event? Yes

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

We hope to raise \$15,000 to 20,000 which will be used to fund our service projects.

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: \$ 5,250.00
- Other Paid Advertising: \$ 500.00

Anticipated Number of Press Releases to Media: 3 different releases 1 month before event.

Anticipated Number Direct Mailings to out-of-town recipients: 300m+

Other Promotions:

We will print up event posters and place them in bicycle center through out the greater Rio Grande Valley Area. As well. we will place them in businesses like Starbucks and Academy patronized by cyclists.

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?

We hope that CVB will be able to help us with that.

*[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?

We will do promotions at the various Rotary Clubs around the Rio Grande Valley.

What geographic areas does your event reach?

We do get some riders from McAllen, Edinburg, Harlingen, San Antonio & Austin.

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:

Approx. \$4,000,000.

***[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)

# Rotary Club of Historic Brownsville

## Ride for Rotary

Queen Isabella Causeway Cross

October 06, 2019





**BE THE INSPIRATION**

**\$40 Per Rider**

(Kids 12 & under free)

Includes Lunch at Louie's Backyard

For information contact:

Diego Garza 956-455-4243

Martus Villanueva 956-639-5020



Brownsville Event Center to Louie's Backyard -South Padre Island

Register at: Active.com or Bicycle World, 7th & Park Cycling, JT Cycling

Packet Pick Up on 10/05/19 from 10:00am to 2:00pm at location registered



Judge Janet Leal



**Chester R. Gonzalez**  
Attorney at Law



**Texas Prology Alliance, PA**  
Jana L. Moore MD



Mariel Guerrero







# **South Padre Island Police Department**

***Randy Smith, Chief***

**Traffic Management Plan for Ride for Rotary across the Causeway  
South Padre Island and Port Isabel Police Department  
October 06, 2019**

**I. Purpose**

The purpose of this plan is to best manage traffic flow during the Ride for Rotary across the Causeway to South Padre Island and one lane closure of the Queen Isabella Memorial Causeway to facilitate the event. It will also provide procedures for deployment of personnel and equipment to ensure the success of this event.

**II. Discussion**

It is the plan of these law enforcement agencies along with other City Departments of South Padre Island and Port Isabel to work together and manage personnel and equipment placed in areas to enhance the flow of traffic and manage the cycle event.

**III. Actions**

1. The placement of traffic control barrels/cones on the roadway to direct traffic movement to minimize the delay of traffic movement. The placement of these devices would be at a time and place identified by City personnel and staff of the event.
2. To identify locations where police and other City personnel could be positioned to ensure control and safe movement of traffic.
3. Locations of traffic control management / traffic control devices to facilitate bicycle movement:
  - Eastbound SH 100 at SH 48 (Port Isabel)
    - Two (2) law enforcement officers with vehicles equipped with lights
  - Eastbound SH 100 at HEB (2<sup>nd</sup> Street)(Port Isabel)
    - One (1) law enforcement officer with vehicle equipped with lights
  - Eastbound SH 100 at Walmart (Port Isabel)
    - One (1) law enforcement officer with vehicle equipped with lights
  - Eastbound SH 100 at Port Road (Port Isabel)
    - One (1) law enforcement officer with vehicle equipped with lights
  - Eastbound SH 100 at S. Shore Drive (Port Isabel)
    - One (1) law enforcement officer with vehicle equipped with lights
  - Eastbound SH 100 at S. Manautou Street (Port Isabel)
    - One (1) law enforcement officer with vehicle equipped with lights

***City of South Padre Island -- Police Department – Randy Smith, Chief***

## **South Padre Island Police Department**

- Bicyclists riding from Brownsville will be experienced riders participating in the event. They will be kept together being led by a lead pace bicycle to assure all bicyclist cross the causeway together with the law enforcement escort. The bicyclist will be averaging 13 to 14 miles per hour. They will stage in Port Isabel, Event Center and will cross the causeway at 10:30am with a rolling blockade minimizing vehicle traffic flow.
- No bicyclists will be permitted to cross the causeway prior to this time or afterward.
- All bicyclists must be within the escorted group in order to cross the causeway.
- All eastbound motor vehicle traffic will be held by law enforcement on SH 100 west of Garcia Street until the end of the bicycle crossing (approximately 15 minutes). The tail escort emergency vehicles will then follow with all normal eastbound traffic to resume following in behind. This will be a moving road closure.
- The bicyclist should take about 15 minutes to cross the Queen Isabella Causeway.
- 700 PR 100
- Eastbound SH 100 across the Queen Isabella Memorial Causeway and then north on PR 100.
  - One (1) law enforcement officer and vehicle equipped with lights as lead vehicle
  - One (1) law enforcement officers with vehicles equipped with lights as trail vehicles
- "Four Corners" location at intersection of SH 100 and PR 100 (South Padre Island)
  - One (1) law enforcement officers with vehicle equipped with lights
- Ride to north to Louies Backyard
  - One (1) law enforcement officers with vehicle equipped with lights
- 700 PR 100
  - One (1) law enforcement officers with vehicle equipped with lights
- 1500 PR 100
  - One (1) law enforcement officers with vehicle equipped with lights
- 2300 PR 100 Riders turn into 100 W. Marlin to arrive at Louies Backyard
  - One (1) law enforcement officers with vehicle equipped with lights

#### IV. Additional Considerations

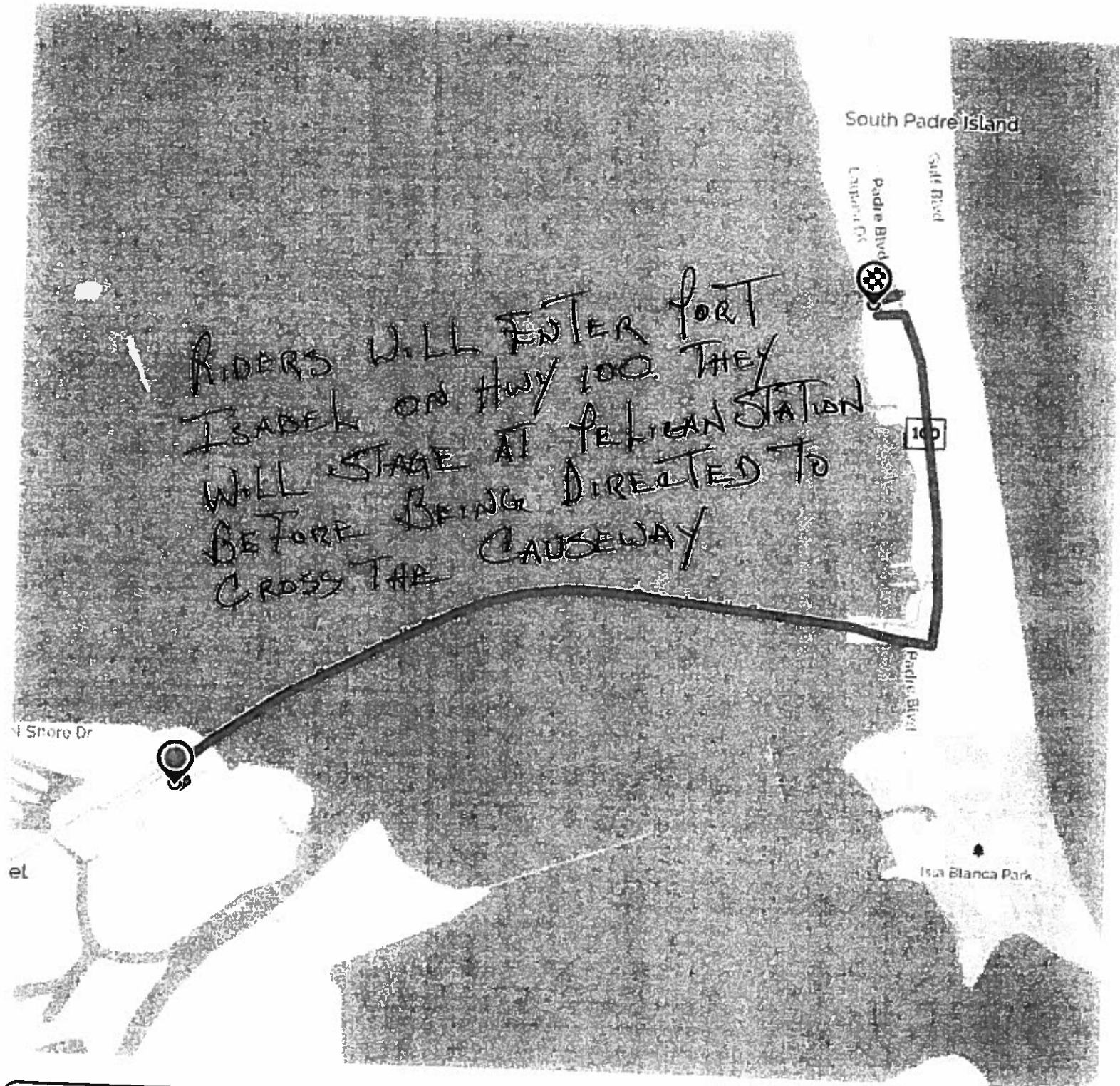
1. Ride for Rotary staff will provide support and sag vehicles for transporting lagging bicyclists, repairing breakdowns, etc.
2. EMS personnel will be on standby in South Padre Island and Port Isabel to treat injured riders.
3. The time for the manual control will be determined by traffic congestion and flow. The option of changing the traffic signal to flashing will be determined by a supervisor or by direction of the Police Chief or his designee.

This plan is being submitted by Interim Police Chief Claudine O'Carroll  
South Padre Island Police Dept.

  
Signature

*City of South Padre Island -- Police Department -- Randy Smith, Chief*





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(1-877-577-5766)



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MapQuest Roadside  
Assistance is here:**  
(1-888-461-3625)

STATE OF TEXAS  
COUNTY OF CAMERON

RESOLUTION 03-19-2019-02

RESOLUTION OF THE CITY COMMISSION OF THE  
CITY OF PORT ISABEL, TEXAS, APPROVING THE  
TEMPORARY CLOSURE OF HIGHWAY 100 AND THE  
CAUSEWAY FOR THE "2019 Ride for Rotary".

WHEREAS, the "2019 Ride for Rotary", produced by Rotary Club of  
Brownsville, is a new event; and

WHEREAS, the "2019 Ride for Rotary" brings hundreds of cycling  
enthusiasts to Port Isabel; and

WHEREAS, the implementation of the "2019 Ride for Rotary"  
requires our consent by resolution for temporary closure of a state  
right-of-way;

NOW, THEREFORE BE IT RESOLVED by the City Commission of the  
City of Port Isabel, Texas:

Section 1. The City Commission hereby adopts Resolution No. 03-  
19-2019-01 supporting the temporary closure of Hwy. 100 on  
October 6, 2019 for this event and will provide traffic control for the  
temporary closure of Hwy 100 to provide safe travel for parade  
participants and the general public.


BE IT FURTHER RESOLVED, that this policy shall take effect immediately.

PASSED, APPROVED AND ADOPTED this the 19<sup>th</sup> day of March, 2019.

CITY OF PORT ISABEL, TEXAS

  
\_\_\_\_\_  
Juan Jose "JJ" Zamora, Mayor

ATTEST:

  
\_\_\_\_\_  
Susie Alcocer, City Secretary



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

| <b>PRODUCER</b><br>Arthur J. Gallagher Risk Management Services, Inc.<br>2850 Golf Road<br>Rolling Meadows IL 60008  | <b>CONTACT NAME:</b> Ali Sulita<br><b>PHONE (A/C No. Ext.):</b> 1-833-3ROTARY<br><b>E-MAIL ADDRESS:</b> rotary@ajg.com<br><b>FAX (A/C No.):</b>  |                               |  |        |            |                             |       |            |  |  |            |  |  |            |  |  |            |  |  |            |  |  |
|--|--|-------------------------------|--|--------|------------|-----------------------------|-------|------------|--|--|------------|--|--|------------|--|--|------------|--|--|------------|--|--|
| <b>INSURED</b><br>All Active US Rotary Clubs & Districts<br>ROTARY CLUB OF HISTORIC BROWNSVILLE<br>ATTN: Risk Management Dept.<br>1560 Sherman Ave.<br>Evanston, IL 60201-3698 | <table border="1"><thead><tr><th colspan="2">INSURER(S) AFFORDING COVERAGE</th><th>NAIC #</th></tr></thead><tbody><tr><td>INSURER A:</td><td>Lexington Insurance Company</td><td>19437</td></tr><tr><td>INSURER B:</td><td></td><td></td></tr><tr><td>INSURER C:</td><td></td><td></td></tr><tr><td>INSURER D:</td><td></td><td></td></tr><tr><td>INSURER E:</td><td></td><td></td></tr><tr><td>INSURER F:</td><td></td><td></td></tr></tbody></table> | INSURER(S) AFFORDING COVERAGE |  | NAIC # | INSURER A: | Lexington Insurance Company | 19437 | INSURER B: |  |  | INSURER C: |  |  | INSURER D: |  |  | INSURER E: |  |  | INSURER F: |  |  |
| INSURER(S) AFFORDING COVERAGE  |  | NAIC #                        |  |        |            |                             |       |            |  |  |            |  |  |            |  |  |            |  |  |            |  |  |
| INSURER A:   | Lexington Insurance Company  | 19437                         |  |        |            |                             |       |            |  |  |            |  |  |            |  |  |            |  |  |            |  |  |
| INSURER B:   |  |                               |  |        |            |                             |       |            |  |  |            |  |  |            |  |  |            |  |  |            |  |  |
| INSURER C:   |  |                               |  |        |            |                             |       |            |  |  |            |  |  |            |  |  |            |  |  |            |  |  |
| INSURER D:   |  |                               |  |        |            |                             |       |            |  |  |            |  |  |            |  |  |            |  |  |            |  |  |
| INSURER E:   |  |                               |  |        |            |                             |       |            |  |  |            |  |  |            |  |  |            |  |  |            |  |  |
| INSURER F:   |  |                               |  |        |            |                             |       |            |  |  |            |  |  |            |  |  |            |  |  |            |  |  |

