

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:

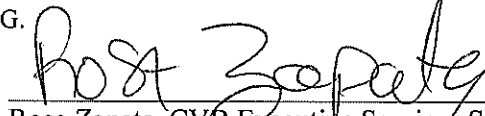
TUESDAY, AUGUST 20, 2019
2:00 P.M. AT THE MUNICIPAL BUILDING,
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

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 July 16, 2019, regular meeting.
5. Discussion and possible action to approve the following funding requests for special events:
 - a. Sand Castle Days
 - b. Holiday Sand Castle Village
 - c. Lighted Boat Parade
 - d. South Possibility Island Weekend
 - e. U.S. Lifeguard Association Nationals 2019
 - f. U.S. Lifeguard Association Nationals 2020
 - g. Open Water Invitational
 - h. Veterans Day
 - i. SPI Pride
6. Discussion and possible action concerning setting next Special Events Committee meeting date.
7. Adjournment.

DATED THIS THE 15th DAY OF AUGUST 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 August 15, 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
SPECIAL EVENTS COMMITTEE
CONSENT AGENDA**

MEETING DATE: August 20, 2019

ITEM DESCRIPTION

NOTE: All matters listed under Consent Agenda are considered routine by the Special Events Committee 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 July 16, 2019, regular meeting.

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

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

TUESDAY, JULY 16, 2019

I. CALL TO ORDER.

The Special Events Committee of the City of South Padre Island, Texas held a Special Meeting on Tuesday, July 16, 2019 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Sean Till called the meeting to order at 2:00 p.m. A quorum was present: Vice-Chairman Doyle Wells and Committee Members Lisa Graves, Cody Pace, Tomas Seanz and Sean Slovisky.

Staff: City Manager Randy Smith, CVB Director Ed Caum, Executive Services Specialist Rosa Zapata, Events & Package Manager Marisa Amaya, Director of Marketing Research & Analytics Michael Flores, 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:

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. Committee Member Seanz and Slovisky abstain from voting on agenda item 4b. Motion carried unanimously.

- 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.

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

- a. Ride for Rotary

Vice-Chairman Wells made the motion, seconded by Committee Member Saenz to approve \$1,500 in funding. Motion carried unanimously.

- b. Valley Haven Fishing Tournament

Vice-Chairman Wells made the motion, seconded by Chairman Till to approve \$5,000 for marketing buy. Motion carried unanimously.

c. Honor Challenge Obstacle Course Race

Vice-Chairman Wells made the motion to approve \$5,000 in marketing sponsorship. Motion failed due to lack of second.

Committee Member Saenz made the motion, seconded by Vice-Chairman Wells to approve \$8,050 in funding. After a brief discussion, Vice-Chairman Wells withdrew his motion. Motion failed due to lack of second.

Committee Member Graves made the motion to approve \$18,000 in funding. The motion was seconded by Chairman Till and carried as follows:

Ayes: Members Saenz, Pace, Slovisky, Graves and Chairman Till

Nays: Vice-Chairman Wells

d. American Junior Golf Association

Committee Member Pace made the motion, seconded by Vice-Chairman Wells to approve \$10,000 in funding. Motion carried unanimously.

e. South Padre Island Beach 13.1 and Relay/5k

Vice-Chairman Wells made the motion, seconded by Committee Member Graves to approve \$4,000 for marketing and \$1,000 in-kind services. Motion carried unanimously by those present.

f. SPI Kitefest 2020

Chairman Till made the motion, seconded by Committee Member Pace to approve the funding request in the amount of \$22,150. Motion carried unanimously.

g. Sea Turtle Arts Trail

Vice-Chairman Wells made the motion, seconded by Vice-Chairman Till to approve the funding amount of \$25,000 for the Sea Turtle Trail. Motion carried unanimously.

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

New meeting date was set for August 20th at 2:00 pm.

VII. ADJOURNMENT.

There being no further business, Chairman Till adjourned the meeting at 3:43 p.m.

Approved this 16th day of July, 2019.

Sean Till, Special Events Committee Chairman

Attest:

Rosa Zapata, CVB Executive Services Specialist

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

MEETING DATE: August 20, 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. Sand Castle Days
- b. Holiday Sand Castle Village
- c. Lighted Boat Parade
- d. South Possibility Island Weekend
- e. U.S. Lifeguard Association Nationals 2019
- f. U.S. Lifeguard Association Nationals 2020
- g. Open Water Invitational
- h. Veterans Day
- i. SPI Pride

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: August 20, 2019

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

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and possible action approve the funding request for the 2019 Sand Castle Days event.

ITEM BACKGROUND

Sand Castle Days is a free event open to the general public, which takes place in October and is in-line with our aspirational branding efforts.

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 for this event.

APPLICATION FOR INITIAL FUNDING

Today's Date: 07/25/19

ORGANIZATION INFORMATION

Name of Organization: Clayton Brashear, Clayton's Resort

Address: 6900 Padre Blvd.

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

Contact Name: Clayton Brashear Contact Email: claytonsbeachbar@aol.com

Contact Office Phone Number: 956-761-5900

Contact Cell Phone Number: 956-455-8436

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

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

Entity's Creation Date: _____

Purpose of your organization:

Promote tourism

EVENT INFORMATION

Name of Event: Sandcastle Days 2019

Date(s) of Event: October 3-6, 2019

Primary Location of Event: Clayton's Resort

Amount Requested: \$35,000

Primary Purpose of Funded Activity/Facility:

Promote tourism and preserve a long established event held on South Padre Island for over 30 years.

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

Please see attached proposed budget for Sandcastle Days 2019

Percentage of Hotel Tax Support of Related Costs

48 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

24 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 N/A %

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

No, however, request City provide in-kind service of sand hauling and security as in previous years.

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: \$ 35,000.00
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: \$

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

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

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

See UTRGV Economic Impact Report

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: 7 years

Expected Attendance: 20-30,000

How many people attending the Event will use South Padre Island lodging establishments? 4,100 room nts

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

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

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 |
|-----------------|-------------------|----------------------------|
| October 2018 | \$35,000.00 | N/A |
| October 2017 | \$35,000.00 | N/A |
| October 2016 | \$35,000.00 | 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.)?

Survey of hoteliers, UTRGV Economic Impact Report

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

Will the event charge admission? No

Do you anticipate a net profit from the event? No

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

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: \$ 1,000
- Radio: \$
- TV: \$ 12,500
- Website, Social Media: \$ 1,000
- Other Paid Advertising: \$ 400

Anticipated Number of Press Releases to Media: 10

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

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?

What geographic areas does your event reach?

Texas

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 per occurrence/2,000,000 aggregate/ Carrier - Arch Specialty Insurance Company

[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



South Padre Island Convention & Visitors Bureau Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

Sandcastle Days 2019

07/25/19

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

07/25/19

Date

Clayton Brashear

Print Name





(<http://sandcastledays.com/>)



Sandcastle Days Schedule of Events

[\(HTTP://SANDCASTLEDAYS.COM/\)](http://sandcastledays.com/) >

[SANDCASTLE DAYS SCHEDULE OF EVENTS \(HTTP://SANDCASTLEDAYS.COM/SCHEDULE/\)](http://sandcastledays.com/schedule/)

Sandcastle Days brings you 5 full days of family-friendly activities and art on the beach.

Sandcastle Days Mercado Open
Thursday – Sunday 10:00 am – Close

Wednesday, October 2nd

Doors Open: 9:00 am

- Masters of Sand carve as a group build Sponsors Sculptures. See them work their magic on the group sandcastle.

Thursday, October 3rd

Doors Open: 9:00 am

- Official start Masters of Sand Competition
- Join the Masters, listen to music and watch them create Unforgettable Sand Art

Friday, October 4th

Doors Open: 9:00 am

- Masters of Sand continue sculpting
- Registration Open – Amateur competition includes: Kids, Family, Groups, and Singles 1 pm – 5 pm
- T-Shirt Sales Open
- Sandcastle Days Mercado
- Live Bands on Stage At Clayton's

Saturday, October 5th

Doors Open 9:00 am

- Sandcamp – Free Sandcastle Lessons begging at 8:00 am
- Master Sand Sculpting competition final day!
- Sandcastle Days Mercado Open 10:00 am to Close
- Children Water Slides, Bouncer & Bull Riding Open
- Amateur Registration open 8:00 am
- Amateur competition begins at 9:00 am, ends at 3:00 pm / Kids, Family, Group or Singles Castle welcome
- Unlitter Campaign 10th Annual Trashion Show "Straw Wars Theme" at 4:00 pm
- Judging for Amateur and Masters Divisions
- Awards Ceremony for Amateur and Masters Divisions at 4:30 pm
- Live Bands on Stage at Clayton's

Sunday, October 6th

Doors Open: 9:00 am

- Sandcamp – Free Sandcastle Lessons begin at 10:00 am
- Sandcastle Days Mercado
- Children Water Slides, Bouncer & Bull Riding Open
- Enjoy the Sand Monuments, Listen to music and play the day away
- Spread The Word Family Fun For All Ages
- People's Choice Awards at 3:00 pm

➤ Proudly hosted by:



<http://claytonsbeachbar.com>

➤ Book your trip today!



<http://sopadre.com/>



<https://www.facebook.com/sandcastleday>

POWERED BY THE [X THEME](http://theme.co/x/)

2019 SANDCASTLE DAYS PROPOSED BUDGET

INCOME:

| | | | |
|-------------------------------|----|-----------|------------------|
| CVB Sponsorship | \$ | 35,000.00 | |
| Sponsorships Other | \$ | 7,400.00 | |
| Vendors | \$ | 4,500.00 | |
| Amateur Sand Sculptors | \$ | 50.00 | |
| Total Budgeted Income: | \$ | | 46,950.00 |

EVENT EXPENSES:

| | | | |
|--|----|-----------|------------------|
| Advertising Digital Marketing | \$ | 1,000.00 | |
| Advertising Miscellaneous | \$ | 400.00 | |
| Advertising Print | \$ | 1,000.00 | |
| Advertising TV | \$ | 12,500.00 | |
| Total Budgeted Advertising: | \$ | | 14,900.00 |
| Kiddie Rides and Tents | \$ | | 2,500.00 |
| Materials and Supplies | \$ | | 3,000.00 |
| Miscellaneous | \$ | | 1,000.00 |
| Event MC | \$ | | 1,000.00 |
| Security | \$ | | 2,200.00 |
| T-Shirts | \$ | | 250.00 |
| Event Staff Management | \$ | 1,000.00 | |
| Event Staff Sand Sculptors | \$ | 10,000.00 | |
| Sand Sculptors Travel Expense | \$ | 2,500.00 | |
| Sculptors Awards | \$ | 1,800.00 | |
| Sand Slaves | \$ | 2,500.00 | |
| Total Budgeted Event Staff: | \$ | | 17,800.00 |
| In-Kind Hotel Rooms | \$ | 15,000.00 | |
| In-Kind Venue Cost | \$ | 12,000.00 | |
| In-Kind Outside Food | \$ | 3,000.00 | |
| Total Budgeted In-Kind Expense: | \$ | | 30,000.00 |
| Total Budgeted Event Expense: | \$ | | 72,650.00 |

Net Profit/Loss \$ (25,700.00)

2018 SPI Sandcastle Days



Event Attendance

17,400 attendees
5,000 households
4,041 room nights
0.3% change in event day
YoY occupancy



DEMOGRAPHICS

Average age 47
Average Income:
65.7%
\$50,000 or more

\$35,000

CVB Investment

\$2,250,868

Total Spending

\$450

Weighted spending
per household



City tax share

10.5% Lodging = \$70,038
2% F&B sales tax = \$11,030
2% Other sales tax = \$ 16,138
Total = \$97,205

3.48 visitors per
household

2.2 nights spent
on SPI

Total tax ROI = 177.7%
Lodging only ROI = 100.1%



SPI Experience

NET PROMOTER SCORE

91.4

likely to recommend
South Padre Island

97.2%

Likely to
return

98.6%

Satisfied
with SPI

95.9%

Satisfied
with event

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

MEETING DATE: August 20, 2019

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

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and possible action approve the funding request for the 2019 Holiday Sand Castle Village.

