

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

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

**TUESDAY, NOVEMBER 5, 2019**  
2:00 PM AT THE SOUTH PADRE ISLAND CONVENTION CENTRE,  
7355 PADRE BLVD,  
SOUTH PADRE ISLAND, TEXAS

1. Call to order

2. Pledge of Allegiance

3. Public Comments

*This is an opportunity for citizens to speak to Committee relating to agenda or non-agenda items. Speakers are required to address Committee at the podium and give their name before addressing their concerns. [Note: State law will not permit the Special Events Committee to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to City Staff or may be placed on the agenda of a future Special Events Committee meeting]*

4. Consent Agenda

*Approve the following special events post event reports and recommend approval to the Convention and Visitors Advisory Board:*

4.1. Consent the JJ Zapata Fishing Tournament post special event report.

4.2. Consent to approve the SPI Pride post event report.

4.3. Consent to approve the Valley Haven post report.

5. Regular Agenda

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

5.1. Discussion and action to approve the funding request for Ladies King Fish Tournament.

5.2. Discussion and action to approve the funding request for The National Tropical Weather Conference.

- 5.3. Discussion and action to approve the funding request for Splash.
- 5.4. Discussion and action to approve the funding request for Ron Hoover Fishing Tournament.
- 5.5. Discussion and action to approve the funding request for Shallow Sport Fishing Tournament.

6. Adjourn

NOTE:

One or more members of the City of South Padre Island City Council and Convention and Visitors Advisory Board may attend this meeting; if so, this statement satisfies the requirements of the OPEN MEETINGS ACT.

DATED ON THIS DATE **NOVEMBER 1, 2019**

  
Rosa Zapata, Executive Services Specialist

I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE ABOVE NOTICE OF MEETING OF 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 CITY HALL/MUNICIPAL BUILDING ON **NOVEMBER 1, 2019**, AT/OR BEFORE **5:00 PM** AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.



  
Rosa Zapata, 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 DESIGNATED RESPONSIBLE PARTY AT (956) 761-8103.

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

**MEETING DATE:** November 5, 2019

**NAME & TITLE:** Marisa Amaya, Special Events Manager

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Consent the JJ Zapata Fishing Tournament post special event report.

**ITEM BACKGROUND**

This event was successfully executed and took place as agreed upon by the Convention and Visitors Advisory Board. The event was funded for \$5,000.

**BUDGET/FINANCIAL SUMMARY**

02-593-8099 Special Events Budget  
75% of the funds were released. (\$3,750)  
25% of the funds are due. (\$1,250)

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No  
Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

# POST EVENT REPORT

Today's Date: October 8, 2019

## To be reimbursed, please submit the following within 10 days post event:

1. Number of participants calculated with backup documentation (i.e. zip codes, team rosters, surveys)
2. Number of room nights tracked with backup documentation (i.e. third-party housing documentation or certified hotel pickup reports)

## Please submit the following within 30 days your post event report:

1. Valid invoice(s) supporting reimbursable allowable expenses. Please submit only enough receipts to reach awarded grant amount.
2. Evidence of payment to support invoices paid from grantee to third party (front and back copies of cleared check(s) or detailed credit card/debit card receipts. For all media buys please provide tear sheets, copies of advertisements, schedules and signed station affidavits.
3. Copies of marketing or advertising materials, websites showing South Padre Island CVB logo.

## Organization Information

Name of Organization: Jaime Jorge Zapata Foundation

Address: P.O. Box 423

City, State, Zip: Port Isabel, TX 78578

Contact Name: Betty Wells

Contact email: fish@alpha5195.com

Contact Cell Phone Number: 956-561-1052

## Event Information

Name of Event or Project: 3rd Annual Jaime J. Zapata Fishing Tournament

Date(s) of Event or Project: Sept. 13 & 14, 2019

Primary Location of Event or Project: South Padre Island, TX

Amount Requested: \$ 5000.00

Amount Received: \$ 5000.00

How many years have you held this Event or Program: 3



## Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: 10%
  2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable):
  3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable):
  4. If staff costs were covered, estimate of actual hours staff spent on funded event:
  5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used? Yes. Net profits go towards our annual scholarship program
- 
6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

## Event Attendance Information

1. How many people did you predict would attend this event? (*Number submitted in the application for hotel occupancy tax funds*): 400
2. What was the *actual attendance* at the event? 190
3. How many room nights did you *estimate in your application* would be generated by attendees of this event or program? 100
4. How many room nights did you *actually generated* by attendees of this event? 65
5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this Event?
  - This Year: 65
  - Last Year: 35
  - Two Years Ago: 30
  - Three Years Ago:
6. What method did you use to determine the number of people who booked rooms at South Padre Island hotels (e.g.; room block usage information, survey of hoteliers, total attendance formula, zip code information, etc.)? Zip codes  
Zip codes
7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? No  
If the room block did not fill, how many rooms were picked up?

## Event Promotion Information

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

Newspaper: \$ [REDACTED]

Radio: \$ [REDACTED]

TV: \$ 5000.00 In Kind

Other Paid Advertising: \$ Social Media \$500.00

Number of Press Releases to Media: 3

Number emails to out-of-town recipients: 500

Other Promotions Facebook, Flyers, brochures, program book, social media, website

2. Did you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? Yes
3. Did you negotiate a special rate or hotel/event package to attract overnight stays? No
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?  
Increased social media; expanded information to law enforcement agencies

Please attach samples of documents showing how South Padre Island was recognized in your advertising/promotional campaign

Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.

5. Please note any other success indicators of your event: Additional sponsors, increase in number of boats and anglers from previous years.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

## Sporting Related Events

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

## Additional Event Information

1. What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc.?  
Louie's Backyard [Redacted]
2. What was the weather like during the event? Fair [Redacted]
3. Were there any other facts that may have affected on the event? No [Redacted]

[Redacted Signature]

Signature

[Redacted Date]

Date

### Submit to complete applications to:

Marisa Amaya  
Event Development Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention & Visitors Bureau  
7355 Padre Blvd., South Padre Island, TX 78597  
Phone: (956) 761-3834  
Email: marisa@sopadre.com



8'x8' STEP & REPEAT



# Welcome to the 3rd Annual Jaime J. Zapata Fishing Tournament





Published by Betty Wells (?)

September 13

FACEBOOK

Add a description

Tag Photo Add Location Edit

Like Comment Share

Write a comment

# SPONSORED IN PARKING

## GOLD SPONSORS



## SILVER SPONSORS



## BRONZE SPONSORS



BENIGNO (TREY) MARTINEZ

WEBSITE

Click on the Sponsor Package Below To View and Download:

Alpha5195 Sponsorship Packages 2019 (pdf)

Download

*Gold Sponsors*



*South*  
**GoP**  
*address*  
**ISLAND**



## OFF THE HOOK FISHING ON SOUTH PADRE ISLAND

The Island boasts excellent fishing excursions for novices and experts alike. Bring your own boat, book a private charter, or cast your line off the jetties; on South Padre Island, the choice is yours for off the hook fishing.

### SALTWATER FISHING

South Padre Island's subtropical feel to the emerald blue waters adds up to year-round saltwater angling options. With more than 600 different fish species, anglers are almost guaranteed their trophy catch will come from South Padre Island.

### OFFSHORE

The Island's waters are home to several species of fish that are accessible within a few miles of land, making offshore charters popular and exciting. Guides are able to help anglers catch Mahi Mahi, Grouper, Tuna, Kingfish, Tarpon, Snappy and Spanish Mackerel.

### NEARSHORE (BAY)

Nearshore fishing guides on the Island specialize in shallow water drifting and sight casting for fish on the flats of the Laguna Madre and South Bay. Speckled Trout, Redfish, Flounder and Snook are just a few of the species you will find in the shallow flats.

### DEEP SEA

Anglers that are serious about catching big billfish have to go out to the waters in the Gulf of Mexico. Fisherman are able to catch the big fish they have always wanted in the deep sea, including Shark, Triggerfish and many more.

### THE JETTIES

An Island favorite, jetty fishing offers fun for the whole crew, making it easy for each angler to fish at their pace with their own style.

### COOK YOUR CATCH

After a day of fishing, head over to one of several Island restaurants that will prepare your fresh catch a variety of ways. Whether you want it fried, grilled or blackened, it doesn't get any better than your own fresh catch.

**SO MEMORABLE. SO PADRE.**

Book a Guide & Plan Your Trip  
at [sopadre.com](http://sopadre.com)



TOURNAMENT BROCHURE



P. O. Box 423  
Port Isabel, Tx 78578





# Jaime J. Zapata Fishing Tournament

@jjzft

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Videos

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Liked Following Share ...



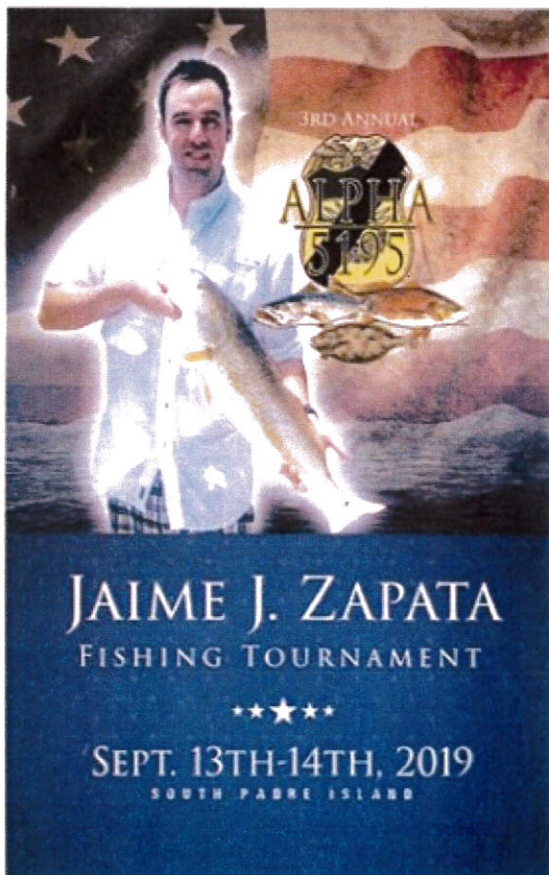
## Jaime J. Zapata Fishing Tournament

Published by Betty Wells [?] · September 13 at 10:01 AM ·

LAST DAY TO REGISTER!!

Please join us for the 3rd Annual Jaime J Zapata Fishing Tournament taking place this week, September 13-14, 2019!! There's still time to register! Louie's Backyard

For more information please contact Tournament Director Betty Wells at 956-561-1052 or visit: [https://alpha5195.com/...](https://alpha5195.com/) See More



*Belden/McCumber*

P.O. BOX 5686  
BROWNSVILLE, TX 78523-5686  
(956) 542-5193 FAX (956) 544-2842

CLIENT ID  
JJZF

CLIENT  
JAMIE JORGE ZAPATA FOUNDATION  
P.O. BOX 423  
PORT ISABEL, TX 78573

JOB INVOICE #  
97214

DATE  
09/04/19

PAGE  
1

DESCRIPTION	TAXABLE(*)	AMOUNT
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JOB ID JJZF2019  
DESCRIPTION 3RD ANNUAL JAIME ZAPATA FISHING TOURNAMENT

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W.O.#219-06/PRODUCTION AND COORDINATION OF THE 3RD ANNUAL JAIME J. ZAPATA FISHING TOURNAMENT POSTER, BROCHURE WITH REGISTRATION FORM AND 36 PAGE PROGRAM BOOK/INCLUDES UPDATES ON ALL FORMS, UPDATES TO WEBSITE, T-SHIRT DESIGN AND BUSINESS CARD LAYOUT

3,475.00

PRINTING/1,000 FULL COLOR, 36 PAGE PROGRAM BOOKS FOR THE 3RD ANNUAL JAIME J. ZAPATA FISHING TOURNAMENT

2,952.50

PRINTING/2,500 8.5" X 11", FULL COLOR, TRI-FOLD REGISTRATION BROCHURES WITH ENTRY FORM INSERT

593.75

TOTAL THIS JOB:

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7,021.25

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TOTAL THIS INVOICE:

7,021.25

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Terms: NET 10 DAYS. 1.5% /MONTH LATE CHARGE AFTER 30 DAYS



Biz Rite

\*5177

0075

**Jaime Jorge Zapata Foundation Fishing Tournament**  
P.O. Box 423  
Port Isabel, TX 78578

DATE 9/14/19  
88-1158/1149

PAY TO THE ORDER OF *Breeder McCumber* \$ 7021.25

*Seven thousand twenty-one & 25/100* DOLLARS

**IBC BANK**  
Brownsville, TX IBC Voice - (956) 547-1040

FOR *IN. # 97214; #3475 DEPOSIT + PAID.*  
*3546 .04 PENDING*

*MDina*  
*Betty Wells*

⑆000075⑆ ⑆1491580⑆ ⑆011945177⑆

>114911687< 20190912  
LONE STAR NATIONAL BANK  
2310 6

**LONE STAR C114911687 2310 6 09/12/19**

LONE STAR AT THE MOBILE OR REMOTE DEPOSIT  
#1023421736  
*Breeder McCumber, Inc.*

The security of this check is guaranteed by the Federal Reserve System. This check is not redeemable for cash at any bank or branch of the issuing institution. It is subject to the terms and conditions of the issuing institution.

FEDERAL RESERVE BOARD OF GOVERNORS REG. CU

Amount: -7021.25  
 Description: Check  
 Check Number: 75  
 Posted Date: 9/13/2019  
 Transaction Type: History

## 2019 Jaime J. Zapata Fishing Tournament Budget

	A	B	C	D	E
	<b>Income:</b>				<b>Actual:</b>
1	Corporate Sponsors	\$40,000			\$37,500
2	Registration Fees	\$6,000			\$5,620
3	Program Advertising	\$5,000			\$5,000
4	Raffle, Pot Donations, etc.	\$4,000			\$8,256
5	<b>Total Income</b>	<b>\$55,000</b>			<b>\$56,376</b>
6					
7					
8	<b>Expenses:</b>				
9	Tournament Director	(\$18,000)			\$18,000
10	Weighmaster	(\$500.00)			\$500
11	Meals	(\$5,000)			\$3,515
12	Data Processing	(\$400)			\$475
13	T-shirts, hats, bags	\$0			\$0
14	Trophies	(\$1,500)			\$1,086
15	Cashier & Weigh Recorder	(\$400)			\$300
16	Dock/office supplies	(\$250)			\$226.89
17	Printing	(\$4,000)			\$3,841
18	Postage	(\$250)			\$92
19	Contract Labor	(\$3,500)			\$2,786
20	Miscellaneous	(\$400)			\$130.40
21	Production of materials	(\$3,500)			\$3,475
22	Commissions	(\$2,500)			\$1,163
23	Photography	(\$250)			
24	Dues	(\$175)			\$175
25	Scholarships	(\$7,500)			\$6,000
26	<b>Total Expenses</b>	<b>\$48,125</b>			<b>\$41,765</b>
27					
28	<b>Estimated Net Profit</b>	<b>\$6,875</b>			<b>\$14,611</b>



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

**MEETING DATE:** November 5, 2019

**NAME & TITLE:** Marisa Amaya, Special Events Manager

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Consent to approve the SPI Pride post event report.

