

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

NOTICE IS HEREBY GIVEN THAT THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS WILL HOLD A REGULAR MEETING ON:

**WEDNESDAY, JULY 26, 2017**  
9:00 A.M. AT THE MUNICIPAL BUILDING,  
CITY COUNCIL CHAMBERS, 2<sup>ND</sup> FLOOR  
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

- 1) Call to order.
- 2) Pledge of Allegiance.
- 3) Public announcements and comments: *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. **Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns.** (Note: State law will not permit the Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).*
- 4) Consent Agenda:
  - a. Approval of minutes June 28, 2017 Regular Meeting.
  - b. Approval of minutes July 14, 2017 Workshop Meeting.
  - c. Approve excused absence from Board Member Bill Donahue June 28, 2017 Regular Meeting.
- 5) Update and discussion of the CVB Staff Productivity Report. (Arnold)
  - HOT Revenue Report
  - Sales Tax Report
  - Group Sales Updates
  - Smith Travel Accommodations Report (STAR)
  - Project Updates
- 6) Update, discussion and possible action concerning results of the UTRGV Lanternfest research project. (Arnold/B.Hill)
- 7) Presentation and discussion of The Atkins Group Monthly Report. (Arnold)
- 8) Presentation of Post Report from Special Events Funding Recipients: (Jones)
  - a. Jailbreak Race Events- Jailbreak South Padre
  - b. Summer Longest Causeway Walk
- 9) Discussion and action regarding application for funding request on new or returning special events: (Jones)
  - a. Jaime J Zapata Fishing Tournament (Sept. 2017)
  - b. B&S Kites-SPI Kite Fest (Feb. 2018)

- c. Splash South Padre (October 2017)
- d. Sand Castle Days (Oct. 2017)
- e.. Open Water Planet (Nov. 2017)
- f. Open Water Planet (Spring 2018)
- g. Urban Science Initiative Inc. – National Tropical Weather Conference (April 2018)

10) Consideration and approval of next month meeting date set for August 23, 2017. (Jones)

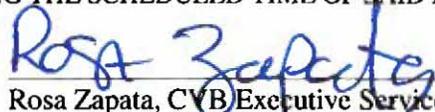
11) Adjournment.

DATED THIS THE 21st DAY OF JULY 2017.

  
Rosa Zapata, CVB Executive Services Specialist



I, THE UNDERSIGNED AUTHORITY, DO HEREBY CERTIFY THAT THE NOTICE OF MEETING FOR THE CONVENTION AND VISITORS ADVISORY BOARD OF THE CITY OF SOUTH PADRE ISLAND, TEXAS IS A TRUE AND CORRECT COPY OF SAID NOTICE AND THAT I POSTED A TRUE AND CORRECT COPY OF SAID NOTICE ON THE BULLETIN BOARD AT THE CITY HALL/MUNICIPAL BUILDING ON July 21, 2017, at/or before 5:00 P.M. AND REMAINED SO POSTED CONTINUOUSLY FOR AT LEAST 72 HOURS PRECEDING THE SCHEDULED TIME OF SAID MEETING.

  
Rosa Zapata, CVB Executive Services Specialist

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

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

**MEETING DATE:** July 26, 2017

**ITEM DESCRIPTION**

NOTE: All matters listed under Consent Agenda are considered routine by the Advisory Board of the City of South Padre Island and will be enacted by one motion. There will not be separate discussion of these items. If discussion is desired, that item will be removed from the Consent Agenda and considered separately.

Items to be considered are:

- a. Approval of minutes June 28, 2017 Regular Meeting.
- b. Approval of minutes July 14, 2017 Workshop Meeting.
- c. Approve excused absence from Board Member Bill Donahue June 28, 2017 Regular Meeting.

**RECOMMENDATIONS/COMMENTS**

Approve Consent Agenda

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

**WEDNESDAY, JUNE 28, 2017**

**I. CALL TO ORDER.**

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Regular Meeting on Wednesday, June 28, 2017 at the Municipal Complex Building, 2nd Floor, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Wally Jones called the meeting to order at 9:00 a.m. A full quorum was present: CVA Board Members Jimmy Hawkinson, Will Greenwood, Arnie Creinin, Paul Curtin, George Block. Also present was Ex-Officio Robert Salinas, Jose Mulet.

Absent was Board Member Bill Donahue.

City Council Members present was Dennis Stahl.

Staff: CVB Director Keith Arnold, CVB Account I Lori Moore, and Executive Services Specialist Rosa Zapata.

**II. PLEDGE OF ALLEGIANCE.**

Chairman Jones led the Pledge of Allegiance.

**III. PUBLIC ANNOUNCEMENTS AND COMMENTS:**

No public comments were given at this time.

**IV. CONSENT AGENDA:**

Board Member Block made the motion, seconded by Board Member Creinin to approve the Consent Agenda. Motion carried unanimously by those present.

a. Approval of minutes May 24, 2017 Regular Meeting.

**V. UPDATE, DISCUSSION AND POSSIBLE ACTION CONCERNING THE APPROVAL OF THE REVISED SPECIAL EVENTS POLICY AND APPLICATION.**

Board Member Block gave a brief explanation of the revised policies. Board Member Hawkinson moved to adopt the new changes. Board Member Creinin seconded the motion. Board Member Curtin, noted that the implementation in completion may take up to two years since there are many components. These policies would be implemented immediately with the best strategies as possible. The motion carried unanimously by those present.

**VI. PRESENTATION AND DISCUSSION OF THE CVB STAFF PRODUCTIVITY REPORT.**

- a. Departmental Updates:  
\*Administrative Updates  
\*Group Sales Updates

\*Financial Updates

\*Communication Updates

Report was given by CVB Director Keith Arnold.

- b. Update concerning Subcommittee Sand Castles Events/Trail meeting.

Update was given by CVB Director Keith Arnold.

- c. Update concerning 2017/18 recommended budget for Events & Events.

Update was given by CVB Director Keith Arnold.

## **VII. PRESENTATION AND DISCUSSION OF THE ATKINS GROUP MARKETING REPORT.**

A lengthy discussion ensued. Mr. Steve Atkins and Ms. Ryan Schneider answered questions posed by CVA Board Members. No action required.

## **VIII. DISCUSSION AND ACTION TO CREATE A SUBCOMMITTEE TO SELECT THE AGENCY (IES) TO CONDUCT THE SPI CVB COMPREHENSIVE TRAVEL AND MARKETING RESEARCH AND/OR SPECIAL EVENTS ECONOMIC IMPACT STUDY. (TMP)**

Board Member Block made the motion, seconded by Board Member Creinin to appoint the subcommittee members. After a short discussion, Board Members George Block, Jimmy Hawkinson, and Paul Curtin would be on the Special Events Economic Impact Research Subcommittee. Chairman Wally Jones, Vice-Chairman Will Greenwood, and Board Member Arnie Creinin would be on the Comprehensive Travel and Marketing Research Study Subcommittee. The motion carried unanimously by those present.

## **IX. DISCUSSION AND ACTION REGARDING APPLICATION FOR FUNDING REQUEST ON NEW SPECIAL EVENTS:**

- a. Back to School Basketball Tournament

Board Member Block motioned to table this agenda item. The motion failed due to lack of a second. Funding request failed for lack of a motion.

- b. Jaime J Zapata Fishing Tournament

Board Member Block made the motion to table this agenda item. Seconded by Board Member Curtin. The motion carried unanimously by those present.

## **X. PRESENTATION OF POST REPORT FROM SPECIAL EVENTS FUNDING RECIPIENTS:**

- a. CMG Media Agency

Post Report was given by Rich Penner. Board Member Curtin requested more information concerning budget, itemization, budget definition of package (cost, breakout of expenses).

## **XI. CONSIDERATION AND APPROVAL OF NEXT MONTH MEETING DATE SET FOR JUNE**

**28, 2017.**

New meeting date was set for July 26, 2017.

**XII. ADJOURNMENT**

There being no further business, Chairman Jones adjourned the meeting at 11:45 a.m.

Approved this 28<sup>th</sup> day of June, 2017.

\_\_\_\_\_  
Wally Jones, CVA Chairman

Attest:

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

DRAFT

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

**FRIDAY, JULY 14, 2017**

**I. CALL TO ORDER.**

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Workshop on Friday, July 14, 2017 at the South Padre Island City Hall, City Council Chambers, 4601 Padre Boulevard, South Padre Island, Texas. Chairman Wally Jones called the meeting to order at 9:00 a.m. A quorum was present: Bill Donahue, Arnie Creinin, Will Greenwood, Paul Curtin and George Block. Also present Ex-Officio Jose Mulet. Absent was Board Member Jimmy Hawkinson.

City Council Member present was Dennis Stahl.

City staff members present were City Manager Susan Guthrie, CVB Director Keith Arnold, Business Development Director Michael Flores, Executive Services Specialist Rosa Zapata, CVB Account I Lori Moore.

**II. PLEDGE OF ALLEGIANCE.**

Chairman Jones led the Pledge of Allegiance.

**III. PUBLIC ANNOUNCEMENTS AND COMMENTS:** This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns. (Note: State law will not permit the Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).

No public comments were given.

**IV. DISCUSSION AND REVIEW REGARDING STRATEGIC PLANNING FOR THE FOLLOWING:**

Chairman Jones announced the order of discussion changed to a, c, and b.