ITEM BACKGROUND

The Holiday Sand Castle Village is a free event open to the general public which takes place over several months and is in-line with our aspirational branding efforts.

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 for this event.

APPLICATION FOR INITIAL FUNDING

Today's Date: 07/29/19

ORGANIZATON INFORMATION

Name of Organization: Sandy Feet Sandcastle Services

Address: 117 E. Saturn, P.O. Box 2694

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

Contact Name: Lucinda Wierenga Contact Email: spiandy@gmail.com

Contact Office Phone Number: 956-459-2928

Contact Cell Phone Number: 956-459-2928

Website Address for Event or Sponsoring Entity: sandyfeetsandcastleservices.com and sandfeet.com

Non-Profit or For-Profit status: For-profit Tax ID #: 385-68-6953

Entity's Creation Date: 1990

Purpose of your organization:

Help people have more fun on the beach forever.

EVENT INFORMATION

Name of Event: Holiday Sand Castle Village

Date(s) of Event: After Thanksgiving through early January 2020

Primary Location of Event: TBD by the SEC & CVAB

Amount Requested: \$32,000

Primary Purpose of Funded Activity/Facility:

Support the holiday by providing a 4-8 week long family-friendly event

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

This request will focus on the sand castle village, building expo and materials

Percentage of Hotel Tax Support of Related Costs

100 Percentage of Total Event Costs Covered by Hotel Occupancy Tax

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

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

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

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

We are hoping for support on cost for permitting fees.

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: \$ 32,000
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: \$

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

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

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

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

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

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

What percentage of the ridership will be local citizens? _____

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

What tourist attractions will be the subject of the signs?

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event? 1 _____

Expected Attendance: 10,000+ _____

How many people attending the Event will use South Padre Island lodging establishments? 100+ _____

How many nights do you anticipate the majority of the tourists will stay? 1 over multiple weekend _____

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

Where and how many rooms will be blocked?

Will work with the SPI CVB to package the event with local hotels and VRMs.

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 |
|-----------------|-------------------|----------------------------|
| December 2018 | \$20,000 | |
| | | |
| | | |

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

The holiday sandcastle village will be open for at least a month long. We can count how many visitors with a turnstile or go pro video

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

Will the event charge admission? No If so, what is the cost per person? _____

Do you anticipate a net profit from the event? No

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

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

Anticipated Number of Press Releases to Media: 5-10

Anticipated Number Direct Emails to out-of-town recipients: 1,000+

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?
Will work with the SPI CVB to package this event with local hotels and VRMs.

[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?

Last year, we received publicity from the Rio Grande Valley and central Texas.

SoPadre website, other social media

Who is your target audience? Families

What geographic region(s) are you marketing to?

Rio Grande Valley and central texas

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:

Will be determined at a later date

[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.

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

South Padre Island Convention & Visitors Bureau
Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

Holiday Sandcastle Village
Name of Event

8/12/19
Date Submitted

- ☒ Received and understood the separate **Special Events Policy**
- ☒ Received and understood the separate **HOT Funding Guidelines**
- ☒ Completed the **South Padre Island Hotel Tax Funding Application** form
- ☒ **Enclosed a description of all planned activities or schedule of events (REQUIRED)**
- ☐ Enclosed a sponsor list (categorized by "confirmed" and "pending")
- ☐ Enclosed a vendor/exhibitor list (categorized by "confirmed" and "pending")
- ☐ Enclosed an event map
- ☐ Enclosed security/safety plans
- ☒ **Enclosed a complete detailed budget (REQUIRED)**
- ☒ **Enclosed an advertising/marketing and promotion plan (REQUIRED)**
- ☐ 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
- ☒ **In Room night projections, with back-up, for the Funded Event (REQUIRED)**
- ☒ Indicated the amount of financial support (if requested)

Lucinda Wierenga
Authorized Signature

8/12/19
Date

Lucinda Wierenga
Print Name

Holiday Sand Castle Village

Dec. 2019 | 6 WEEK EVENT

| Vendor/ Other Expenses | Description | Budget: |
|------------------------------|--|-------------|
| OPERATIONS | | |
| Sculptors | Sand Sculptors | \$13,500.00 |
| Holiday SC Village | Decorations and lights | \$1,000.00 |
| Coastal Security Services | Security | \$4,200.00 |
| City of SPI Shoreline - Sand | 8-10 Truck loads - \$200 Per TL | \$1,600.00 |
| Art Services | Signs for Sand Castles | \$285.00 |
| Coastal Event Rentals | 40x40 tent for sand castles | \$5,710.00 |
| Front Loader | Two Days | \$1,000.00 |
| Pounder | | \$500.00 |
| Marketing and Advertising | | \$3,000.00 |
| Misc. Expenses | minor expenses for glue, doubleheaded nails, straps, etc. plus ice and cold drinks for the workers | \$250.00 |
| DONATED EXPENSES | | |
| Hotel Stays | | |
| Meals | | |
| Golf Carts | | |
| Forms, hoses and hose parts | Donation from Clayton's | |

Total: \$31,045.00

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

MEETING DATE: August 20, 2019

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

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and possible action approve the funding request for the 2019 Lighted Boat Parade.

ITEM BACKGROUND

The Holiday Boat Parade is a free event open to the general public which takes place in December and is in-line with our aspirational branding efforts.

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 for this event.

APPLICATION FOR INITIAL FUNDING

Today's Date: 08/02/2019

ORGANIZATION INFORMATION

Name of Organization: South Padre Island CVB

Address: 7355 Padre Blvd.

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

Contact Name: Marisa Amaya Contact Email: marisa@sopadre.com

Contact Office Phone Number: 956-761-3000

Contact Cell Phone Number: _____

Website Address for Event or Sponsoring Entity: sopadre.com

Non-Profit or For-Profit status: Non-profit Tax ID #: _____

Entity's Creation Date: 2017

Purpose of your organization:

EVENT INFORMATION

Name of Event: Lighted Boat Parade 2019

Date(s) of Event: 12/07/2019

Primary Location of Event: Entertainment District/Laguna Madre Bay

Amount Requested: \$3,000

Primary Purpose of Funded Activity/Facility:

Provide family-friendly entertainment in support of the City's Holiday program,
and to continue 30+ year long-standing tradition of the Lighted Boat Parade.

To support the operations of the lighted boat parade

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

- 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: \$ 3,000
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ _____
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: \$ _____

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

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

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

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

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

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

What percentage of the ridership will be local citizens? _____

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

What tourist attractions will be the subject of the signs?

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event? 2 by CVB (over 30 total)

Expected Attendance: 1,000+

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

How many nights do you anticipate the majority of the tourists will stay? 1-2

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

Where and how many rooms will be blocked?

The South Padre Island CVB will package this event with local hotels and VRMs.

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 |
|-----------------|-------------------|----------------------------|
| December 2018 | \$3,000 | 81 |
| | | |
| | | |

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

Surveys and room block information

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

Will the event charge admission? No If so, what is the cost per person? _____

Do you anticipate a net profit from the event? No

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

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: \$ 200.00
- Other Paid Advertising: \$ _____

Anticipated Number of Press Releases to Media: 10

Anticipated Number Direct Emails to out-of-town recipients: 1,000

Other Promotions: LBP flyers in all CVB sponsored fishing tournaments from August to November

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?

SoPadre website, Facebook, Instagram, Twitter and TAG

Who is your target audience? Families

What geographic region(s) are you marketing to?

Rio Grande Valley

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

[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.

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

Annual Christmas Lighted Boat Parade

Saturday, December 7, 2019

Schedule of Events:

- **A MUST ATTEND MEETING** prior to the event of **ALL BOAT CAPTAINS** or their designated representatives will be held at **Will and Jack's Burger Shack at 2:00 p.m.**
- Boat Numbers and instructions will be given out.
- Boats will rendezvous at **Southpoint Marina on Saturday at 5:30 p.m.**
- Parade begins at **Southpoint Marina in Port Isabel at 6:00 p.m.**
 - Designated viewing locations throughout the route will offer public viewing.
 - See map for visual route.
- Boats will loop/make a turn near Pirate's Landing.
- Boats will continue across the Laguna Madre Bay.
- Parade continues through the channel by the "Entertainment District".
- Judging will take place near The Greens/Jim's Pier/Painted Marlin (TBD).
- Captains will dock their boats.
- Captain's dinner and awards will take place at Louie's Backyard.

Schedule is tentative.

*In the event of inclement weather, the parade will be postponed to Saturday,
December 14, 2019.*



Lighted Boat Parade-2019

2019 | 7 December

| Food and Drinks | Quantity | Details | Budget |
|---|--|---------------------------------------|------------|
| Awards Dinner (usually at Louie's Backyard) | 200 | Buffet dinner for captains and awards | \$1,000.00 |
| | | | \$1,000.00 |
| Other | Details | Budget | |
| Boat Numbers | 2 reflective banners for numbers 1-30 | \$800.00 | |
| Social Media Marketing | Other marketing is already budgeted in | \$200.00 | |
| Commerative Token | | \$500.00 | |
| Operations expenses | | \$500.00 | |
| | | | \$2,000.00 |
| TOTAL | | | \$3,000.00 |

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

MEETING DATE: August 20, 2019

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

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and possible action approve the funding request for the 2019 South Possibility Island Weekend.