**COVERAGES**

CERTIFICATE NUMBER: 899307648

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

| INSR LTR | TYPE OF INSURANCE  | ADDL INSD                       | SUBR WVD | POLICY NUMBER  | POLICY EFF (MM/DD/YYYY) | POLICY EXP (MM/DD/YYYY) | LIMITS  |
|----------|--|---------------------------------|----------|----------------|-------------------------|-------------------------|---|
| A        | <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY<br><input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR<br><input checked="" type="checkbox"/> Liquor Liability Included<br>GEN'L AGGREGATE LIMIT APPLIES PER:<br><input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC<br>OTHER: |                                 |          | 015375594      | 7/1/2017                | 7/1/2018                | EACH OCCURRENCE \$2,000,000<br>DAMAGE TO RENTED PREMISES (Ea occurrence) \$500,000<br>MED EXP (Any one person) \$<br>PERSONAL & ADV INJURY \$2,000,000<br>GENERAL AGGREGATE \$4,000,000<br>PRODUCTS - COMP/OP AGG \$4,000,000<br>\$ |
| A        | <input type="checkbox"/> AUTOMOBILE LIABILITY<br><input type="checkbox"/> ANY AUTO<br><input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS<br><input checked="" type="checkbox"/> HIRED AUTOS ONLY <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY  |                                 |          | 015375594      | 7/1/2017                | 7/1/2018                | COMBINED SINGLE LIMIT (Ea accident) \$2,000,000<br>BODILY INJURY (Per person) \$<br>BODILY INJURY (Per accident) \$<br>PROPERTY DAMAGE (Per accident) \$<br>\$  |
|          | <input type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> OCCUR<br><input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE<br><input type="checkbox"/> DED <input type="checkbox"/> RETENTION \$   |                                 |          | NOT APPLICABLE |                         |                         | EACH OCCURRENCE \$<br>AGGREGATE \$<br>\$  |
|          | WORKERS COMPENSATION AND EMPLOYERS' LIABILITY<br>ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)<br>If yes, describe under DESCRIPTION OF OPERATIONS below   | Y/N<br><input type="checkbox"/> | N/A      | NOT APPLICABLE |                         |                         | PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/><br>E.L. EACH ACCIDENT \$<br>E.L. DISEASE - EA EMPLOYEE \$<br>E.L. DISEASE - POLICY LIMIT \$  |

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

The Certificate holder is included as additional insured where required by written contract or permit subject to the terms and conditions of the general liability policy, but only to the extent bodily injury or property damage is caused in whole or in part by the acts or omissions of the insured.

**CERTIFICATE HOLDER**

The City of South Padre Island  
4601 Padre Blvd  
South Padre Island, TX 78597

**CANCELLATION**

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

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From: Markus Villanueva <markus.villanueva@capitalone.com>

To: hibr <hibyr@aol.com>

Subject: Budget

Date: Mon, Apr 22, 2019 4:25 pm

| RIDE FOR ROTARY BUDGET 2018                      |                                       |                     |                     |
|--|---------------------------------------|---------------------|---------------------|
| Revenue  |                                       | 2018                | 2018-actual         |
| Sponsorships Paid                                | 0                                     | \$ 15,200.00        | \$ 14,600.00        |
| Pending Sponsorships Payment                     |                                       | \$ -                | \$ 600.00           |
| Registration-Bicycle World/JT Cycling/7th & Park |                                       | \$ 6,000.00         | \$ 3,840.00         |
| Registration-Active.com                          |                                       | \$ 4,000.00         | \$ 3,680.00         |
| Food-Louie's Backyard                            |                                       | \$ 400.00           | \$ 390.00           |
| Boat Cruise                                      |                                       |                     | \$ 250.00           |
| HEB  |                                       |                     | \$ 100.00           |
|  | <b>Total</b>                          | <b>\$ 25,600.00</b> | <b>\$ 23,460.00</b> |
| Expenses   |                                       |                     |                     |
| HEB  | Rider Snacks                          |                     | \$ 201.49           |
| SPI-City/Port Isabel                             | Permite                               | \$ 750.00           | \$ 450.00           |
| GD Project                                       | Posters/ Signs/advertisement-facebook | \$ 500.00           | \$ 577.95           |
| Direct Digital Design                            | Shirts                                | \$ 1,400.00         | \$ 1,460.00         |
| Portasani  | Toilets                               | \$ 500.00           | \$ 400.00           |
| Louie's Backyard                                 | Food                                  | \$ 2,500.00         | \$ 2,310.00         |
| Volunteer Food                                   | food                                  | \$ 200.00           | \$ 145.17           |
| Port Isabel PD                                   | Police Protection                     | \$ 500.00           | \$ 480.00           |
| Lowes-Diego Garza-water coolers                  |                                       | \$ -                | \$ 243.43           |
| Charlie Hernandez                                | Bike Racks                            | \$ -                | \$ -                |
| South Padre Island                               | Police Protection                     |                     | \$ 380.00           |
|  | <b>Subtotal</b>                       | <b>\$ 6,350.00</b>  | <b>\$ 6,648.04</b>  |
| <b>Net Income</b>                                |                                       | <b>\$ 19,250.00</b> | <b>\$ 16,811.96</b> |



**Markus Villanueva**

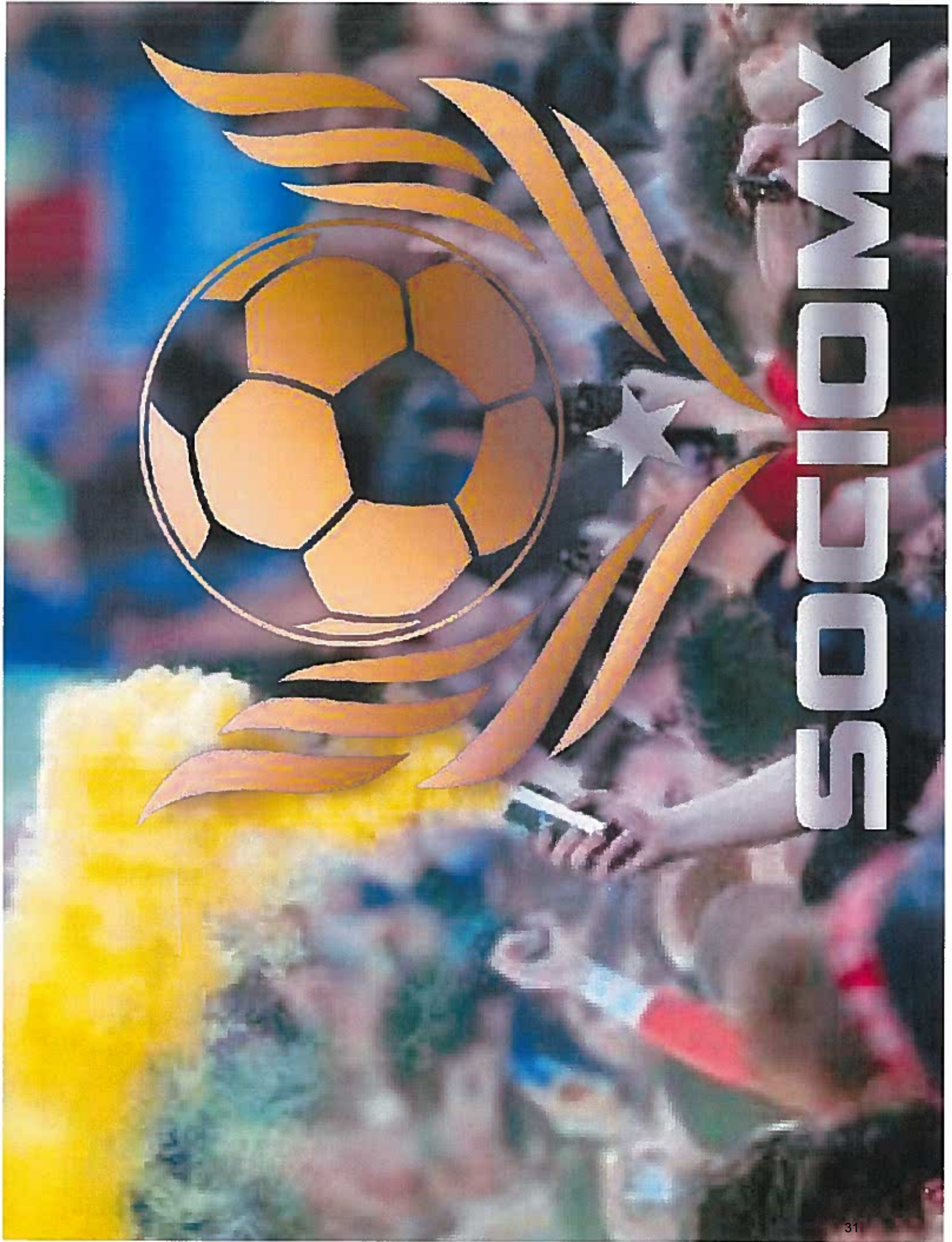
Senior Vice President •Business Banking

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# WHAT

## ■ 6 MATCH GAMES

PER YEAR NATIONWIDE

## ■ LIVE BROADCAST

IN 21+ COUNTRIES (INCLUDING

## ■ SOCIAL MEDIA PRI

78% YEARLY GROWTH AND 25

## ■ MARKETING AND A

RETAIL ATTRACTION STRATEG  
IMAGE RIGHTS), ON AND OFF  
STRATEGIES

## ■ DIGITAL PLATFORM

MEMBER DATABASE PROMOT





## **SOCIAL MEDIA**

**300M+ VIEWS, MENTIONS, FOLLOWERS**

## **LIVE BROADCASTS**

**21M+ VIEWERS**

## **RETAIL**


**12M+ CONSUMERS**





**LIVE BROADCAST IN  
+ 21 COUNTRIES (LATAM)**

**LIVE BROADCAST  
IN THE U.S.**

The ESPN logo, consisting of the letters "ESPN" in a bold, red, sans-serif font.

**UNIVISION**

The Univision logo, featuring a stylized "U" composed of four colored segments (red, blue, green, and yellow) arranged in a circular pattern, with the word "UNIVISION" in a bold, black, sans-serif font below it.



# OFFICIAL SOCIAL MEDIA

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2,990 likes

cruzazulfc #USA #Texas #Houston  
#BBVACompassStadium #Socio #Tirkele #SocioMX

Club Tijuana Xoloitzcuintles de  
June 29, 2016 • 6  
Gran centro de Ignacio Malcorra para el  
12' Xolos 1-0 Cruz Azul



Club Santos is with Julio Misael  
others.  
July 6, 2016 • 3  
Las batallas están para ganarse, a seguir  
pasión por estos colores.  
#AquíPuroGuerrero