- a. Special Events Strategic Planning and FY calendar development.

Board Member Block mentioned City Council and CVA Board both approved the revisions concerning the Special Events Policies. The primary thrust of the revised plan is to become strategic as oppose to reactive. The events calendar provided is a rough outline of the major events happening throughout the year.

Discussion was held regarding events, event dates, and 2-word descriptor events; media only, pilot project, test event, venture capital (long term investments), and big events. Specific events are subject to change based on weather conditions, and other factors. Board Member Block mentioned for CVB Staff to compare the calendar with CVB Special Events Budget and make a presentation with proposed investment level based on the 2-word descriptors. Board Member Curtin mentioned even though this may look contradictory compared to the recently adopted revised policy, the Board still has the option to approve (invest) in an event based on 2-word descriptors.

Chairman Jones recessed the meeting at 10:50 am. Subcommittees' members broke into groups and reviewed Agenda item 4c RFP's. Chairman Jones reconvened the meeting at 11:16 am.

- b. Overview of Air Service issues with Valley International Airport Management.  
Update was given by Director of Aviation Marv Esterly and Director of Air Service Development

Marketing Jose Mulet from the Valley International Airport.

- c. Subcommittees review of RFP's for Special Events Economic Impact Research and Comprehensive Travel and Marketing Research Study.

Board Member Block gave brief update concerning the RFP's submitted for the Special Events Economic Impact Research. There were a total 6 responses which were 3 universities and 3 consultants. Recommendation was given for staff to reach out to the three consultants and request the important data points which are room nights, hotel taxes, sales tax, and alcohol tax.

CVB Director Keith Arnold gave a brief update concerning the RFP's submitted for the Comprehensive Travel and Marketing Research Study. There was a total of 11 respondents. The Subcommittee has decided on the top 3. Mr. Arnold will reach out to them to set up interviews via conference call next week.

**V. ADJOURN.**

There being no further business, Chairman Jones adjourned the meeting at 12:15 p.m.

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

**Approved**

\_\_\_\_\_  
Wally Jones, CVA Chairman

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

**MEETING DATE:** July 26, 2017

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

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

**ITEM**

Update and discussion of the CVB Staff Productivity Report. (Arnold)

- HOT Revenue Report
- Sales Tax Report
- Group Sales Updates
- Smith Travel Accommodations Report (STAR)
- Project Updates

**ITEM BACKGROUND**

More information to be provided at the meeting.

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

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

**MEETING DATE:** July 26, 2017

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

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

**ITEM**

Update, discussion and possible action concerning results of the UTRGV Lanternfest research project.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

# Lantern Biodegradation Experiment

Shoreline Department – South Padre Island, TX



# Purpose

To surmise the biodegradation rates of sky lanterns in the Laguna Madre coastal conditions.



# Lantern Experiment Containment Unit Locations



Q.I. Causeway Location Day 1



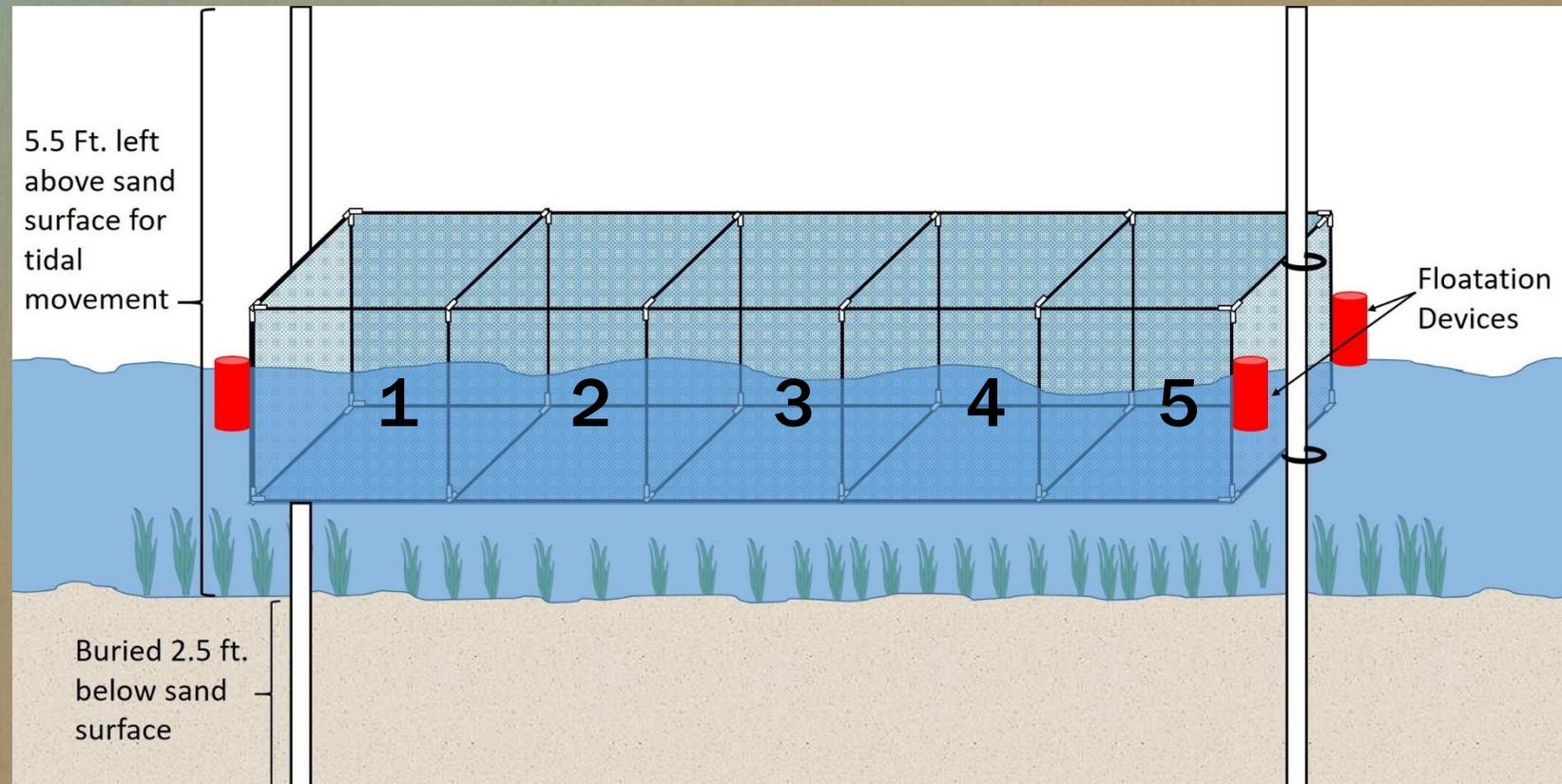
Gardenia St. Bay Access Day 1



Convention Center Day 1



Each containment unit has 5 separate compartments. Four of those compartments are used to hold one lantern burned at a certain percentage. The last compartment housed an apple, a peach, a piece of cardboard, and a paper bag.



### Compartments

- 1 - 100% burnt fuel
- 2 - 50% burnt fuel
- 3 - 0% burnt fuel unfolded lantern
- 4 - 0% burnt fuel folded lantern
- 5 - Apple, Peach, Cardboard, and paper bag (everyday items as control)

# Convention Center Progress



100% burnt fuel Paper Lantern Week 0



Convention Center Week 6



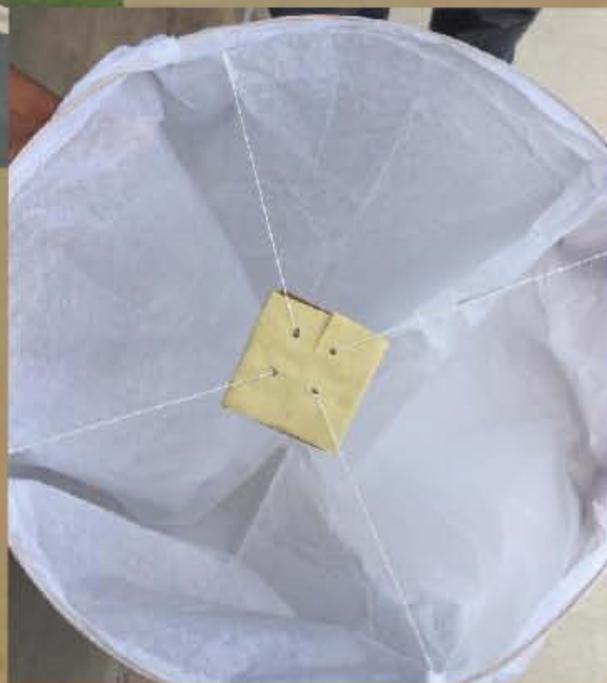
50% burnt fuel Paper Lantern Week 0



Convention Center Week 6



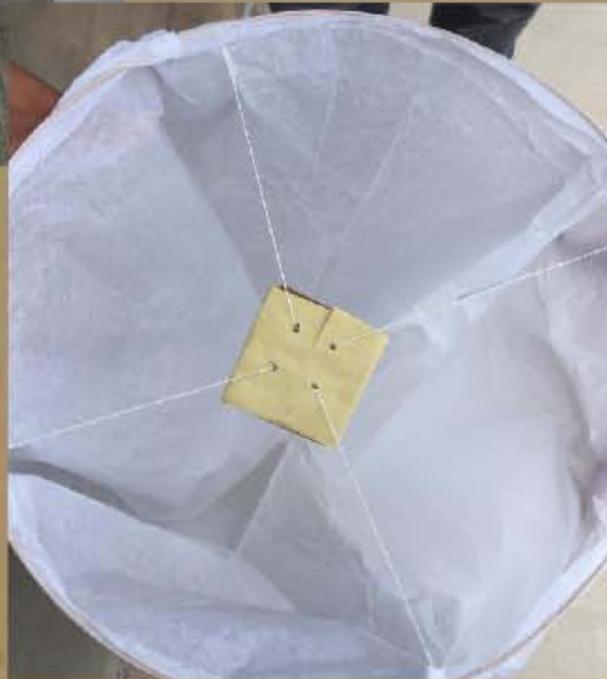
0% burnt fuel unfolded Paper Lantern Week 0



Convention Center Week 6



0% burnt fuel Folded Paper Lantern Week 0



Convention Center Week 6



## Summary

High and low tide allowed for the Convention Center lanterns to be in a constant wet and dry environment over the last 5 weeks. We believe that exposure to the sun as well as the water has weakened the bamboo ring and nylon strings. These bamboo rings show more deterioration than the other locations.