ITEM BACKGROUND

The 2019 South Possibility Island Weekend is a new event for the upcoming fiscal year.

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 for this event.

APPLICATION FOR INITIAL FUNDING

Today's Date: 08/14/19

ORGANIZATION INFORMATION

Name of Organization: Fishing's Future

Address: 2216 Padre Blvd Suite B #26

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

Contact Name: Shane Wilson Contact Email: shane@fishingsfuture.org

Contact Office Phone Number: 956-238-9476

Contact Cell Phone Number: 956-238-9476

Website Address for Event or Sponsoring Entity: fishingsfuture.org

Non-Profit or For-Profit status: Non-profit Tax ID #: 20-8782271

Entity's Creation Date: 2007

Purpose of your organization:

Reconnect kids to nature, reconnect kids to family and strengthen family relationships.

Teach Environmental Stewardship and Increase awareness for the protection, conservation
and restoration of our Nation's aquatic natural resources.

EVENT INFORMATION

Name of Event: South Possibility Island Weekend

Date(s) of Event: November 1-3, 2019

Primary Location of Event: _____

Amount Requested: \$5,000

Primary Purpose of Funded Activity/Facility:

Fishing's Future will work to open up the possibilities for families living with disabilities.

With the Capable Kids Foundation, we will provide a weekend of family-friendly fun and activities across the island.

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

They will be used for marketing of the event, and operational costs that may arise.

Percentage of Hotel Tax Support of Related Costs

15% 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:

Yes, we will be asking the SPI Fire Department for usage of their mobi-chair floating beach wheel-chairs.

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: \$ \$5,000
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guest at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ _____
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ _____
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: \$ _____

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

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

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

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

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

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

What percentage of the ridership will be local citizens? _____

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

What tourist attractions will be the subject of the signs?

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event? 0

Expected Attendance: 1,000

How many people attending the Event will use South Padre Island lodging establishments? 25%

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

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

Where and how many rooms will be blocked?

We are working with the SPI CVB to partner with local hotels and VRMs.

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 |
|-----------------|-------------------|----------------------------|
| <hr/> | <hr/> | <hr/> |
| <hr/> | <hr/> | <hr/> |
| <hr/> | <hr/> | <hr/> |

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 and surveys during registration.

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

Will the event charge admission? No If so, what is the cost per person?

Do you anticipate a net profit from the event? No

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

N/A

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: \$ 1,000.00
- Other Paid Advertising: \$ 1,000.00

Anticipated Number of Press Releases to Media: 5-10

Anticipated Number Direct Emails to out-of-town recipients: 1,000+

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?

Ronnie Greene, who is the host of "A Fishing Story" will be interviewing Fishing's Future in October 2019. He is broadcast on ESPN, Cabela's and World Fishing Network.

Who is your target audience? Families with disabilities

What geographic region(s) are you marketing to?

Upper Rio Grande Valley, and across the U.S. - as we have Fishing's Future Chapters located throughout the nation

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:

TBD

[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.

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



South Possibility Island Weekend

Friday, November 1st – Sunday, November 3rd

Friday, November 1st

- Check in to hotels/VRMs
- Welcome Event & Registration at Sea Turtle, Inc.

Saturday, November 2nd

9 a.m. to 12 p.m.

Family Fish Camp at The Greens
Surfing Lessons by Surfrider Foundation

Noon

Lunch at different restaurants across the island

1 p.m. to 3 p.m.

Head boats for fishing & eco tours
Sand castle lessons
SPI Birding, Nature and Alligator Sanctuary

4 p.m.

SPI Mariachi Run (*already spoke with promoter for a discount code*)

Sunday, November 3rd

- Options of Breakfast with the Turtles or Breakfast with the Pirates
- Closing Ceremony & “Thank You’s”

Schedule is tentative.

South Possibility Island Weekend

November 1, 2, and 3, 2019

| Budget Item | Details | Cost |
|---|---------|------------|
| Marketing | | \$2,000.00 |
| Breakfast with Pirates - Sunday Morning | | \$500.00 |
| Sand Castle Lessons | | \$600.00 |
| Rental fees | | \$1,000.00 |
| Other operational costs | | \$900.00 |
| | | |
| | | |
| | | |
| | | |
| | TOTAL | \$5,000.00 |

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

MEETING DATE: August 20, 2019

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

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and possible action approve the funding request for the 2019 U.S. Lifeguard Association National event.

ITEM BACKGROUND

The 2019 U.S. Lifeguard Association (USLA) request consists of the \$25,000 licensing fee required to bid and host the actual event in 2020.

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 for this event.

APPLICATION FOR INITIAL FUNDING

Today's Date: 08/02/2019

ORGANIZATION INFORMATION

Name of Organization: South Padre Island CVB

Address: 7355 Padre Blvd.

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

Contact Name: Marisa Amaya Contact Email: marisa@sopadre.com

Contact Office Phone Number: 956-761-3000

Contact Cell Phone Number: _____

Website Address for Event or Sponsoring Entity: sopadre.com

Non-Profit or For-Profit status: Non-profit Tax ID #: _____

Entity's Creation Date: _____

Purpose of your organization:

EVENT INFORMATION

Name of Event: 2019 Licensing Fee (U.S. Lifeguard Association Nationals 2020)

Date(s) of Event: August 4, 2020 - August 8, 2020

Primary Location of Event: Isla Grand Beach Resort

Amount Requested: \$25,000

Primary Purpose of Funded Activity/Facility:

Generate overnight stays, mid-week

\$25,000 will be for the licensing fee for USLA

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

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

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

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

Yes - with permitting

- 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: \$ 25,000.00

How many attendees are expected to come to the sporting related event? 1,400

How many of the attendees are expected to be from more than 75 miles away? 95%

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

The multi-day event is typically held on the east coast or west coast. This year the event is held in central US, prompting for more attendance. Nearly all attendees must travel to compete, prompting over night stays.

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

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

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

What percentage of the ridership will be local citizens? _____

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

What tourist attractions will be the subject of the signs?

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event? 0

Expected Attendance: 1,400

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? 2-3

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

Where and how many rooms will be blocked?

The SPI CVB has created room blocks at 3 hotels.

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

| Month/Year Held | Assistance Amount | Number of Hotel Rooms Used |
|-----------------|-------------------|----------------------------|
| 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.)?

Survey and room block information

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

Will the event charge admission? No If so, what is the cost per person? _____

Do you anticipate a net profit from the event? No

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

N/A

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

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

Anticipated Number of Press Releases to Media: 2

Anticipated Number Direct Emails to out-of-town recipients: 2 - through the nonprofit

Other Promotions: Attended the 2019 USLA nationals in Virginia Beach, VA

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?

SoPadre website, Facebook, Instagram, Twitter and TAG

Who is your target audience? Lifeguard associations and families

What geographic region(s) are you marketing to?

All lifeguard associations across the nation

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

[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.

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

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

MEETING DATE: August 20, 2019

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

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and possible action approve the funding request for the 2020 U.S. Lifeguard Association National event.

ITEM BACKGROUND

The 2020 U.S. Lifeguard Association (USLA) request consists of the operational, marketing and logistical requirements to host the actual event in 2020.

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 for this event.

APPLICATION FOR INITIAL FUNDING

Today's Date: 08/02/2019

ORGANIZATION INFORMATION

Name of Organization: South Padre Island CVB

Address: 7355 Padre Blvd.

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

Contact Name: Marisa Amaya Contact Email: marisa@sopadre.com

Contact Office Phone Number: 956-761-3000

Contact Cell Phone Number: _____

Website Address for Event or Sponsoring Entity: sopadre.com

Non-Profit or For-Profit status: Non-profit Tax ID #: _____

Entity's Creation Date: _____

Purpose of your organization:

EVENT INFORMATION

Name of Event: U.S. Lifeguard Association Nationals 2020

Date(s) of Event: August 4, 2020 - August 8, 2020

Primary Location of Event: Isla Grand Beach Resort

Amount Requested: \$65,000

Primary Purpose of Funded Activity/Facility:

Generate overnight stays, mid-week

This will be used for operation costs. See attached budget

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

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

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

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

Yes - with permitting

- 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: \$ 65,000.00

How many attendees are expected to come to the sporting related event? 1,400

How many of the attendees are expected to be from more than 75 miles away? 95%

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

The multi-day event is typically held on the east coast or west coast. This year the event is held in central US, prompting for more attendance. Nearly all attendees must travel to compete, prompting over night stays.

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

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

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

What percentage of the ridership will be local citizens? _____

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

What tourist attractions will be the subject of the signs?

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event? 0

Expected Attendance: 1,400

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? 2-3

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

Where and how many rooms will be blocked?

The SPI CVB has created room blocks at 3 hotels.

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

| Month/Year Held | Assistance Amount | Number of Hotel Rooms Used |
|-----------------|-------------------|----------------------------|
| 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.)?

Survey and room block information

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

Will the event charge admission? No If so, what is the cost per person? _____

Do you anticipate a net profit from the event? No

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

No

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

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

Anticipated Number of Press Releases to Media: 2

Anticipated Number Direct Emails to out-of-town recipients: 2 - through the nonprofit

Other Promotions: Attended the 2019 USLA nationals in Virginia Beach, VA

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?

SoPadre website, Facebook, Instagram, Twitter and TAG

Who is your target audience? Lifeguard associations and families

What geographic region(s) are you marketing to?

All lifeguard associations across the nation

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

[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.