# SOCIOMX GAMES

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# SOCIOMX MX

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PER YEAR NATIONWIDE

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FROM MORE THAN 15 LATIN A

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SPONSORSHIPS

LIVE BROADCAST

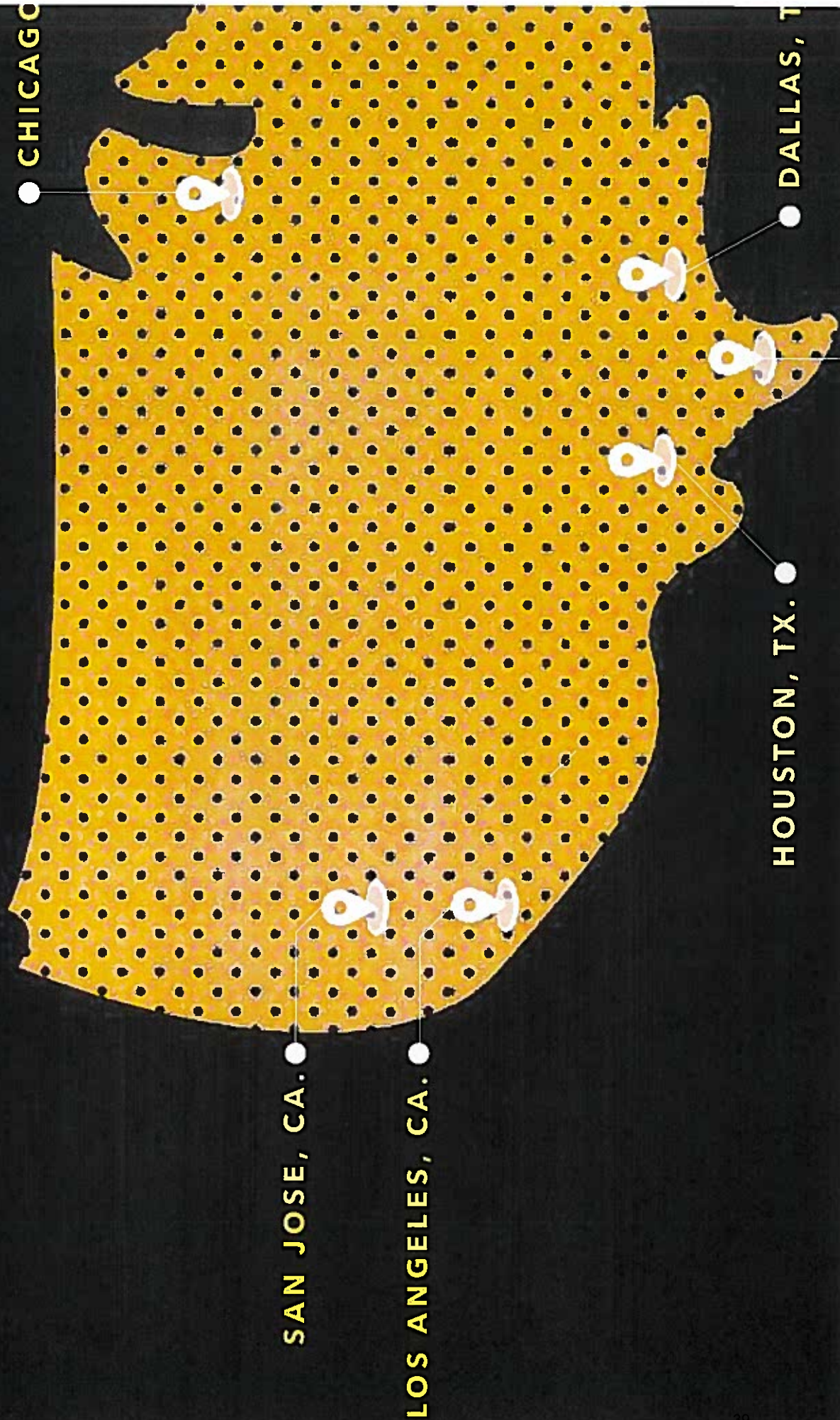




# 2019 PLAN:

MARCH - JULY - OCT - NOV

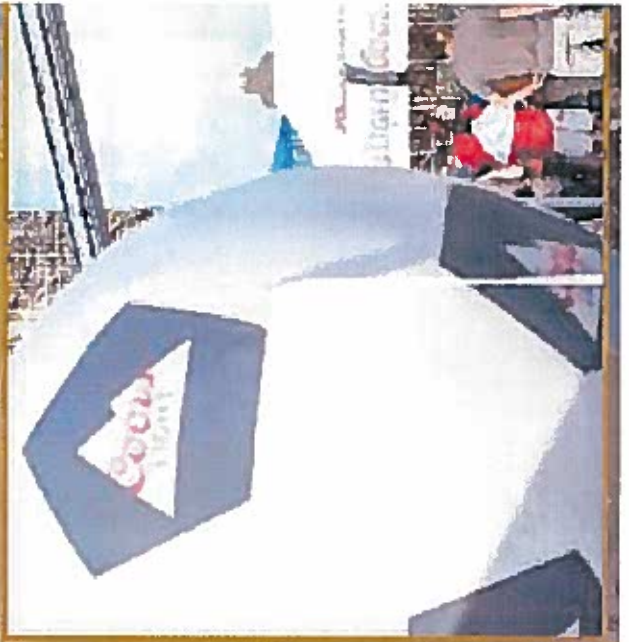
## MATCH





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INTERACTING WITH YOUR COMP





# VIP EXPERIENCE

## VIP FIELD ACCESS

TRAINING SESSIONS & WARMUPS

## MEET & GREET

BRAND ACTIVATIONS WITH

## KID ACCOMPANIES

DURING MATCH INITIATION

## BALL HANDOUT

FOR MATCH INITIATION



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

**MEETING DATE:** July 16, 2019

**NAME & TITLE:** Marisa Amaya, Event Development & Packaging Manager

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

**ITEM**

Discussion and possible action to approve the funding request for the Valley Haven Fishing Tournament special event.

**ITEM BACKGROUND**

The event will be held September 2019 and is requesting \$11,000.

**BUDGET/FINANCIAL SUMMARY**

02-593-8099 Special Events Budget

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

Recommend the Special Events Committee approve a funding amount of \$5,000 for marketing.



South Padre Island Convention & Visitors Bureau

# **South Padre Island Tax Funding Application**

Hotel Occupancy Tax Use Guidelines Under Texas State Law



South Padre Island Convention & Visitors Bureau | 7355 Padre Blvd. | South Padre Island, Texas 78597  
| (956) 761-3000 | (956) 761-3024 Fax | SoPadre.com

## APPLICATION FOR INITIAL FUNDING

Today's Date: 05/29/19

### ORGANIZATION INFORMATION

Name of Organization: Valley Haven Inc

Address: 5501 W Business 83

City, State, Zip: Harlingen, TX, 78552

Contact Name: Gracie Bradwell Contact Email: gbrad2000@gmail.com

Contact Office Phone Number: 956-893-0422

Contact Cell Phone Number: 956-782-4542

Web Site Address for Event or Sponsoring Entity: https://www.valleyhaveninc.org/

Non-Profit or For-Profit status: Non-Profit Tax ID #: 47-2987546

Entity's Creation Date: 01/21/2015

### Purpose of your organization:

Valley Haven is a 501(c)(3) emergency children's shelter in the Rio Grande Valley that protects,  
guides, and nurtures abused and neglected children by providing them a safe and loving home.

### EVENT INFORMATION

Name of Event: Valley Haven 5th Annual Boat Fishing Tournament

Date(s) of Event: September 20-21, 2019

Primary Location of Event: Louie's Backyard @ South Padre Island

Amount Requested: 11,000

### Primary Purpose of Funded Activity/Facility:

The primary purpose of the funded event is to raise funds to donate to Valley Haven Emergency Children Shelter and  
help spread awareness to the community in regards of the lack of resources available to children in the Rio Grande Valley.



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

The Hotel Tax Funds will be used towards marketing and promotion expenses. We would like to increase our tournament attendance

and participation, as well as promote the Child Division

**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 0 %

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 & 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: \$ 11,000



How many attendees are expected to come to the sporting related event? 500

How many of the attendees at the sporting event are expected to be from another city/county? 350

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

The economic activity at the hotels within SPI will substantially increase by requiring all registered anglers to attend a captains meeting on September 20, 2017 as well as checking in by boat at 6:00 am September 21, 2017. Due to time restrictions, all of our registrants that do not live in SPI, utilize the hotels at SPI.

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? \_\_\_\_\_

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: 5

Expected Attendance: 500

How many people attending the Event will use South Padre Island lodging establishments? 350

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

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

Valley Haven has previously reserved room blocks at the following hotel locations: Comfort Inn & Suites-15 rooms

The inn at South Padre- 25 rooms, Howard Johnson-15 rooms, Ramada Hotel-15 rooms,

Holiday Inn Express-15 rooms

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

| Month/Year Held | Assistance Amount | Number of Hotel Rooms Used |
|-----------------|-------------------|----------------------------|
| Sept 2017       | 180               | 40                         |
|                 |                   |                            |
|                 |                   |                            |

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

By adding a section with room usage information on angler registration forms.

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

Will the event charge admission? Yes

Do you anticipate a net profit from the event? Yes

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

All funds raised will be donated to Valley Haven Emergency Children Shelter benefiting the children that have been removed from their homes by CPS.

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: \$ 750.00
- Radio: \$ 1,000.00
- TV: \$ 2,000.00
- Website, Social Media: \$ 1,500.00
- Other Paid Advertising: \$ 500.00

Anticipated Number of Press Releases to Media: 10

Anticipated Number Direct Mailings to out-of-town recipients: 4

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?

Yes

[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?

N/A



**What geographic areas does your event reach?**

The Rio Grande Valley, the State of Texas, and Texas Gulf Coast Towns and Cities.

**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)

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

South Padre Island Minimum Event Insurance Coverage Minimums

*[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an additionally 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 Manager  
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)





# South Padre Island Convention & Visitors Bureau Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

Valley Haven 5<sup>th</sup> Fishing Tournament  
Name of Event

05/30/19  
Date Submitted

- ☒ Received and understood the separate **Special Events Policy**
- ☒ Completed the **South Padre Island Hotel Tax Funding Application** form
- ☒ Enclosed a description of all planned activities (or provided in application form)
- ☒ Enclosed a sponsor list (categorized by "confirmed" and "pending")
- ☒ Enclosed a vendor/exhibitor list (categorized by "confirmed" and "pending")
- ☒ Enclosed an event map
- ☒ Enclosed security/safety plans
- ☒ Enclosed a detailed budget
- ☒ Enclosed an advertising and promotion plan
- ☒ Enclosed copies of promotional materials (if available)
- ☒ Enclosed a summary of previous special event experience of organizer(s)
- ☒ Enclosed a history of event (if previously produced)
- ☒ Indicated the type(s) of assistance requested
- ☒ Indicated the amount of financial support (if requested)

[Signature]  
Authorized Signature

5/30/19  
Date

José M Saldivar  
Print Name



# VALLEY HAVENS 5<sup>th</sup> Annual FISHING TOURNAMENT! @ Louie's Backyard!

\$100 per Angler & \$45 CHILD Angler Fee 17 & Under  
(AMATEUR & GUIDED, & BOAT Division's)

**FRIDAY: 9/20/19**

**REGISTRATION @ Louie's Backyard: 6:00-9:00 PM**

(Sign in, pick up team #'s, gift bags, door prizes)

**CAPTAIN'S MEETING: 7:30 PM**

**SOCIAL EVENT: 6:00-9:00 PM**

**SATURDAY: 9/21/19**

**FISHING HOURS: 6:30 AM- 3:30 PM**

**WEIGH IN @ Jim's Pier: 1:30 PM-3:30 PM**

(MUST BE AT THE END OF LINE BY 3:30 PM!!!!)

**AWARDS BANQUET: 6:00-9:00 PM**

**FOR MORE INFORMATION CONTACT US @**

www.ValleyHavenInc.org

https://facebook.com/valleyhaveninc

info@valleyhaveninc.org

\*956-893-0422\* OR \*361-548-9674\*



# HOTEL TAX Expenditures- Valley Havens 5th Annual Fishing Tournament

| Budget Summary      |           | Summary of Expenses and Income |                 |
|---------------------|-----------|--------------------------------|-----------------|
| Total Expenses      |           | Expenses                       |                 |
| \$                  | 11,000.00 | Marketing Printing Materials   | \$4,600         |
| Total Actual Income |           | Publicity & Marketing          | \$5,050         |
| \$                  | 11,000.00 | Event Printing                 | \$1,350         |
| Balance             |           | Angler Prizes                  | \$0             |
| \$                  | -         | Angler Registration Gifts      | \$0             |
|                     |           | <b>Total</b>                   | <b>\$11,000</b> |

| Expenses                |                              |          |           |                     |
|-------------------------|------------------------------|----------|-----------|---------------------|
| Description             | Category                     | Quantity | Unit Cost | Amount              |
| Photocopying            | Marketing Printing Materials | 2750     | 0.20      | 550.00              |
| Postage                 | Marketing Printing Materials | 1200     | 0.50      | 600.00              |
| Invitations             | Marketing Printing Materials | 700      | 0.50      | 350.00              |
| Save the Date Postcards | Marketing Printing Materials | 600      | 0.50      | 300.00              |
| Thank You Cards         | Marketing Printing Materials | 650      | 0.50      | 325.00              |
| Flyers                  | Marketing Printing Materials | 2500     | 0.25      | 625.00              |
| Signs                   | Marketing Printing Materials | 10       | 125.00    | 1,250.00            |
| Posters                 | Marketing Printing Materials | 300      | 2.00      | 600.00              |
| Banners                 | Event Printing               | 10       | 125.00    | 1,250.00            |
| Event Programs          | Event Printing               | 500      | 0.20      | 100.00              |
| Website Promotions      | Publicity & Marketing        | 50       | 15.00     | 750.00              |
| Social Media Event Ads  | Publicity & Marketing        | 50       | 15.00     | 750.00              |
| TV/ Radio Commercials   | Publicity & Marketing        | 2        | 1000.00   | 2,000.00            |
| Photography/Video       | Publicity & Marketing        | 1        | 400.00    | 400.00              |
| Press Releases          | Publicity & Marketing        | 2        | 250.00    | 500.00              |
| Trade Shows             | Publicity & Marketing        | 1        | 650.00    | 650.00              |
| <b>Total Expenses</b>   |                              |          |           | <b>\$ 11,000.00</b> |

| Income / Funding             |                 |           |                     |
|------------------------------|-----------------|-----------|---------------------|
| Description                  | Proposed Amount |           | Total Amount        |
| South Padre Island HOT Funds | \$              | 11,000.00 | \$ 11,000.00        |
|                              |                 |           |                     |
|                              |                 |           |                     |
|                              |                 |           |                     |
| <b>Total</b>                 |                 |           | <b>\$ 11,000.00</b> |



## Angler Entry Form

MUST FILL OUT ONE FORM + ONE WAIVER PER ANGLER

September 20, 2019 • Louie's Backyard, South Padre Island, TX

TEAM NAME: \_\_\_\_\_

CAPT NAME: \_\_\_\_\_

DIVISION: ☐ Boat ☐ Kayak

☐ With Guide ☐ Without Guide

(YOU MUST ENTER THE GUIDED DIVISION IF THERE WILL BE A LICENSED FISHING GUIDE ON YOUR BOAT.)