**ITEM BACKGROUND**

This event was successfully executed and took place as agreed upon by the Convention and Visitors Advisory Board. The event was funded for \$5,000.

**BUDGET/FINANCIAL SUMMARY**

02-593-8099 Special Events Budget  
75% of the funds were released. (\$3,750)  
25% of the funds are due. (\$1,250)

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No  
Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

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South Padre Island Convention & Visitors Bureau  
**Post Event Report**

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# POST EVENT REPORT

Today's Date: 10/17/19

To be reimbursed, please submit the following within 10 days post event:

1. Number of participants calculated with backup documentation (i.e. zip codes, team rosters, surveys)
2. Number of room nights tracked with backup documentation (i.e. third-party housing documentation or certified hotel pickup reports)

Please submit the following within 30 days your post event report:

1. Valid invoice(s) supporting reimbursable allowable expenses. Please submit only enough receipts to reach awarded grant amount.
2. Evidence of payment to support invoices paid from grantee to third party (front and back copies of cleared check(s) or detailed credit card/debit card receipts. For all media buys please provide tear sheets, copies of advertisements, schedules and signed station affidavits.
3. Copies of marketing or advertising materials, websites showing South Padre Island CVB logo.

## Organization Information

Name of Organization: SPI PRIDE  
Address: 120 E Ahol St  
City, State, Zip: SPI, TX 78597  
Contact Name: Jay Carlsen Contact email: JayCar @4999@gmail.com  
Contact Cell Phone Number: 956-592-8619

## Event Information

Name of Event or Project: SPI PRIDE  
Date(s) of Event or Project: 5  
Primary Location of Event or Project: Upper Deck Hotel  
Amount Requested: \$ 5000.00  
Amount Received: \$ 3750.00  
How many years have you held this Event or Program: 1



## Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: 23%
  2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): N/A
  3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): N/A
  4. If staff costs were covered, estimate of actual hours staff spent on funded event: N/A
  5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used? NO Profit - \$6277.10 Loss
- 
6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

## Event Attendance Information

1. How many people did you predict would attend this event? (Number submitted in the application for hotel occupancy tax funds): 500 to 1500
2. What was the actual attendance at the event? 300 to 500 over 5 days
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 500 to 600
4. How many room nights did you actually generated by attendees of this event? 500 to 700
5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this Event?
  - This Year: 500 to 700
  - Last Year: N/A
  - Two Years Ago: N/A
  - Three Years Ago: N/A
6. What method did you use to determine the number of people who booked rooms at South Padre Island hotels (e.g.; room block usage information, survey of hoteliers, total attendance formula, zip code information, etc.)? Ticket Leap questionnaire  
Survey forms
7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? NO If the room block did not fill, how many rooms were picked up? N/A



## Event Promotion Information

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

Newspaper: \$ \_\_\_\_\_

Radio: \$ \_\_\_\_\_

TV: \$ \_\_\_\_\_

Other Paid Advertising: \$ Facebook \$2775.38

Number of Press Releases to Media: 50

Number emails to out-of-town recipients: website \$990

Other Promotions Brochures, Flyers, Banners \$2499.28

2. Did you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? Yes
3. Did you negotiate a special rate or hotel/event package to attract overnight stays? NO
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?

Facebook, Flyers, Brochures, Road trips to all big cities in Texas

- Please attach samples of documents showing how South Padre Island was recognized in your advertising/promotional campaign

- Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city's newspaper, or a radio spot that does not indicate the city where the spot was played), please include other information that would show location of the advertising and medium utilized.

5. Please note any other success indicators of your event: Positive Reviews on facebook

## Sporting Related Events

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

## Additional Event Information

1. What South Padre Island businesses did you utilize for food, supplies, materials, printing, etc.? Toucan Graphics, Upper Deck Hotel/ Breakaway Cruises, Margarita's on the beach Clayton's
2. What was the weather like during the event? Lost Power on Thursday night. Cold front + rain came in on Friday Afternoon until Sunday
3. Were there any other facts that may have affected on the event? Loss of Power Thurs night

Signature

Date

10/17/19

Submit to complete applications to:

Marisa Amaya  
Event Development Manager  
Convention and Visitors Advisory Board  
C/O City of South Padre Island Convention & Visitors Bureau  
7355 Padre Blvd., South Padre Island, TX 78597  
Phone: (956) 761-3834  
Email: marisa@sopadre.com



Search

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Promote

Overview

All Ads

Audiences

Recent Ads on SPI PRIDE

Ads activity is reported in the time zone of your ad account.

Create Ad

	<b>Post Engagements</b> South Padre Island PRIDE Festival & Parade O... Promoted by John Carlsen on Sep 30, 2019 Completed	2,230 People Reached	267 Post Engagement	\$168.13 Spent of \$300.00 <a href="#">View Results</a>
	<b>Ticket Sales</b> SPI Pride Festival and Parade Promoted by John Carlsen on Sep 29, 2019 Completed	28,824 People Reached	-- Purchases	\$171.65 Spent of \$400.00 <a href="#">View Results</a>
	<b>Post Engagements</b> www.spipride.com Promoted by John Carlsen on Sep 27, 2019 Completed	7,936 People Reached	620 Post Engagement	\$255.42 Spent of \$300.00 <a href="#">View Results</a>
	<b>Ticket Sales</b> SPI Pride Festival and Parade Promoted by John Carlsen on Sep 27, 2019 Completed	50,753 People Reached	1,000 Link Clicks	\$497.40 Spent of \$800.00 <a href="#">View Results</a>
	<b>Post Engagements</b> South Padre Island PRIDE & PARADE - Special... Promoted by John Carlsen on Sep 23, 2019 Completed	45,536 People Reached	2,576 Post Engagement	\$400.00 Spent of \$400.00 <a href="#">View Results</a>
	<b>Post Engagements</b> South Padre Island Pride Parade Walk, Ride, G... Promoted by John Carlsen on Sep 23, 2019 Completed	20,516 People Reached	1,507 Post Engagement	\$399.95 Spent of \$400.00 <a href="#">View Results</a>
	<b>Post Engagements</b> South Padre Island PRIDE & PARADE Special ... Promoted by John Carlsen on Sep 15, 2019 Completed	28,472 People Reached	1,774 Post Engagement	\$612.83 Spent of \$800.00 <a href="#">View Results</a>
	<b>Event Responses</b> SPI Pride Festival and Parade Promoted by John Carlsen on Jul 11, 2019 Completed	124,335 People Reached	1,509 Event Responses	\$270.00 Spent of \$270.00 <a href="#">View Results</a>

Show more details in Ads Manager

\$ 2775.38

About Create Ad Create Page Developers Careers Privacy Cookies Ad Choices Terms Help

Facebook © 2019

English (US) Español Français (France) 中文(简体) العربية Português (Brasil) Italiano 한국어 Deutsch हिन्दी 日本語

Chat (170)

23

View Results

Overview Edit

Performance

You've spent \$270.00 over 75 days.

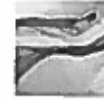
Event Responses

1,509

People Reached 124,335

Cost per Event Response \$0.18

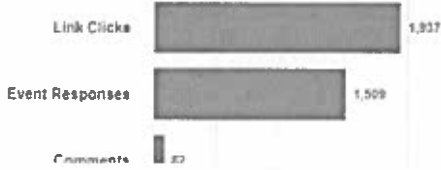
Preview



SPI PRIDE is a NEW Gay Pride Fes Padre Island for the LGBT communi October 9th through 13th This event previous Splash event in October. C

Activity

Activity on Facebook



Audience

This ad reached 124,335 people in your audien

People Placements Locations

76% Women 24% Men

50%

40%

By clicking Add Budget, you agree to Facebook's Terms & Conditions | Help Center



View Results

Overview Edit

Performance

You've spent \$612.83 over 24 days.

Post Engagement

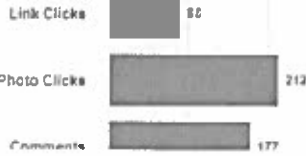
1,774

People Reached 28,472

Cost per Post Engagement \$0.35

Activity

Engagement on Facebook



Reset Your Account Spending Limit

This budget exceeds your account spend limit. Reset your budget and we'll let you know when you reach your limit again.

Preview



South Padre Island PRIDE & PARADE offer Limited time only! 50 percent off NOW until October 8th! enter DISCOUNT SPIPRIDE to receive this special offer.

Are you satisfied with this ad?

Audience

By clicking Add Budget, you agree to Facebook's Terms & Conditions | Help Center

Boost Another

View Results

Overview Edit

Performance

You've spent \$399.95 over 10 days.

Post Engagement

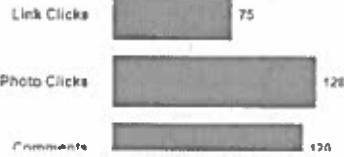
1,507

People Reached 20,516

Cost per Post Engagement \$0.27

Activity

Engagement on Facebook



Reset Your Account Spending Limit

This budget exceeds your account spend limit. Reset and we'll let you know when you reach your limit again.

Preview



South Padre Island Pride Parade With Carts, or come on a Float all are welcome! Best Float Contest and WIN a Trophy! www.spipride.com Tickets http

Highlighted Comment

Potential customers are commenting on your ad conversation.



Dani Detonate Sooo cool hope I can make

By clicking Add Budget, you agree to Facebook's Terms & Conditions | Help Center

Boost Another

View Results

Overview Edit

Performance

You've spent \$400.00 over 10 days.

Post Engagement

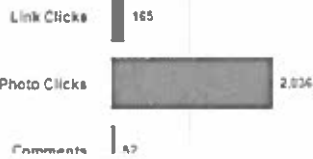
2,576

People Reached 45,536

Cost per Post Engagement \$0.16

Activity

Engagement on Facebook



Preview



South Padre Island PRIDE & PARAT offer NOW until October 8th! 50 perc ticket! Use DISCOUNT CODE: SPIP receive this special offer! Don't wait!

Highlighted Comment

Potential customers are commenting on your ad conversation.



Taylor Lynn Manuel Mariah Shae Manuel could go

By clicking Add Budget, you agree to Facebook's Terms & Conditions | Help Center

Boost Another

View Results

Overview Edit

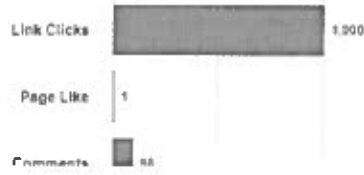
Performance

You've spent \$497.40 over 12 days.

Link Clicks	People Reached	50,753
<b>1,000</b>	Cost per Link Click	\$0.50

Activity

Activity on Facebook



Reset Your Account Spending Limit

This budget exceeds your account spend limit. Reset and we'll let you know when you reach your limit again.

Preview



SPI PRIDE is a NEW Gay Pride Festival PARADE on South Padre Island with...

Are you satisfied with this ad?

Audience

By clicking Add Budget, you agree to Facebook's Terms & Conditions | Help Center

View Results

Overview Edit

Performance

You've spent \$171.65 over 10 days.

Purchases

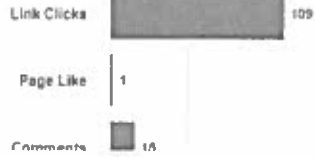
0

People Reached 28,824

Cost per Purchase —

Activity

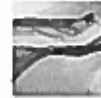
Activity on Facebook



Reset Your Account Spending Limit

This budget exceeds your account spend limit. Reset your budget and we'll let you know when you reach your limit again.

Preview



SPI PRIDE is a NEW Gay Pride Festival PARADE on South Padre Island for the LGBTQ+ community and friends October 9th 10am-4pm. This event replaces the previous SPI PRIDE event.

Are you satisfied with this ad?

Audience

By clicking Add Budget, you agree to Facebook's Terms & Conditions | [Help Center](#)

View Results

Overview Edit

Your Ad's Reach May Be Lower

Images with a higher proportion of text don't use their budget as efficiently, reaching fewer people. If you believe your image was flagged by mistake, you can ask for a manual review.

Request Manual Review

Performance

You've spent \$168.13 over 8 days.

Post Engagement

267

People Reached 2,230

Cost per Post Engagement \$0.63

Activity

Engagement on Facebook

By clicking Add Budget, you agree to Facebook's Terms & Conditions | Help Center

Reset Your Account Spending Limit

This budget exceeds your account spend limit. Reset and we'll let you know when you reach your limit again.

Preview



South Padre Island PRIDE Festival / 9th to 13th Book your room today at for the PRIDE rate! Plus save 50 per Festival tickets with Discount Code:

Boost Another

Search

John Home Create

Event Insights

Edit

OCT 9 SPI Pride Festival and Parade  
Wednesday, October 9, 2019 at 8:00 PM

### Event Performance

Since Jul 9, 2019

161.5K

People Reached

+10.7K last 7 days

2.5K

Responses

+147 last 7 days

157

Ticket Clicks

+20 last 7 days

### Audience

Ticket link clicks

Women 18-24

29% of tickets clicked



Brownsville, Texas

19% of tickets clicked



Thanks for hosting your event on Facebook

About Create Ad Create Page Developers Careers Privacy Cookies Ad Choices Terms Help

Facebook © 2019

English (US) Español Français (France) 中文(简体) العربية Português (Brasil) Italiano 한국어 Deutsch हिन्दी 日本語

Chat (173)

### SPI Pride Festival and Parade

Reach Responses Tickets **Audience**

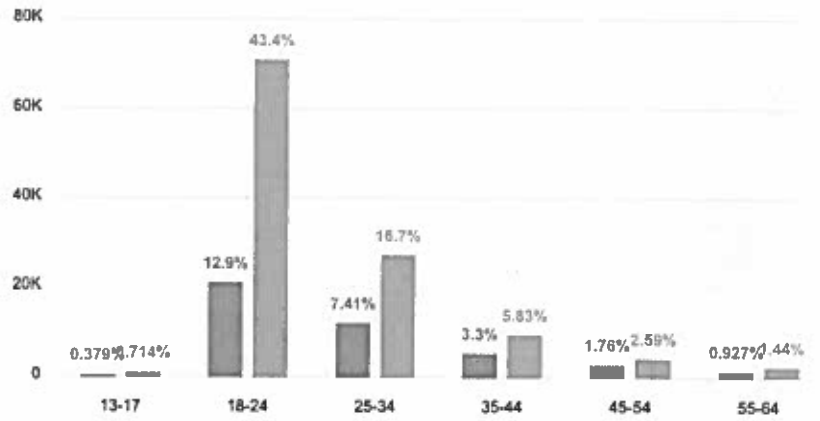
#### Demographics

age and gender

#### Location

city

People reached 28% |





### SPI Pride Festival and Parade

Reach   Responses   Tickets   **Audience**

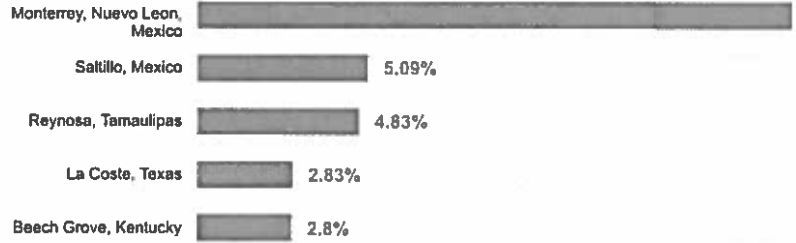
#### Demographics

age and gender

#### Location

city

#### People reached





# SPI PRIDE

South Padre Island Pride

Gay Pride festival on South Padre Island for the LGBTQ Community & Friends.