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

USLA

| Locations | Contact Person/ Phone # | Contact Email |
|--------------------------------|------------------------------|--|
| Isla Grand Beach Resort - Host | Sylvia Soliz | |
| Pearl - Overflow | | |
| Schlitterbahn Beach Resort | Mike Bigelow | mbigelow@schlitterbahn.com |
| Vendor | Main Contact Person/ Phone # | Vendor Email |
| Coastal Event Rentals | Jaime Barbosa - 956.343.7884 | jaime@coastaleventrentalsrgv.com |
| Rental World | Angie Wolfe - 956.501.6278 | awolfe@rentalworld.com |

| In-Kind | Notes/Descriptions | In-Kind Costs | Expenditures |
|------------------------------|--------------------|---------------|--------------|
| Stickers, Coupon, Bags | | In-Kind | \$0.00 |
| Towels | | In-Kind | \$0.00 |
| Promotional items | | In-Kind | \$0.00 |
| Coupons and Officials dinner | | In-Kind | \$0.00 |
| Sunscreen Samples | | In-Kind | \$0.00 |
| Officials Lunch | | In-Kind | \$0.00 |
| Permitting | | In-Kind | \$0.00 |
| Banners | | In-Kind | \$0.00 |
| Signage | | In-Kind | \$0.00 |
| Registration Rooms | | In-Kind | \$0.00 |

| Vendor/ Other Expenses | Description | Budget: | \$65,000.00 |
|------------------------|-------------------------------------|---------------------|-------------|
| Company Name | Awards | \$ 375.00 | |
| | TV's | \$ 1,500.00 | |
| | Competitor Writbands | \$ 675.00 | |
| | Course Flags | \$ 1,100.00 | |
| | Port-a-potties | \$ 600.00 | |
| | Stopwatches for officials | \$ 60.00 | |
| | 3000 Lanyards for Badges | \$ 475.00 | |
| | Whistles for Officials | \$ 160.00 | |
| | 1,500 Event Programs | \$ 3,600.00 | |
| | Course Set Up | \$ 1,000.00 | |
| | Tent Rental | \$ 20,000.00 | |
| | Bleachers | \$ 6,000.00 | |
| | Miscellaneous Tools for equipment | \$ 450.00 | |
| | Staff Shirts | \$ 750.00 | |
| | Scoring Forms | \$ 150.00 | |
| | Inflatable Buoys | \$ 400.00 | |
| | Cable/Wifi | \$ 500.00 | |
| | Podium for awards | \$ 100.00 | |
| | Videography and generator | \$ 1,600.00 | |
| | Overnight Security | \$ 1,300.00 | |
| | Photography | \$ 1,000.00 | |
| | Various Sponsor Shipments | \$ 100.00 | |
| | Gatorade, Plastic Bins | \$ 120.00 | |
| | Miscellaneous - 1 TV, snacks | \$ 1,000.00 | |
| | Produce - Lifeguards | \$ 400.00 | |
| | Junior Day Lunch | \$ 1,100.00 | |
| | Hotel room nights for officials | \$ 15,000.00 | |
| | Officials Lunch | \$ 1,100.00 | |
| | Committee and Officials Break Rooms | \$ 4,800.00 | |
| | Estimated Budget | \$ 65,415.00 | |
| | | | |
| | | Remaining | \$65,000.00 |

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

MEETING DATE: August 20, 2019

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

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and possible action approve the funding request for the 2020 Open Water Invitational event.

ITEM BACKGROUND

The 2020 Open Water Invitational event will be a new event coming to South Padre Island next fiscal year.

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 for this event.

APPLICATION FOR INITIAL FUNDING

Today's Date: July 9, 2019

ORGANIZATION INFORMATION

Name of Organization: McAllen Swim Club

Address: 5111 N. 10th Street, Suite # 131

City, State, Zip: McAllen, TX 78504

Contact Name: Hector Becerra Contact Office Phone Number: 956-529-5523

Contact Cell Phone Number: (310) 985-1125

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

Non-Profit or For-Profit status: Non Profit Tax ID #: 17419565381

Entity's Creation Date: 1963

Purpose of your organization:

MSC is a non-profit organization & swim club based out of McAllen TX that is
dedicated to the continued development of the sport in our area. Established in 1963, MSC has been
home to more than 6,000 participants and continues to produce many of the area's top swimming performers,
many of which compete at multiple levels each year including local district, regional, state, national & collegiate levels.

EVENT INFORMATION

Name of Events or Project: MSC Open Water Invitational

Date of Event or Project: _____

*****Proposed Dates #1: August 7-9, 2020*****

August 7, 2020 - (Athlete Check-in, Vendor/booth fair, Swim Clinic, Safety & Official's meetings)

August 8, 2020 - (Race Day, Awards Ceremony & Event Social)

August 9, 2020 - (weather delay makeup day)

*****Proposed Dates #2 August 14-16*****

****Actual event dates to be determined during CVB board review****



Primary Location of Event or Project: Pier 19, 1 Padre Blvd, SPI, TX 78597

Amount Requested: \$ 20,000

Primary Purpose of Funded Activity/Facility:

To bring to SPI the first open water competition sanctioned by USA Swimming and/or US Masters swimming.

This event will help promote open water swimming to both adults and kids of beginner to advanced competitors.

Our goal is to make this an annual event that will draw people from across Texas, neighboring USA Swimming
& US Masters LSC's (Local Swim Committees) as well as participants from parts of northern Mexico.

How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures)
See attached PDF for information

Percentage of Hotel Tax Support of Related Costs

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

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

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

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

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

Yes,

1) we are requesting cost reduction / financial assistance for the use of rooms at the
convention center for athlete check-in, late registration, Vendor/booth fair,
Pre-Swim Clinic meeting, Safety team & Official's meetings

2) Amount requested TBD



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: \$ 20,000

How many attendees are expected to come to the sporting related event? Est. 60-100 (yr 1) - 250-300 (yr 5)

How many of the attendees at the sporting related event are expected to be from another city or county? Est. 70% - 80%

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

We plan to work with the following hotels to secure special event rates: Schlitterbahn, KOA, Holiday Inn Express, Ramada,

Hilton Garden Inn & La Quinta to accommodate our out of town competitors. By having check-in on a Friday, race day on Saturday & weather

delay makeup day, we are looking to have people book 1-2 night stays in preparation for the swim.



- 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: \$ \$500-\$750

What tourist attractions will be the subject of the signs?

Attractions will be dependent on who the CVB board wishes for us to highlight
as well as any local business partners who wish to sponsor our event

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project:

This would be the first MSC hosted open water swim. As an organization, we have two years of event experience.

In 2016 & 2017 we worked along with Open Water Planet by providing volunteers, participants, promoting event through local & regional media, & donating awards for top finishers. Our goal is to host the first & only USAS and USMS sanctioned open water event in the RGV.

Expected Attendance: Est: 60-100 (yr 1), 100-150 (yr 2), 150-200 (yr 3), 200-250 (yr. 4), & 250-300 (yr 5)

How many people attending the Event or Project will use South Padre Island lodging establishments? 70%-80%

How many nights do you anticipate the majority of the tourists will stay: 1-3 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:

Please see attached file

HOTEL / LODGING OPTIONS

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.)?

As advised and directed by the CVB board

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

US Masters - \$500 - \$1000 in support of US Masters for sanctioned event

TYR - \$800 in credit to purchase TYR branded prizes for top winners

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?

****Please see attached file****

PROJECTED GROWTH & REVENUE

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: \$ 250 (est) - To promote the event & showcase results
- Radio: \$ 250 (est) - TBD
- TV: \$ 500 (est) - TBD
- Website, Social Media: \$ 1500 (est) - Facebook, Geo-tagging (Spectrum), Online registrations
- Other Paid Advertising: \$ 500 (est) - Direct marketing to USAS & USMS members

Anticipated Number of Press Releases to Media: 2 (1 in English & 1 in Spanish)

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

Other Promotions:

Our main target audience will be USA Swimming & US Masters teams across the state. We'll promote at major meets, on LSC (Local Swim Committee) event calendars, Geo-tagging (Facebook & Spectrum), & local paid advertising spaces. We will also be setting up an event website to highlight sponsors & event info



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?

Direct links to hotel partners through our team site, event registration page & meet information packet

What geographic areas does your event reach?

USAS LSCS - West Texas, South Texas, North Texas & Gulf

USMC LSCS - West Texas, South Texas, North Texas, & Gulf

Direct team invitations to teams in Louisiana & Florida

Federacion Mexicana de Natacion - Northern Regions of Mexico (in 2021)

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:

Our event is covered under USA Swimming as well as US Masters Swimming. All of our participants are required to be active organization members in order to participate. One Time Event forms will be available for anyone not currently registered under USMS or USAS for liability & insurance coverage. All sanctioned USAS & USMS events are covered under their respective affiliation insurance policies.

[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





2020 Open Water Invitational PROJECTED GROWTH & REVENUE CHART

**Subject to change*

| ANTICIPATED PARTICIPANT GROWTH | | | | | | |
|--|------------------------|-----------------------|-----------|------------------|------------------|------------------|
| Year | Min. # of Participants | Max # of Participants | Entry Fee | Est. Min Revenue | Est. Max Revenue | AMOUNT REQUESTED |
| 2020 | 60 | 100 | \$65.00 | \$3,900.00 | \$6,500.00 | 20000 |
| 2021 | 100 | 150 | \$65.00 | \$6,500.00 | \$9,750.00 | 15000 |
| 2022 | 150 | 200 | \$65.00 | \$9,750.00 | \$13,000.00 | 10000 |
| 2023 | 200 | 250 | \$65.00 | \$13,000.00 | \$16,250.00 | 7500 |
| 2024 | 250 | 300 | \$65.00 | \$16,250.00 | \$19,500.00 | 5,000 |
| ANTICIPATED BOOTH / VENDOR PARTICIPATION & REVENUE | | | | | | |
| Year | Min. # of Vendors | Max # of Vendors | Booth Fee | Est. Min Revenue | Est. Max Revenue | |
| 2020 | 10 | 20 | \$150.00 | \$1,500.00 | \$3,000.00 | |
| 2021 | 20 | 30 | \$150.00 | \$3,000.00 | \$4,500.00 | |
| 2022 | 30 | 40 | \$150.00 | \$4,500.00 | \$6,000.00 | |
| 2023 | 40 | 50 | \$150.00 | \$6,000.00 | \$7,500.00 | |
| 2024 | 50 | 60 | \$150.00 | \$7,500.00 | \$9,000.00 | |



2020 MSC OPEN WATER INVITATIONAL

Youth and Adult, 800m, 1-mile & 2-mile open water races

August 7-8, 2020 : South Padre Island, TX

Weather Makeup Date: Sunday August 9, 2020

SANCTION

USAS: Sanction # *(pending)* **US Masters Swimming: Sanction #** *(pending)*

Held under sanction of USAS and USMS: USA Swimming, USMS, South Texas LSC, South Texas LMSC, McAllen Swim Club (MSC), Meet Director, Officials, Race organizers, Committee members, Volunteers, Pier 19, & Schlitterbahn Water Park & Resorts shall be held free and harmless from all liabilities or claims for damages arising because of injuries or death to anyone during the conduct of this event.