Contact Person: \_\_\_\_\_

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

Phone 1 ( ) - Phone 2 ( ) -

E-Mail: \_\_\_\_\_ Shirt Size: \_\_\_\_\_

### PLEASE LIST OTHER TEAM MEMBERS' NAMES IF KNOWN

1. \_\_\_\_\_ Shirt Size: \_\_\_\_\_

2. \_\_\_\_\_ Shirt Size: \_\_\_\_\_

3. \_\_\_\_\_ Shirt Size: \_\_\_\_\_

|                   | QTY | PRICE | TOTAL |
|-------------------|-----|-------|-------|
| ANGLER FEE        |     | \$100 |       |
| CHILD ANGLER FEE  |     | \$45  |       |
| SOCIAL FEE        |     | \$50  |       |
| EXTRA MEAL TICKET |     | \$30  |       |

Please mail completed Registration Form and Payment to: Valley Haven Inc. 5501 W. Business 83 Harlingen, TX 78552

Make Checks Payable to: Valley Haven Inc. - FOR CREDIT CARD PAYMENTS PLEASE CONTACT US





## EXPLANATION OF FEES

### \$100.00 Per ANGLER FEE:

*Includes everything for those who wish to compete in the tournament: entry fee, Friday night social, Saturday Awards Banquet, gift bag, T-Shirt, entry into door prize drawings, and one raffle ticket.*

### \$45.00 CHILD ANGLER FEE:

*Includes same as angler fee, but is only available for individuals aged 12 or younger. In addition to being able to compete for all of the regular trophies, there will be a separate trophy awarded to heaviest stringer (red, trout, flounder) in the youth division. Availability of child shirt sizes limited. All children will receive a trophy.*

### \$50.00 SOCIAL FEE:

*For those who aren't going to fish, but still want to join the fun. The social fee includes Friday night social with appetizers, Saturday evening awards banquet, gift bag, T-Shirt, & registration for door prizes.*

### \$30.00 EXTRA MEAL TICKET:

*The cost of the Awards Banquet meal is included in the Angler Fee, Child Angler Fee, and Social Fee. This is for additional tickets to the Awards Banquet!*

# OFFICIAL TOURNAMENT RULES

- All entrants must have registration form on file by 9pm Friday, September 20, 2019 at the Captain's Meeting. Anglers will receive their boat number and an overview of the rules. No registration on day of tournament.
- There are 2 divisions: Guided and Amateur, Boat and Kayak Angler Teams
- Amateur Division anglers may not be or shall not use professional guides or commercial fishermen to obtain fish. Any boat or kayak that has a professional angler on board, or is aided by a professional angler, will qualify the entire team deemed as entered into the guided division.
- Entrants must have a valid 2019 Texas Fishing License and Saltwater Stamp.
- No Motorized Kayaks aloud (Pedal and Paddles only).
- Each person on the boat or kayak **MUST BE** entered in the tournament.
- One rod and reel per angler. You can have more than one rod and reel on the boat or kayak, but you cannot fish with more than one at a time.
- No fish pooling is permitted between teams. Only fish caught by team members on the weigh in date are eligible for official weigh in. Pooling of fish will result in disqualification.
- Wading is permitted but within sight of the boat or kayak.
- All live and artificial bait is allowed. All fish must be taken by rod and reel.
- Check in is **MANDATORY** beginning at 5:30am **BY WATER** at designated check in dock.
- Fishing hours are from 5:30am – 2:00pm Saturday, September 21, 2019. Boats and Kayaks can leave the docks after they are checked in.
- Boats weigh in will be at Jim's Pier, September 21, 2019 from 12pm – 2:00pm. You must be in line ready to weigh in by 2:00pm. **NO EXCEPTIONS.**
- Kayaks weigh in will be at Jim's Pier, September 21, 2019 from 12pm – 2:00pm. You must be in line ready to weigh in by 2:00pm. **NO EXCEPTIONS.**
- Fish must be fresh and in edible condition. No mutilated fish will be accepted.
- Our scales and ruler will be the only official measuring device.
- Winning fish will be determined by weight. Ties will be broken by length, (lengths will be measured according to the current Texas Parks and Wildlife Department regulations and procedures).
- Anglers will weigh in one species of each redfish, trout, and flounder. The fish brought in to weigh is final. No substitutions of fish other than the one brought in.
- Oversized Redfish will **DISQUALIFY** entrant from that species (Over 28 inches) as per The State of Texas requirements.
- Trout must not be over 25 inches. **NO TROUT OVER 25 INCHES WILL BE ACCEPTED.** Any trout over 25 inches will **DISQUALIFY** entrant from that species.
- All anglers weighing in fish will need to sign weigh cards.
- All weighed fish will be marked by removing a pectoral fin.
- Only one fish per species will be weighed in per boat.
- Tournament Director's watch will be used for Official Time. There will be an announcement made at the Captain's Meeting at 7:30pm, Friday, September 20, 2019.
- All anglers, including minors agree to take a polygraph test if required by a Valley Haven Inc. member or the Valley Haven Inc. weigh master. Failure to take or pass a polygraph test will result in disqualification from this tournament and all future tournaments. If the angler is a minor, a parent or legal guardian shall agree for the minor to submit to such polygraph testing.
- Any protest must be brought to the attention of the tournament director prior to 5:00 PM on September 21, 2018. All decisions of The Weight Master and Valley Haven Inc. board are final.
- Anglers assume the responsibility of meeting rules and requirements.



# PHOTO RELEASE

\_\_\_\_\_  
PARTICIPANT/PARENT PRINT NAME

## **INDEMNIFICATION AND HOLD HARMLESS AGREEMENT**

EACH PARTICIPANT IN THE VALLEY HAVEN INC. FISHING TOURNAMENT HEREBY AGREES TO BE BOUND BY THE FOLLOWING CONDITIONS:

I AGREE TO RELEASE AND HOLD HARMLESS VALLEY HAVEN INC., ITS OFFICERS, DIRECTORS, BOARD MEMBERS, AGENTS, REPRESENTATIVES, TOURNAMENT DIRECTOR, COMMITTEE PERSONS, TOURNAMENT SPONSORS, AND ANY OTHER INDIVIDUAL OR ENTITY AFFILIATED, TANGENTIALLY OR OTHERWISE, WITH VALLEY HAVEN INC. OR THE TOURNAMENT (HEREINAFTER REFERRED TO AS "RELEASED PARTIES"), FROM ANY AND ALL LIABILITY, CLAIMS OR DAMAGES ARISING OUT OF OR CONNECTED WITH THE TOURNAMENT, INCLUDING ITS PLANNING, OPERATION OR CONDUCT AND INCLUDING BUT NOT LIMITED TO CLAIMS FOR PERSONAL INJURY, WRONGFUL DEATH, SURVIVAL DAMAGES, ECONOMIC LOSS, PROPERTY DAMAGES OR CLAIMS RELATING IN ANY WAY TO THE AWARDING OF PRIZES IN THE TOURNAMENT.

**IT IS THE EXPRESS INTENTION OF THIS AGREEMENT THAT EACH TOURNAMENT PARTICIPANT IS INDEMNIFYING THE RELEASED PARTIES FROM THE CONSEQUENCES OF THEIR OWN NEGLIGENT CONDUCT, WHETHER SOLE NEGLIGENCE OR CONTRIBUTING NEGLIGENCE, GROSS NEGLIGENCE, OUTRAGEOUS MISCONDUCT, STRICT LIABILITY, COMMISSION OF TORT, BREACH OF CONTRACT, AND BREACH OF WARRANTY.**

### PARTICIPATION OF MINORS

I AM THE PARENT/GUARDIAN OF \_\_\_\_\_ I UNDERSTAND AND AGREE THAT THE FOREGOING CONDITIONS AND OBLIGATIONS SHALL LIKEWISE APPLY TO HIS/HER PARTICIPATION IN THE TOURNAMENT.

ANY CONTROVERSY OR CLAIM ARISING OUT OF OR RELATING TO THE TOURNAMENT SHALL BE SETTLED BY BINDING ARBITRATION CONDUCTED IN HARLINGEN, CAMERON COUNTY, TEXAS. THE PREVAILING PARTY IN ANY ACTION ARISING OUT OF THE TOURNAMENT SHALL BE ENTITLED TO RECOVER ATTORNEY'S FEES AND ALL COSTS OF COURT.

\_\_\_\_\_  
PARTICIPANT/PARENT SIGNATURE

\_\_\_\_\_  
DATE

## POLYGRAPH AUTHORIZATION

For good and valuable consideration, including the acceptance of my entry to the VALLEY HAVEN INC. Tournament, I hereby agree that the VALLEY HAVEN INC. Tournament Directors may, at their sole discretion, require me to take a polygraph examination before a polygraph examiner of their selection. I understand that the decisions of the Directors and their polygraph examiner are final. In this regard, I hereby waive my right to bring legal action against VALLEY HAVEN INC., its officers, directors, board members, Tournament Committee members, agents, volunteers, employees, or sponsors, including but not limited to any and all polygraph examiners and weighmasters employed by VALLEY HAVEN INC. to seek damages of any sort because of my being required to take a polygraph test or being disqualified.

## PHOTO RELEASE

I hereby give authorization to VALLEY HAVEN INC. to use any and all photos taken during the tournament that might contain myself or my boat. This includes use in any and all publication produced by VALLEY HAVEN INC., including the official VALLEY HAVEN INC. website and promotional ads and brochures.

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

(If angler is under 18, this form must be signed by a legal guardian)





Dear Friends of Valley Haven Inc.,

Valley Haven is a non-profit emergency children's shelter whose mission is to provide a safe and loving home to children who have been removed from their homes by Child Protective Services due to abuse, neglect and/or abandonment.

Valley Haven is the largest emergency children's shelter located in the Rio Grande Valley. Our spacious, 36-bed home-like facility is equipped with a fully trained staff and appropriate resources to provide emergency shelter and treatment services to local children, youth, and sibling groups 0-17 years of age.

Valley Haven Inc. is hosting its annual Boat & Kayak Fishing Tournament on September 20- 21, 2019 at Louie's Backyard in South Padre Island, TX. The event features fun for the entire family with boat and kayak fishing divisions, food, raffles, and door prizes. 100% of funds raised will be used to improve the lives of the children at Valley Haven Emergency Children's Shelter!

We are currently asking our local community members to consider sponsoring this annual event. By becoming a sponsor, you'll be able to help us provide a safe and loving home to victims of child abuse, neglect and/or abandonment.

Thank you for your consideration in joining Valley Haven's efforts to make 2019's Boat & Kayak Fishing Tournament one of our best yet! Should you have any questions, please feel free to contact us via email at [info@valleyhaveninc.org](mailto:info@valleyhaveninc.org), through our Facebook page (@valleyhaveninc), or by phone at (956) 792-4542. *All donations to Valley Haven Inc. are tax deductible up to the fullest extent permitted by IRS regulations. Our Federal Tax ID # is 47-2987546.*

Sincerely,

Valley Haven Inc.

# Become a Sponsor!

## Redfish \$2,500

- 8 registration fees waived & 8 Social Tickets (Good for Friday and Saturday nights events)
- Company Name and Logo recognition on tournament T-Shirt
- Company Name and Logo recognition on tournament brochure
- Company Name and Logo recognition on tournament banner
- Company Banner displayed at Louie's Backyard\*\*

## Speckled Trout \$2,000

- 6 registration fees waived & 6 Social Tickets (Good for Friday and Saturday nights events)
- Company Name and Logo recognition on tournament T-Shirt
- Company Name and Logo recognition on tournament brochure
- Company Name and Logo recognition on tournament banner

## Flounder \$1,500

- 4 registration fees waived & 4 Social Tickets (Good for Friday and Saturday nights events)
- Company Name and Logo recognition on tournament T-Shirt
- Company Name and Logo recognition on tournament brochure
- Company Name and Logo recognition on tournament banner

## Snook \$1,000

- 2 registration fees waived & 2 Social Tickets (Good for Friday and Saturday nights events)
- Company Name and Logo recognition on tournament T-Shirt
- Company Name and Logo recognition on tournament brochure
- Company Name and Logo recognition on tournament banner

## Trophy Sponsorship \$500

- 2 social Tickets included (Saturday night event)
- Company Name and Logo recognition on tournament T-Shirt
- Company Name and Logo recognition on tournament banner

## Hook Sponsorship \$200

- Company Name and Logo recognition on tournament T-Shirt
- Company Name and Logo recognition on tournament banner

# Valley Haven Sponsorship!

- ☐ Redfish \$2500
- ☐ Speckled Trout \$2000
- ☐ Flounder \$1500
- ☐ Snook \$1000
- ☐ Trophy Sponsor \$500
- ☐ Hook Sponsor \$200

COMPANY/ORGANIZATION: \_\_\_\_\_

CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

EMAIL: \_\_\_\_\_

**FOR COMPLETE TOURNAMENT REGISTRATION INFORMATION PLEASE  
CONTACT US AT 956-792-4542, [info@valleyhaveninc.org](mailto:info@valleyhaveninc.org) or  
[www.Facebook.com/valleyhaven](http://www.Facebook.com/valleyhaven)**

**\*\*FOR SPONSORSHIP RECOGNITION:**

PLEASE SEND YOUR PAYMENT OR SUBMIT PERSONALLY BEFORE  
SEPTEMBER 8, 2019  
TO VALLEY HAVEN INC. @ 5501 W. Business 83, HARLINGEN, TX 78552.