### Get your tickets

Special offer Limited time only!

10 percent off your ticket until October 8th.

Use DISCOUNT CODE: SPIPRIDE to receive this special offer!

### Calendar

**When**  
Oct 9th to 13th

**Location**  
South Padre Island.

**Daily events & entertainment.**

### Lodging



*The Inn*  
AT SOUTH PADRE

1709 PADRE BLVD  
(956) 761-5658  
THEINNSOUTHPADRE.COM

## Entertainers

DJ AnitaBoogie, Los MENTirosos Drag King Troupe, Kloeys Douglas, Ashley Houston, Honey Andrews, Nathan C. Paris, Lynz Andrews, Giselle Marie, Rachelle Marie, Valentino Capri, Sasha Taylor, Kierra Marie, Versasha Douglas, Fanya Lee, Lita Andrews, Lady Devon Nicole, Zayer York, Sasha Cavalli, Kathryn York, Alexxa Oasis

---

**Contact Info -  
Pride Headquarters**

Upper Deck Hotel & Bar  
120 E. Atol St. South Padre  
Island, TX 78597

**956-761-5953**

**info@spipride.com**



Sign Up for event updates.

Email \_\_\_\_\_

**SUBSCRIBE**

---

©2019 SPI Pride



Wendy Hauschildt  
423 E. Maxan st.  
Port Isabel TX 78578

956.433.1689  
whauschildt@gmail.com

---

## Invoice for SPI Pride

Website

9/28/19

### Design

Set up of SPI Pride site / email.  
Updates of content / events.  
Creation of Facebook banners.  
Brochure ad.

**Total amount due**                      **\$750**

pl 10/4/19  
ck# 1894




Search

- Promote
- Overview
- All Ads
- Audiences

Recent Ads on SPI PRIDE

Ads activity is reported in the time zone of your ad account.

Create Ad

	<b>Post Engagements</b> South Padre Island PRIDE Festival & Parade O... Promoted by John Carlsen on Sep 30, 2019 Active	2,230 People Reached	267 Post Engagement	\$168.13 Spent of \$300.00 <a href="#">View Results</a>
	<b>Ticket Sales</b> SPI Pride Festival and Parade Promoted by John Carlsen on Sep 29, 2019 Active	28,824 People Reached	-- Purchases	\$171.65 Spent of \$400.00 <a href="#">View Results</a>
	<b>Post Engagements</b> www.spiride.com Promoted by John Carlsen on Sep 27, 2019 Completed	7,936 People Reached	620 Post Engagement	\$255.42 Spent of \$300.00 <a href="#">View Results</a>
	<b>Ticket Sales</b> SPI Pride Festival and Parade Promoted by John Carlsen on Sep 27, 2019 Active	50,753 People Reached	1,000 Link Clicks	\$497.40 Spent of \$800.00 <a href="#">View Results</a>
	<b>Post Engagements</b> South Padre Island PRIDE & PARADE - Special... Promoted by John Carlsen on Sep 23, 2019 Completed	45,536 People Reached	2,576 Post Engagement	\$400.00 Spent of \$400.00 <a href="#">View Results</a>
	<b>Post Engagements</b> South Padre Island Pride Parade Walk, Ride, G... Promoted by John Carlsen on Sep 23, 2019 Completed	20,516 People Reached	1,507 Post Engagement	\$399.95 Spent of \$400.00 <a href="#">View Results</a>
	<b>Post Engagements</b> South Padre Island PRIDE & PARADE Special ... Promoted by John Carlsen on Sep 15, 2019 Active	28,472 People Reached	1,774 Post Engagement	\$612.83 Spent of \$800.00 <a href="#">View Results</a>
	<b>Event Responses</b> SPI Pride Festival and Parade Promoted by John Carlsen on Jul 11, 2019 Completed	124,335 People Reached	1,508 Event Responses	\$270.00 Spent of \$270.00 <a href="#">View Results</a>

Show more details in Ads Manager

*\$2775.38*

*Facebook total spent*

**TOUCAN GRAPHICS**

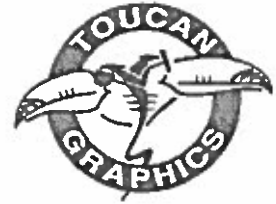
Accounting Dept.

14725 S Padre Island Dr., Unit 4

Corpus Christi, TX 78418 US

(361)949-1400

stan@toucangraphics.net



# Invoice

**BILL TO**

Jay Carlsen

120 E. Atol

South Padre Island, TX

78597

jaycar0499@gmail.com

Attn: J., Carlsen

**INVOICE # 27459**

**DATE 08/06/2019**

**DUE DATE 08/06/2019**

**TERMS Due on receipt**

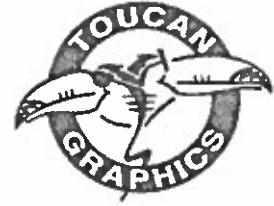
ACTIVITY	QTY	RATE	AMOUNT
<b>Design</b> Art Services: SPI Pride Poster	1	70.00	70.00T
<b>Xcolor</b> Printing: (1000) 5.5 x 8.5 flyers, 4/0, 24# paper	1	150.00	150.00T
<b>Xcolor</b> Printing: 11x17 posters	50	1.68	84.00T

SUBTOTAL	304.00
TAX (8.25%)	25.08
TOTAL	329.08
BALANCE DUE	<b>\$329.08</b>

*PAID UP #1829 8/6/19*

**TOUCAN GRAPHICS**

Accounting Dept.  
14725 S Padre Island Dr., Unit 4  
Corpus Christi, TX 78418 US  
(361)949-1400  
accounting@toucangraphics.net



**INVOICE**

**BILL TO**

Jay Carlsen  
PO Box 3759 / 120 E. Atol  
South Padre Island, TX  
78597  
jaycar0499@gmail.com  
Attn: J., Carlsen

**INVOICE #** 27808

**DATE** 10/07/2019

**DUE DATE** 10/07/2019

**TERMS** Due on receipt

DESCRIPTION	QTY	RATE	AMOUNT
<b>Design</b> Art Services: Layout of SPI PRide Booklets	1	850.00	850.00T
<b>Printing</b> Printing: 1000 24pg booklets, 80# Text, 4x9	1	1,028.00	1,028.00T

SUBTOTAL	1,878.00
TAX (8.25%)	154.94
TOTAL	2,032.94
BALANCE DUE	<b>\$2,032.94</b>

# 1914

10/7/19

**TOUCAN GRAPHICS**

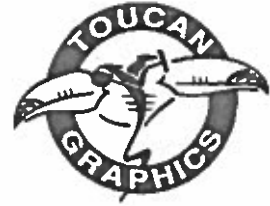
Accounting Dept.

14725 S Padre Island Dr., Unit 4

Corpus Christi, TX 78418 US

(361)949-1400

accounting@toucangraphics.net



**INVOICE**

**BILL TO**

Jay Carlsen

PO Box 3759 / 120 E. Atol

South Padre Island, TX

78597

jaycar0499@gmail.com

Attn: J., Carlsen

**INVOICE # 27794**

**DATE 10/02/2019**

**DUE DATE 10/02/2019**

**TERMS Due on receipt**

*10/8/19  
# 1915*

DESCRIPTION	QTY	RATE	AMOUNT
<b>Signs</b> 10' x 3' Banner w/Pole Pocket and Grommets - SPI Pride	1	130.00	130.00T
<b>Signs</b> 10' x 3' Banner w/Grommets Only - SPI Pride	1	110.00	110.00T
SUBTOTAL			240.00
TAX (8.25%)			19.80
TOTAL			259.80
BALANCE DUE			<b>\$259.80</b>





Posted Transactions Since Your Last Statement

Account Ending in ...2889

Date	Description	Category	Card	Amount
Oct 04	Facebook	Professional Services	John C. ...2889	\$600.00 ✓
Oct 01	Facebook	Professional Services	John C. ...2889	\$355.67 ✓
Sep 30	Facebook	Professional Services	John C. ...2889	\$400.00 ✓
Sep 28	[REDACTED]	Gas/Automotive	John C. ...2889	[REDACTED]
Sep 27	[REDACTED]	Utilities	John C. ...2889	[REDACTED]
Sep 27	[REDACTED]	Merchandise	John C. ...2889	[REDACTED]
Sep 25	[REDACTED]	Gas/Automotive	John C. ...2889	[REDACTED]
Sep 25	Facebook	Professional Services	John C. ...2889	\$250.00 ✓
Sep 23	Facebook	Professional Services	John C. ...2889	\$250.00 ✓
Sep 23	[REDACTED]	Payment	John C. ...2889	[REDACTED]
Sep 21	[REDACTED]	Merchandise	John C. ...2889	[REDACTED]
Sep 21	[REDACTED]	Merchandise	John C. ...2889	[REDACTED]
Sep 20	Toucan Graphics	Other Services	John C. ...2889	\$137.26

Sep  
18

Facebook

Professional  
Services

John C.  
...2889

\$250.00 ✓

Total:

\$4,854.26

SECURITY FEATURES INCLUDE TRIM, WATER MARK, MICR LINE, RED INK, ULTRAVIOLET MARKS AND MICRO-ENCODING

UPPER DECK HOTEL & BAR LLC 01-18  
 P.O. BOX 3789  
 SOUTH PADRE ISLAND, TX 78597

1915  
 88-2288/1113  
 17003  
 CHECK NUMBER

FLAMINGO CAPITAL BANK  
 www.flamingocapital.com

10/8/19

PAY TO THE ORDER OF TAVCAN GONPHIS \$ 259.80

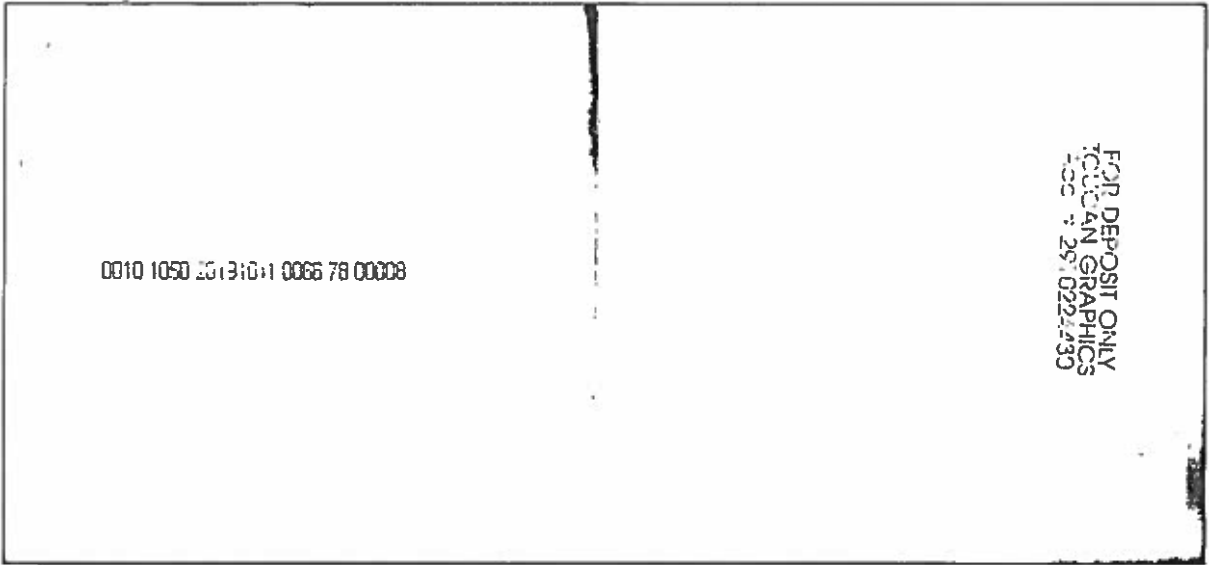
two hundred fifty nine 80/100 DOLLARS

MEMO

VALID VALUE  
 AUTHORIZED SIGNATURE

⑆001915⑆ ⑆111322994⑆7604857800⑆

Details on Back  
 Security Features Included



0010 1050 20131011 0066 78 00008

FOR DEPOSIT ONLY  
COCAN GRAPHICS  
FCC # 291 022433

SECURITY FEATURES INCLUDE TRUE WATERMARK PAPER, HEAT SENSITIVE INK, AND FOIL HOLOGRAM


UPPER DECK HOTEL & BAR LLC    01-18  
P.O. BOX 3789  
SOUTH PADRE ISLAND, TX 78597

1914  
00-22997113  
FLAMINGO BANK  
www.flamingobank.com

10/7/19

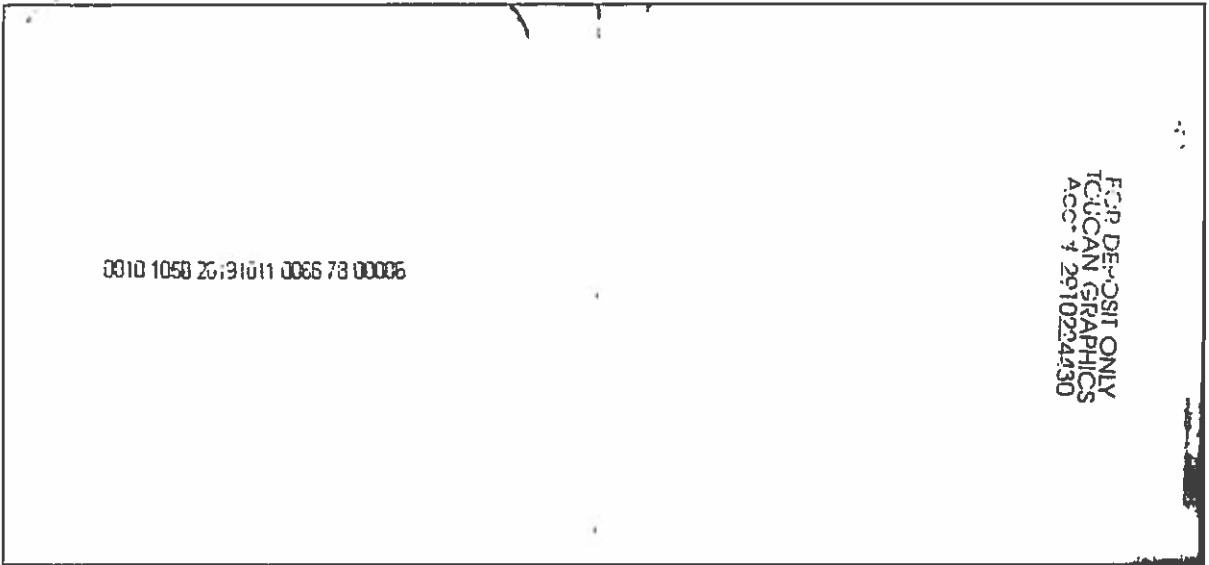
PAY TO THE ORDER OF Toucan Graphics \$ 2032.94  
two thousand thirty two <sup>94/100</sup> DOLLARS