## Gardenia Bay Access Progress



Containment unit removed from water without Shoreline Department knowledge before second week was completed, the unit itself was found on private property on Gardenia St.



## Queen Isabella Causeway Progress



100% burnt fuel Paper Lantern Week 0



Causeway Week 6



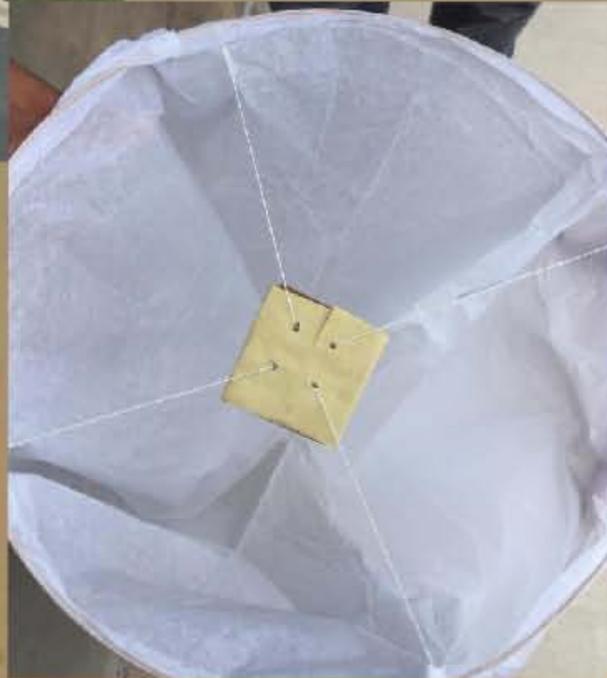
50% burnt fuel Paper Lantern Week 0



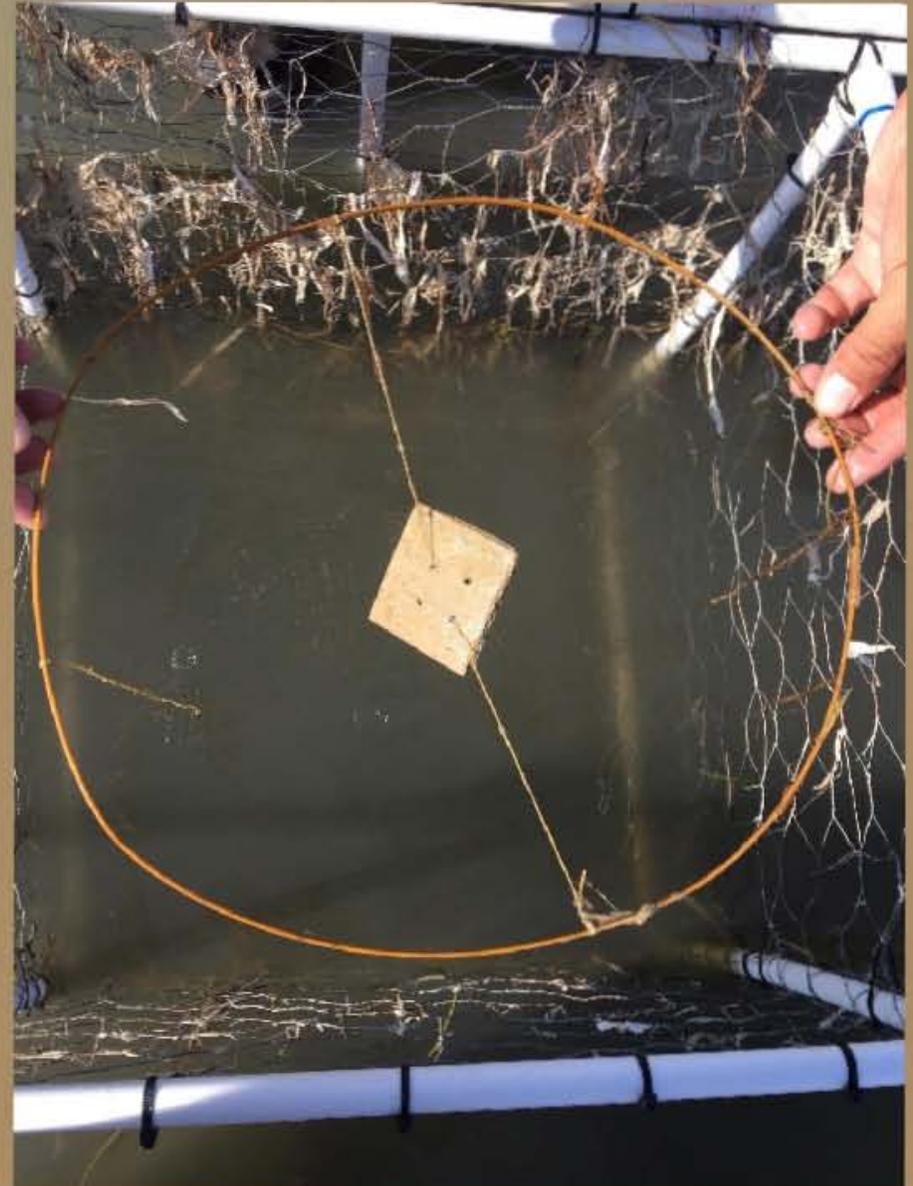
Causeway Week 6



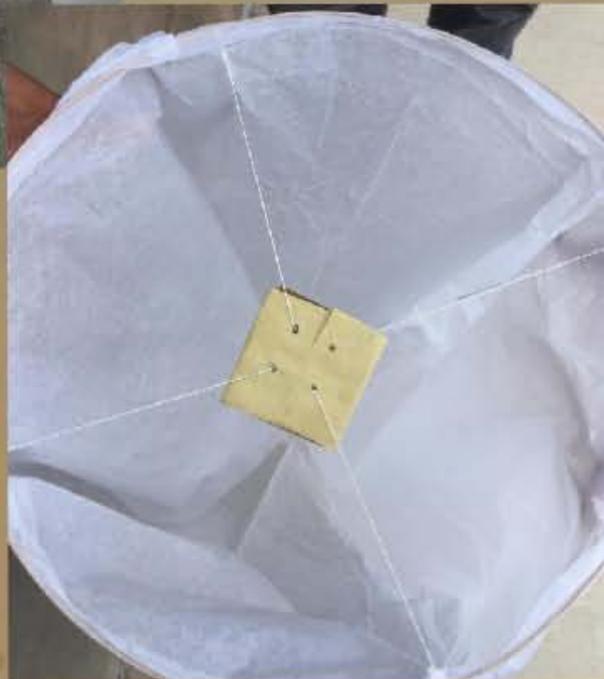
0% burnt fuel Unfolded Paper Lantern Week 0



Causeway Week 6



0% burnt fuel Folded Paper Lantern Week 0



Causeway Week 6



## Summary

After 5 weeks of the paper lanterns being completely submerged all paper material has completely disintegrated. The bamboo rings and nylon material show signs of aging and wear but are mostly still intact.

# Experiment Findings and Conclusion

This experiment was designed in order to determine the biodegradation rates of sky lanterns in the Laguna Madre coastal conditions.

The experiment results show that a fully burnt lantern will be reduced to a bamboo ring and weathered string remnants after 6 weeks. It appears that after this amount of time the tape that binds the bamboo ring can also begin to give way.



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

**MEETING DATE:** July 26, 2017

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

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

**ITEM**

Presentation and discussion regarding The Atkins Group Monthly Report.

**ITEM BACKGROUND**

More information to be provided at the meeting.

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

# REPORT

# Monthly Marketing Performance

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Prepared for **South Padre Island**  
Period: June 2017  
Date: 7/26/2017

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# Monthly Highlights

the**atkins**group

# Highlights

## Summary Of Media Activity

- ▶ We created a new HTML 5 ad that can be used in retargeting campaigns. It aims to increase the click through % and catch the eye of the web user with it's motion.
- ▶ Launched the Midwest & Canada campaign on SEM, Adroll and Facebook.
- ▶ Reduced budget on the Mexico campaign to optimize our CPC
- ▶ Completed our second month of the Facebook page like campaign
  - ▶ 14,550 new Facebook page likes in June compared to 4,230 in May, a 244% increase MOM.
- ▶ Included the summer push budget across campaigns to get a big increase in performance
- ▶ In June we introduced a far superior machine learning algorithm for SEM that aims to drop the cost of each conversion, which will increase the overall conversions we can get from SEM given the same budget
  - ▶ MOM numbers show a massive increase in conversions from advertising traffic:
  - ▶ 5,710 conversions from SEM in June compared to 310 in May, a MOM increase of 1,742%.