**EMAIL [info@valleyhaveninc.org](mailto:info@valleyhaveninc.org) OR CALL 956-792-4542 WITH ANY  
QUESTIONS**

*All donations to Valley Haven Inc. are tax deductible up to the fullest extent permitted by IRS  
regulations. Our Federal Tax ID # is 47-2987546.*



## Valley Haven 5th Annual Fishing Tournament Marketing Plan

**1. Event Name:** Valley Haven 5th Annual Boat & Kayak Fishing Tournament

**2. Event Date:** September 20-21, 2019

**3. Event Location:** Louie's Backyard- 2305 Laguna Blvd., South Padre Island, TX 78597

**4. Event Background:** Valley Havens Annual Fishing Tournament started in 2015 as a fundraiser to help open the only Emergency Children's Shelter in the Rio Grande Valley. The board of Valley Haven voted to continue the event as a yearly fundraiser to raise awareness of Valley Haven in the community and to donate 100% of funds raised to benefit the children that will reside at the Emergency Children's Shelter.

**5. Event Description:** The fishing tournament will have a boat category with a guided team and non-guided team division. The boat divisions will enter 1 Trout, 1 Red Fish and 1 Flounder species per boat. Each division is competing for 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place prizes within their own division.

### **6. Objectives:**

- Organizational Goal: To donate 100% of raised funds from the 5<sup>th</sup> Annual Fishing Tournament to improve the lives of the children at Valley Havens Emergency Children's Shelter.
  - Gain 100 new boat division angler entries
  - Gain 20 new child division angler entries
  - Raise \$40,000.00 to donate to Emergency Children's Shelter
  - Increase the prize payout amounts for all categories
  - Gain 20 new Sponsors
- Marketing Goals:
  - To build awareness of Valley Havens mission and vision as well as key issues.
  - To promote the Child Division to surrounding cities and counties.
  - To seed partnerships with corporate sponsors in the community.
  - To motivate 50 area residents to participate or attend the event and build their understanding of the purpose of Valley Havens Tournament and utilized them as

effective advocates.

## **7. Target Audience and Segments:**

- Target audience: City residents, County residents, State residents
- Build their understanding of Valley Haven's Mission and Vision, the purpose of the fishing tournament and how they can help improve the situation, so they are motivated to advocate for Valley Haven and the benefit of their 3<sup>rd</sup> annual fishing tournament. ○
- Segments: Males and Females of all ages, singles, families, couples

## **8. Calls to Action:**

- Goals for target audience-
  - Subscribe to Valley Haven website
  - Follow Valley Haven on Facebook, Twitter and Instagram
  - Participate in the promoting of Valley Havens Tournament
  - Share past tournament experiences to help increase angler registrants
  - Collaborate with Valley Haven and help spread the word about Valley Haven and its annual fundraiser event

## **9. Benefit Exchange and Barriers**

- Benefit Exchange:
  - Seek to ensure that the children of the Rio Grande Valley have a safe haven to go to when they have been removed from their homes due to abuse, neglect and abandonment.
  - Want to be a part of an organization that benefits the local children of the community.
- Take part in an event that has the potential to expand yearly and benefit the city as well as the organization. ○ Barriers:
  - Some people in the community feel that this is not their problem and that the state should handle the situation.
  - Valley Haven gets confused with shelters for illegal immigrant children and some people in the community don't want to get involved.
  - Community members are already committed to other tournament events and do not want to help or participate with another tournament.

## **10. Situation Analysis:**

- Competitive analysis:

- As of January 2019, there are no other tournaments scheduled for September 20-21, 2019.
- Audience research:
  - Valley Haven has gained their audiences trust with the way the tournament is ran and they really enjoy the custom plaques and the many division options.

## 11. Strategies

- Build the Network
  - Nurture relationships with prospective anglers and sponsors within relevant local organizations, businesses and volunteers.
- Message Development
  - Shape and deliver messages that will clarify for, connect with and engage our audiences. Consistent, memorable messaging helps our base to keep our organization top of mind, recognize its relevance to them, and spread the word about it.

## 12. Tactics

- Write the message platform
  - Audience Research
  - Write positioning statement
  - Tagline
  - Talking Points
  - Train volunteers and board members on messaging
  - Develop style guide
  - Launch ○ Standards Guide
  - Create a guide (PDF) for volunteers and board messengers to use to make decisions on messaging and "look and feel" of communications.
- Develop a one-page "leave behind" flyer summarizing the value of partnering for prospective sponsors, and a series of follow up emails (to follow in-person visits to prospective sponsorships).



### 13. Resources:

- Roles and Responsibilities
  - Committee Chairs will lead their committees and bring any concerns back to the board
    - Logistics Committee
    - Marketing Committee
    - Fundraising Committee
    - Promotional Item Committee
    - Sponsorship Committee
    - Decorations Committee
    - Set Up/ Tear Down Committee
    - Awards Committee
    - Registration Committee ○ Budget
  - Attached to Marketing Outline

## Valley Haven 5th Annual Fishing Tournament

### Sponsor List

### Pending Confirmed

|   |   |   |
|---|---|---|
| Chik-fil-A Brownsville (3385 Boca Chica Blvd) | X |   |
| Desiree's Spa & Massage                       | X |   |
| Dual Language Training Institute              | X |   |
| Franke Realty                                 | X |   |
| Greater Texas Credit Union                    | X |   |
| RGV Credit Union San Benito                   | X |   |
| Stefano's Brooklyn Pizza                      |   | X |
| The Sportsman                                 |   | X |
| Charlie Clark Nissan                          | X |   |
| Noble Texas Builders                          | X |   |
| Parker & Son Inc.                             | X |   |
| Boggus Ford Harlingen                         | X |   |
| Mr. & Mrs. Alfred & Donna Millon              |   | X |
| First Community Bank                          |   | X |
| Las Brisas Rentals                            | X |   |
| Ron Hoover RV & Marine Center                 | X |   |
| Gordon's Bait & Tackle                        | X |   |
| Raymondville Pediatrics                       | X |   |
| Paul Gonzales Insurance                       | X |   |
| Farmers Insurance - Daniel Martinez           | X |   |
| J. Alvarez Trucking                           |   | X |
| Aflac Insurance - Mary Boyd                   |   | X |
| Raybec Management Co, Ltd (ANONYMOUS)         | X |   |
| Fin Addict Angler Foundation                  | X |   |





# BOAT & KAYAK FISHING TOURNAMENT

SEPTEMBER  
21-22, 2018

**(\$11,000 IN CASH PRIZES)**

**CUSTOM PLAQUES, RAFFLES, SOCIAL EVENTS & MORE!**

**\$100  
ADULT ANGLER**

**\$45  
CHILD ANGLER**

**SOCIAL EVENT FUNDRAISER  
"OPEN TO THE PUBLIC"**

**\$50 DONATION  
(INCLUDES DINNER FOR 1)**

**SATURDAY, SEPTEMBER 22<sup>ND</sup>  
DINNER: 6:00 - 8:00PM  
RAFFLES: 7:30PM**



For more info:  
(956) 792-4542  
[www.valleyhaveninc.org](http://www.valleyhaveninc.org)  
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**LOUIE'S  
backyard**  
bayside dining & cocktails

JIM'S PIER

**100% OF FUNDS RAISED WILL BE USED TO IMPROVE THE LIVES OF THE  
CHILDREN AT VALLEY HAVEN EMERGENCY CHILDRENS SHELTER.**



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

**MEETING DATE:** July 16, 2019

**NAME & TITLE:** Marisa Amaya, Event Development & Packaging Manager

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

**ITEM**

Discussion and possible action to approve the funding request for the Honor Challenge Obstacle Course Race special event.

**ITEM BACKGROUND**

The event will be held November 2019 on Veterans Day Weekend. The even is requesting \$23,000.

**BUDGET/FINANCIAL SUMMARY**

02-593-8099 Special Events Budget

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

Recommend the Special Events Committee approve a funding amount.

South Padre Island Convention & Visitors Bureau

# South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law





## APPLICATION FOR INITIAL FUNDING

Today's Date: 06/07/19

### ORGANIZATION INFORMATION

Name of Organization: Overdrive Fitness, LLC

Address: 36045 State Highway 100

City, State, Zip: Los Fresnos, Texas 78566

Contact Name: Edward Puente Contact Email: edwardp230@gmail.com

Contact Office Phone Number: 956-434-7436

Contact Cell Phone Number: 956-434-7436

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

Non-Profit or For-Profit status: For-Profit Tax ID #: 47-5400884

Entity's Creation Date: August 2013

#### Purpose of your organization:

Overdrive Fitness, LLC exists to bring fitness and lifestyle changes to those who desire  
to improve their health using the abilities we all possess.

### EVENT INFORMATION

Name of Event: South Padre Island Honor Challenge Obstacle Run

Date(s) of Event: November 9 & 10, 2019

Primary Location of Event: Clayton's Beach Bar & Grill

Amount Requested: \$23,000

#### Primary Purpose of Funded Activity/Facility:

The South Padre Island Honor Challenge Obstacle Run is set to be a unique event that brings together civilians  
and military by highlighting and celebrating the honor of active military and veterans while pursuing personal goals  
achievements through the challenge of completing an obstacle course run.



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

For the inaugural year, 55% of the requested funds would be used towards the raw materials of obstacles built specifically for the beaches of

South Padre Island, 35% would be used for the marketing of the event and 10% would be used to assist in the logistics of positioning the obstacle course on the South Padre Island beach.

### Percentage of Hotel Tax Support of Related Costs

43% 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:

City Services: minimum required SPI-PD and SPI-EMS for host location and city permitting

### 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: \$ 0
- 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: \$ 0
- 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: \$ 0
- 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: \$ 23,000

How many attendees are expected to come to the sporting related event? 1,000 Participants (2,500 attendees)

How many of the attendees at the sporting event are expected to be from another city/county? 1,000

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

The South Padre Island Honor Challenge Obstacle Run will be a TWO day event with various challenge levels. The various challenge levels over two days allows  
for the opportunity to target both OCR enthusiasts and beginners hence a potential large audience. The two days of events will compliment the City of South  
Padre Island's scheduled Veteran's Day activities. Additionally, hotel packages will be offered during the registration process to encourage overnight stays for participants.

**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?

N/A

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

What percentage of the ridership will be local citizens? N/A

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?

N/A

## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event: This is the Inaugural Year

Expected Attendance: 1,000 Registrants (2,500 attendees)

How many people attending the Event will use South Padre Island lodging establishments? 325

How many nights do you anticipate the majority of the tourists will stay: Minimum 1 Night

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

Anticipated room blocks with two to six hotels allowing event participants to reserve the room at the time of  
registration or to contact directly. The number of rooms blocked per hotel will vary on partnered hotels' rates.



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 |
|-----------------|-------------------|----------------------------|
| N/A             | N/A               | N/A                        |
|                 |                   |                            |
|                 |                   |                            |

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 information direct from partnered hotels and participant surveys during the event.

Please list other organization, government entities, and grants that have offered financial support to your project: Sponsor packages will be created to invite local/regional business support.

Will the event charge admission? Yes, on average \$35

Do you anticipate a net profit from the event? Year 1 likely to be a break-even, but Yes.

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

First \$500 of profit be directly donated to the Military Order of the Purple Heart RGV Chapter 1544. If net profits exceed \$500 then above the \$500, 20% will be

donated to the Military Order of the Purple Heart RGV Chapter 1544., 20% re-invested into the 2020 event and 60% to Overdrive Fitness, LLC and partnered event producers.

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: \$ 3,500
- Other Paid Advertising: \$ 4,550

Anticipated Number of Press Releases to Media: 6

Anticipated Number Direct Mailings to out-of-town recipients: n/a

Other Promotions: Paid ads on Mud Run Guide, OCR Media, Texas Runner, AthleteGuild.com, Active.com & in-person participation in other OCR Texas Events

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 overnightstays?

Yes, anticipated two to six hotels

*[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?

As the owner of Overdrive Fitness, LLC and active & embedded participant in the National OCR community, Edward will personally reach out to

various "stars" of the OCR community to create an influencer campaign for visiting South Padre Island and participating in the event.





### What geographic areas does your event reach?

Regionally the state of Texas and Cities providing direct flights into the Rio Grande Valley i.e.. Denver, Chicago, Minneapolis

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### 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)

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

Insurance Carrier to be determine; South Padre Island will be an added insured and will meet all required insurance minimums.