MEMO: \_\_\_\_\_

VALID VALUE  
  
AUTHORIZED SIGNATURE

⑈001914⑈ ⑆111322994⑆2604857800⑈

Details on Back  
Security Features Included



0010 1058 20191011 0065 73 00006

FOR DEPOSIT ONLY  
TUCAN GRAPHICS  
ACC# 7 2910224430

SECURITY FEATURES INCLUDE TRUE WATERMARK PAPER, OI AT SENSITIVE ICON AND FOIL HOLOGRAM

1829

UPPER DECK HOTEL & BAR LLC    01-18    PLAINCAPITAL BANK  
P.O. BOX 3759    www.plaincapital.com  
SOUTH PADRE ISLAND, TX 78597

08-229/1113  
1799  
CHS

8/6/2019

PAY TO THE ORDER OF Toucan Graphics    \$ \*\*329.08

Three Hundred Twenty-Nine and 08/100..... DOLLARS

Toucan Graphics

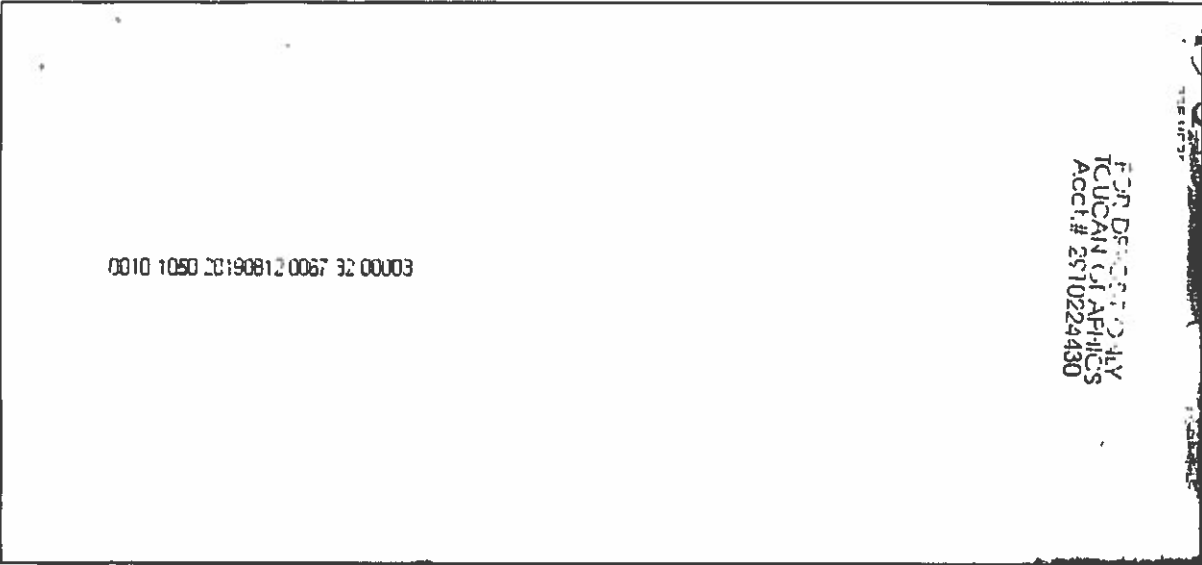
MEMO Posters & Flyers

VALID VALI  
VALID VALI

AUTHORIZED SIGNATURE

⑈001829⑈ ⑆111322994⑆7504857800⑈

Details on Back. Security Features Included



0010 1050 20190812 0067 32 00003

FOR DEPOSIT ONLY  
TUCUMAN OFFICES  
Acct. # 2510224430





**Modesto Lozano**

· October 14 ·

58

1 Comment

Like

Comment

Share



**Mary Blanca Beautiful**

Like · Reply · 2d



Write a comment...



**SPI PRIDE**

Published by John Carlsen · October 7 ·

Add a description

Tag Photo

Add Location

Edit

**1,758**

People Reached

**34**

Engagements

Boost Post

Like

Comment

Share



Write a comment...

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

**MEETING DATE:** November 5, 2019

**NAME & TITLE:** Marisa Amaya, Special Events Manager

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Consent to approve the Valley Haven Fishing Tournament post event report.

**ITEM BACKGROUND**

This event was successfully executed and took place as agreed upon by the Convention and Visitors Advisory Board. The event was funded for \$5,000.

**BUDGET/FINANCIAL SUMMARY**

02-593-8099 Special Events Budget  
75% of the funds were released. (\$3,750)  
25% of the funds are due. (\$1,250)

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No  
Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

South Padre Island Convention & Visitors Bureau  
**Post Event Report**



# POST EVENT REPORT

Today's Date: 10/18/2019

To be reimbursed, please submit the following within 10 days post event:

1. Number of participants calculated with backup documentation (i.e. zip codes, team rosters, surveys)
2. Number of room nights tracked with backup documentation (i.e. third-party housing documentation or certified hotel pickup reports)

Please submit the following within 30 days your post event report:

1. Valid invoice(s) supporting reimbursable allowable expenses. Please submit only enough receipts to reach awarded grant amount.
2. Evidence of payment to support invoices paid from grantee to third party (front and back copies of cleared check(s) or detailed credit card/debit card receipts. For all media buys please provide tear sheets, copies of advertisements, schedules and signed station affidavits.
3. Copies of marketing or advertising materials, websites showing South Padre Island CVB logo.

## Organization Information

Name of Organization: Valley Haven Inc  
Address: 5501 W Business 83  
City, State, Zip: Harlingen, TX, 78552  
Contact Name: Mark Trevino Contact email: marktrevino@valleyhaveninc.org  
Contact Cell Phone Number: 956-465-3167

## Event Information

Name of Event or Project: 5th Annual Fishing Tournament  
Date(s) of Event or Project: Sept 20-21, 2019  
Primary Location of Event or Project: Louie's Backyard  
Amount Requested: \$ 11,000.00  
Amount Received: \$ 5,000.00  
How many years have you held this Event or Program: 5



## Event Funding Information

1. Actual percentage of funded event costs covered by hotel occupancy tax: 20%
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): N/A
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): N/A
4. If staff costs were covered, estimate of actual hours staff spent on funded event: N/A
5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used? Yes, \_\_\_\_\_  
\_\_\_\_\_
6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

## Event Attendance Information

1. How many people did you predict would attend this event? (Number submitted in the application for hotel occupancy tax funds): 500
2. What was the actual attendance at the event? 525.00
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 150
4. How many room nights did you actually generated by attendees of this event? 155
5. If this Event has been funded by hotel occupancy tax in the last three years, how many room nights were generated at South Padre Island hotels by attendees of this Event?
  - This Year: 155
  - Last Year: 112
  - Two Years Ago: 101
  - Three Years Ago: 70
6. What method did you use to determine the number of people who booked rooms at South Padre Island hotels (e.g.; room block usage information, survey of hoteliers, total attendance formula, zip code information, etc.)? Survey at event registration  
Survey at event registration
7. Was a room block established for this Event at an area hotel (hotels), and if so, did the room block fill? N/A  
If the room block did not fill, how many rooms were picked up? N/A

## Event Promotion Information

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

- Newspaper: \$388.00
- Radio: \$
- TV: \$1,000
- Other Paid Advertising: \$1,200
- Number of Press Releases to Media:
- Number emails to out-of-town recipients:
- Other Promotions 1,000

2. Did you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? Yes
3. Did you negotiate a special rate or hotel/event package to attract overnight stays? Yes
4. What new marketing initiatives did you utilize to promote hotel and convention activity for this Event?  
Facebook, newspaper and TV Ads

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

5. Please note any other success indicators of your event: N/A

# Fundraising Event Budget for 5th Annual Fishing Tournament

## Income

	Actual
<b>Total income</b>	<b>\$33,882.00</b>

### Event Attendees

Estimated	Actual		Actual
50	63	Boat Anglers @	\$100.00
5	20	Guided Anglers @	\$100.00
15	6	Kayak Anglers @	\$600.00
5	2	Child Anglers @	\$90.00
10	25	Sponsored Anglers @	\$0.00
	116		<b>\$8,990.00</b>

### Sponsorships

Estimated	Actual		Actual
5	7	Hook sponsors @	\$200.00
5	4	Small Trophy sponsors @	\$500.00
5	2	Snook sponsor	\$1,000.00
3	0	Flounder sponsors @	\$1,500.00
5	0	Trout sponsors @	\$2,000.00
4	3	Red Fish sponsors @	\$2,500.00
0	1	Other @	\$250.00
0	0	Other @	\$0.00
			<b>\$13,150.00</b>

### Donations

Estimated	Actual		Actual
0	0	Actual Donations Received	\$0.00
0	1	Calcutta	\$612.00
			\$0.00
			<b>\$612.00</b>

### Sale of items

Estimated	Actual		Actual
20	96	Raffle Tickets @	\$480.00
5	5	T-Shirts @	\$100.00
10	11	Social Tickets @	\$550.00
15	0	Meal Tickets @	\$0.00
50	100	Cup Raffle @	\$10,000.00
			\$0.00
			\$0.00
			\$0.00
			<b>\$11,130.00</b>



# Fundraising Event Budget

## Expenses

	Estimated	Actual
<b>Total Expenses</b>	<b>\$21,730.00</b>	<b>\$15,698.06</b>

	Estimated	Actual
<b>Facility</b>		
Venue rental		
Table and chair rentals		
Linens		
Security		
Sound system/Speakers/Mic.		
Other		
Floating Deck		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>

	Estimated	Actual
<b>Food and Beverage</b>		
Catering Company	\$2,200.00	\$2,322.00
Staff Gratuities		
Bottled Water		
Other		
<b>Totals</b>	<b>\$2,200.00</b>	<b>\$2,322.00</b>

	Estimated	Actual
<b>Decorations</b>		
Flowers		
Lighting, candles, balloons		
Signs (instructional)		
Other		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>

	Estimated	Actual
<b>Program Details</b>		
Performers/celebrities		
Auctioneer		
Travel/hotel for performers		
Other		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>

	Estimated	Actual
<b>Publicity &amp; Marketing</b>		
DoJiggy event management website		
Add. participants - DoJiggy website		
TV/radio commercials		
Photography/video		
Press releases		
Event planner/PR firm fees		
Design Fees (promotional materials/ads)		
Other		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>

	Estimated	Actual
<b>Prizes &amp; Auction Items</b>		
Sponsors gifts	\$0.00	\$0.00
Goody bags	\$250.00	\$150.00
Volunteer gifts	\$0.00	\$0.00
Gift certificates		
Auction/Raffle items (that could not be donated)	\$200.00	\$0.00
Plaques	\$600.00	\$561.00
Angler Shirts	\$1,500.00	\$1,671.66
Prize Money	\$10,800.00	\$5,400.00
Other		
<b>Totals</b>	<b>\$13,350.00</b>	<b>\$7,782.66</b>

	Estimated	Actual
<b>Miscellaneous</b>		
Event insurance		
Telephone fees		
Taxes, event permits		
Credit card fees		
Other		
Raffle Items & Supplies	\$1,000.00	\$189.99
Marketing (Donated)	\$5,000.00	\$4,347.76
<b>Totals</b>	<b>\$6,000.00</b>	<b>\$4,537.75</b>

	Estimated	Actual
<b>Printing &amp; Print Materials</b>		
Photocopying		
Postage	\$100.00	\$59.40
Invitations		
Save the Date Postcards		
Event Programs	\$80.00	\$0.00
Fliers		
Graphic design		
Other		\$996.25
<b>Totals</b>	<b>\$180.00</b>	<b>\$1,055.65</b>

DOJIGGY COOL TOOLS FOR NON-PROFITS

# Fundraising Event Budget

## Profit - Loss Summary

	<b>Actual</b>
<b>Total income</b>	\$33,882.00
<b>Total expenses</b>	\$15,698.06
<b>Total profit (or loss)</b>	<b>\$18,183.94</b>

# Office DEPOT OfficeMax

MEMBER ID: 10111228  
07/26/2019 10:45 PM



100797	Color SS Hedge	7.20	
5 @ 1.44		7.20	
Coupon - 56106743		-1.45	
You Pay			25.20SS
16699	Color SS Hedge	1.44	
Coupon - 56106743		0.28	
You Pay			1.16SS
Coupon number - 56106743			
Subtotal:			52.11
Sales Tax:			2.65
Total:			54.76
Debit Card 8609			

34.76  
 +35.00 Cash (Copies)  
69.76

TDS Chip Read  
 AID A0000000980840 US 01 01 01  
 TVR 8000048000  
 CVS PIN Verified

MARK TREVINO 1910134605  
 Please create your online rewards  
 account at [officedepot.com/rewards](http://officedepot.com/rewards).  
 You must complete your account to  
 claim your rewards and view your  
 status.