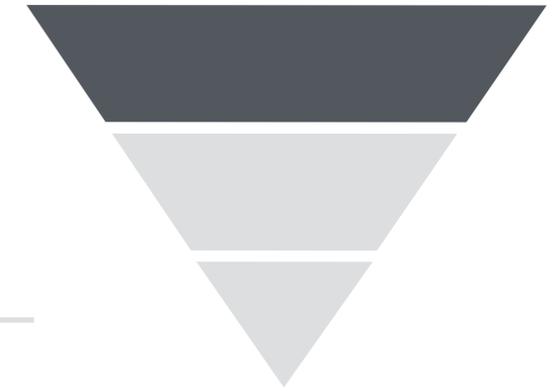
# Funnel Stage Performance

Awareness, Engagement and Conversion  
results on all media platforms and services

the**atkins**group

# Awareness

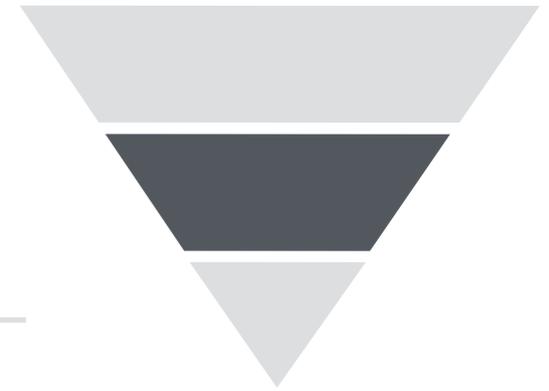
## Funnel Performance



Metric	May 2017	June 2017
PR Features	7	10
SEM Impression Share	8.67%	41.11%
Facebook Ad Impression Frequency Per Targeted User	1.20x	1.08x
Total Impressions of Posts	5.62M	4.25M
SEM Ad Impressions	234,350	664,170
Broadcast Impressions	69,479,230	785,850,310
OOH Impressions	4,310,000	4,310,000
Print Impressions	6,109,563	8,105,042

# Engagement

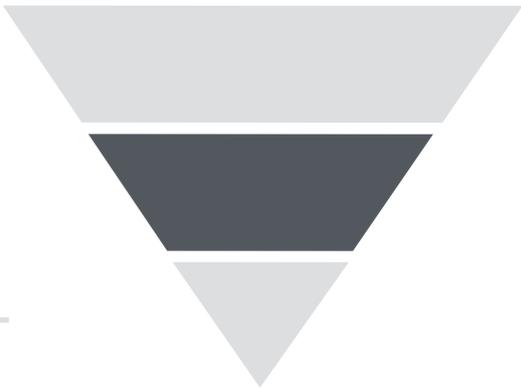
## Funnel Performance



Metric	June 2016	June 2017	YoY Difference	Industry Average	Industry Difference
Sessions	131,778	150,757	14.4%	239,339	37.01%
Avg. Time on Website	2m 50s	2m 17s	19.41%	2m 06s	8.61%
Avg. Pageviews Per Website Visit	3.85	2.75	28.57%	2.50	9.94%
Website Bounce Rate	44.86	50.52%	12.62%	54.72%	7.68%

# Engagement

## Funnel Performance

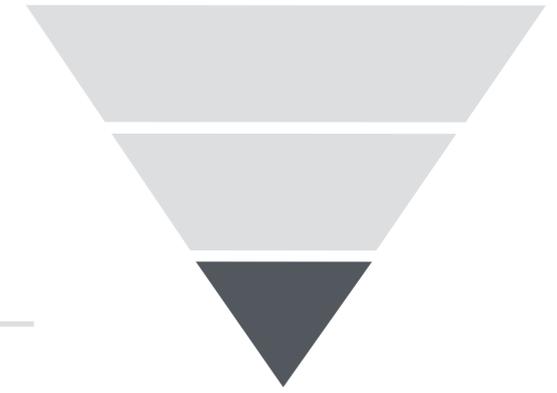


Metric	June 2016	June 2017	Difference
Engaged Facebook Users	88,400	161,600	1.82x
Total Facebook Likes	218,900	246,200	12.47%
SEM Ad Clicks	3,090	22,911	7.41x
New Facebook Likes	2,340	17,850	7.62x

# Conversion

## Funnel Performance

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Metric	May 2017	June 2017	Difference
<b>Outbound Link Clicked to Partner Website</b>	15,116	25,597	69.33%
<b>E-mail Leads</b>	46	54 (408 in July)	17.39%
<b>Overall Goal Conversion Rate Of All Web Traffic</b>	14.43%	17.01%	17.87%

# Appendix

Supporting campaign information inclusive of targeting parameters and screenshots

the**atkins**group



### May 2017

Arrivalist	Arrivals
PDP	66
Oct - Dec 2016 Flight	159
Apr - Jun 2017 Flight	164
<b>TOTAL</b>	<b>389</b>
Media Cost	\$ 100,000.00
Estimated Econ Impact	\$ 201,365.85

### June 2017

Arrivalist	Arrivals
PDP	86
Oct - Dec 2016 Flight	166
Apr - Jun 2017 Flight	425
<b>TOTAL</b>	<b>677</b>
Media Cost	\$ 100,000.00
Estimated Econ Impact	\$ 350,449.05

Metric	May 2017	June 2017
Pageviews	179,293	271,734
Clicks	2,657	4,054
Time spent with content	1,263h	1,900h

# TripAdvisor

## Ad Campaign

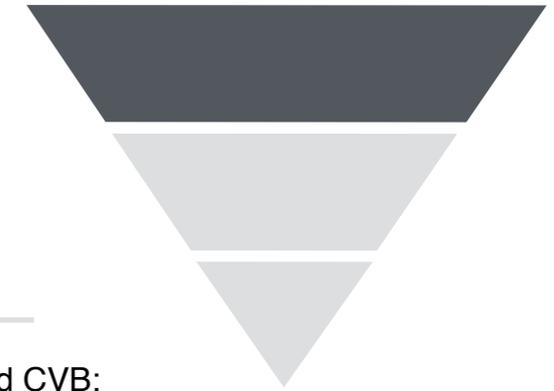


TARGETED MEDIA FLIGHT	April 2017					
Placement	Channel	Impressions	Clicks	Viewthroughs	CTR	Engagement
South Padre Destination Content	Desktop	64,311	59	774	0.09%	1.30%
ROS - DFW, SAT, HOU, AUS Ips + Beach Segment	Desktop	62,276	43	374	0.07%	0.67%
Competing Gulf Destinations Content (Biloxi, Gulf Shores, etc)	Desktop	60,141	41	8	0.07%	0.08%
Competing Texas Destinations Content (Galveston, etc)	Desktop	62,591	55	147	0.09%	0.32%
Retargeting SPI TripAdvisor Content Viewers	Desktop					
Retargeting visitors to TripAdvisor from SoPadre.com	Desktop					
South Padre Destination Content	Mobile	59,423	141	303	0.24%	0.75%
ROS - DFW, SAT, HOU, AUS Ips + Beach Segment	Mobile	27,346	76	144	0.28%	0.80%
Competing Gulf Destinations Content (Biloxi, Gulf Shores, etc)	Mobile	19,738	33	1	0.17%	0.17%
Competing Texas Destinations Content (Galveston, etc)	Mobile	27,662	75	31	0.27%	0.38%
Retargeting SPI TripAdvisor Content Viewers	Mobile					
Retargeting visitors to TripAdvisor from SoPadre.com	Mobile					
ROS ADDED VALUE	Desktop	23,174	16	25	0.07%	0.18%
	TOTALS	406,662	539	1,807	0.13%	0.58%

May 2017					June 2017					April-June 2017 Flight Totals				
Impressions	Clicks	Viewthroughs	CTR	Engagement	Impressions	Clicks	Viewthroughs	CTR	Engagement	Impressions	Clicks	Viewthroughs	CTR	Engagement
71,561	66	460	0.09%	0.74%	59,983	40	312	0.07%	0.59%	195,855	165	1,546	0.08%	0.87%
60,655	74	435	0.12%	0.84%	55,130	67	635	0.12%	1.27%	178,061	184	1,444	0.10%	0.91%
20,801	15	6	0.07%	0.10%						80,942	56	14	0.07%	0.09%
60,818	33	144	0.05%	0.29%	54,719	31	103	0.06%	0.24%	178,128	119	394	0.07%	0.29%
4,325	2	25	0.05%	0.62%	12,852	5	122	0.04%	0.99%	17,177	7	147	0.04%	0.90%
4,330	1	18	0.02%	0.44%	12,850	8	218	0.06%	1.76%	17,180	9	236	0.05%	1.43%
74,176	110	361	0.15%	0.63%	64,919	107	496	0.16%	0.93%	198,518	358	1,160	0.18%	0.76%
26,357	59	185	0.22%	0.93%	24,044	68	317	0.28%	1.60%	77,747	203	646	0.26%	1.09%
9,487	8	1	0.08%	0.09%						29,225	41	2	0.14%	0.15%
26,085	32	40	0.12%	0.28%	23,922	36	49	0.15%	0.36%	77,669	143	120	0.18%	0.34%
4,319	14	10	0.32%	0.56%	12,870	24	124	0.19%	1.15%	17,189	38	134	0.22%	1.00%
4,329	5	16	0.12%	0.49%	12,860	23	220	0.18%	1.89%	17,189	28	236	0.16%	1.54%
14,580	10	207	0.07%	1.49%	15,875	8	334	0.05%	2.15%	53,629	34	566	0.06%	1.12%
381,823	429	1,908	0.11%	0.61%	350,024	417	2,930	0.12%	0.96%	1,138,509	1,385	6,645	0.12%	0.71%