HOST TEAM

McAllen Swim Club: 5111 N. 10th Street Suite #131, McAllen TX 78504

P: (956) 529-5523

W: www.swimmsc.org

E: contactmsc@yahoo.com

VENDOR FAIR/ ATHLETE CHECK-IN

South Padre Island Convention Center: 7355 Padre Blvd, South Padre Island, TX 78597

P: (956) 761-3000

W: www.sopadre.com

HOST HOTEL & OVERFLOW PARKING

Schlitterbahn Waterpark & Resort: 100 Padre Blvd. South Padre Island, TX 78597

P: (855) 923-7543

W: www.schlitterbahn.com

RACE SITE

Pier 19: 1 Padre Blvd, South Padre Island, TX 78597

P: (956) 761-7437

W: www.pier19.us

WEBSITE

www.swimmsc.org/mscowi *(pending)*

MEET INFORMATION

Event Director Hector Becerra

contactmsc@yahoo.com

(956) 529-5523

Meet Director: *TBD*

Safety Director: Melissa Lara / *(1 Other - TBD)*

Meet Officials: Paulina Pena / Victor Garza

Admin Officials Lorena Singh / Alicia Lopez

COURSE DESCRIPTION

- This is an open water, saltwater bayside swim. The weather and water conditions are unpredictable; please use good judgement if you are uncertain about swimming in open water.
- The course is set; however, the race committee reserves the right to change the configuration and/or direction of each event due to race day conditions. The details of race with landmarks are attached. Any questions about the course will be addressed at the Technical & Safety meetings.
- **Wetsuit rules: Wetsuits will NOT be allowed**

**RACE DAY
CONDITIONS**

- Average water temperature is expected to be in the range of 82-85 F
- Average surf is expected to be between 1-2ft seas
- Air temperature is expected to be in the range of 80-90 F
- Wind conditions average 10-15mph with South East winds

SAFETY

Course is patrolled by lifeguards & safety craft. Individual escorts are not allowed. All swimmers must wear the provided swim cap and follow all USAS & USMS rules. Mandatory safety meetings will be held on **Friday August 7 @ 4pm at the SPI Convention Center. See attached itinirary for complete info.** The Event Safety Plan will be available on race day as well as online at: www.swimmsc.org/mscowi

ELIGIBILITY

****ACTIVE USAS or USMS MEMBERSHIP REQUIRED****

- Open to all USAS & USMS member athletes registered prior to first day of the meet. Must be registered USA Swimming or US Masters athlete to enter.
- Age on June 30, 2019 will determine age for the meet.
- All swimmers who do not complete the course during the allotted time will be escorted off the course by safety personnel to prepare for the next race

Entry Requirements

Should have participated in one or more sanctioned open water swims, duathlons (swim/run), triathlons, lake or pool swims.

- 2 mile** · Swimmers will have 1.5hr to finish the swim
- 1 mile** · Swimmers will have 1 hr to finish the swim
- 800m** · Swimmers will have 40 minutes to finish the swim

**DISABILITY
SWIMMERS**

- Athletes with a disability are welcomed and shall provide advance notice of desired accommodations to the Event Director or Meet Director by no later than **Monday August 3 @ 11:59pm CST**
- The athlete (or the athlete's coach) is also responsible for notifying the Meet Referee of any disability prior to the competition.
- Please submit your accomodation requests along with your registration form.
- Requests can also be submitted via email at: contactmsc@yahoo.com

SUBJECT LINE: Open Water Disability Request

**ATHLETE SAFETY
MEETING**

****ATHLETE MANDATORY MEETING****

Location: SPI Convention Center

Time: 4:00pm

Date: Friday August 7, 2020

***CLINIC**

Clinician: TBD

Time: 6pm

Location: Convention Center - Classroom
Schlitterbahn - Beach Access

Date: Friday August 7, 2020

****CLINIC DETAILS SUBJECT TO CHANGE****

**EVENT
INFORMATION**

2 Mile Swim

- Consists of four (4) laps (see course map)
- Athletes will perform an "in water" start.
- The course is mapped for a clockwise swim on the outside of the turn buoys (buoys to the right of swimmers) .
- The athletes will swim into a a finish lane, cross a finish line, and exit the water through a loading dock.
- Participants not completing the 3.5K within the allotted (1hr 40min) time frame will need to be escorted off the course by safety personnel to allow for start of the next event

**EVENT
INFORMATION**
(cont.)

- Consists of two (2) laps (see course map)
- Athletes will perform an "in water" start.
- The course is mapped for a clockwise swim on the outside of the turn buoys (buoys to the right of swimmers) .
- 1 Mile Swim · The athletes will swim into a a finish lane, cross a finish line, and exit the water through a loading dock.
- Participants not completing the 1M within the allotted (1hr) time frame will need to be escorted off the course by safety personnel to allow for start of the next event
- Consists of one (1) lap (see course map)
- Athletes will perform an "in water" start.
- The course is mapped for a clockwise swim on the outside of the turn buoys (buoys to the right of swimmers) .
- 800m Swim · The athletes will swim into a a finish lane, cross a finish line, and exit the water through a loading dock.
- Participants not completing the 800m within the allotted (40min) time frame will need to be escorted off the course by safety personnel to allow for start of the next event

WARM-UP

- Session #1 · Warmup is from 7:30am-7:45am in the designated warmup area.
- Session #2 · Warmup is from 9:30am-9:45am in the designated warmup area.
- Session #3 · Warmup is from 11:00am-11:15am in the designated warmup area.

ENTRY FEES

| | | |
|------|--|---------|
| USAS | Entry Fee: \$60 + \$1.25 STLSC Splash Fee | \$61.25 |
| | Late Entry Fee: \$70 + \$1.25 STLSC Splash Fee | \$71.25 |
| USMS | Entry Fee: \$60 + \$5.00 STLMSC Participant Fee | \$65.00 |
| | Late Entry Fee: \$70 + \$5.00 STLMSC Participant Fee | \$75.00 |

Entry Fee includes: Event shirt, event cap, swim clinic admission & goodie bag)

**RACE
SCHEDULE**

| | | | | | |
|----------------------|---------------------|------------------------|-------------------------|-------------------------|--------------------------|
| 8:00a | 8:05am | 9:55am | 10:00 AM | 11:20 AM | 11:25AM |
| USAS 2M | USMS 2M | USAS 1M | USMS 1M | USAS 800m | USMS 800m |
| Cap Color: Yellow | Cap Color: White | Cap Color: Neon Red | Cap Color: Neon Blue | Cap Color: Neon Pink | Cap Color: Neon Green |

**ENTRY
PROCEDURE**

- Make entry fee check or money order payable to: **McAllen Swim Club**
- Send payment to: **5111 N. 10th Street Suite #131, McAllen TX 78504**
- Registration forms are available through **www.swimmsc.org**
- You will receive an e-mail reply that your entries have been received.
- Available t-shirt sizes: Youth(Y): S M L Adult(A): M L XL XXL

**SINGLE EVENT
REGISTRATION**

- **NO ON-SITE OR SAME DAY MEMBERSHIP REGISTRATION WILL BE PERMITTED****
- "One Day" USAS/STLSC Open Water Athlete Application and "One Event" STLMSC/USMS Membership registrations are available for this event, but MUST be completed prior to event day.
- See attached "One-Day" & "Single Event" forms for submission information

**ENTRY
DEADLINE**

- Early Bird - entries must be received by **Friday July 10, 2020 @ 11:59pm CST**
- All payments and entries must be received by **Friday July 24 @ 11:59pm CST**
- Late entries will ONLY be accepted **Friday August 7 until 5pm CST** at event check-in table

WEATHER CONDITIONS & CANCELLATION POLICY

- In the event of hazardous weather conditions, every attempt will be made to run the event on **Sunday August 9, 2020**. All scheduled races will remain the same unless necessary changes are required upon evaluation of weather conditions.
- Hazardous conditions such as excessive wind speeds, unexpected cold front, strong currents, unusually high levels of bacteria, or any condition deemed as unsafe by the Event Director, Safety Director, Meet Director and Coast Guard will be cause for cancellation of the event.
- Key event & Safety personnel reserve the right to make the final decisions of canceling the event in light of hazardous weather conditions which could pose a threat to participant safety.
- Weather warnings & notices will be announced 3-5 days prior to race day and will be available on www.swimmsc.org

REFUNDS

- No refunds will be given, under any circumstances, for entries that are accepted.

OFFICIALS

- Volunteer Open Water Officials with certification card are welcome and encouraged to officiate. To sign-up please email Event Director @ contactmsc@yahoo.com

AWARDS

Top Female & Male USAS & USMS finishers will receive a medal & TYR prize package
all 2nd & 3rd place Female & Male USAS & USMS finishers will receive a medal

RULES

- Current USA Swimming rules will govern the Meet. Please see Part Seven of the USA Swimming Rules and Regulations for a complete list of Open Water Rules.
- Any swimmer not turning properly at the buoys will be asked to return to the buoy & perform the turn properly. Failure to do so will result in the swimmer being disqualified
- Any swimmer that is past the out of bounds marker or is in the designated NO SWIM ZONE will be asked to return to the course. Failure to do so will result in the swimmer being disqualified
- Any swimmer that is deemed in distress and must be rescued by safety personnel, will be escorted off the course and as a result will be disqualified from the remainder of the event
- 2M, 1M & 800m – Groups start in the water by USAS then USMS affiliation.
See race day schedule for more information
- All swims will be unescorted. Lifeguards, Personal Water Crafts & Coast Guard Vessel will be onsite to monitor participant safety.

EMERGENCY NUMBERS

| | | |
|-----------------------|----------------|----------------|
| IND. SAFETY DIRECTOR: | Melissa Lara | (956) 730-2737 |
| EVENT DIRECTOR: | Hector Becerra | (310) 985-1125 |
| MEET DIRECTOR: | TBD | |

MEDICAL INFO

- MSC OW headquarters location: *KOA, 1 Padre Blvd, South Padre Island, TX 78597*
- EMS staging point: *Pier 19, 1 Padre Blvd, South Padre Island, TX 78597*
- If transport is deemed necessary by EMS, the athlete will be taken to Harlingen Medical Center 5501 US-77, Harlingen, TX 78550; unless the athlete requests otherwise.

**SAFETY
PROCEDURES**

1. Swimmers MUST wear their race designated cap & athlete number during the race.
2. The course will be patrolled by Coast Guard, Water Rescue Personnel, Event Lifeguards, SPI EMTs & Ambulance will be standing by at Pier 19.
3. Finger and Toe nails should be neatly trimmed and not extend past the finger/toe, in order to prevent injury to others. Race Officials may require nail trimming in order to compete.
4. No shaving is permitted at the competition site.
5. No glass containers are permitted within the facility, course or event area(s).
6. Swimmers (Under 18) must be under the supervision of a parent or coach.
7. Use of audio or visual recording devices, including a cell phone, is not permitted in changing areas, rest rooms or locker rooms.
8. Any unsportsmanlike or physical conduct during the event will be grounds for disqualification

**VIDEO
RECORDING**

PHOTOGRAPHY AND VIDEO RECORDING:

Meet Management has the full authority to restrict any and all photography and visual recording at the event. Photography or video recording (using cameras, video cameras, iPads, cell phones, etc) is prohibited in any "Non-Camera Zones" as designated by Meet Management. Any individual failing to abide by these rules may be ejected from the facility and be subject to a Code of Conduct violation at the discretion of Meet Management.

DRONES: Operation of a drone, or any other flying apparatus, is prohibited over the venue (pools, athlete/coach areas, spectator areas and open ceiling locker rooms) any time athletes, coaches, officials and/or spectators are present.