Total Savings  
 \*9.10



230 W. NEWCOMBE PHARR, TX 78577  
P: 956.961.4532 F: 956.961.4533

thegrafixexpress@gmail.com

DATE: \_\_\_\_\_ TIME: \_\_\_\_\_ DUE DATE: \_\_\_\_\_  
 Pick up  Delivery Order By: \_\_\_\_\_

COMPANY: Valley Haven Inc. CLIENT NAME: Mark Travis  
ADDRESS: 5501 U. Bus 83 Harlingen, TX 78552 CITY: Harlingen ZIP: 78552  
PHONE: 956 465-3167 EMAIL: Mark.Travis@valleyhavenlog.org

Size: H \_\_\_\_\_ W \_\_\_\_\_  
Quantity: \_\_\_\_\_  
Double Sided:  Y  N

ART WORK PROVIDED:  Y  N  
FILE NAME: \_\_\_\_\_

**DESCRIPTION**

Handwritten notes and diagrams:

- Diagram 1: A rectangle with dimensions 17 (height) and 75-100 (width). Inside, it says "Paper" and "X5".
- Diagram 2: A rectangle with dimensions 4' (height) and 25' (width). It says "Register Banner" and "X5".
- Diagram 3: A large rectangle with dimensions 28' (height) and 28' (width).
- Handwritten price: "\$35 reg".
- Text: "for discounted reservation Call: 956-761-1160 Use code 733662"

Stamp:

THE GRAFIX EXPRESS  
230 W NEWCOMBE AVE  
PHARR, TX 78577  
(956) 961-4532

Merchant ID: 1601008285  
Term ID: 5789

**Sale**

VISA  
XXXXXXXXXXXX6255  
Entry Method: Manual  
Apprvd: Online Batch#: 000008  
08/06/19 13:42:59  
AVS Code: Z

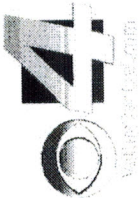
Inv#: 00000001 Appr Code: 080900  
Total: \$ 245.00

Customer Copy  
THANK YOU

deposit \$120

Subtotal: \_\_\_\_\_  
Tax: \_\_\_\_\_  
Total: 245.00

- Coroplast  Banner  Cut Vinyl  Frosted  Lamination  Grommets  IN HOUSE  ON SITE INSTALLATION
- Vehicle Wrap  Window Perforated  Magnetic  Reflective  Special vinyls



# VALLEY HAVEN

Date: 8/22/2019

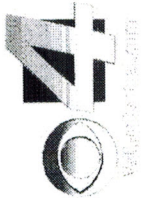
Client: direct  
 Buyer: VALLEY HAVEN  
 Advertiser: VALLEY HAVEN  
 Product: N/A  
 Estimate #:   
 Primary Demo: Adults 18-34  
 Office: KGBT-TV Channel 4  
 1212 W. Expressway 83  
 Pharr, Texas 78577  
 Flight Dates: 8/26/2019 to 9/22/2019  
 Contact: Ralph DeAnda  
 Phone: 956-739-3772  
 Fax: 956-782-0949  
 Email: radeanda@sbgstv.com

Daypart	Dur	Dpt Code	COST	Au	Se	Total Spots	A 18-34 RTG/CPM
---------	-----	----------	------	----	----	-------------	-----------------

## Harlingen-Wsico-Brnsvl-McA Jun19 DMA Rentrak Live Only

Daypart	Dur	Dpt Code	COST	Au	Se	Total Spots	A 18-34 RTG/CPM
M-F 7a-9a	15	EM	\$55	0	0	5	1.6
CBS EARLY SHOW							
Jun19 Rentrak Live Only							
Sa 7a-9a	15	EM	\$75	0	2	1	1.3
CBS NEWS SATURDAY MORNING							
Jun19 Rentrak Live Only							
Su 8a-9:30a	15	EM	\$90	0	0	1	1.8
CBS NEWS SUNDAY MORNING							
Jun19 Rentrak Live Only							
Su 10a-10:30a	15	EM	\$45	0	2	1	1.1
FULL MEASURE WITH SHARYL ATTKISSON							
Jun19 Rentrak Live Only							
M-Su 5a-12m	15	RT		0	9	9	1.8
VARIOUS							
Harlingen-Wsico-Brnsvl-McA Jun19 DMA Rentrak Live Only							
PSA							
<b>Total Spots:</b>						35	57.4
<b>Total GRP:</b>							\$17
<b>Total COST:</b>							\$1,000

**Total Reach:** 27.3%  
**Total Freq:** 2.1  
**Total Net Reach (000):** 43  
**Harlingen Pop (000):** 157



# VALLEY HAVEN

Date: 8/22/2019

Client: direct  
 Buyer: VALLEY HAVEN  
 Advertiser: VALLEY HAVEN  
 Product: N/A  
 Estimate #:

Primary Demo: Adults 18-34  
 Office: KGBT-TV Channel 4  
 1212 W. Expressway 83  
 Pharr, Texas 78577

Flight Dates: 8/26/2019 to 9/22/2019  
 Contact: Ralph DeAnda  
 Phone: 956-739-3772  
 Fax: 956-782-0949  
 Email: radeanda@sbgstv.com

Daypart	Dur	Dpt Code	COST	Au	Se	Total Spots	A 18-34 RTG/CPP
				26	2	9	16

## KGBT-TV

COST  
 Sep 19 \$1,000

Signature: \_\_\_\_\_

### Disclaimer:

NuMath® and report designs Copyright ©2019 Strata Marketing, Inc. 312-222-1555  
 Rentrak Corporation Audience Estimates Copyright ©2019 Rentrak Corporation. Rentrak-derived minimum thresholds have not been applied to these estimates; the thresholds will be applied on a go-forward basis in a future Rentrak release. Audience estimates for total households and age/gender only are available based on market tiers.



# Insertion Order

Acct # / Adv'r: 87004563 - Valley Haven  
 Address: 5501 W. Business 83; HARLINGEN, TX 78552  
 Solution Desc: Valley Haven Digital - Booked to MV

Phone: (956) -89-0422  
 Contact:

Created By: Cassandra Espinoza / ( 956) 683-4000  
 Date Created: 9/19/2019 12:00:27 PM

Topic: **Internet**      Creative Src: \_\_\_\_\_      Notes: \_\_\_\_\_  
 Product: **MM Digital AIM**      Layout Note: Valley Haven Targeted Display  
 Rate Card: **Targeted Display**      Pickup #: \_\_\_\_\_      Order #: **30140279**  
 Color Rate Card: \_\_\_\_\_      Product Cost: **\$1,200.00**  
 Run Date: \_\_\_\_\_      End Date: 09/20/19      Topic: \_\_\_\_\_      Colors: \_\_\_\_\_      Quantity: \_\_\_\_\_      Cost: \_\_\_\_\_  
 09/20/19      Friday      09/20/19      Internet      RON      96,000      \$1,200.00

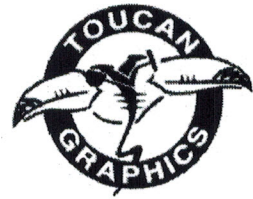
Notes: \_\_\_\_\_

The individual who has executed this contract/agreement is expressly authorized to bind the advertiser on whose behalf the advertising commitment is made. Advertiser understands and accepts that the placement of advertising with AIM Media Texas constitutes acceptance of a binding agreement to abide by all the terms and conditions set forth in AIM Media Texas's current rate cards which are expressly incorporated herein.

Signature: \_\_\_\_\_      Solution Std. Cost: **\$1,200.00**      Reach  
 ASK Savings: **\$0.00**      96,000  
 Name: \_\_\_\_\_      Date: \_\_\_\_\_      Solution Investment: **\$1,200.00**      CPM      \$12.50

**TOUCAN GRAPHICS**

Accounting Dept.  
14725 S Padre Island Dr., Unit 4  
Corpus Christi, TX 78418 US  
(361)949-1400  
accounting@toucangraphics.net



**INVOICE**

**BILL TO**

Pamela Alvarez  
Valley Haven, Inc  
5501 W Business 83  
Harlingen, TX 78552

**INVOICE #** 27697

**DATE** 09/18/2019

**DUE DATE** 09/18/2019

**TERMS** Due on receipt

---

DESCRIPTION	QTY	RATE	AMOUNT
<b>Design</b> Art Services: Set-up sponsors banner	1	25.00	25.00
<b>Signs</b> 7' x 7' Step and Repeat Banner	1	196.00	196.00
<b>Signs</b> 8' x 4' General Banner	1	128.00	128.00
<b>Signs</b> 6' x 4' Sponsors Banner	1	96.00	96.00
<b>BALANCE DUE</b>			<b>\$445.00</b>

---





# Proposal

Acct # / Adv'r: 87004563 - Valley Haven

Phone: (956) -89-0422

Created By: Cassandra Espinoza / ( 956) 683-400

Address: 5501 W. Business 83; HARLINGEN, TX 78552

Contact:

Date Created: 9/20/2019 10:52:29 AM

Solution Desc: Invoice Kayak Fishing Tourney

Time Frame: 09/20/19 - 10/19/19

Topic: **Special Tab**

Creative Src:

Notes:

Product: **CC ROP**

Layout Note

Rate Card: **CC ROP Color**

Pickup #:

Order #:

Color Rate Card:

Product Cost: **\$38**

Run Date: 09/20/19

End Date: Friday

Topic: Special Tab

Size: Full Pg CC 4 x 10

Colors: 3 Colors

Quantity: 1

Notes:

[Empty box for notes]

The individual who has executed this contract/agreement is expressly authorized to bind the advertiser on whose behalf the advertising commitment is made. Advertiser understands and accepts that the placement of advertising with AIM Media Texas constitutes acceptance of a binding agreement to abide by all the terms and conditions set forth in AIM Media Texas's current rate cards which are expressly incorporated herein.

Signature: \_\_\_\_\_ Solution Std. Cost: \$388.00

Name: \_\_\_\_\_ ASK Savings: \$0.00

Date: \_\_\_\_\_ Solution Investment: \$388.00

CPM

11:56



## Promote Event

**i** Your ad has finished, but you can increase the budget to reach more people.

Status  Completed

Start Date August 18, 2019 at 5:29 PM

End Date September 20, 2019 at 5:05 PM

Amount Spent **\$800 / \$800**

Audience Male, female, 18-65  
Interests

Boosted By Kristen Galbreath Millon

Increase Budget

Create New Ad

### Reach More People

Add \$200 and 1 more day  
Est. Reach 1.9K - 5.7K people per day

Add \$400 and 3 more days  
Est. Reach 2.2K - 6.3K people per day

Add \$600 and 5 more days  
Est. Reach 2.4K - 6.9K people per day

Add \$800 and 7 more days  
Est. Reach 2.4K - 7.2K people per day

11:56



# Boost Post



Your ad has finished, but you can increase the budget to reach more people.



## Results From Your Ad

**26,968**

People Reached

**4**

Message Replies

[View Detailed Results](#)



## Feedback

Are you satisfied with this ad?

No

Yes



## Overview

Status

● Completed

Start Date

September 17, 2019 at 5:27 PM

End Date

September 22, 2019 at 12:04 AM

Amount Spent

**\$200 / \$200**

Audience

Male/Female, 18-35+  
1 location

Boosted By

Mark Trevino

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

**MEETING DATE:** November 5, 2019

**NAME & TITLE:** Marisa Amaya, Special Events Manager

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and action to approve the funding request for Ladies Kingfish Tournament and recommend to the Convention and Visitors Advisory Board for approval.

**ITEM BACKGROUND**

This event is scheduled for August 2020. The event is requesting \$5,000.

**BUDGET/FINANCIAL SUMMARY**

02-593-8099 Special Events Budget

FY 18/19 – \$5,000 was approved.

FY 18/19 – Convention Centre In-Kind \$9,100 was given.

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

Approve funding request and recommend to CVAB for approval.

South Padre Island Convention & Visitors Bureau

# **South Padre Island Tax**

# **Funding Application**

Hotel Occupancy Tax Use Guidelines Under Texas State Law

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## APPLICATION FOR INITIAL FUNDING

Today's Date: 10/15/19

### ORGANIZATION INFORMATION

Name of Organization: South Padre Island Chamber of Commerce

Address: 610 Padre Blvd.

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

Contact Name: Roxanne M. Ray Contact Email: roxanne@spichamber.com

Contact Office Phone Number: 956 761 4412

Contact Cell Phone Number: 956 545 4379

Website Address for Event or Sponsoring Entity: spichamber.com

Non-Profit or For-Profit status: 501 (c) 6 Tax ID #: 742572775

Entity's Creation Date: February 1989

Purpose of your organization:

Promote business and tourism on South Padre Island.

### EVENT INFORMATION

Name of Event: 39th Annual Ladies Kingfish Tournament

Date(s) of Event: August 7, 8, 9, 2020

Primary Location of Event: South Padre Island Convention Centre

Amount Requested: \$5000.00 for marketing

Primary Purpose of Funded Activity/Facility:

To promote South Padre Island as a fishing and leisure travel destination.

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

Marketing for our tournament.

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

20% Percentage of Total Event Costs Covered by Hotel Occupancy Tax

65% 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:

Request use of Convention Centre facilities for Thursday (6th) through Sunday (9th).

Thursday setup, Friday registration, Sunday awards lunch.

**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: \$ 5000.00
- 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?

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

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

---

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

---

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

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

What tourist attractions will be the subject of the signs?

---

---

#### QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event? 38 years

Expected Attendance: 475 Fri., 550 Sat., 230 Sun.

How many people attending the Event will use South Padre Island lodging establishments? est. 45%

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)? No

Where and how many rooms will be blocked?

---

---

---



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
August 2019	\$5000 (marketing)	
August 2018	\$5000 (marketing)	
August 2017	\$2000 (marketing)	

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

Our event registration form includes a lodging survey. Completed survey forms are gathered and provided to the CVB Staff.

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

Will the event charge admission? Yes If so, what is the cost per person? \$95 anglers, \$25 others

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?

Estimate \$30,000 net profit which goes into the SPI Chamber operational budget and provides the resources to sustain

our operations and to carry out our fishing tournament as well as other programs and events for our business community.

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: \$ 1000.00
- Radio: \$ psa's
- TV: \$ trade
- Website, Social Media: \$ 3000.00
- Other Paid Advertising: \$ 1000.00

Anticipated Number of Press Releases to Media: 5-10 May, June, July

Anticipated Number Direct Emails to out-of-town recipients: 1200

Other Promotions: Posters, banners, push cards, email, social media, sharing with other FB fishing groups

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.

*[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?

Event listing on CVB website events page, SPI Chamber website, Facebook, Chamber emails.

---

Who is your target audience? Female anglers, fishing captains, and all of their families.

---

What geographic region(s) are you marketing to?

Rio Grande Valley, Coastal Texas and throughout Texas using Facebook fishing sites and some Texas fishing related publication and websites.

---

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 general liability, Accord through Brisky & Perez.