# Awareness

## Ares May Performance



**Purchase Date:** 01/01/2016 - 12/31/2016; **Orders:** Booked; **Affiliate:** South Padres Island CVB, South Padre Island CVB;  
**Product Category:** Lodging

Purchase Month	Sell Price	Order Quantity (Room Nights/Tickets)	Number of Orders	_transactionYearMonthIndex
Jan-2016	\$18,299.08	77	23	0
Feb-2016	\$16,120.83	75	28	1
Mar-2016	\$16,908.32	106	45	2
Apr-2016	\$7,086.26	47	18	3
May-2016	\$7,914.00	49	21	4
Jun-2016	\$15,359.22	83	32	5
Jul-2016	\$9,869.25	48	22	6
Aug-2016	\$8,849.69	57	26	7
Sep-2016	\$2,775.01	33	19	8
Oct-2016	\$737.97	8	6	9
Nov-2016	\$5,462.46	48	18	10
Dec-2016	\$6,267.88	38	11	11

Purchase Month	Sell Price	Order Quantity (Room Nights/Tickets)	Number of Orders	_transactionYearMonthIndex
Jan-2017	\$16,577.01	79	19	0
Feb-2017	\$15,486.07	85	34	1
Mar-2017	\$20,241.57	104	39	2
Apr-2017	\$8,193.30	85	29	3
May-2017	\$5,747.77	39	14	4
Jun-2017	\$5,873.47	54	19	5

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

**MEETING DATE:** July 26, 2017

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

**DEPARTMENT:** Convention & Visitors Advisory Board

**ITEM**

Presentation of Post Report from special events funding recipients:

- a. Jailbreak Race Events- Jailbreak South Padre
- b. Summer Longest Causeway Walk

**ITEM BACKGROUND**

More information to be provided at the meeting.

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

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

**MEETING DATE:** July 26, 2017

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

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Presentation of post report from Jailbreak Race Events.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

\$5,000 was awarded in 2016/17 FY.

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

POST EVENT REPORT FORM HOTEL  
OCCUPANCY TAX FUNDING

---

Post Event Report Form

---

Date: 5/30/17

*Organization Information*

Name of Organization: \_\_\_\_\_Jailbreak Race Events

Address: 15080 HWY 156

City,State,Zip: Justin, TX 76247

Contact Name: Tim Scrivner

Contact Phone Number: 940-453-6231

Contact Cell Phone Number: 940-453-6231

*Event Information*

Name of Event or Project: Jailbreak South Padre

Date of Event or Project: May 6<sup>th</sup>, 2017

Primary Location of Event or Project: Clayton's Beach Bar/Andie Bowie Park to Beach Access #5

Amount Requested: \$ 20,000

Amount Received: \$ 5,000

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

Advertising and promotion

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How many years have you held this Event or Program : 6years

**Event Funding Information**

1. Actual percentage of funded event costs covered by hotel occupancy tax: <6%
2. Actual percentage of facility costs covered by hotel occupancy tax (if applicable): 0
3. Actual percentage of staff costs covered by hotel occupancy tax (if applicable): 0
4. If staff costs were covered, estimate of actual hours staff spent on funded event: \_\_\_\_\_
5. Did the event charge admission? Was there a net profit from the event? If there was a net profit, what was the amount and how is it being used?  
Yes. \$19,210 profit. The profit is used to cover monthly operating expenses for Jailbreak Race Events.  
\_\_\_\_\_
6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

**Event Attendance Information**

1. How many people did you predict would attend this event? (number submitted in application for hotel occupancy tax funds): 8000+
2. What would you estimate as the actual attendance at the event?: 8445
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 1000+
4. How many room nights do you estimate were actually generated by attendees of this event? 1056
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 1056  
Last Year 1000+  
  
Two Years Ago 1000+  
Three Years Ago 1000+

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

Survey. We took the total number of responses indicating they stayed at a hotel, divided it by 2.5 (est average per room) and then multiplied by the number of nights they reported staying.

7. Was a room block established for this Event at an area hotel (hotels),and if so, did the room block fill? no room block If the room block did not fill, how many rooms were picked up? \_\_\_\_\_

**Event Promotion Information**

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

Newspaper: \$ \_\_\_\_\_  
 Radio:  \$ 0  
 TV:  \$ 0  
 Other Paid Advertising:  \$ \$4,705  
(FB and Instagram)

Number of Press Releases to Media 4  
 Number Direct Mailings to out-of-town recipients 0

Other Promotions Print, Swag Giveaways: \$1,962 Newsletters to existing database

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?

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

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

---



---

***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? 2573
  
2. If the event was a sporting-related function/facility, how many of the participants were from another city or county? 87% from outside Cameron County
  
3. If the event was a sporting-related function/facility, quantify how the activity substantially increased economic activity at hotel within the city or its vicinity?

---

1641 people reported staying at least one night in a hotel on SPI

---



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***Additional Event Information***

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

Burger Fi (too many times!), Ace Hardware, Toucan Graphics, Paragraphs, Holiday Inn, Island Market, Stripes Claytons, Senior Donkey, Yummies Bistro,, Gabriella's, SPI Rentals

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

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

6:20 PM  
06/05/17  
Cash Basis

# Jailbreak Racing Events, LLC

## Profit and Loss Standard

February 1 through June 5, 2017

	<u>Feb 1 - Jun 5, '17</u>
Ordinary Income/Expense	
Income	
Rebate	1,690.63
Rent Income	1,250.00
Sales	79,157.42
Sponsorship	<u>3,992.45</u>
Total Income	86,090.50
Expense	
Advertising and Promotion	
Swag	1,962.81
Professional	150.94
Advertising and Promotion - O...	<u>4,722.30</u>
Total Advertising and Promotion	6,836.05
Bank Service Charges	58.00
Computer and Internet Expenses	418.09
Event contract labor	17,630.40
Event expense	
Equipment Rental	2,223.86
Bibs	574.19
Course	139.06
Food/beer	2,722.29
Insurance	918.75
Medals	4,555.01
Medical/Security	900.00
Obstacle expense	5,365.15
Property	1,260.00
Radios	346.40
Registration related	440.00
T-shirts	10,892.47
Event expense - Other	<u>338.62</u>
Total Event expense	30,675.80
Gas expense	52.18
Licensing fee	2,500.00
Monthly contract labor	275.00
Office Supplies	53.70
Postage and Delivery	39.21
Printing and Reproduction	472.69
Repairs and Maintenance	171.02
Travel Expense	
Car rental	237.03

6:20 PM  
06/05/17  
Cash Basis

Jailbreak Racing Events, LLC  
Profit and Loss Standard  
February 1 through June 5, 2017

	<u>Feb 1 - Jun 5, '17</u>
Flights	502.95
Gas	950.27
Hotel	2,299.51
Meals	1,378.29
Parking	34.00
Travel Expense - Other	<u>2,295.70</u>
Total Travel Expense	<u>7,697.75</u>
Total Expense	<u>66,879.89</u>
Net Ordinary Income	<u>19,210.61</u>
Net Income	<u><u>19,210.61</u></u>



# JAILBREAK

## South Padre Island

### Facebook and Instagram expenses

Date Billed	Transaction ID	Product Type	Payment Method	Amount Billed	Payment Status
Dec 31, 2016	1116046968508702-2399857	Instagram	Credit Card VQAF4BWF2	\$17.30	Paid
Dec 31, 2016	1116046965175389-2399856	Facebook	Credit Card UQAF4BWF2	\$1,475.78	Paid
<b>Totals</b>	<b>2 Transactions</b>			<b>\$1,493.08</b>	
Date Billed	Transaction ID	Product Type	Payment Method	Amount Billed	Payment Status
Jan 31, 2017	1165067683606615-2458448	Instagram	Credit Card 8B4QJBEAF2	\$160.22	Paid
Jan 31, 2017	1165067683606616-2458447	Facebook	Credit Card 3B4QJBEAF2	\$982.89	Paid
<b>Totals</b>	<b>2 Transactions</b>			<b>\$1,143.11</b>	
Date Billed	Transaction ID	Product Type	Payment Method	Amount Billed	Payment Status
Feb 28, 2017	1200766633370057-2513352	Instagram	Credit Card RYWUJBSAF2	\$5.21	Paid
Feb 28, 2017	1200766623370056-2513350	Facebook	Credit Card NYWUJBSAF2	\$611.85	Paid
<b>Totals</b>	<b>2 Transactions</b>			<b>\$617.06</b>	
Date Billed	Transaction ID	Product Type	Payment Method	Amount Billed	Payment Status
Mar 31, 2017	1247758708670847-2578130	Instagram	Credit Card HYDQJAF2	\$34.42	Paid
Mar 31, 2017	1247758702004181-2578129	Facebook	Credit Card F78QJAF2	\$135.33	Paid
<b>Totals</b>	<b>2 Transactions</b>			<b>\$169.75</b>	
Date Billed	Transaction ID	Product Type	Payment Method	Amount Billed	Payment Status
Apr 30, 2017	1278641375582583-2644502	Instagram	Credit Card JUV7KDWAF2	\$44.77	Paid
Apr 30, 2017	1278641372249250-2644501	Facebook	Credit Card HUV7KDWAF2	\$1,240.06	Paid
<b>Totals</b>	<b>2 Transactions</b>			<b>\$1,284.83</b>	