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*[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an additionally 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 Manager  
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)



# South Padre Island Convention & Visitors Bureau

## Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

South Padre Island Honor Challenge Obstacle Run

06/07/19

Name of Event

Date Submitted

- ☒ Received and understood the separate **Special Events Policy**
- ☒ Completed the **South Padre Island Hotel Tax Funding Application** form
- ☒ Enclosed a description of all planned activities (or provided in application form)
- ☒ Enclosed a sponsor list (categorized by "confirmed" and "pending")
- ☒ Enclosed a vendor/exhibitor list (categorized by "confirmed" and "pending")
- ☒ Enclosed an event map
- ☒ Enclosed security/safety plans
- ☒ Enclosed a detailed budget
- ☒ Enclosed an advertising and promotion plan
- ☒ Enclosed copies of promotional materials (if available)
- ☒ Enclosed a summary of previous special event experience of organizer(s)
- ☒ Enclosed a history of event (if previously produced)
- ☒ Indicated the type(s) of assistance requested
- ☒ Indicated the amount of financial support (if requested)



Authorized Signature

06/07/19

Date

Edward Puente

Print Name



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

**MEETING DATE:** July 16, 2019

**NAME & TITLE:** Marisa Amaya, Event Development & Packaging Manager

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

**ITEM**

Discussion and possible action to approve the funding request for the American Junior Golf Association sponsorship.

**ITEM BACKGROUND**

The association is requesting \$20,000.

**BUDGET/FINANCIAL SUMMARY**

02-593-8099 Special Events Budget

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

Recommend the Special Events Committee approve a funding amount of \$10,000.

## Organization's Information

**Organization Name:** American Junior Golf Association

**Registered Federal Tax-Exempt ID Number:** 581433914

**Executive Director/CEO Name:** Stephen Hamblin

**Contact Person Name:**

Patrick Cansfield

**Contact Person Title:**

Regional Director, South Central

**E-Mail Address:** pcansfield@ajga.org

**Mailing Address:** 1980 Sports Club Drive

**City:** Braselton

**State:** GA

**Zip Code:** 30517

**Phone Number:** ( 810 ) 4886650

**Fax Number:** ( 678 ) 4251662

**Affiliated with a "parent" organization?** ☐ Yes ☒ No

*If yes, name of parent organization:*

**Preferred method of contact?** Business Phone ☒ Cell Phone ☐ Email

*Please provide if not listed above:*

**Approximately how many people does this organization serve? Describe the services and any fees related to these services.**

The American Junior Golf Association is a 501(c)(3) non-profit association dedicated to the overall growth of young men and women who aspire to earn college golf scholarships. With 6,900 members ages 12-18 from 50 states and 60 foreign countries, the AJGA will conduct 120 events this year from January to December. Each year AJGA seniors secure more than \$26 million dollars in athletic and academic

## Sponsorship Request

☒ **Monetary Funding:** *If seeking monetary funding, please read the City HOT Funding Guidelines and then specify amount requested:* \$ 20,000

☐ **In-Kind Services:** *If seeking in-kind support, select type of in-kind service requested.*

☐ Special Event Permit

Median Banner Fee

Convention Centre Facilities

*Please specify City department:*

Service requesting: Help secure bottled water and fruit for the week of the event. 120 cases of bottled water, 2 cases of apples and 2 cases of bananas.

**List type of recognition the City/Department will receive for the noted funding/in-kind services requested (e.g. name/logo listing, banner, ad, etc.).**

AJGA Junior presented by South Padre Island CVB

•Two 3x5 banners displayed in prominent locations



Has the City of South Padre Island sponsored your organization in the past? *If yes, list department(s), date, amount and/or type of sponsorship:* ☐ Yes ☒ No

### Project/Event

**Project/Event Title:** AJGA Junior at South Padre

**Purpose/Type of Project or Event:** Golf Event

**Project Date(s):** 9-18 to 9-20 **Project Hours:** to

**Will the project/event be held in the City of SPI?** ☒ Yes ☐ No  
*If no, specify reason:*

**Project Location:** South Padre Island Golf Club

**Is this an annual event?** Yes ☒ No  
*If yes, indicate how many years Program has taken place:*  
*Please indicate how many years program has received City sponsorship:*

**Total Project Cost/Budget:** \$ 40000

**Expected amount of audience:** 250 **Amount of audience from last year's project:**

**Expected percentage of attendees who live in Laguna Madre area:** 2

**Is the project open to the general public?** ☒ Yes ☐ No

*Describe target audience:* Volunteers or guests of the event

**Is there a cost to attend/participate in the project?** ☐ Yes ☒ No

*If yes, please provide cost:* Guests are welcome to come watch free of charge

**Will there be an element of the Organization's project/program that is free or significantly reduced to attend/participate.**

*Please describe:* All volunteers will receive tournament hat, pin and lunch throughout the event.  
Spectators will be granted free access to the event.

### Additional Documents Required

Submit this completed application with the following:

- ☐ A current list of your organization's Board of Directors and appropriate affiliations
- ☐ If applicable, a list of the event's sponsorship opportunities (e.g., name/logo listing, banner, ad, booth, etc.)
- ☐ Completed Checklist of required supporting documents, Permits, COI, etc...

## Supplemental Data

**Describe the program or community project for which City funding or in-kind services are requested. Provide details regarding activities, vendors, entertainment, etc.**

We will work with the local committee to establish a local charity for the event to support.

**Please check any of the following elements that are part of your project or event:**

- ☒ **Event includes free children's activities**
- ☐ **Event includes reduced fee for students, seniors, military, and/or children.**

**Does the event for which funding is being requested provide services/information that involve green initiatives/sustainability? If so, please describe?**

We do support recycling at all of our events.

**Detail purpose or objective of the event or project for which City funding or in-kind services are requested.**

**Describe the overall contribution of the community project or program(s) to the community in relation to the goals and objectives of the City as stated in the HOT Funding Policy.**

☒ **I have read and understand the City of South Padre Island's HOT Funding policy**

**Patrick Cansfield** Digitally signed by Patrick Cansfield  
Date: 2019.06.10 17:01:42 -04'00'

6/10/19

Applicant Signature

Date

Patrick Cansfield

Print Name

Please return this form to the:  
South Padre Island Convention and Visitor's Bureau  
Attention: Marisa Amaya  
7355 Padre Blvd. South Padre Island, TX 78597  
Office # 956-761-3834  
Email: marisa@sopadre.com



*Developing Golf's  
Next Generation*

# American Junior Golf Association

1980 SPORTS CLUB DRIVE • BRASELTON, GA 30517 • (770) 868-4200 • AJGA.ORG • A 501(c)(3) NONPROFIT ORGANIZATION

## About the AJGA

- The American Junior Golf Association is a 501(c)(3) nonprofit organization dedicated to the overall growth and development of young men and women who aspire to earn college golf scholarships through competitive junior golf. The AJGA provides valuable exposure for college golf scholarships, and has an annual junior membership (boys and girls, ages 12-19) of more than 7,000 junior golfers from 50 states and 60 foreign countries.
- To ensure scholarship opportunities for all junior golfers who have the skill, the AJGA created the Achieving Competitive Excellence (ACE) Grant program to provide financial assistance to young players in need. Since 2003, more than \$3.9 million has been reimbursed to program participants, who have, in turn, earned more than \$14.8 million in college scholarships.
- Since 2009, junior golfers have raised more than \$2.5 million for charities through the Leadership Links program. Jack Nicklaus and Rickie Fowler were involved in 2018, and the USGA matches funds raised for junior golf charities.
- Led by Executive Director Stephen Hamblin, approximately 63 full-time staff members perform the day-to-day operations of the AJGA from its National Headquarters in Braselton, Georgia. The Association is served by an elected Board of Directors, headed by Chairman of the Board J.R. "Digger" Smith.
- In 2019, the AJGA will conduct more than 120 tournaments in 32 states, the Dominican Republic, Australia and Scotland. AJGA tournaments are typically 36- or 54-hole stroke play events featuring boys and girls divisions. AJGA Open and Junior All-Star events are typically preceded by a Qualifier to help local or less-experienced juniors "play their way in" to AJGA tournaments.
- The AJGA provides exceptional junior golfers the opportunity to develop and showcase their competitive skills and has built a reputation of providing the best exposure vehicle for college golf scholarships. Hundreds of college coaches receive results from AJGA tournaments and Qualifiers. Nearly all AJGA participants enter college and most play college golf with financial aid.

## History and Support of the AJGA

- The AJGA conducted its first national junior tournaments, the Rolex Tournament of Champions and the Polo Golf Junior Classic, in 1978, after which the first Rolex Junior All-America Team also was named.
- TaylorMade and adidas are the AJGA's Nationals Sponsors, supporting the AJGA for more than 25 years.
- Rolex, in its fourth decade of sponsorship, became a Premier Partner in 2004.
- TaylorMade has served as the Official Ball of the AJGA since 2016. adidas has been the Official Apparel and Footwear of the AJGA since 2017.
- More than 150 corporate sponsors currently support the AJGA. Nearly 60 percent of the Association's operating budget comes from corporate sponsorship and individual donations.

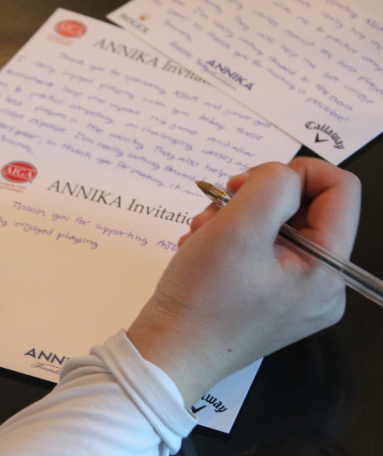
## About AJGA Players

- The AJGA annually recognizes outstanding golf achievement through the selection of Rolex Junior All-Americans.
- Each year, 24 male and female junior golfers are honored as Scholastic Junior All-Americans for outstanding achievements in the classroom and on the golf course, as well as community service.
- AJGA alumni have risen to the top of amateur, collegiate and professional golf:

In NCAA Division I, 22 of the past 30 men's champions and 23 of the past 30 women's champions are AJGA alumni.

Former AJGA juniors have compiled more than 910 victories on the PGA and LPGA Tours.

Tiger Woods, Phil Mickelson, Jordan Spieth, Rickie Fowler, Bubba Watson, Webb Simpson, Sergio Garcia, Hunter Mahan, Dustin Johnson, Patrick Reed, Zach Johnson, Justin Thomas, Stacy Lewis, Ariya Jutanugarn, Alison Lee, Lexi Thompson, Inbee Park, Paula Creamer, Brittany Lincicome, Cristie Kerr and Morgan Pressel.



# AMERICAN JUNIOR GOLF ASSOCIATION

## MISSION

Established in 1978, the AJGA is a 501(c)(3) nonprofit organization dedicated to the overall growth and development of young men and women who aspire to earn college golf scholarships through competitive junior golf.

## CHARACTER DEVELOPMENT

The AJGA has character development initiatives to ensure the personal development of golf's next generation.

- Leadership Links program where juniors raise charity dollars for their communities
- Care for the Course program that teaches respecting and protecting golf courses
- Thank You Note writing
- Pace of Play Program sponsored by Leupold
- Public Speaking and Networking

## WHY SUPPORT THE AJGA?

- Tournament proceeds go toward charity
- 99% of members go on to college
- More than \$25 million annually earned in college scholarships
- Business-to-business networking and corporate reputation enhancement
- Connect with the next generation of golfers, college students and future business leaders
- Positively impact the local economy (estimated \$150,000+ in economic impact per event)
- Provide entertainment and volunteer opportunities for employees and clients







# TOURNAMENT PARTNERSHIP OPPORTUNITIES

## **Title Sponsor - \$40,000**

- Event naming rights: "Title Sponsor" Junior Championship
- Four 3x5 banners displayed in prominent locations
- Name or logo on all tournament gifts and documents
- Ability to distribute product or setup a promotional display
- Logo / mentions on tournament website and social media
- Five Junior-Am teams
- Two committee exemptions for the event

## **Presenting Sponsor - \$20,000**

- Event naming rights: "Junior Championship presented by..."
- Two 3x5 banners displayed in prominent locations
- Name or logo on select tournament gifts and documents
- Logo and mentions on tournament website / social media
- Ability to distribute product or set up a promotional display
- Three Junior-Am teams

## **Tournament Partner - \$10,000**

- One 3x5 banner displayed in prominent location
- Select one \$10,000 option or two \$5,000 options
- Logo on tournament website
- Three Junior-Am teams

## **Event Patron - \$5,000**

- One 3x5 banner displayed in prominent location
- Select one \$5,000 option
- Logo on tournament website
- Two Junior-Am teams

## **\$10,000 Tournament Options**

- Junior-Am Fundraising Tournament Title Sponsor
- Food & Beverage Sponsor
- PGA TOUR / LPGA TOUR Player Clinic
- Qualifier Title Sponsor

## **\$5,000 Tournament Options**

- Transportation Sponsor
- Junior-Am Reception Sponsor
- Front Nine Junior-Am Sponsor
- Back Nine Junior-Am Sponsor
- AJGA Staff Sponsor
- Live Scoring On-site Partner
- Social Activity
- Course Sponsor
- Pace of Play Sponsor
- Care for the Course Sponsor
- Player Product Sponsor
- Player Hospitality Sponsor
- ACE Grant Field Sponsor
- Housing Sponsor
- Cookout Sponsor
- Driving Range Sponsor
- Practice Putting Green Sponsor
- Medical Attendant Sponsor
- On-Site Table / Product Sampling
- Volunteer Sponsor

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

**MEETING DATE:** July 16, 2019

**NAME & TITLE:** Marisa Amaya, Event Development & Packaging Manager

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

**ITEM**

Discussion and possible action to approve the funding request for the South Padre Island Beach 13.1 and Relay/5k special event.