---

*[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](mailto:marisa@sopadre.com)

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

THIS FORM MUST BE COMPLETED BY APPLICANT

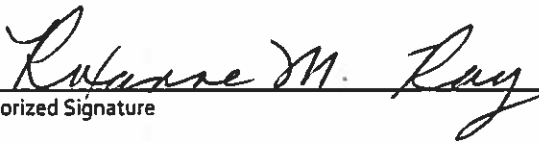
Ladies Kingfish Tournament

10/15/19

Name of Event

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)



Authorized Signature

10/15/19

Date

Roxanne M. Ray

Print Name

## **2020 Ladies Kingfish Tournament**

### **Activities Overview**

#### **Wednesday – at the SPI Convention Centre**

Move in our tournament related supplies, trophies, merchandise, angler bags. Deliver banners to CVB staff for hanging. Check with them regarding final setup.

#### **Thursday – at the SPI Convention Centre**

Setup merchandise booth, trophy display, stage presentation, art vendor, raffle display, inside boat/car displays. Setup posters. Challenge table also setup.

#### **Friday – at the SPI Convention Centre**

Set up registration work area, bag pickup, onsite registration, vendors come in to setup 9-3. Bars are setup. Volunteers arrive by 4. The room is wrapped with sponsors banners all around the room.

Event opens at 4 p.m. and registration ends at 7:00 pm. Guests may enjoy a drink while shopping our merchandise booth and visiting vendor booths where they can purchase items or visit with reps. A very active raffle area is selling chances for a vast number of raffle items. Registered participants may enter an angler's challenge. Guests can view all of the sponsored award trophies. This is a time when many guests visit with friends and anglers they haven't seen since previous year. Event is open to everyone. We usually have some type of music and during the course of the evening there is a rules meeting.

#### **Saturday – at the South Point Marina in Port Isabel**

Fishing on the Laguna Madre and the Gulf of Mexico. Weigh in is held at the South Point Marina in Port Isabel from 2 to 7 p.m. There is covered seating available for audience and the Laguna Madre Youth Center is selling food and soft beverages. 30 plus volunteers staff the weigh in tables and assist anglers at the dock. We have a charity that collects donated fish. Lots of photo ops!

#### **Sunday - at the SPI Convention Centre**

Final day of festivities. Convention Hall opens at 10:00 a.m. to the public. Those with tickets can enjoy lunch starting at 11:00. There are cash bars for refreshments. Vendors are open and our event merchandise booth volunteers are selling items. Our raffle crew is selling tickets for the raffle until 12:00 noon. Trophies are on display. An announcer does the appropriate thank you to sponsors, donors, various dignitaries and guests. Winners are announced and awarded trophies. Raffle drawings are held. Angler's challenge announces winners.

South Padre Island Chamber of Commerce  
2020 Ladies Kingfish Tournament  
October 2019 through September 2020

	Oct '19 - Sep ...	Budget	\$ Over Budget	% of B...
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
450000 · Ladies Kingfish Tournament -				
411050 · Reg. Fees	0.00	21,000.00	-21,000.00	0.0%
412050 · Sponsorship	0.00	30,000.00	-30,000.00	0.0%
413050 · Event promo items	0.00	2,500.00	-2,500.00	0.0%
429050 · Miscellaneous	0.00	4,000.00	-4,000.00	0.0%
<b>Total 450000 · Ladies Kingfish Tournam...</b>	<b>0.00</b>	<b>57,500.00</b>	<b>-57,500.00</b>	<b>0.0%</b>
<b>Total Income</b>	<b>0.00</b>	<b>57,500.00</b>	<b>-57,500.00</b>	<b>0.0%</b>
<b>Gross Profit</b>	<b>0.00</b>	<b>57,500.00</b>	<b>-57,500.00</b>	<b>0.0%</b>
<b>Expense</b>				
620000 · Ladies Kingfish Tournament				
500050 · Promotion	0.00	5,000.00	-5,000.00	0.0%
502050 · Awards/Prizes/Tropies	0.00	5,000.00	-5,000.00	0.0%
522050 · Food/Drink	0.00	4,500.00	-4,500.00	0.0%
562050 · Misc.	0.00	5,700.00	-5,700.00	0.0%
576050 · Printing	0.00	250.00	-250.00	0.0%
606050 · Supplies	0.00	200.00	-200.00	0.0%
618050 · T-Shirts/logo items	0.00	3,300.00	-3,300.00	0.0%
619050 · Event Bags	0.00	2,200.00	-2,200.00	0.0%
<b>Total 620000 · Ladies Kingfish Tournam...</b>	<b>0.00</b>	<b>26,150.00</b>	<b>-26,150.00</b>	<b>0.0%</b>
<b>Total Expense</b>	<b>0.00</b>	<b>26,150.00</b>	<b>-26,150.00</b>	<b>0.0%</b>
<b>Net Ordinary Income</b>	<b>0.00</b>	<b>31,350.00</b>	<b>-31,350.00</b>	<b>0.0%</b>
<b>Net Income</b>	<b>0.00</b>	<b>31,350.00</b>	<b>-31,350.00</b>	<b>0.0%</b>

## 2020 Ladies Kingfish Tournament Media Plan - Proposed

### Lone Star Outdoors

Ad on website homepage – June and July

### Texas Saltwater Fishing Magazine

½ page full-color ad in July printed magazine

Large banner ad on website homepage – June and July

### PI/SPI Guides Association Website

Ad on website homepage that links to event page for one year

### Texas Sportsman Magazine

Full page color ad in June/July online magazine

Videos during event and while fishing and features on Texas Sportsman Show on Fox Channel 2

### Gulf Coast Mariner Magazine

E-blast to over 5,000 contacts, event posted on homepage under Fishing and Fishing Events, 3 Facebook posts, 2 Twitter posts, 1 Instagram post, and banner on website for two months with click to event page

### Saltwater Angler Magazine

Banner ad on website homepage in June and July

### South Padre Island Street Banner

In median on Padre Blvd. two weeks prior to event

### Parade

Three ¼ page color ads (every other week and alternated with Coastal Current)

We paid for two and Parade paid for one

Full page color thank you ad in August

### Coastal Current

Three ¼ page color ads (every other week and alternated with Parade)

Full page color thank you ad in August

### SOCIAL MEDIA – FISHING GROUPS JOINED (10,982+ total members)

361 Fishing – 39,000 members	Fishing Tournaments: South Padre Island, TX (SPI) – 68 members
Fishing Texas – 19,000 members	Texas Fishing Group – 7,500 members
RGV Fishing Fanatics – 2,700 members	SPI Fishing: The Jetties – 452 members
Texas Fishing – 1,200 members	Texas Flats Fishing – 1,900 members
210 Fishing – 38,000 members	

\*all social media posted to Chamber's Facebook, Instagram and Twitter, and LKT Facebook and Instagram, and shared with above fishing groups, and numerous local groups

Registration forms and posters are also distributed during Port Mansfield and TIFT tournaments.

### **Ladies Kingfish Tournament – Room night estimate**

Based on 2019 angler demographics 50% of our registrants were from outside 50 miles from South Padre Island.

Using an estimate of 200 anglers and a conservative 45% from outside 50 miles that would give us 90 individuals who might book hotel rooms.

Conservatively estimating 2 persons per room that would result in 45 one room nights. We would expect most to stay two nights for a total of 90 room nights.

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

**MEETING DATE:** November 5, 2019

**NAME & TITLE:** Marisa Amaya, Special Events Manager

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and action to approve the funding request for the National Tropical Weather Conference and recommend to the Convention and Visitors Advisory Board for approval.

**ITEM BACKGROUND**

This event is scheduled for April 2020. The event is requesting \$20,000.

**BUDGET/FINANCIAL SUMMARY**

02-593-8099 Special Events Budget

FY 18/19 – \$25,000 was approved.

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

Approve funding request and recommend to CVAB for approval.



South Padre Island Convention & Visitors Bureau

# **South Padre Island Tax Funding Application**

Hotel Occupancy Tax Use Guidelines Under Texas State Law

## APPLICATION FOR INITIAL FUNDING

Today's Date: 09/30/19

### ORGANIZATON INFORMATION

Name of Organization: Storm Science Network Inc.

Address: 19118 Nature Oaks

City, State, Zip: San Antonio, Texas, 78258

Contact Name: Alex Garcia Contact Email: alex@wxguide.com

Contact Office Phone Number: 2105084454

Contact Cell Phone Number: 2105084454

Website Address for Event or Sponsoring Entity: www.hurricanecenterlive.com

Non-Profit or For-Profit status: ACTIVE Tax ID #: 20-5256421

Entity's Creation Date: 2001

Purpose of your organization:  
Storm Science Network Inc. produces professional and public science conferences and expos that promote an understanding of science concepts, disaster safety, preparedness and resilience.

### EVENT INFORMATION

Name of Event: National Tropical Weather Conference

Date(s) of Event: April 1-5, 2010

Primary Location of Event: Marriott Courtyard, SPI

Amount Requested: \$20,000

Primary Purpose of Funded Activity/Facility:  
to educate broadcast meteorologist/emergency managers and others who manage disaster safety programs so that they in turn can education the public, employees, and others

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

The hotel tax funds will be used to secure hotel space and services for the National Tropical Weather Conference

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

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

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

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

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

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

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

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

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

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

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

What tourist attractions will be the subject of the signs?

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### QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event? Eight

Expected Attendance: 130

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

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

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

Where and how many rooms will be blocked?

Marriott Courtyard - 75 room minimum

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
April 2019	\$20,000	244
April 2018	\$20,000	280
April 2017	\$15,000	241

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

Room block usage information

USAA, Walmart, WSI

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

Will the event charge admission? Registration Fee If so, what is the cost per person? \$250

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

Anticipated Number of Press Releases to Media: 3

Anticipated Number Direct Emails to out-of-town recipients: 500

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

*[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 email and social media

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Who is your target audience? broadcast meteorologists and emergency managers

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What geographic region(s) are you marketing to?

The United States (states that are impacted by tropical systems), countries that are impacted by tropical systems

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

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

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

\$1,000,000 Acord

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

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

Yes  No

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

**Submit to complete applications to:**

Marisa Amaya  
Event Development Manager  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597  
Phone: (956) 761-3834  
Email: [marisa@sopadre.com](mailto:marisa@sopadre.com)

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

THIS FORM MUST BE COMPLETED BY APPLICANT

National Tropical Weather Conference

09/30/19

Name of Event

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)

**Alex Garcia**

Digitally signed by Alex Garcia  
Date: 2019.10.04 10:20:04 -05'00'

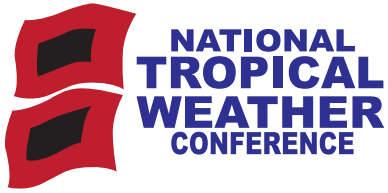
10-4-19

Authorized Signature

Date

Alex Garcia

Print Name



## Schedule 2020

The NTWC 2020 schedule is being developed at this time. We have commitments from the following:

Ken Graham, Director-National Hurricane Center  
Jamie Rhome, Storm Surge Lead - National Hurricane Center  
Dr. Philip Klotzbach, Research Scientist - Tropical Meteorology Project  
Dr. Neil Frank, former Director - National Hurricane Center  
Bill Read, former Director - National Hurricane Center  
Mark Sudduth - HurricaneTrack  
Dr. Brian K. Haus - University of Miami  
Dr. Hal Neeham - Marine Weather & Climate  
Josh Morgerman - "Hurricane Man" - hurricane chaser





## Workin

### SITE

Meeting Rooms	\$1,500.00
Site staff	\$4,500.00
Equipment Rental	\$1,100.00
Hotel Rooms	\$12,000.00
<b>Sub-total</b>	<b>\$19,100.00</b>

### PROMOTION

MISC.	\$200.00
Conference Shirts	\$2,000.00
Lanyards	\$200.00
Conference Badges	\$550.00
<b>Totals</b>	<b>\$2,950.00</b>

### MEDIA

Social Media Streaming	\$2,000.00
Photocopying/Printing	\$1,000.00
Satellite Truck	\$10,000.00
Live U	\$1,200.00
<b>Sub-total</b>	<b>\$14,200.00</b>

### Miscellaneous

Conceirge	\$350.00
Transportation Airport Shuttle	\$1,200.00
Buses to Brownsville	\$1,300.00
Dine Around Taxis	\$521.00
Gratuity - Dine Around	\$700.00
Steve Smith	\$300.00
Jerry Latham	\$75.00
Awards	\$500.00
Rentals -	\$1,200.00
Production rental	\$1,200.00
<b>Sub-total</b>	<b>\$7,346.00</b>

# g Budget 2020

## FOOD AND BEVERAGE

Food	\$18,000.00
Wifes lunch	\$150.00
Hurricane Hunter lunch	\$150.00

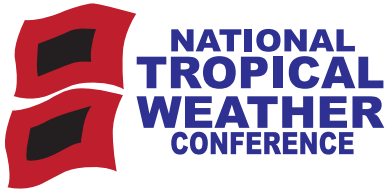
**Sub-total** \$18,300.00

## PROGRAM AND SUPPORT

Entertainment Friday	\$1,200.00
Entertainment Wednesday	\$500.00
Speaker Flights	\$8,500.00
Misc - Gratuity	\$700.00

**Sub-total** \$10,900.00

**Total** \$72,796.00



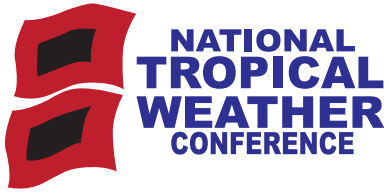
## Promotion and Marketing Plan

The National Tropical Weather Conference is a highly specialized professional conference. The core audience includes, broadcast meteorologists from network and local television stations, emergency managers from hurricane impact zones, meteorology students, and corporate emergency planners.

Our promotion and marketing includes direct e-mail, social media professional newsletters and publications. We directly contact over 500 broadcast meteorologists, emergency managers, and all universities that have meteorology programs.

Additionally, we send press releases to all broadcast, digital and print media in hurricane impact zones regarding Dr. Klotzbach's press conference on the upcoming Hurricane Seasonal Forecast. We also provide hurricane seasonal forecast graphics to national and local broadcast outlets.

Our promotional efforts begin in October and continue into the following April.



## Room Night Projections

The National Tropical Weather Conference is a highly specialized professional conference with a focused audience of broadcast meteorologists, research scientists, and others involved in hurricane preparation, response and recovery.

Our room night projections are developed in collaboration with our selected venue to ensure that all conference attendees will room at the venue. In the event of an overrun, our venue has plans to accommodate any conference attendee at a nearby hotel.

We project 2020 room nights will be between 245 and 280.