VOLUNTEERS

- MSC will provide volunteers for event needs
- Additional volunteers are welcome and encouraged to assist.
- Please contact the Event Director or MSC @ contactmsc@yahoo.com for volunteering opportunities

DIRECTIONS

From: Port Isabel

To: Schlitterbahn Waterpark & Resort

- 1) Head East onto TX-100 E/E Queen Isabella Blvd
- 2) Continue to follow TX-100 E
- 3) Turn right onto Padre Blvd/State Park Rd 100
- 4) Turn left onto Padre Blvd
- 5) Turn right onto McCarter Rd
- 6) Turn left
- 7) Destination will be on the right

From: Port Isabel

To: Pier 19

- 1) Head East onto TX-100 E/E Queen Isabella Blvd
- 2) Continue to follow TX-100 E
- 3) Turn right onto Padre Blvd/State Park Rd 100
- 4) Turn right, destination will be on your right

PARKING

Event parking will be held at Schlitterbahn Waterpark. Please follow Schlitterbahn staff instructions when arriving. NO EVENT PARKING will be allowed inside the KOA or Pier 19 parking lot.

*****Group Code: MSC2020*****

HOST HOTEL

Schlitterbahn Waterparks & Resorts

33261 State Park Road 100
South Padre Island, Texas 78597
Phone: (956) 772-7873
<https://www.schlitterbahn.com/south-padre-island>

**Call to reserve
your room
(956) 772-7873**

KOA - South Padre Island

1 Padre Blvd, South Padre Island, TX 78597
Phone: (956) 761-5665
www.koa.com

**Call to reserve
your room
(956) 761-5665**

LODGING

Additional hotel options

La Quinta
7000 Padre Blvd, South Padre Island, TX 78597
Phone: (956) 772-7000
www.lq.com

Ramada Hotel Resort & Suites
6200 Padre Blvd., South Padre Island, TX.78597
Phone: (956) 299-2481
<https://www.ramadaspi.com>

**Call to reserve your
room and receive
discount**

Holiday Inn Express
6502 Padre Blvd, South Padre Island, TX 78597
Phone: (956) 761-8844
www.ihg.com



2020 MSC Open Water Invitational
August 8, 2020

Course Layout



PIER 19



Race Distances

2M = 4 Laps

1M = 2 Laps

800m = 1 Lap

Course Markers

Course

Out of Bounds

No Swim Area

Lane Ropes

Entry / Finish

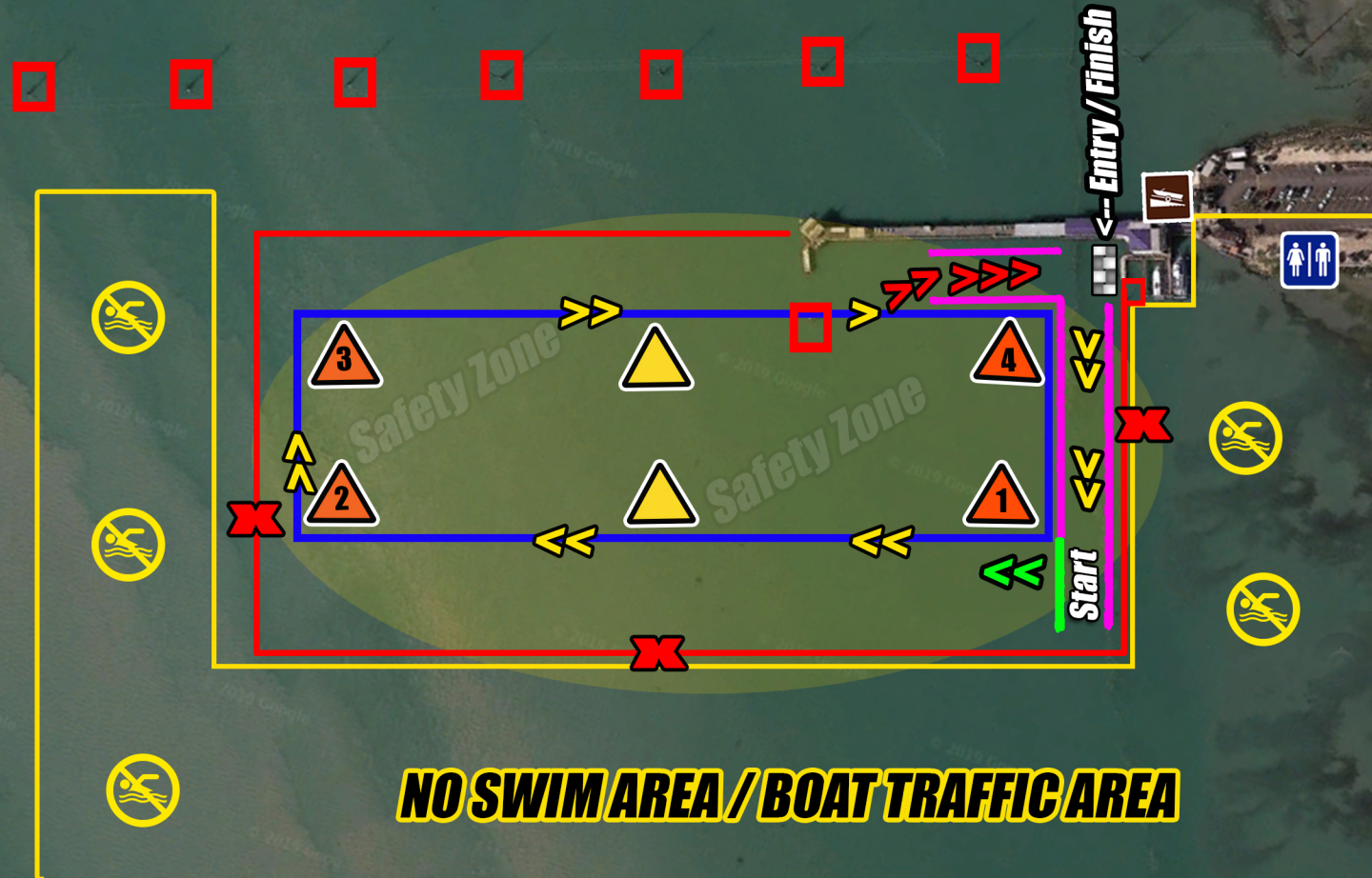
Ocean Pillar

Race Direction

Race Start

Race Finish

General Dir.





2020 Open Water Invitational Emergency Action Plan August 7-9, 2020

MSC Event Director & Independent Safety Director have written an emergency plan that should be followed in the event of a medical emergency. All EMS personnel, lifeguards, law enforcement personnel and volunteers should be familiar with this document and their role and responsibility in an emergency. Any questions should be directed to the Safety Director (or Event Director, in the absence of a certified lifeguard.)

An emergency is the need for Emergency Medical Services (EMS) to give further medical attention and/or transport an athlete to the hospital. It is **IMPERATIVE** in these situations that coordination between lifeguards, law enforcement personnel and safety volunteers be effective. This guide is intended to delineate roles and outline protocol to be followed should an emergency occur. Situations that warrant EMS activation via 911 include but are not limited to the following:

(The situations listed below are the **MOST PROBABLE** emergent scenarios but is not all inclusive)

- An athlete has submerged
- An athlete has aspirated water
- An athlete has lost consciousness
- An athlete has severe bleeding that cannot be stopped
- An athlete is suspected of dehydration
- An athlete is suspected of hypothermia

Chain of Command

Safety Director/Meet Director

Lifeguard

Coast Guard / Law Enforcement personnel

Safety volunteers

The highest person in the chain of command present at the scene will be designated "leader". This person is responsible for deciding whether to activate EMS via 911, instructing others how to assist and will remain WITH the athlete until EMS arrives.

Once it has been decided to activate EMS, the following protocol should be followed:

1. The highest person on the chain of command will be deemed the "leader", and will stay with the athlete to monitor the athlete's condition and render necessary first aid. If possible, a second person within the chain of command should stay and assist. The Safety Director or Event Director should be notified that there is an emergency situation on the course
2. The highest person on the chain of command will make the EMS call or designate a person to call 911. EMS should be notified of the type of emergency, the condition of the athlete and directions to the exact location of the athlete. Also, EMS should be notified that the athlete will be transported via the emergency exit to EMS staging at Pier 19 parking lot
 - a. PWCs with sleds will be designated to retrieve the athlete and transport to designated Zone boat ramp for evaluation by the EMS unit staged at Pier 19
3. Phones and radios are located with the Event Director, land lifeguards, PWC dry boxes and Coast Guard water crafts.
4. Athletes will be retrieved by PWC from water rescue safety personnel and transported directly to shoreline for EMS evaluation.
5. If transport is deemed necessary by EMS, the athlete will be taken to Harlingen Medical Center 5501 US-77, Harlingen, TX 78550; unless the athlete requests otherwise.

OWS Headquarters location:

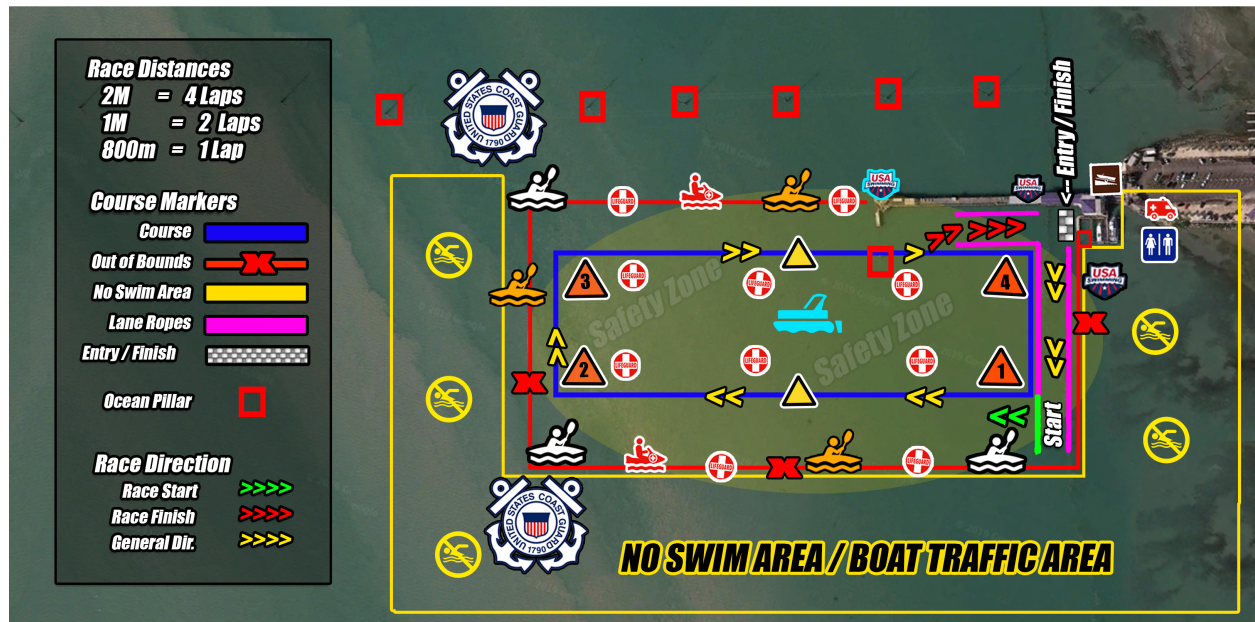
KOA Campgrounds 1 Padre Blvd, South Padre Island, TX 78597