**ITEM BACKGROUND**

The event will be held November 2019, and is requesting \$15,000.

**BUDGET/FINANCIAL SUMMARY**

02-593-8099 Special Events Budget

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

Recommend the Special Events Committee approve a funding amount.

South Padre Island Convention & Visitors Bureau

# **South Padre Island Tax Funding Application**

Hotel Occupancy Tax Use Guidelines Under Texas State Law

## APPLICATION FOR INITIAL FUNDING

Today's Date: 06/13/19

### ORGANIZATON INFORMATION

Name of Organization: RAV Run Adventures

Address: 3207 Noble Drive

City, State, Zip: Brownsville, TX 78526

Contact Name: Rob McBee Contact Email: ravrunning956@gmail.com

Contact Office Phone Number: 956-465-8576

Contact Cell Phone Number: 956-465-8576

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

Non-Profit or For-Profit status: for Tax ID #:

Entity's Creation Date: 4/2019

Purpose of your organization:

We exist to be a catalyst for getting families and individuals to get engaged in healthy, physical lifestyles, while raising money for worthwhile charities.

### EVENT INFORMATION

Name of Event: South Padre Island Beach 13.1 and Relay/5k

Date(s) of Event: 11/09/19

Primary Location of Event: Start and finish at Longboard Bar & Grill - Race route included

Amount Requested: \$15,000

Primary Purpose of Funded Activity/Facility:

13.1 Mile Run and Relay and 5k. To get the citizens of the RGV, Texas and beyond engaged in physical activity. The island serves as a beautiful destination to motivate people to come and participate.



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

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#### 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:

see attached

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#### 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: \$ 2,000
- 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 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: \$ 2,000

How many attendees are expected to come to the sporting related event? 500-1000 runners

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

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

Start time of race is early and packet pickup is the previs day on the island. Our runners will prefer to stay on the island rather than drive back and forth. Consider that most runners will be coming from out of town. Runners who come will want to stay and enjoy all the island has to offer post run.

**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: \$ \$3,000**

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

From Convention Centre lot to start line

Will members of the general public (non-tourists) be riding on this transportation? no

What percentage of the ridership will be local citizens? none

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?

We will include all of this in our runner packets

## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event: 1st time

Expected Attendance: 500-100 runners

How many people attending the Event will use South Padre Island lodging establishments? 95%

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

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

We have put out a lead and already have The Pearl and The Inn at South Padre on board.

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.)?

Surveys will be sent out after our event.

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

Will the event charge admission? Yes, \$55 per admission

Do you anticipate a net profit from the event? yes

If there is a net profit, what is the anticipated amount and how will it be used?  
5,000 will be used to invest in the RAV running.

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: \$ 2,000
- Radio: \$
- TV: \$
- Website, Social Media: \$ 2,000
- Other Paid Advertising: \$

Anticipated Number of Press Releases to Media:

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

Other Promotions: Marketing will include lots of social media boosts, posters in all local gyms, signage on SPI & valley running trails, and radio ads.

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 overnightstays?

Yes

*[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?

Advertising hotel blocks on our site and social media. Marketing will include lots of social media boosts, posters in local gyms, signage on SPI & valley running trails and radio ads.

**What geographic areas does your event reach?**

The running community is large and has a nationwide reach.

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**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:**

\$1,000,000 through Accord (Road Runners of America)

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*[Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an additionally 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 Manager  
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)



# South Padre Island Convention & Visitors Bureau Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

South Padre Island Beach 13.1/Relay/5K

Name of Event

11/13/2019

Date Submitted

- ☒ Received and understood the separate **Special Events Policy**
- ☒ Completed the **South Padre Island Hotel Tax Funding Application** form
- ☒ Enclosed a description of all planned activities (or provided in application form)
- ☐ Enclosed a sponsor list (categorized by "confirmed" and "pending")
- ☐ Enclosed a vendor/exhibitor list (categorized by "confirmed" and "pending")
- ☒ Enclosed an event map
- ☐ Enclosed security/safety plans
- ☒ Enclosed a detailed budget
- ☒ Enclosed an advertising and promotion plan
- ☐ Enclosed copies of promotional materials (if available)
- ☐ Enclosed a summary of previous special event experience of organizer(s)
- ☐ Enclosed a history of event (if previously produced)
- ☒ Indicated the type(s) of assistance requested
- ☒ Indicated the amount of financial support (if requested)

  
Authorized Signature

6/13/2019

Date

Robert H McBee

Print Name





### MARETING PLAN

Facebook - Boosting Our event.. and targets those with running interests. - \$2000

Posters Mailed to All Running Stores in Texas and Southern states -\$500

Signage on Local Running Trails - \$500

Marketing at other Marathons and half marathons –(Ex. booth at San Antonio Expo) -\$2500

Our Timing Company Also does Email blasts, which reach 1,000s of runners across the country.

We will pay other timing comanies to blast their databases too (\$500)

### SCHEDULE OF EVENTS

November, 8 2019 - Packet Pick up and Pasta Carb Up Dinner (Pre Race party)

November, 9 2019 - Half Marathon and Relay and “after party” (awards ceremony, live band, etc)

### BUDGET

Marketing \$ 8,000

City Police, EMS, Lifeguards, - \$5000

Timing Company - \$3000

### ROOM NIGHT PROEJCTIONS

This is our events first year, We are anticipating high room reservations, but we cannot give an estimate.



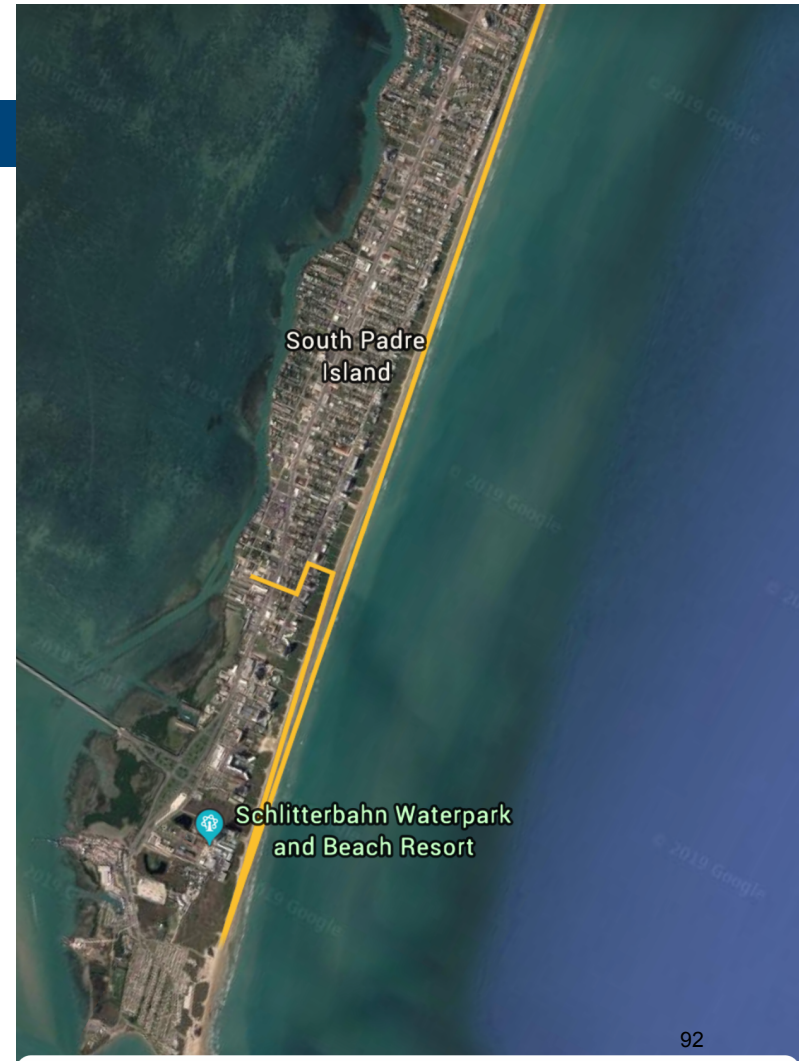
# Goals:

- Increase awareness of health and wellness.
- Promote running
- Bring participants to South Padre Island. (Heads in Beds)
- 5K – Will increase participants (MORE Heads in Beds)
- Donate to Charities.
- Water Stations will be cup-less. ZERO footprint



# Run Route

- Start Line : Longboard Bar and Grill
- Turnaround points: Island Blanca (sandpiper) and Andy Bowie Pavillion (exactly 6.55 miles)
- Finish Line: Longboard Bar and Grill
- Parking – Louies Area and Convention center



# Logistics

- Packet Pick up:
  - Day before the event at Longboard's restaurant. Runners pick up their runner's BIB which includes the chip that will track their time.
  - HUGE boost for Longboard and will include pasta dinner
- Day of Race:
  - Set up starts at 4 am.
  - Police and volunteers at their stations by 6:00 am.
  - Half marathon runners (including relay) start first. Then 5K runners.

# 1,300 Going - Interested

- Will be advertised on different platforms & social media to increase publicity.



SAT, NOV 9 AT 6:45 AM

## South Padre Island Beach Half, Relay, 5k

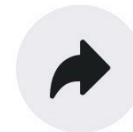
LongBoard Bar and Grill · South Padre Island



Interested



Going



Share ▼



More



1.3K going or interested including Rob, Gilda

# Custom Medals and Shirts

- Preview of Medal
  - Half Marathon: 5 in.
  - Half Marathon Relay: 4 in
  - 5K : 3 in.





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

**MEETING DATE:** July 16, 2019

**NAME & TITLE:** Marisa Amaya, Event Development & Packaging Manager

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

**ITEM**

Discussion and possible action to approve the funding request for the SPI Kitefest 2020 special event.

**ITEM BACKGROUND**

The event will be held January 30 – Feb 1, 2020. The event is requesting \$22,150.

**BUDGET/FINANCIAL SUMMARY**

02-593-8099 Special Events Budget

2019 – CVAB Funded \$22,150

2018 – CVAB Funded \$22,150

2017 – CVAB Funded \$22,150

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

Recommend the Special Events Committee approve a funding amount.

## Application

Date: 6-20-19

### 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 #: 43-4372341

Entity's Creation Date: 5-2-98

Purpose of your organization: We are a retail kite shop serving the Rio Grande Valley and South Padre Island from 1998 to present. We started, organized & sponsored SPI Kite Fest from 2000 to 2013. We successfully revived SPI Kite Fest in 2016, 2017, 2018 & 2019.

### Event Information

Name of Event or Project: SPI Kite Fest 2020

Date of Event or Project: Jan. 30th, Jan. 31st & Feb. 1st, 2020

Primary Location of Event or Project: Indoor Kite Performances ~ SPI Convention Centre  
Outdoor Kite Festival ~ On the flats beside Convention Centre  
Cameron Co. Park System

Amount Requested: \$ 22,150.00

Primary Purpose of Funded Activity/Facility:

To promote 'wind sports' by bringing thousands of visitors to the island for 3 days to experience colorful skys, amazing show kites, and performances by world renowned kite performers.

(See enclosed proposed budget)

|               |  |
|---------------|--|
| <u>88%</u>    | Percentage of Total <b>Event Costs</b> Covered by Hotel Occupancy Tax                                |
| <u>12%</u>    | Percentage of Total Annual <b>Facility Costs</b> Covered by Hotel Occupancy Tax for the Funded Event |
| <u>      </u> | Percentage of Annual <b>Staff Costs</b> Covered by Hotel Occupancy Tax for the Funded Event          |

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

Approx. \$2,500 for use of CVB Exhibition Hall for Thursday Night Indoor Kite Performances from 12 Noon to 9:30 p.m. ~ Doors open 5 p.m. ~ Performances from 6:30 p.m. to 8:30 p.m. ~ Teardown from 8:30 p.m. to 9:30 p.m.