# JAILBREAK



**SOUTH PADRE ISLAND | MAY 6<sup>TH</sup>**

**RUNTHEJAILBREAK.COM**



Price increase tonight at midnight, secure your Escape today! [www.RunTheJailbreak.com](http://www.RunTheJailbreak.com) Get Dirty, Have Fun, Do Good

**JAILBREAK**  
**SOUTH PADRE ISLAND**

Maricela Alanis Marroquin and 735 others · 74 Comments · 54 Shares

Like · Comment · Share

41,816 people reached > View Results

11,222	30,747	1,168
Organic Reach	Paid Reach	Post Clicks

**Run the Jailbreak**  
April 13 · 🌐

FIVE waves now full! Register now and beat the price increase at midnight on Friday! [www.RunTheJailbreak.com](http://www.RunTheJailbreak.com) Get Dirty, Have Fun, Do Good

**JAILBREAK**  
**SOUTH PADRE ISLAND**

**Run the Jailbreak**  
May 4 · 🌐

Only 2 days till Jailbreak! Online registration ends at midnight tonight! [www.RunTheJailbreak.com](http://www.RunTheJailbreak.com) Get Dirty, Have Fun, Do Good

**JAILBREAK**  
**SOUTH PADRE ISLAND**

Gab Silva and 280 others · 38 Comments · 30 Shares

Like · Comment · Share

20,590 people reached > View Results

5,482	14,141	504
Organic Reach	Paid Reach	Post Clicks

**Run the Jailbreak**  
May 3 · 🌐

Add more adventure to your Jailbreak SPI weekend with a horse ride on the beach or zip line excursion at **South Padre Island Adventure Park!** Jailbreakers' save \$10! <http://southpadreislandadventures.com/>

**JAILBREAK**

**Run the Jailbreak**  
April 20 · 🌐

Only 16 days till Jailbreak South Padre! [www.RunTheJailbreak.com](http://www.RunTheJailbreak.com) Get Dirty, Have Fun, Do Good

**JAILBREAK**  
**16 Days till SOUTH PADRE ISLAND**

Mina N Tory Plewa and 383 others · 67 Comments · 59 Shares

Like · Comment · Share

33,470 people reached > View Results

8,448	27,022	699
Organic Reach	Paid Reach	Post Clicks

**Run the Jailbreak**  
April 18 · 🌐

Break Free with friends and save on your Jailbreak SPI Escape! The 11:30 wave is almost full, [www.RunTheJailbreak.com](http://www.RunTheJailbreak.com) Get Dirty, Have Fun, Do Good

**Jailbreak**  
South Padre Island

**Run the Jailbreak with Erica Azua Presas.**  
April 24 · 🌐

Run, climb and crawl your way to South Padre on May 6th for the Jailbreak Beach Escape! [www.RunTheJailbreak.com](http://www.RunTheJailbreak.com) Get Dirty, Have Fun, Do Good

**JAILBREAK**  
**SOUTH PADRE ISLAND**

Maricela Alanis Marroquin and 492 others · 79 Comments · 43 Shares

Like · Comment · Share

32,860 people reached > View Results

7,789	25,329	839
Organic Reach	Paid Reach	Post Clicks

**Run the Jailbreak**  
April 21 · 🌐

A Jailbreak is coming! [www.RunTheJailbreak.com](http://www.RunTheJailbreak.com) Get Dirty, Have Fun, Do Good

**14 Days till JAILBREAK**

**Run the Jailbreak**  
May 2 · 🌐

Valley Central CBS 4 News got a sneak peak of one of the Jailbreak SPI obstacles! [www.RunTheJailbreak.com](http://www.RunTheJailbreak.com) Online reg ends midnight Thur or earlier if the final wave fills up beforehand.

**6TH ANNUAL RUN THE JAILBREAK**  
For more information head to our website: <http://www.valleycentr...> [YOUTUBE.COM](http://www.youtube.com) [Learn More](#)

Michelle Perez and 153 others · 118 Comments · 42 Shares

Like · Comment · Share

21,399 people reached > View Results

10,430	11,281	1,225
Organic Reach	Paid Reach	Post Clicks

**Run the Jailbreak**  
May 2 · 🌐

It's Jailbreak Week at South Padre Island! Online registration ends Thursday, only ONE wave left. [www.RunTheJailbreak.com](http://www.RunTheJailbreak.com) Get Dirty, Have Fun, Do Good

**JAILBREAK WEEK!**

Lupita Macias Sanchez and 274 others · 27 Comments · 27 Shares

Like · Comment · Share

**Run the Jailbreak**  
April 27 · 🌐

Six waves are now FULL for Jailbreak SPI, only ONE wave left! Don't miss your chance to Break Free! [www.RunTheJailbreak.com](http://www.RunTheJailbreak.com) Get Dirty, Have Fun, Do Good

**JAILBREAK**  
**9 Days till South Padre Island**

Alexa Martin Del Campo and 363 others · 56 Comments · 24 Shares

Like · Comment · Share

33,454 people reached > View Results

5,916	27,538	905
Organic Reach	Paid Reach	Post Clicks

# Jailbreak SPI 2017

## VISITOR RECAP

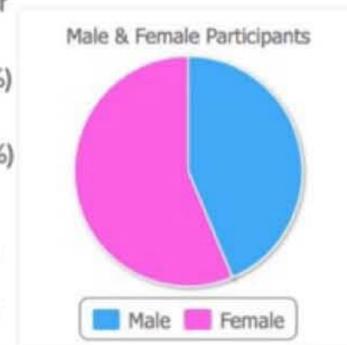
**2573 registered runners**  
**8445 total attendance\***  
**47% reported staying on SPI**

**56% Female**  
**44% Male**  
**32 average age**

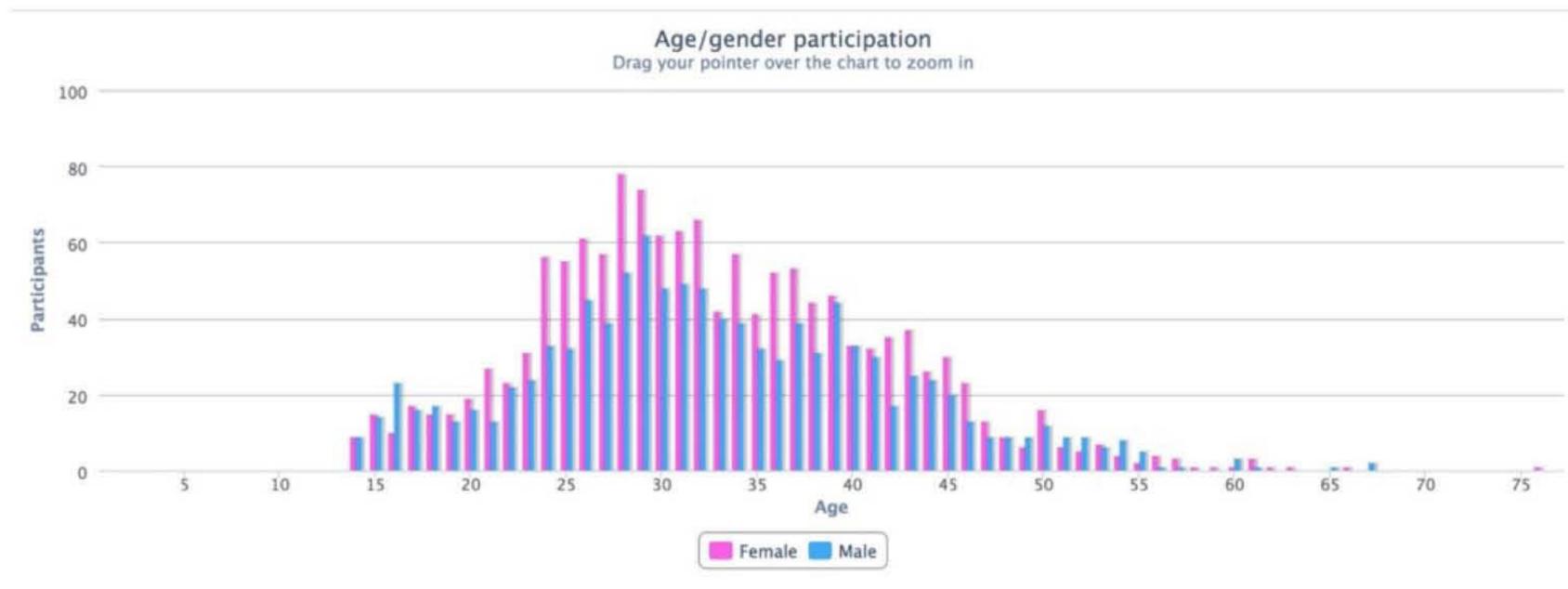
Participant gender

1076 (43.65%)  
1389 (56.35%)

Average age 32  
Median age 32  
Oldest 76  
Youngest 14



Demographic details



## Lodging \*

**20% hotel**  
**14% condo**  
**12% unspecified**  
**<1% camping**  
**53% did not stay on SPI**

## Hotel Lodging\*

**1641 total**  
**1 night: 42%**  
**2 nights: 55%**  
**3 nights: 3%**  
**4 nights: <1%**

\* estimate based on runner waivers

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

**MEETING DATE:** July 26, 2017

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

**DEPARTMENT:** Convention & Visitors Advisory Board

**ITEM**

Presentation of post report from Port Isabel Chamber of Commerce for the 2017 Summer Longest Causeway Run & Fitness Walk.