EMS staging point:

Pier 19 parking lot: 1 Padre Blvd, South Padre Island, Texas 78597

Location of AEDs, Oxygen, and thermal blankets:

Zone #1: EMS unit staged at Pier 19



MINIMUM SAFETY REQs - 11 lifeguards; 2 PWCs, 3 kayaks, 2 CG Vessels

Zone #1 – All course waters

Lifeguard rescue to PWC lifeguard sled for transport to boat ramp North of Pier 19 or South of Pier 19 (closest emergency exit available); to EMS staging point at Pier 19 parking lot

Primary AED EMS staged at Pier 19

Secondary AED Coast Guard Safety Vessel

IMPORTANT PHONE NUMBERS:

Safety Director – Melissa Lara: (956) 730-2737

Event Director – Hector D Becerra: (310) 985-1125



2020 Open Water Invitational *Event Agenda

**Subject to change*

Fri. Aug 7: Check-in, Tech/Safety Meeting, Clinic, & Vendor Fair
Location: SPI Convention Center

| All Athlete: | Timeline |
|---------------------|--|
| 10:00am | All Athlete Check-in Opens / Vendor Fair Opens |
| 12:00pm | Event Official's Meeting |
| 1:00pm | Technical Safety Meeting |
| 4:00pm | Athlete Safety Meeting (<i>Mandatory for all participants</i>) |
| 5:00pm | Athlete Check-in Close / Vendor Fair Closes |
| 6:00pm | Swim Clinic - <i>Subject to change</i> |

Sat. Aug 8: Race Day & Awards Ceremony
Race Location: Pier 19
Late Check-in: Schlitterbahn
Awards: Schlitterbahn

| 2 Mile Swim: | Timeline |
|---------------------|--|
| 6:00am | Late Check-in: Opens |
| 7:30am | Late Check-in: Closes |
| 7:30am | Warmup Opens @ Pier 19 Course / KOA |
| 7:45am | Warmup Closes |
| 8:00am | Wave 1: USAS (Yellow Caps) |
| 8:05am | Wave 2: USMS (White Caps) |
| 9:30am | 2 Mile Competition time expires |

| 1M Swim: | Timeline |
|-----------------|--|
| 9:30am | Warmup Opens @ Pier 19 Course / KOA |
| 9:45am | Warmup Closes |
| 9:55am | Wave 1: USAS (Red Caps) |
| 10:00am | Wave 2: USMS (Blue Caps) |
| 11:00am | 1 Mile Competition time expires |

| 800m Swim: | Timeline |
|-------------------|--|
| 11:00am | Warmup Opens @ Pier 19 Course / KOA |
| 11:15am | Warmup Closes |
| 11:20am | Wave 1: USAS (Pink Caps) |
| 11:25pm | Wave 2: USMS (Green Caps) |

12:00pm —All Competition concludes—
1:00pm Award Ceremony – Schlitterbahn

MSC Open Water Invitational

April 7, 2019

South Padre Island, TX

| EQUIPMENT & KEY PERSONNEL | | | | | | | |
|---|---|--|----------------|------------------------|--|-------------|---------|
| Legend: (R) RENTAL (P) PURCHASED (B) BORROWED (D) DONATED | | | | | | | |
| ID | COMPANY/CONTACT | ITEM(S) | \$\$ | QTY | PHONE / EMAIL | DATE OUT | DATE IN |
| KP | Hector Becerra | EVENT DIRECTOR | \$2,500 | | | | |
| KP | Melissa Lara | SAFETY DIRECTOR | \$300 | | | | |
| KP | | RACE DIRECTOR | \$300 | | | | |
| KP | | REFEREE(S) @ \$140 | \$420 | 1 to 3 | | | |
| TOTAL | | | \$3,520 | | | | |
| (S) Safety Equipment | | | | | | | |
| ID | COMPANY/CONTACT | ITEM(S) | \$\$ | QTY | PHONE / EMAIL | DATE OUT | DATE IN |
| B | Jim Pig - Beach Patrol | Jet Ski | \$0 | 1 | | | |
| B | Cameron County P&R | Jet Ski | \$0 | 1 | | | |
| R | TBD | Jet Ski | \$300 | 1 | | | |
| C | Gene (Need Last Name) | Lead Lifeguard | \$175 | 1 | | | |
| C | City SPI & Cameron County | Lifeguards @ \$120/day | \$960 | 7 | | | |
| B | Jim Pig - Beach Patrol | Rescue Tubes | \$0 | 7 | | | |
| B | Jim Pig - Beach Patrol | First Aid Kit(s) | \$0 | 7 | | | |
| B | | Safety Boat 1 Coast Guard | \$0 | 1 | | | |
| B | | Safety Boat 2 CBP/Game Warden | \$0 | 1 | | | |
| D | Jim Pig - Beach Patrol | AED, Oxygen Tank, Thermal Blanket | \$0 | 3 | Land Safety Rescue | | |
| R | City of SPI | Land Rescue 1 - Police Vehicle | \$250 | 3 | Land Safety Rescue | | |
| B | Cameron County P&R | Land Rescue 2 - City or County truck | \$0 | | | | |
| TOTAL | | | \$1,685 | | | | |
| Pre Race Meeting & Pre Race Clinic | | | | | | | |
| ID | COMPANY/CONTACT | ITEM(S) | \$\$ | QTY | PHONE / EMAIL | DATE OUT | DATE IN |
| D | | Projector & Screen | \$0 | | | | |
| D | Schlitterbahn | Room Costs | \$0 | | | | |
| D | | Podium & Mic | \$0 | | | | |
| D | | Awards Room Area | \$0 | | | | |
| TOTAL | | | \$0 | | | | |
| Timing System / Awards | | | | | | | |
| ID | COMPANY/CONTACT | ITEM(S) | \$\$ | QTY | PHONE / EMAIL | DATE OUT | DATE IN |
| P | ASAP Printing | Winners Plaques (9x7 plaque/FC) | \$70 | 2 | with photo slot for winners | 1 - 2 Weeks | |
| P | | TYR Awards | \$400 | | | | |
| P | ASAP Printing - ?? | Feather Flags | | | | | |
| R | Comar Scaffolding - ?? | Scaffolding for Finish Line | | | Need to support a 4x 14 ft sign (on Ware/83) | | |
| R | Rent A World - ?? | Finish Line Inflatable | | | | | |
| TOTAL | | | \$470 | | | | |
| Office Supplies | | | | Registration Materials | | | |
| ID | COMPANY/CONTACT | ITEM(S) | \$\$ | QTY | PHONE / EMAIL | DATE OUT | DATE IN |
| P | Office Depot | Clip Boards | \$35 | | | | |
| P | Office Depot | Pencils / Markers | \$10 | | | | |
| P | Office Depot | Body Markers | \$20 | | | | |
| P | MSC Home Print | ID Lanyards | \$30 | 100 | | | |
| P | ASAP Printing Sol. | Wrist Bands w/ print @ \$0.40e +\$40 setup | \$195 | 400 | | 7 - 10 days | |
| | | Shirts - TBD | | | | | |
| P | ASAP Printing Sol. | Swag String Tote Bag @ \$2.36e + | \$650 | 250 | | 10-15 days | |
| B | Hector Becerra | Printer | \$0 | | | | |
| P | Office Depot | Ink | \$100 | | | | |
| P | https://simplyswimcaps.com | Swim Cap I | \$650 | 500 | Neon Green & Red w/ Black Print | | |
| | MSC / Event Director | Petty Cash | \$600 | | | | |
| TOTAL | | | \$2,290 | | | | |
| Course Needs | | | | | | | |
| ID | COMPANY/CONTACT | ITEM(S) | \$\$ | QTY | PHONE / EMAIL | DATE OUT | DATE IN |
| B | Dave Johnson | Race Bouys (Large) | \$0 | 5 | | | |
| B | | Bouy Inflation - Leaf Blower | \$0 | 1 | | | |
| P | Home Depot | Cinder Blocks | \$10 | 5 | | | |
| P | Home Depot | 100 foot Rope @ \$15 | \$80 | 5 | 100-ft-Assorted-Color-Diamond-Braid- | | |
| R | | GPS System | \$250 | | | | |

| | | | | | |
|---|---|---|-------|----|---|
| P | Walmart @ \$13.50 | Ozark Trail Desert Patrol 6-Gal Water Jug | \$70 | 5 | https://www.walmart.com/ip/Ozark-Trail-Desert-Pa |
| | (For Pier 19 Only) | Rope Ladders \$200 | \$0 | 4 | |
| | (For Pier 19 Only) | Carpet for dock \$200 | \$0 | 1 | |
| R | | Walkies | \$600 | 10 | |
| P | https://bigtimeclocks.biz | Race Clock | \$400 | 1 | https://bigtimeclocks.biz/product/giant-8-led/ |
| P | https://bigtimeclocks.biz | Race Clock Stand | \$150 | 1 | |
| | | Starting Rope / Flags | \$15 | | |

TOTAL \$1,575

Marketing

| ID | COMPANY/CONTACT | ITEM(S) | \$\$ | QTY | PHONE / EMAIL | DATE OUT | DATE IN |
|----|-----------------|---|-------|-----|-------------------------|---------------------|---------|
| P | ASAP Printing | Welcome Signage - 12ft x 12 ft | \$150 | 1 | | | |
| P | ASAP Printing | Parking Direction Signage - 4ft x 5ft | \$120 | 2 | | | |
| P | ASAP Printing | Participant Direction Signage - 11x17in | \$80 | 10 | | | |
| P | ASAP Printing | Finish Banner 3x20 OR 4x 12ft | \$300 | 1 | | | |
| P | ASAP Printing | Award Backdrop Banner 8x8 | \$750 | 2 | @\$375 (Banner + Stand) | 1 - 2 week delivery | |
| P | Tommy Balles | Video & Photo usage | \$150 | | | | |
| P | Rachel Francis | Landing Page Designer | \$300 | | | | |
| P | GoDaddy | Domain Hosting | \$200 | | | | |