☐ 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 (2016-2019) Total 17 years  
13 years prior  
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? 500 + (In 2019 - Minimum rooms accounted for by Indoor Performance Registration was 482)

How many nights do you anticipate the majority of the tourists will stay: 2-3 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 - but several hotels participate by giving a 'kite fest' rate for the event

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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>Feb. 2017</u> | <u>\$17,750</u>   | <u>547 + (room nights)</u> |
| <u>Feb. 2018</u> | <u>\$22,150</u>   | <u>559 + (room nights)</u> |
| <u>Feb. 2019</u> | <u>\$22,150</u>   | <u>482 + (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.)? Survey of attendees

7. Please list other organization, government entities, and grants that have offered financial support to your project: None ~ In-kind donations of hotel rooms from several SPI hotels

8. Will the event charge admission? Outdoor Event ~ NO ~ Cameron Co. will not allow us to  
Indoor Event ~ YES ~ Minimum 500 @ \$10 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: & Printed Advertising \$ 2,165  
Radio: \$ \_\_\_\_\_  
TV: \$ \_\_\_\_\_  
Website, Social Media: \$ 1,577  
Other Paid Advertising: \$ 2,051

Past Years ~ Free TV coverage  
Daytime at 9 ~ Fox 38 Corpus Christi & CBS 4 RGV  
San Antonio Chief Meteorologist Alex Garcia  
KRGV Weather - Tim Smith  
Con Mi Gente - Rick Diaz  
KGBT Weather - Bryan Hale

Anticipated Number of Press Releases to Media 46 Newspapers & Kite Clubs

Anticipated Number Direct Mailings to out-of-town recipients 206 Valley RV Parks

Other Promotions Festival Flyer ~ American Kitefliers Assn. Calendar of Events

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 - but we do provide direct links  
to all sponsoring hotels on the event website

13. Will you negotiate a special rate or hotel/event package to attract overnight stays?  
Yes ~ and the hotels reservation websites will be linked to the kitefest website

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

**SPI Kite Fest**  
**Jan. 30<sup>th</sup> & 31<sup>st</sup> ~ Feb. 1<sup>st</sup>, 2020**  
**w/ Thursday Night Indoor Kite Performances**

**Proposed Budget**

|   |                    |
|---|--------------------|
| <b>Demonstration Expense (<u>Airfare &amp; Travel</u>)</b>            | <b>\$12995.00</b>  |
| Team Kitelife ~ Portland, OR - <u>\$3662</u>                          |                    |
| John Barresi, Eli Russell, Brett Marchel, Scott Benz                  |                    |
| 1 - Portland, OR 1 - Medford, OR 1 - Detroit, MI 1 - Jacksonville, FL |                    |
| Airfares \$3069 ~ Car/Gas/Food \$593                                  |                    |
| Team Rev Riders ~ Baltimore, MD - <u>\$3482</u>                       |                    |
| Scott Weider, Drayton Callison, James Fletcher, Paul Lamasters        |                    |
| 1 - Portland, OR 1 - Tampa, FL 2 - Baltimore, MD                      |                    |
| Airfares \$2945 ~ Car/Gas/Food \$537                                  |                    |
| Spence Watson ~ Seattle, WA ~ <u>\$1120</u>                           |                    |
| Airfare \$750 ~ Car/Gas/Food \$370                                    |                    |
| Paul deBakker ~ Seattle, WA ~ <u>\$1120</u>                           |                    |
| Airfare \$750 ~ Car/Gas/Food \$370                                    |                    |
| Jim Cosca ~ Washington, MD ~ <u>\$1091</u>                            |                    |
| Airfare \$721 ~ Car/Gas/Food \$370                                    |                    |
| Mario DiLucca ~ Victoria, BC ~ <u>\$1627</u>                          |                    |
| Airfares \$1257 ~ Car/Gas/Food \$370                                  |                    |
| Phil & Barb Burks ~ Portland, OR - <u>\$893</u>                       |                    |
| Travel Reimbursement \$400 ~ Car \$493                                |                    |
| <b>Demonstration Expense (<u>In-state Travel</u>)</b>                 | <b>\$ 250.00</b>   |
| Team EOL ~ Austin, TX - <u>\$250</u>                                  |                    |
| Jim Cox, Michael Boswell, Ben Gray, Lori Ramos                        |                    |
| <b>Demonstration Expense (<u>Hotel</u>)</b>                           | <b>\$14,905.00</b> |
| Isla Grand ~ Condos, 7 Nights - \$4547                                |                    |
| The Inn @ SPI ~ 3 Rooms, 4 Nights - \$1181                            |                    |
| The Pearl ~ 3 Rooms, 4 Nights - \$2132                                |                    |
| La Quinta ~ 2 Rooms, 4 Nights - \$936                                 |                    |
| La Quinta ~ 3 Rooms, 3 Nights - \$1123                                |                    |
| Ramada ~ 2 Room, 3 Nights - \$1120                                    |                    |
| Hilton ~ 1 Rooms, 4 Nights - \$936                                    |                    |
| Holiday Inn Express ~ 2 Room, 3 Nights - \$1549                       |                    |
| La Copa Inn ~ 2 Rooms, 3 Nights - \$1381                              |                    |
| <b>Demonstration Expense - (<u>Freight on Show Kites</u>)</b>         | <b>\$ 1,100.00</b> |
| <b>Demonstration Expense - (<u>Indoor Venue</u>)</b>                  | <b>\$ 2,500.00</b> |
| <b>Demonstration Expense - (<u>Banquet</u>)</b>                       | <b>\$ 1,800.00</b> |
| <b>Advertising and Promotion</b>                                      | <b>\$ 6,047.00</b> |
| Website Design & Monitoring - \$850                                   |                    |
| Facebook Setup, Monitoring & Live Feed - \$650                        |                    |
| Draft & Submit Press Releases (33) - \$400                            |                    |
| Flyers & Posters - Design, printing, delivery - \$500                 |                    |
| Newspaper Ads - \$630   |                    |
| Festival Shirts (372) - Design & printing - \$2322                    |                    |
| Festival Buttons - \$130  |                    |
| Banners - Float Christmas Parade \$315                                |                    |
| Median Banner - \$250   |                    |
| <b>Sound &amp; Announcing - Photography/Videography</b>               | <b>\$ 1,000.00</b> |

|   |                    |
|---|--------------------|
| Parking   | \$ 1,000.00        |
| Porta Potties / Insurance / Fee for Flats                       | \$ 3,465.00        |
| Miscellaneous   | \$ 1,450.00        |
| Toilet Paper, Gas, Field Crew, Kite Parts, Indoor Tickets, etc. |                    |
| Festival Management/Production/Over-runs                        | <u>\$ 3,850.00</u> |
| TOTAL Projected Expense   | <u>\$50,362.00</u> |

#### Projected Income & Pledges

|   |                    |
|---|--------------------|
| In-Kind Services (Hotel)  | \$13,782.00        |
| Isla Grand ~ Condos, 7 Nights - \$4547                                |                    |
| The Inn @ SPI ~ 3 Rooms, 4 Nights - \$1181                            |                    |
| The Pearl ~ 3 Rooms, 4 Nights - \$2132                                |                    |
| La Quinta ~ 2 Rooms, 4 Nights - \$936                                 |                    |
| Ramada ~ 2 Room, 3 Nights - \$1120                                    |                    |
| Hilton ~ 1 Rooms, 4 Nights - \$936                                    |                    |
| Holiday Inn Express ~ 2 Room, 3 Nights - \$1549                       |                    |
| La Copa Inn ~ 2 Rooms, 3 Nights - \$1381                              |                    |
| <u>In-Kind Service</u> – Convention Center                            | \$ 2,500.00        |
| <u>Festival Income</u> ~ Projected                                    | \$11,930.00        |
| Festival Shirts – 272 @ \$13.86 = \$3,770                             |                    |
| Banquet Tickets – 58 @ \$20 = \$1,160                                 |                    |
| Indoor Tickets – 1,000 @ \$7.00 = \$7,000                             |                    |
| Outstanding Balance ~ Requested Amount <u>w/Thursday Night Indoor</u> | <u>\$22,150.00</u> |

#### NOTE ~ Additional In-Kind Services

Convention Centre ~ Thurs. Night Indoor ~ Jan. 31, 2019

3 Rooms for 3 Nights @ La Quinta

Public Works ~ Parking Cones, Trash Cans, Trash Pick-up

Police ~ Traffic Control ~ Sat. & Sun. @ 2 p.m.



Contact Kite Clubs in Texas & surrounding states

Contact RV Parks in the Rio Grande Valley

Note: Having the Indoor Performances on Thurs. evening has statistically increased overnight stays

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

Texas ~ RGV, San Antonio, Austin, Houston, Dallas/Fort Worth, Lubbock as well as Oklahoma, Oregon, Washington, North Carolina, New Jersey, Rhode Island, Florida, Michigan & Victoria and Vancouver, BC, Canada

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)

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 K&K Insurance Group (American Kitefliers Assn.)

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

19. Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be submitted with at least \_\_\_\_\_ weeks advance notice for approval by the South Padre Island CVB.
20. Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

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

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

**MEETING DATE:** July 16, 2019

**NAME & TITLE:** Marisa Amaya, Event Development & Packaging Manager

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

**ITEM**

Discussion and possible action to approve the funding request for the Sea Turtle Arts Trail.

**ITEM BACKGROUND**

The Sea Turtle Arts Trail is requesting \$25,000.

**BUDGET/FINANCIAL SUMMARY**

02-593-8099 Special Events Budget

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

Recommend the Special Events Committee approve a funding amount.

### Organization's Information

**Organization Name:** SPI Sea Turtle Task Force

**Registered Federal Tax-Exempt ID Number:** Municipality

**Executive Director/CEO Name:** Ed Caum

**Contact Person Name:**

Marisa Amaya

**Contact Person Title:**

Special Events and Packaging Manager

**E-Mail Address:** marisa@sopadre.com

**Mailing Address:** 7355 Padre Blvd

**City:** South Padre Island

**State:** TX

**Zip Code:** 78597

**Phone Number:** ( 956 ) 761-3000

**Fax Number:** ( )

**Affiliated with a "parent" organization?** ☒ Yes ☐ No

*If yes, name of parent organization:* City of South Padre Island CVB

**Preferred method of contact?** Business Phone Cell Phone ☒ Email

*Please provide if not listed above:*

**Approximately how many people does this organization serve? Describe the services and any fees related to these services.**

City of South Padre Island

### Sponsorship Request

☒ **Monetary Funding:** *If seeking monetary funding, please read the City HOT Funding Guidelines and then specify amount requested:* \$ 25,000

**In-Kind Services:** *If seeking in-kind support, select type of in-kind service requested.*

☐

Special Event Permit

Median Banner Fee

Convention Centre Facilities

*Please specify City department:*

Service requesting:

**List type of recognition the City/Department will receive for the noted funding/in-kind services requested (e.g. name/logo listing, banner, ad, etc.).**

City wide art project.

Has the City of South Padre Island sponsored your organization in the past? *If yes, list department(s), date, amount and/or type of sponsorship:* ☐ Yes ☒ No

### Project/Event

**Project/Event Title:** 2019 Sea Turtle Art Trail

**Purpose/Type of Project or Event:** Promotion of the Arts

**Project Date(s):** July 2019 to Indefinite

**Project Hours:** n/a to n/a

**Will the project/event be held in the City of SPI?** ☒ Yes ☐ No

*If no, specify reason:*

**Project Location:** Multiple, curb-facing, easily viewable locations across Island partner venues

**Is this an annual event?** Yes ☒ No

*If yes, indicate how many years Program has taken place:* Ongoing event

*Please indicate how many years program has received City sponsorship:*

**Total Project Cost/Budget:** \$ 25,000

**Expected amount of audience:** 5.2M/year

**Amount of audience from last year's project:**

**Expected percentage of attendees who live in Laguna Madre area:** 30% (VVT)

**Is the project open to the general public?** ☒ Yes ☐ No

*Describe target audience:* The entire general public

**Is there a cost to attend/participate in the project?** ☐ Yes ☒ No

*If yes, please provide cost:*

**Will there be an element of the Organization's project/program that is free or significantly reduced to attend/participate.**

*Please describe:* No cost to the public

### Additional Documents Required

Submit this completed application with the following:

- ☐ A current list of your organization's Board of Directors and appropriate affiliations
- ☐ If applicable, a list of the event's sponsorship opportunities (e.g., name/logo listing, banner, ad, booth, etc.)
- ☐ Completed Checklist of required supporting documents, Permits, COI, etc...



## Supplemental Data

**Describe the program or community project for which City funding or in-kind services are requested. Provide details regarding activities, vendors, entertainment, etc.**

5-10 turtles at locations across SPI  
Partner with businesses for initial cost (50/50)  
Call for local artists  
Possible options for reclaimed material sculptures  
Meet the Artists  
Press releases and social media coverage

**Please check any of the following elements that are part of your project or event:**

- ☒ **Event includes free children's activities**
- ☐ **Event includes reduced fee for students, seniors, military, and/or children.**

**Does the event for which funding is being requested provide services/information that involve green initiatives/sustainability? If so, please describe?**

Each sea turtle location will have a small synopsis of how ecotourism and sustainability can affect natural wildlife and the SPI environment.

**Detail purpose or objective of the event or project for which City funding or in-kind services are requested.**

To promote the arts, increase awareness of ecotourism and provide an additional aesthetic component to the city, as a whole.

**Describe the overall contribution of the community project or program(s) to the community in relation to the goals and objectives of the City as stated in the HOT Funding Policy.**

Promotion of the arts.

☐ I have read and understand the City of South Padre Island's HOT Funding policy

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

Please return this form to the:  
South Padre Island Convention and Visitor's Bureau  
Attention: Marisa Amaya  
7355 Padre Blvd. South Padre Island, TX 78597  
Office # 956-761-3834  
Email: marisa@sopadre.com





# Sea Turtle Art Trail Task Force

Ed Caum

Marisa Amaya

Mike Flores

Debbie Huffman

Darla Lapayre

JoAnn Evans

Kat Lillie

Met on 4.16.2019

Next meeting on 5.16.2019









## Concept

- 5-10 turtles at locations across SPI
- Partner with businesses for initial cost (50/50)
- Call for local artists
- Possible options for reclaimed material sculptures
- Meet the Artists
- Press releases and social media coverage
- Task Force will approve all sculptures
- SPI would jointly cover the installation and creation costs
- Each turtle would have its own persona







## “Turtles About Town”

Galveston, Texas

Partners with Turtle Island  
Restoration Network