**ITEM BACKGROUND**

A copy of registration report was submitted to the CVB and available upon request.

**BUDGET/FINANCIAL SUMMARY**

\$15,000 was awarded in 2016/17 FY.

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

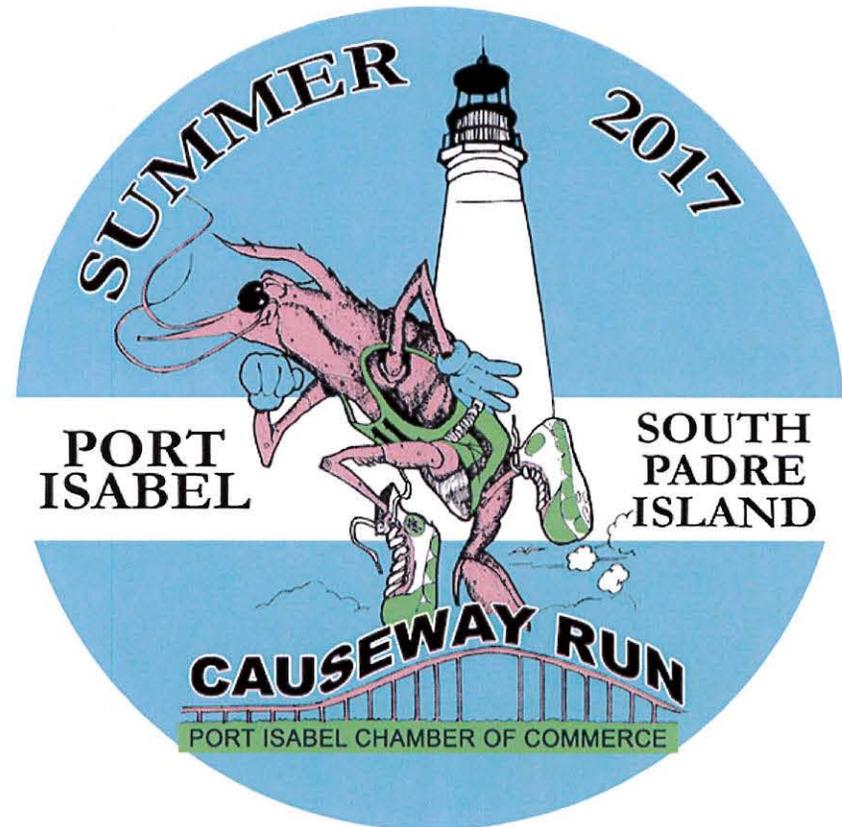
Comments:

**RECOMMENDATIONS/COMMENTS**

Port Isabel  
Chamber of  
Commerce  
421 Queen  
Isabella Blvd  
Port Isabel, TX  
78578

---

Betty Wells  
President  
956-943-2262  
956-561-1052



# POST EVENT REPORT FORM HOTEL OCCUPANCY TAX FUNDING

## Post Event Report Form

Date: JULY 10, 2017

### Organization Information

Name of Organization: PORT ISABEL CHAMBER OF COMMERCE

Address: 421 E. QUEEN ISABELLA BLVD.

City, State, Zip: PORT ISABEL, TX 78578

Contact Name: BETTY WELLS Contact Phone Number: 943-2262

Contact Cell Phone Number: 561-1052

### Event Information

Name of Event or Project: 3RD ANNUAL SUMMER LONGEST CAUSEWAY RUN & FITNESS WALK

Date of Event or Project: JUNE 3, 2017

Primary Location of Event or Project: PORT ISABEL / SOUTH PADRE ISLAND

Amount Requested: \$ 15,000

Amount Received: \$ 15,000

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

\$ 10,000 ADVERTISING

\$ 5,000 GOLD SPONSORSHIP

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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: 30
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. \$21,000 TO BE USED FOR PREPLANNING FOR 2018 EVENT
6. Please attach an actual Event Budget showing all revenues including sponsorships and all expenses.

**Event Attendance Information**

1. How many people did you predict would attend this event? (number submitted in application for hotel occupancy tax funds): 2500
2. What would you estimate as the actual attendance at the event? 4,410 (INC. SPECTATORS)
3. How many room nights did you estimate in your application would be generated by attendees of this event or program? 35% OF REGISTRANTS
4. How many room nights do you estimate were actually generated by attendees of this event? 1171
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 1171  
Last Year 500+  
Two Years Ago \_\_\_\_\_  
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, zipcode information, etc.)?

SURVEY, TOTAL ATTENDANCE FORMULA, ZIPCODE

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: \$ 2900  
Radio: \$ —  
TV: \$ 1500  
Other Paid Advertising: \$ 10,250

Number of Press Releases to Media 4  
Number Direct Mailings to out-of-town recipients 1

Other Promotions WEEKLY EMAILS, FACEBOOK, TWITTER, ACTIVE.COM

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?

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

7. Please note any other success indicators of your event:

NEW PARTICIPANTS -  
 \_\_\_\_\_  
 \_\_\_\_\_

***Sporting Related Events***

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

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

***Additional Event Information***

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

ALEX AVALOS PRINTING, SCHLITZBAHN  
 \_\_\_\_\_  
 \_\_\_\_\_

Please Submit no later than <sup>30 Days post event</sup> (insert deadline) to:

BETTY WELLS, PORT ISABEL  
 (fill in name, contact person, and address of your city or entity overseeing use of hotel tax)

# Event Registration Fees

Student- \$15.00

Military- \$15.00

10k Run- \$30.00

5k Walk- \$25.00

\* Add \$5 after May 23<sup>rd</sup> for late registration fee

-First 1500 participants to check in receive an event T-Shirt

-Participation medals to every person to cross the finish line



Gold Level  
Sponsorship  
\$5,000

- 12 Complimentary Event Registrations
- 6 Complimentary Event T-Shirts
- Access to participants' contact information
- Promotional & Informational emails including Sponsor's Logo
- Company representative at Awards Ceremony for trophy presentation & special recognition
- Sponsorship participation announced during the event
- Event signage with large Sponsor Logo
- Sponsor Logo on event T-Shirt
- Sponsor Logo in event registration print material
- Event advertisement, including print & television with Sponsor Logo
- Event posters displayed in storefronts with Sponsor Logo
- Virtual Event Bags. Before, During & After Event
- Website event material includes Sponsor Logo and link

# 8x8 Step & Repeat Banner



[Download Application](#) ...

WALK STARTS at 8:15 A.M

### Videos

- 2017 Video
- 2016 Aerial Drone Video ...
- 2016 Finish Line Video ...



### Sponsored in part by:

South Padre Island CVB, Schlittbahn Waterpark & Resort SPI, City of Port Isabel, Port Isabel EDC, Cameron County Insurance Center, Port Isabel/South Padre Press & Parade, Subsea 7, Rio Grande LNG

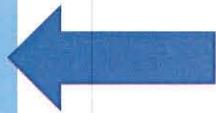


# Event Website Screenshot

# Longest Causeway Run & Fitness Walk

## Sat. June 3rd.

Be Part of the Fun



Banner from Media Ad

Screenshot from YouTube Media



**Saturday June 3rd**  
**Register NOW!**

[www.PortIsabelChamber.com](http://www.PortIsabelChamber.com) 1-800-527-6102, (956)943-2262

youtube media 1

Accommodation Suggestion on Registration Form



FOR RUN, WALK, ACCOMMODATIONS & ACTIVITES INFORMATION, CALL: Port Isabel Chamber of Commerce 1-800-527-6102 or (956) 943-2262 or email [director@portisabel.org](mailto:director@portisabel.org) or the South Padre Island Convention & Visitors Bureau at 1-800-So-Padre or [sopadre.com](http://sopadre.com).

Fill out and detach the Registration Form below. Fax to (956) 943-4001 or mail to

## Summary of Plan

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### Monthly

- 120,835 Targeted Online Banners
- 100,000 Targeted Youtube Videos
- 25,000 Targeted Emails

### Contract Period

- 241,670 Targeted Online Banners
- 100,000 Targeted Youtube Videos
- 50,000 Targeted Emails

\$8,700 for Campaign Duration(April 17 – June 3, 2017)



[Register Now](#)

[More Information](#)



## 3rd Annual Longest Causeway Run & Fitness Walk

### Register Now!

*Run The Beach, Cross The Bay  
Join The Fun!*

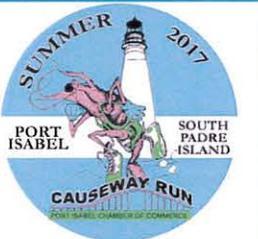
The 2017 Summer Longest Causeway Run & Fitness Walk will be held Saturday, June 3rd. Join the thousands who take advantage of the unique opportunity to cross the 2.5 mile Queen Isabella Causeway. Start on South Padre Island and end up in Historic Port Isabel. T-Shirts guaranteed to the first 1,000 participants to check in.