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

**MEETING DATE:** November 5, 2019

**NAME & TITLE:** Marisa Amaya, Special Events Manager

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and action to approve the funding request for Splash and recommend to the Convention and Visitors Advisory Board for approval.

**ITEM BACKGROUND**

This event is scheduled for April 2020. The event is requesting \$15,000.

**BUDGET/FINANCIAL SUMMARY**

02-593-8099 Special Events Budget

FY 18/19 – \$25,000 was approved.

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

Approve funding request and recommend to CVAB for approval.

South Padre Island Convention & Visitors Bureau

# **South Padre Island Tax Funding Application**

Hotel Occupancy Tax Use Guidelines Under Texas State Law

# APPLICATION FOR INITIAL FUNDING

Today's Date: 10/21/2019

## ORGANIZATON INFORMATION

Name of Organization: Splash South Padre

Address: 120 E. Atol St.

City, State, Zip: South Padre Island, TX 7897

Contact Name: Paul Magee Contact Email: paul@globalgrooveevents.com

Contact Office Phone Number: (404) 545-6264

Contact Cell Phone Number: (404) 545-6264

Website Address for Event or Sponsoring Entity: splashsouthpadre.com

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

Entity's Creation Date: April 1999

### Purpose of your organization:

SPLASH is a weekend celebration on the beautiful beach of South Padre Island filled with special guests, concerts and events, keynote speakers, and the only PRIDE beach parade in the US. Over the years, Splash has brought together thousands of members of the LGBTQ community, their friends, family and supporters.

## EVENT INFORMATION

Name of Event: Splash South Padre

Date(s) of Event: April 23-26, 2020

Primary Location of Event: Clayton's, Louie's Backyard

Amount Requested: \$15,000

### Primary Purpose of Funded Activity/Facility:

\$15,000 budget to be used strictly for Event Marketing & Promotion of Splash South Padre 2020

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

Creation and launch of new splashsouthpadre.com 2020 website, activate Social Media Marketing Agency for continuous social media management, content creation, paid digital advertisting (google ad words, social, youtube)  
Engage LGBTQ social media influencers to expand reach across Texas.

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

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

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

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

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

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

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**Which Category or Categories Apply to Funding Request & 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: \$ 50%
- 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: \$ 50%
- 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: \$ 0



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

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

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

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

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

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

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

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

What tourist attractions will be the subject of the signs?

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### QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event? 20 Years

Expected Attendance: 2,500 - 3,000

How many people attending the Event will use South Padre Island lodging establishments? 90%

How many nights do you anticipate the majority of the tourists will stay? 2-4

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

Where and how many rooms will be blocked?

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TBD

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

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

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

\_\_\_\_\_  
\_\_\_\_\_

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

Will the event charge admission? Yes If so, what is the cost per person? \$20-\$99

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?

\_\_\_\_\_  
\_\_\_\_\_

To continue the growth and bring high quality entertainment to Splash South Padre

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: \$ 15%
- Website, Social Media: \$ 70%
- Other Paid Advertising: \$ 15%

Anticipated Number of Press Releases to Media: 3

Anticipated Number Direct Emails to out-of-town recipients: 5,000

Other Promotions: Guerialla Splash Road Show, cross-promotion with affiliate organizations and platforms (@Valleyite)

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?

Activate out of town LGBTQ social media influencers to help expose and draw visitors to Splash South Padre Island

Who is your target audience? LGBTQ and friends, 21+

What geographic region(s) are you marketing to?

Primarily in South Texas, with initiative to engage surrounding major markets like San Antonio, Houston, Corpus Christi, Dallas, Austin.

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

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

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

\$1,000,000 - General Event Insurance - 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](mailto:marisa@sopadre.com)

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

THIS FORM MUST BE COMPLETED BY APPLICANT

Splash South Padre 10/24/2019  
Name of Event 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)

**Paul Magee**

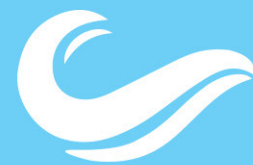
Digitally signed by Paul Magee  
DN: cn=Paul Magee, o=Splash South Padre, ou,  
email=paul@globalgrooveevents.com, c=US  
Date: 2019.10.24 14:52:48 -06'00'

10/24/2019  
Date

Authorized Signature

Paul Magee

Print Name



# SPLASH

SOUTH PADRE ISLAND

APRIL 25-28

## Celebrating 20 years of SPLASH

**SPLASH**, proudly celebrating its 20th anniversary, is a **4-day weekend celebration** on the beautiful beach of **South Padre Island** filled with special guests, concerts and events, exciting pool parties and the only PRIDE beach parade in Texas.

Over the years, SPLASH has brought together thousands of members of the lesbian, gay, bisexual and transgender community, their friends, family and supporters to South Padre in celebration of the unique spirit and culture of the LGBTQ community.

Since its inception in 1999, SPLASH has grown tremendously in both attendance and caliber of events with a-list celebrity guests and performers including N'SYNC's Lance Bass, Amanda Lepore, Carson Kressley, *RuPaul's Drag Race* Farrah Moan, Cynthia Lee Fontaine and Trinity Taylor.

SPLASH is made possible with the support of the City of South Padre Island Convention and Visitors Bureau, our valued hotel & business partners, sponsors and thousands of loyal attendees.



The first PRIDE beach parade was introduced at Splash in April 2017. It is the only PRIDE beach parade in the U.S. and received with huge success and positive front page story on The Monitor.



## Tribute to Freddie Mercury

This year, **SPLASH** will once again thrive and come alive for a weekend celebration filled with celebrity guests, including special performer, **Brian Justin Crum** from *America's Got Talent* performing a special tribute to Freddie Mercury.

With the incredible success from the Golden Globe winning film, "*Bohemian Rhapsody*," the story of Freddie Mercury, and **QUEEN** being one of the most important bands in music history, having an artist like Brian would bring new excitement and anticipation to all **SPLASH** attendees and visitors on South Padre Island.

Brian is a **HUGE** and positive influencer within the gay community and the millions of viewers who have watched his performances on *America's Got Talent*. Overcoming bullying and not fitting in for many years relates with a lot of the LGBTQ and provides an inspiring story that is loved by many.



@brianjustincrum at a glance:

<b>121k</b>	<b>204k</b>	<b>128k</b>	<b>50k</b>
Instagram followers	Facebook likes	YouTube subscribers	Twitter followers

Brian Justin Crum was a finalist on *America's Got Talent* and blew everyone away with his rendition of "Somebody to Love."

## Giving Back to the LGBTQ Community

Our core objective for **SPLASH 2019** is to **push attendance** and overall **visitor experience** to new heights. In celebration of our 20th anniversary, we want to offer SPLASH as a **FREE EVENT** for 21+

Through the years, SPLASH has operated as a paid event with tickets between \$20 for one night GA to \$89 for a VIP 4-day pass. Providing a **FREE weekend experience** would generate buzz and help increase attendance.

Free tickets will be monitored by the #1 professional ticketing service **Eventbrite** to collect data and emails from those attending, allowing us to **connect, communicate** and **engage** and with visitors prior, during and post event.

Making SPLASH a FREE event for its 20th anniversary is only possible with the support of the City of South Padre Island CVB and our valued sponsors to help cover the cost of the event.

Former N'SYNC superstar and LGBTQ advocate **Lance Bass** has hosted and performed at SPLASH with the help of CVB marketing and our promotional partners and sponsors.





A SMALL TASTE OF

# SPLASH

PRIDE AT THE BEACH



## Become a SPLASH partner!

SPLASH is for everyone who loves a good time, enjoys the beach, appreciates music, art and embraces the unique LGBTQ culture. However, all the good times wouldn't be made possible without the support of our proud sponsors and partners.

Become a partner in **Corporate Social Responsibility** by sponsoring SPLASH. Make a **positive impact** and **increase visibility** of your brand with the largest LGBTQ beach event in South Texas, set on beautiful South Padre Island.

SPLASH weekend helps connect consumers, celebrities and brands through cultural live experiences, allowing visitors with a beautiful, unique environment where people can create, engage and share their own branded content.

Customized sponsorship opportunities are available for maximum exposure aligned with your brand, products or services. For more information, contact **Paul Magee** at **(404) 545-6264** or email [paul@globalgrooveevents.com](mailto:paul@globalgrooveevents.com)

Our target demographic is **21-50**, a group driven by the **millennial generation** and **gen z**.

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

**MEETING DATE:** November 5, 2019

**NAME & TITLE:** Marisa Amaya, Special Events Manager

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and action to approve the funding request for the Ron Hoover Fishing Tournament and recommend to the Convention and Visitors Advisory Board for approval.

**ITEM BACKGROUND**

This event is scheduled for August 2020. The event is requesting \$20,000 and the SPI Convention Centre.

**BUDGET/FINANCIAL SUMMARY**

02-593-8099 Special Events Budget

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

Approve a funding request and recommend to CVAB for approval.

South Padre Island Convention & Visitors Bureau

# **South Padre Island Tax Funding Application**

Hotel Occupancy Tax Use Guidelines Under Texas State Law

## APPLICATION FOR INITIAL FUNDING

Today's Date: 10/01/2019

### ORGANIZATON INFORMATION

Name of Organization: Ron Hoover RV & Marina

Address: 101 Expressway 83

City, State, Zip: Donna, TX 78537

Contact Name: Omar Fuentes/Dustin Hoover Contact Email: dustin@ronhoover.com

Contact Office Phone Number: 95-464-4403

Contact Cell Phone Number: 393-8051 (Omar)/361-548-5194 (Dustin)

Website Address for Event or Sponsoring Entity: ronhoover.com (one will be created for tournament)

Non-Profit or For-Profit status: Non-Profit (tournament) Tax ID #: 74-268-1818-7

Entity's Creation Date: in creation

Purpose of your organization:

Sell & service boats, RVs, golf carts and ATVs

### EVENT INFORMATION

Name of Event: TBD

Date(s) of Event: August 28, Captain's Meeting & August 29, Weigh in @ Jim's Pier

Primary Location of Event: SPI Convention Centre

Amount Requested: \$20,000, SPI Convention Centre

Primary Purpose of Funded Activity/Facility:

Ron Hoover RV & Marine owners fishing tournament - 1st annual

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

to promote the event, ultimately to raise the registration/attendance count

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

5% Percentage of Total Event Costs Covered by Hotel Occupancy Tax

2.5% Percentage of Total Annual Facility Costs Covered by Hotel Occupancy Tax for the Funded Event

2.5% 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:

#### Use of SPI Convention Centre

#### 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: \$ 10,000 \_\_\_\_\_
- 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: \$ 10,000 \_\_\_\_\_

How many attendees are expected to come to the sporting related event? 500-2,5000

How many of the attendees are expected to be from more than 75 miles away? 20-50%

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

Increase island visitor county by a large #, with a largely out of area population that wouldn't be here otherwise. Our event will keep an out of area attendee here for at least 2-3 full days and 2 nights.

- 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? 1st year event

Expected Attendance: 500-2,000

How many people attending the Event will use South Padre Island lodging establishments? Approx. 50%

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

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 staff to provide a block of room at different hotels.

\_\_\_\_\_

\_\_\_\_\_

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

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

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

**Multiple manufacturer suppliers, vendors and banks**

Please list other organization, government entities, and grants that have offered financial support to your project: Multiple manufacturer suppliers, vendors and banks

Will the event charge admission? Yes If so, what is the cost per person? TBD

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?

We will be donating profits to the RGV Make-A-Wish Foundation

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: \$ 75%
- Other Paid Advertising: \$ 25%

Anticipated Number of Press Releases to Media: 50,000

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, we will work with the SPI CVB staff to negotiate a package.

*[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?

All registration forms, social media, banners, etc.

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Who is your target audience? fishing/boating community

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What geographic region(s) are you marketing to?

RGV, south & central Texas, Houston region (all of our Ron Hoover customer base.)

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

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

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

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Full-coverage

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

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

Yes     No

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

**Submit to complete applications to:**

Marisa Amaya  
Event Development Manager  
C/O City of South Padre Island Convention and Visitors Bureau  
7355 Padre Blvd.  
South Padre Island, TX 78597  
Phone: (956) 761-3834  
Email: [marisa@sopadre.com](mailto:marisa@sopadre.com)



# South Padre Island Convention & Visitors Bureau

## Special Event Applicant Checklist

THIS FORM MUST BE COMPLETED BY APPLICANT

Ron Hoover RV & Marine Fishing Tournament

10/01/2019

Name of Event

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)

10/01/2019

Authorized Signature

Date

Dustin Hoover

Print Name

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

**MEETING DATE:** November 5, 2019

**NAME & TITLE:** Marisa Amaya, Special Events Manager

**DEPARTMENT:** Convention and Visitors Bureau

**ITEM**

Discussion and action to approve the funding request for Shallow Sport Fishing Tournament and recommend to the Convention and Visitors Advisory Board for approval.

**ITEM BACKGROUND**

This event is scheduled for May 2020. The event is requesting \$10,000.

**BUDGET/FINANCIAL SUMMARY**

02-593-8099 Special Events Budget

FY 18/19 – \$5,250 was approved.

**COMPREHENSIVE PLAN GOAL**

N/A

**LEGAL REVIEW**

Sent to Legal: No

Approved by Legal: No

**RECOMMENDATIONS/COMMENTS:**

Approve funding request and recommend to CVAB for approval.

South Padre Island Convention & Visitors Bureau

# South Padre Island Tax Funding Application

Hotel Occupancy Tax Use Guidelines Under Texas State Law



# APPLICATION FOR INITIAL FUNDING

Today's Date: 10/31/19

## ORGANIZATION INFORMATION

Name of Organization: SHALLOW SPORT BOATS FISHING TOURNAMENT AND SCHOLARSHIP

Address: 41146 SCHAFFER RD

City, State, Zip: LOS FRESNOS TX 78566

Contact Name: KYRA HUDSON Contact Office Phone Number: 233-9489

Contact Cell Phone Number: 434-9895

Web Site Address for Event or Sponsoring Entity: WWW.SHALLOWSPORTBOATS.COM/OWNERS-TOURNAMENT

Non-Profit or For-Profit status: 509 (a) (2) \*attached Tax ID #: 82-0749460 & 74-2838354

Entity's Creation Date: 509a2 (2016) SS (1983)

### Purpose of your organization:

The Shallow Sport Scholarship was created to raise money through our annual fishing tournament to provide as many \$2000 college scholarships as possible for students who love the outdoors and fishing and display conservation and good stewardship of our bays. The tournament is also a means of advertising the products of our business partners as well as providing a fun weekend of fishing and family friendly activities on South Padre Island.