TOTAL \$2,050

Vehicles

| ID | COMPANY/CONTACT | ITEM(S) | \$\$ | QTY | PHONE / EMAIL | DATE OUT | DATE IN |
|----|-----------------|-----------------------------------|-------|-----|---------------|----------|---------|
| R | | Box Truck | \$250 | 1 | | | |
| R | | Golf Cart(s) to jetties (donated) | \$600 | 4 | | | |

TOTAL \$850

Lodging

| ID | COMPANY/CONTACT | ITEM(S) | \$\$ | QTY | PHONE / EMAIL | DATE OUT | DATE IN |
|----|----------------------|-------------------------|-------|----------|---------------|----------|---------|
| R | Paulina & Ruben Pena | SPI Condo for Officials | \$300 | 4 Nights | | | |

TOTAL \$300

Craft Services

| ID | COMPANY/CONTACT | ITEM(S) | \$\$ | QTY | PHONE / EMAIL | DATE OUT | DATE IN |
|----|-----------------|-------------------------|-------|-----|---------------|----------|---------|
| | HEB | Bananas | 28.3 | | | | |
| | | Oranges | 119.6 | | | | |
| | | Water | 180 | | | | |
| | | Oat and Crunch Bar | 19.8 | | | | |
| | | Fruit/Nut Trail Mix Bar | 32.7 | | | | |
| | | Oatmeal Raisin Bar | 32.7 | | | | |
| | | Oat and Honey Bar | \$12 | | | | |
| | | Banana Harvest Bar | \$12 | | | | |
| | | Golden Almond Bar | \$12 | | | | |
| | | Peanut Butter Chip Bar | \$12 | | | | |

TOTAL \$461

Category Expenses

| | | | |
|---|---------|-------------|-------------|
| EQUIPMENT & KEY PERSONNEL | \$3,520 | GRAND TOTAL | \$13,200.80 |
| SAFETY EQUIPMENT | \$1,685 | | |
| PRE RACE SAETY MEETING | \$0 | | |
| Timing System / Awards | \$470 | | |
| Office Supplies/Registration Materials/Race Items | \$2,290 | | |
| COURSE MATERIALS | \$1,575 | | |
| MARKETING | \$2,050 | | |
| VEHICLE RENTAL | \$850 | | |
| LODGING | \$300 | | |
| CRAFT SERVICES / HOSPITALITY | \$461 | | |

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

MEETING DATE: August 20, 2019

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

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and possible action approve the funding request for the 2019 Veteran's Day event.

ITEM BACKGROUND

The 2019 Veteran's Day event will take place at the SPICC.

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 for this event.

APPLICATION FOR INITIAL FUNDING

Today's Date: 08/02/2019

ORGANIZATION INFORMATION

Name of Organization: South Padre Island CVB

Address: 7355 Padre Blvd.

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

Contact Name: Michael Flores Contact Email: michael@sopadre.com

Contact Office Phone Number: 956-761-3000

Contact Cell Phone Number: _____

Website Address for Event or Sponsoring Entity: sopadre.com

Non-Profit or For-Profit status: Non-profit Tax ID #: _____

Entity's Creation Date: _____

Purpose of your organization:

EVENT INFORMATION

Name of Event: Veterans Day Celebration

Date(s) of Event: 11/09/2019

Primary Location of Event: SPI Convention Centre

Amount Requested: \$3,500

Primary Purpose of Funded Activity/Facility:

Provide family-friendly entertainment in support of the City's
Veterans Day program

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

Guest speakers, food and beverages, musical entertainment

Percentage of Hotel Tax Support of Related Costs

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

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

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

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

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

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: \$ 3,500.00
- e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ _____
- f) **Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: \$ _____

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

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

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

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

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

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

What percentage of the ridership will be local citizens? _____

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

What tourist attractions will be the subject of the signs?

QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event? 7

Expected Attendance: 300

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

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

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

Where and how many rooms will be blocked?

The SPI CVB will package this event with local hotels and VRMs.

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 |
|-----------------|-------------------|----------------------------|
| 2018 | \$20,000 | 431 |
| | | |
| | | |

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

Survey and room block information

N/A

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

Will the event charge admission? No If so, what is the cost per person?

Do you anticipate a net profit from the event? No

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

N/A

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: \$ 50.00
- Other Paid Advertising: \$

Anticipated Number of Press Releases to Media: 1

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

Other Promotions:

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

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

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?

SoPadre website, Facebook, Instagram, Twitter and TAG

Who is your target audience? Veterans and families

What geographic region(s) are you marketing to?

RGV

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

[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.

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



Veterans Day Program-2019

2019 | 9 November

| Music/Entertainment | Details | Budget | |
|--|---|------------------------------------|----------|
| Pelican West | Pelican West will begin playing at 2 p.m. | \$800.00 | |
| Lobo Del Mar Bag Pipes | Played after the Veterans recogintion at 3 p.m. | \$500.00 | |
| Guest Speak | | \$500.00 | |
| | | \$1,800.00 | |
| Food and Drinks | Quantity | Details | Budget |
| Sweet n Spicy Meatballs | | | |
| BBQ Sliders | | | |
| Wrap pinwheels | | | |
| Jalapeno Cheese Dip served with gourmet crackers | | | |
| Chips with Mango Salsa | | | |
| Tea, lemonade and water | 200 | Includes plates, forks and napkins | \$500.00 |
| Purple heart cake | 200 | donated cake | \$0.00 |
| | | | \$500.00 |
| Other Supplies | Details | Budget | |
| Commemorative Coin | 200 pieces | \$1,000.00 | |
| Program books | 200 pieces (1 page, folded, glossy, front/back) | \$200.00 | |
| | | | |
| | | \$1,200.00 | |
| TOTAL | | \$3,500.00 | |

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

MEETING DATE: August 20, 2019

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

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and possible action approve the funding request for the 2019 SPI Pride event.

ITEM BACKGROUND

The 2019 SPI Pride event is an inaugural LGBTQIA-based event.

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 for this event.

APPLICATION FOR INITIAL FUNDING

Today's Date: 07/11/19

ORGANIZATION INFORMATION

Name of Organization: SPI Pride

Address: 120 E. Atol St.

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

Contact Name: Jay Carlson Contact Email: jaycar0499@gmail.com

Contact Office Phone Number: 956.592.8619

Contact Cell Phone Number: 956.592.8619

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

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

Entity's Creation Date: 7/11/2019

Purpose of your organization:

A five day Gay Pride festival for the LGBT community and friends.

EVENT INFORMATION

Name of Event: SPI Pride

Date(s) of Event: October 9-13, 2019

Primary Location of Event: Upper Deck Hotel, Clayton's, Tequila Sunset, Margarita's on the Beach

Amount Requested: \$5,000.00

Primary Purpose of Funded Activity/Facility:

Advertising, Banners, Brochures, Rainbow Flags, decorations, Parade expenses, flyers



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

Internet advertising, Print advertising, banners, brochures, rainbow flags, and decorations. Road trips to Houston, San Antonio, Dallas, and Austin to promote this event. Shuttle Service from parade to events.

Percentage of Hotel Tax Support of Related Costs

___ Percentage of Total Event Costs Covered by Hotel Occupancy Tax

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

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

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

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

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

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ 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: \$ 5,000



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

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

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

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: 0

Expected Attendance: 500 to 1,500

How many people attending the Event will use South Padre Island lodging establishments? 500 to 1,000

How many nights do you anticipate the majority of the tourists will stay: 500 to 600

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

Yes, Upper Deck Hotel



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.)?

Whatever has worked well for previous events. I don't think there is an easy way to determine this.

Please list other organization, government entities, and grants that have offered financial support to your project: None as of 7/31/2019

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?

Profit unknown. If there is a profit, it will go to the event owners Jay Carlsen and Paul Magee.

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: \$ 3,000
- Other Paid Advertising: \$ 4,000

Anticipated Number of Press Releases to Media: 5 to 10

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

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?

No, in October the rates are so low I don't think it is fair to ask for more discounted rooms. Mainly

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

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



What geographic areas does your event reach?
Mainly Texas, and Oklahoma. Mexico to Monterrey.

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

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

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

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



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

South Padre Island Convention & Visitors Bureau

Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

SPI Pride

7.11.2019

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

Date

Jay Carlsen

Print Name



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

Marketing Plan SPI PRIDE October 2019

\$1000.00 Face Book advertising

\$800.00 Web Page marketing

\$1000.00 Flyers & Posters

\$3000.00 Pamphlets

\$3000.00 Road Trips to: Houston, San Antonio, Dallas, Austin, McAllen promoting at local gay bars and festivals

Via Phone, Emails, Face Book, word of mouth Net working with, gay bars, and organizations / clubs (no cost)

Press releases , Channel - 4 , Channel - 5, Channel – 23, Port Isabel Press, (No Cost)

Room Night Projects SPI PRIDE October 2019

Oct 9th Wednesday 30 rooms

Oct 10th Thursday 50 rooms

Oct 11th Friday 120 rooms

Oct 12th Saturday 300 rooms

Oct 13th Sunday 50 rooms

Total Room Nights 550

Dates **Oct 9th to 13th**

Wednesday Oct 9th

Margarita's on the Beach, pre-Party 8 to Close, Show around 9pm Mr & Ms SPI PRIDE 2019 contest 9pm,
followed by Free Show

Thursday Oct 10th

Opening Pride Celebration at the Upper Deck Hotel 5 to close, Mr & Ms SPI PRIDE 2019 contest 10pm,
followed by Show

Friday Oct 11th

Pool Party at the Upper Deck 12 noon to 6pm

Tequila Sunset, 8pm to close, Mr & Ms SPI PRIDE 2019 contest 9pm, followed by Show - \$20.00

Saturday Oct 12th

Pool Party at the Upper Deck 12noon to 6pm

Pride Party Cruise leaving at 6pm Sharp

Clayton's 8pm to close, Mr & Ms SPI PRIDE 2019 contest 9pm, followed by Show Plus announcement of
Mr & Ms SPI PRIDE 2019

Sunday Oct 13th

Sunday Pride Brunch 9 to 1pm at Margarita's Beach Bar

Sunday Pride starting at Clayton's 12noon to 2pm for Parade assembly . Parade departs at 2pm and goes to
the Entertainment District Parking Lot. Parade is a Free event, everyone welcome!

SPI PRIDE Budget

Staffing for event \$3000.00

Road Trips to other Cities for promoting event \$1500.00

Advertising material \$2000.00

Promotional Giveaways \$1000.00

Wrist Bands \$500.00

Shuttle Service \$1200.00

Internet Marketing \$1000.00

Parade Expenses \$1000.00

Entertainment Expenses \$5000.00

Sound Equipment \$2000.00

DJ's 1000.00

Cruise Party \$1500.00

Total \$20,700.00