## EVENT INFORMATION

Name of Events or Project: Shallow Sport Tournament

Date of Event or Project: May 15-17, 2020

Primary Location of Event or Project: Louie's Backyard, SPI

Amount Requested: \$ 10,000.00



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

We would like to place the Median Banner welcome sign again, and will continue our ads in the local papers and boosted social media posts. We have enough prep work done this year to include ads in state-wide publications such as Tide, Coastal Angler and Texas Saltwater Mag. We would like to print additional brochures this year to hand out at all Boat Shows in Texas. Brochure printing (attached) and tournament merch (including event shirt/attached) are a large portion of our expenses and both prominently feature South Padre Island and the SPI logo. For an increase in funding amount we would offer to use the SPI logo as the exclusive sponsor logo on the tournament coozies (attached)

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

In addition to the link to the Sopadre hotel listing and our advertised hotels partners (Isla Grand, The Inn, Schlitterbahn) this year we hope to acquire discounted booking codes with more hotels in order to better track hot tax impact. We implemented a questionnaire for online registration about a month prior to the event last year, which will be included for the duration of the registration period this year. We invite the CVB to all events and offer poling space at the venue. Money goes to advertising through fliers, banners, social media, publications & merchandise. Additionally, this year we are partnering with several local businesses to include discounted activities for families of participants.

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

- <5 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:

-N/A-  
\_\_\_\_\_  
\_\_\_\_\_  
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## Which Category or Categories Apply to Funding Request & Amount Requested Under Each Category:

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ \_\_\_\_\_
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ \_\_\_\_\_
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ 5000.00
- 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: \$ 5000.00

How many attendees are expected to come to the sporting related event? 1500+ (1300 registered 2019)

How many of the attendees at the sporting related event are expected to be from another city or county? 85-90%

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

Including sponsor activities, the tournament is a 3-day event that requires 2-3 night stays for most of the participants

Many people will come 1-2 days early to "pre-fish" as well. Additionally, the VIP pre-party held on Thursday is attended

by hundreds of marine industry professionals, and the new live broadcast weigh in and family activities should garner more rooms



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

Amount requested under this category: \$ 0

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

**-N/A-**

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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: \$ 200.00 (in kind)

What tourist attractions will be the subject of the signs?

The Entertainment District and Louie's Backyard (for median banner)

Posters at event advertising business partners with discounted tickets

for event participants (Sandcastle lessons.com, The Birding & Nature Center,

sea Turtle Inc, The Beach Park at Isla Blanca).

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## QUESTIONS FOR ALL FUNDING REQUEST CATEGORIES

How many years have you held this Event or Project: 20

Expected Attendance: 1400+ registered participants plus their guests (actual, not inflated)

How many people attending the Event or Project will use South Padre Island lodging establishments? 1000-1200 minimum. We will be surveying and using hotel codes for more info

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:

Previous years we reserve blocks at Isla Grand, The Inn, and Schlitterbahn. This year we intend to procure unique discount codes at many other properties including Hilton Garden Inn and the new Best Western. Many participants rent homes on the bay side of the island.

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u>May 2019</u>	<u>5200.00</u>	<u>*all blocks fully booked/ several hundred</u>
<u> </u>	<u> </u>	<u> </u>
<u> </u>	<u> </u>	<u> </u>

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

We will gather the block info as well as we hope to have unique codes at up to 20 hotels that can track booking. We also have a survey on our online registration and a printed survey on each registrant's authorization forms.

Please list other organization, government entities, and grants that have offered financial support to your project: Event is supported through registration fees and private sponsors.

Will the event charge admission? There is a fee for participants, not spectators

Do you anticipate a net profit from the event? Profits go to the Scholarship

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

Excess funds go towards the Scholarship Fund, where we give between 10-20 awards each year. Other funds go to other local educational programs such as the Junior Leadership Program and to the award of a new boat/motor/trailer grand prize. This year we awarded \$24,000.00 in scholarships





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: \$ 1500.00
- Radio: \$ \_\_\_\_\_
- TV: \$ \_\_\_\_\_
- Website, Social Media: \$ 2000.00
- Other Paid Advertising: \$ 1500.00+

Anticipated Number of Press Releases to Media: min. 2 per publication.

Anticipated Number Direct Mailings to out-of-town recipients: 4000

Other Promotions: Display at boat and trade shows.

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. Wish Sandcastlelessons.com/Isla Grand, Beach Park waterpark, Nature Center and Sea Turtle Inc

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

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

We allow sponsors (SPI CVB included) to set up booths and display products and services throughout the events to participants and bystanders. This can lead to the major marine companies desiring to hold corporate events in our area. Many other tournaments have copied our format.

What geographic areas does your event reach?

All of Texas, heavy participation from the Houston area, Louisiana and parts of Florida

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:**

We have MULTIPLE insurance policies with different companies. We have liability insurance with Markel Commercial Liability Insurance with coverage of \$2.655 million. Louie's Insurance covers events at their location and there is a Release of Liability Waiver signed by all participants.

*[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



	TEAM NAME	ANGLER NAME	G/A	SOC	EXTRA RAFFLE	PAID	SIGN
1A	TEAM WERNECKE	WERNECKE, DONALD	G			X	X
1B	TEAM WERNECKE	WERNECKE, BRICE	G			X	X
1C	TEAM WERNECKE	WERNECKE, SYLVIA	G			X	X
1D	TEAM WERNECKE	WERNECKE, HUNTER	G			X	X
2A	LITTLE RED	ZAMORA, ONAS	A	1		X	X
2B	LITTLE RED	ZAMORA, LUISGERARDO	A			X	X
2C	LITTLE RED	ZAMORA, LIZANDRO	A			X	X
2D	LITTLE RED	MONTES, OSCAR	A			X	
3A	BROKEN LINE	VENEGAS, CASEY	A			X	
3B	BROKEN LINE	VENEGAS, BOBBY JR	A			X	
3C	BROKEN LINE	VENEGAS, BOBBY SR	A			X	
3D	BROKEN LINE	VENEGAS, CASEY SR	A			X	
3E	BROKEN LINE	MOLINA, ALFRED	A			X	X
4A	WRECKED	GULLEY, JONATHAN	G			X	
4B	WRECKED	PARKER, DEREK	G			X	
4C	WRECKED	WISE, MATTHEW	G			X	
4D	WRECKED	HERRERA, JOHN	G			X	X
4E	WRECKED	HAGAN JAMES	G				
5A	JUST 4 SPORT	RODRIGUEZ, JC	A	9		X	X
5B	JUST 4 SPORT	CANTU, JAMES	A			X	X
5C	JUST 4 SPORT	PEREZ, ROBERT	A			X	X
5D	JUST 4 SPORT	RODRIGUEZ, JESSE	A			X	X
5E	JUST 4 SPORT	RODRIGUEZ, CHARLES	A*C			X	X
6A	BOTTOMED OUT BOGA	CURLEE, MICHAEL	A			X	
6B	BOTTOMED OUT BOGA	BRUNER, CLAYTON	A			X	
6C	BOTTOMED OUT BOGA	ORR, WILSON	A			X	X
7A	MIA MICHELLE	CONWAY, JIM	A			X	
7B	MIA MICHELLE	CONWAY, MICHELLE	A			X	
7C	MIA MICHELLE	BENNETT, BECKY	A			X	
7D	MIA MICHELLE	BENNETT, MARK	A			X	
8A	SABER POWER	CRANFILL, BRUCE	A			X	
8B	SABER POWER	TOMEK, KYLE	A			X	
8C	SABER POWER	JACKSON, DON	A			X	
8D	SABER POWER	*TBD*	A			X	
9A	SALTY ROUGHNECK	GARZA, PILAR	A			X	X
9B	SALTY ROUGHNECK	GARZA, ESTRELLITA	A			X	X
9C	SALTY ROUGHNECK	MARTINEZ, RIGOBERTO	A	1		X	X
9D	SALTY ROUGHNECK	MARTINEZ, JULISSA	A			X	X
9E	SALTY ROUGHNECK	MARTINEZ, RIGO	A*C			X	X
10A	CARRILLO	CARRILLO, JESSIE	A			X	
10B	CARRILLO	CARRILLO, JESSE JR.	A			X	
10C	CARRILLO	CABALLERO, SAM	A			X	
10D	CARRILLO	CABALLERO, TOBY	A			X	
11A	DRIFTERS	RIOS, HUGO	A			X	
11B	DRIFTERS	RIOS, ORLANDO	A			X	
11C	DRIFTERS	RIOS, LILIANA	A			X	
11D	DRIFTERS	YBARRA, SANDRA	A			X	

252A	COURIC	SOLIS, ERIC	A	X	X
252B	COURIC	QUIROZ, EMILIO	A	X	X
252C	COURIC	SOLIS, ELOY	A	X	X
252D	COURIC	SOLIS, KALAD	A	X	X
253A	GULF COAST MARINE	HOLMES, ALEX	A	X	X
253B	GULF COAST MARINE	HOLMES, BILLY JR	A	X	X
253C	GULF COAST MARINE	SANCHEZ, JAMES	A	X	X
254A	DIRTY POLEZ	HERNANDEZ, ALEX	A	X	X
254B	DIRTY POLEZ	GALVAN, OSCAR	A	X	X
254C	DIRTY POLEZ	TREVINO, MARK	A	X	X
254D	DIRTY POLEZ	GOMEZ, MICHAEL	A	X	X
255A	DOWN SOUTH BOYS	JIMENEZ, JUAN	A	X	X
255B	DOWN SOUTH BOYS	SCHAFFER, JAMES	A	X	X
		Online socials		101	
		Registered socials		83	
		Registered Anglers		933	
		Youth Anglers		23	
		Sponsors in attendance		107	
		Volunteers		54	
		<b>TOTAL ATTENDANCE</b>		<b>1301</b>	

## SHALLOW SPORT OWNERS TOURNAMENT 2019!

We are pleased to announce our 19th annual Owners Fishing Tournament, to be held May 17-18, 2019 at Louie's Backyard on beautiful South Padre Island. Every year this event gets bigger and better, and is becoming known as the most fun tournament on the Gulf Coast!

## Schedule of Events

### Friday 5-17-19

#### 5:30-8:30 PM - Registration

Sign in, pick up team numbers, gift bags & door prizes. This is a time for people to relax and get to know one another at the laid-back water front deck of Louie's Backyard.

#### 7:30 PM - Captains Meeting

Team Captains attend a mandatory rules meeting (Full tournament rules can be found on our website).

#### 6:00-9:00 PM - Social

Watch the sunset over the bay as you enjoy live music, appetizers and beverages and participate in the "Boating Pool" if you wish.

### Saturday 5-18-19

#### 5:30-6:30 AM - Check In

Every boat must be checked in by the water!

#### 6:30 AM - Cannon Take Off

200+ Shallow SportBoats race off at the sound of the blast in the island's oldest and biggest cannon take-off.

#### 1:00-3:00 PM - Weigh In

Whether you're going for the trophies, bragging rights, or just want to watch the fish come in, head over to Louie's dock. Must be at the end of the line by 3 pm!

#### Awards Banquet:

##### 5:30-7:30 - Dinner

##### 6:30- ? - Awards (Pending Calculations)

Relax after your long day of fishing with live music, a cold drink & great food. During the banquet we will present this year's scholarships, and award over \$25,000 worth of door prizes! 36 framed trophies will be awarded.

## Awards Banquet

Scholarships, door prizes and trophies for Guided and Amateur Divisions will be presented. **TROPHIES ARE AWARDED PER TEAM, NOT PER ANGLER.**

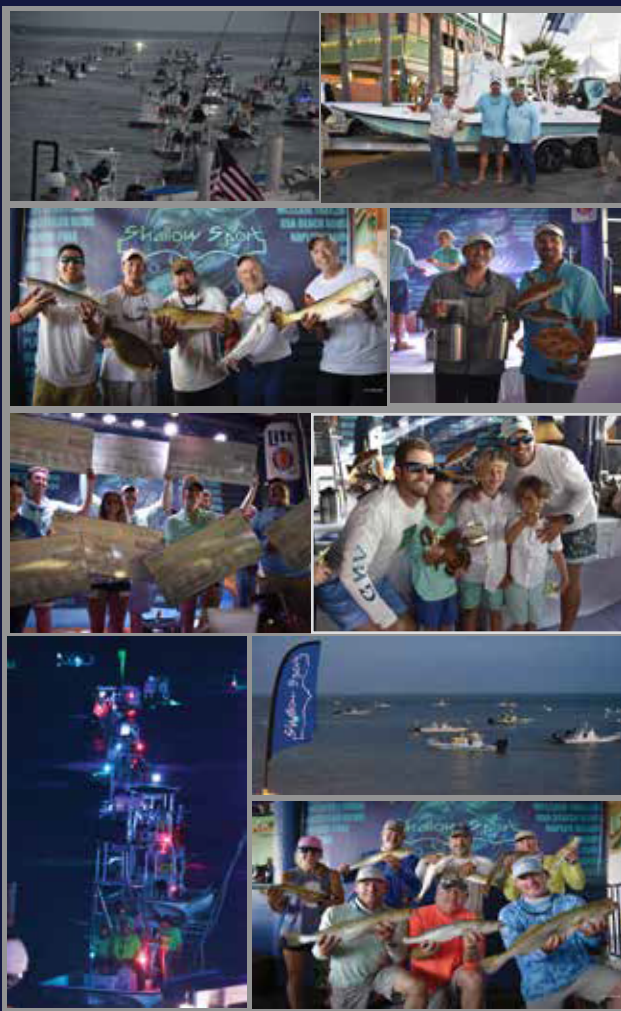
**LARGEST REDFISH - 1st-5th, Both Divisions**

**LARGEST TROUT - 1st-5th, Both Divisions**

**LARGEST FLOUNDER - 1st-5th, Both Divisions**

**GRAND CHAMPION - 1 Trophy Per Division  
(GREATEST COMBINED WEIGHT OF 3 SPECIES)**

**YOUTH LARGEST FISH - 1st-3rd, Under 13**



## Feeling Lucky?!

Once again, we are going to raffle a BRAND NEW Shallow Sport at the end of the Awards Banquet. All registered anglers are automatically entered and trophy winners will have additional entries. Raffle tickets may also be purchased at the event or with the form provided.

- All registered anglers will receive one raffle ticket
- Additional tickets may be purchased at event for \$20
- Registered anglers may purchase tickets via enclosed form
- Winner will be drawn at Awards Banquet on 5-18-2019
- Proceeds benefit the Shallow Sport Scholarship Fund

### 2019 RAFFLE BOAT

20' CLASSIC SHALLOW SPORT WITH  
EVINRUDE C150  
AND MCCLAIN TRAILER: MSRP: \$58,900



### PLATINUM SPONSORS:



### GOLD SPONSORS:



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