#### Contact Us

Port Isabel Chamber of Commerce  
421 Queen Isabella  
Port Isabel, TX 78578

[director@portisabel.org](mailto:director@portisabel.org)  
800-627-6102  
956-943-2262



[CLICK FOR MORE INFO](#)

**Advertiser:** Port Isabel Chamber of Commerce 158878

**Subject Line:** 3rd Annual Longest Causeway Run & Fitness Walk

**From Line:** Port Isabel Chamber of Commerce

**Demographics:** Interest in Running, Health/Fitness OR Walking

**Geographics:** Cameron County, TX  
Hidalgo, County, TX  
Corpus Christi, TX DMA  
San Antonio, TX DMA  
6250 From Each

Deployed	Opens	Open%	Clicks	Click%	Quantity
2017-05-31	4986	19.94	412	1.65	25,000

Clicks	%	Links
11	2.67	<a href="http://www.active.com/port-isabel-tx/running/distance-running-races/summer-longest-causeway-run-and-fitness-walk-2017">http://www.active.com/port-isabel-tx/running/distance-running-races/summer-longest-causeway-run-and-fitness-walk-2017</a>
20	4.85	<a href="http://www.portisabelchamber.com/">http://www.portisabelchamber.com/</a>
79	19.17	<a href="http://www.active.com/port-isabel-tx/running/distance-running-races/summer-longest-causeway-run-and-fitness-walk-2017">http://www.active.com/port-isabel-tx/running/distance-running-races/summer-longest-causeway-run-and-fitness-walk-2017</a>
29	7.04	<a href="http://www.active.com/port-isabel-tx/running/distance-running-races/summer-longest-causeway-run-and-fitness-walk-2017">http://www.active.com/port-isabel-tx/running/distance-running-races/summer-longest-causeway-run-and-fitness-walk-2017</a>
16	3.88	<a href="http://www.active.com/port-isabel-tx/running/distance-running-races/summer-longest-causeway-run-and-fitness-walk-2017">http://www.active.com/port-isabel-tx/running/distance-running-races/summer-longest-causeway-run-and-fitness-walk-2017</a>
23	5.58	<a href="http://www.active.com/port-isabel-tx/running/distance-running-races/summer-longest-causeway-run-and-fitness-walk-2017">http://www.active.com/port-isabel-tx/running/distance-running-races/summer-longest-causeway-run-and-fitness-walk-2017</a>
74	17.96	<a href="http://www.spichamber.com/">http://www.spichamber.com/</a>
82	19.90	<a href="http://www.portisabelchamber.com/">http://www.portisabelchamber.com/</a>
42	10.19	<a href="http://www.active.com/port-isabel-tx/running/distance-running-races/summer-longest-causeway-run-and-fitness-walk-2017">http://www.active.com/port-isabel-tx/running/distance-running-races/summer-longest-causeway-run-and-fitness-walk-2017</a>
8	1.94	<a href="http://www.portisabelchamber.com/">http://www.portisabelchamber.com/</a>
8	1.94	<a href="https://www.facebook.com/pages/Port-Isabel-Chamber-of-Commerce/1412192632421485">https://www.facebook.com/pages/Port-Isabel-Chamber-of-Commerce/1412192632421485</a>
7	2.05	<a href="https://twitter.com/pi_chamber">https://twitter.com/pi_chamber</a>
7	2.05	<a href="http://www.active.com/port-isabel-tx/running/distance-running-races/summer-longest-causeway-run-and-fitness-walk-2017">http://www.active.com/port-isabel-tx/running/distance-running-races/summer-longest-causeway-run-and-fitness-walk-2017</a>
6	1.46	<a href="http://www.unsubrightnow.com">http://www.unsubrightnow.com</a>

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[Register Now](#)

[More Information](#)



## 3rd Annual Longest Causeway Run & Fitness Walk

### Register Now!

*Run The Beach, Cross The Bay  
Join The Fun!*

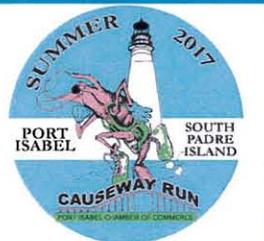
The 2017 Summer Longest Causeway Run & Fitness Walk will be held Saturday, June 3rd. Join the thousands who take advantage of the unique opportunity to cross the 2.6 mile Queen Isabella Causeway. Start on South Padre Island and end up in Historic Port Isabel. T-Shirts guaranteed to the first 1,000 participants to check in.



#### Contact Us

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Hidalgo, County, TX  
Corpus Christi, TX DMA  
San Antonio, TX DMA  
6250 From Each

Deployed	Opens	Open%	Clicks	Click%	Quantity
2017-04-25	4054	16.22	341	1.36	25,000

Clicks	%	Links
9	2.64	<a href="http://www.active.com/port-isabel-tx/running/distance-running-races/summer-longest-causeway-run-and-fitness-walk-2017">http://www.active.com/port-isabel-tx/running/distance-running-races/summer-longest-causeway-run-and-fitness-walk-2017</a>
18	5.28	<a href="http://www.portisabelchamber.com/">http://www.portisabelchamber.com/</a>
73	21.41	<a href="http://www.active.com/port-isabel-tx/running/distance-running-races/summer-longest-causeway-run-and-fitness-walk-2017">http://www.active.com/port-isabel-tx/running/distance-running-races/summer-longest-causeway-run-and-fitness-walk-2017</a>
17	4.99	<a href="http://www.active.com/port-isabel-tx/running/distance-running-races/summer-longest-causeway-run-and-fitness-walk-2017">http://www.active.com/port-isabel-tx/running/distance-running-races/summer-longest-causeway-run-and-fitness-walk-2017</a>
10	2.93	<a href="http://www.active.com/port-isabel-tx/running/distance-running-races/summer-longest-causeway-run-and-fitness-walk-2017">http://www.active.com/port-isabel-tx/running/distance-running-races/summer-longest-causeway-run-and-fitness-walk-2017</a>
15	4.4	<a href="http://www.active.com/port-isabel-tx/running/distance-running-races/summer-longest-causeway-run-and-fitness-walk-2017">http://www.active.com/port-isabel-tx/running/distance-running-races/summer-longest-causeway-run-and-fitness-walk-2017</a>
53	15.54	<a href="http://www.spichamber.com/">http://www.spichamber.com/</a>
56	16.42	<a href="http://www.portisabelchamber.com/">http://www.portisabelchamber.com/</a>
56	16.42	<a href="http://www.active.com/port-isabel-tx/running/distance-running-races/summer-longest-causeway-run-and-fitness-walk-2017">http://www.active.com/port-isabel-tx/running/distance-running-races/summer-longest-causeway-run-and-fitness-walk-2017</a>
7	2.05	<a href="http://www.portisabelchamber.com/">http://www.portisabelchamber.com/</a>
7	2.05	<a href="https://www.facebook.com/pages/Port-Isabel-Chamber-of-Commerce/1412192632421485">https://www.facebook.com/pages/Port-Isabel-Chamber-of-Commerce/1412192632421485</a>
8	2.35	<a href="https://twitter.com/pi_chamber">https://twitter.com/pi_chamber</a>
9	2.64	<a href="http://www.active.com/port-isabel-tx/running/distance-running-races/summer-longest-causeway-run-and-fitness-walk-2017">http://www.active.com/port-isabel-tx/running/distance-running-races/summer-longest-causeway-run-and-fitness-walk-2017</a>
3	0.88	<a href="http://www.unsubrightnow.com">http://www.unsubrightnow.com</a>

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306 responses were gathered for the 2017 (Summer) Longest Causeway Run & Fitness Walk representing 18.4% of the 1,664 participants.

Over 50.7% said this was their first Causeway Run. (306 respondents)

Regarding the question “Did other people travel with you?”, 306 responded with an average of 1.65. This sampling suggests that over 2,746 people attended this event as spectators. This question is meant to exclude other participants in their party, giving the event a draw of over 4,410 people, the sum of registrants and spectators. Run participants brought an average of 5.27 other run participants with them.

Port Isabel overnight stays: 6.2% stayed overnight in Port Isabel for a total of 103. Respondents stayed an average of 1.84 nights in Port Isabel for a total of 190 room nights.

South Padre Island over nights stays: 29.7% stayed overnight on South Padre Island for a total of 494. Respondents stayed an average of 2.37 nights for a total of 1171 room nights.

Dining: 14.4% dined in both Port Isabel and South Padre Island. 17.3% dined in Port Isabel. A total of 31.7% (527) dined in Port Isabel. Using the combined total of registrants and their accompanying spectators,  $1,664 + 2,746 = 4,410$  at 31.7% and calculating the cost of one meal at \$15 per person, this would bring the total dining direct impact in Port Isabel to: \$20,970.

38.6% dined on South Padre Island, combined with respondents that dined in both Port Isabel and South Padre Island, a total of 53% (882) dined on South Padre Island. Using the combined total of registrants and their accompanying spectators,  $1,664 + 2,746 = 4,410$  at 53% and calculating the cost of one meal at \$15 per person, this would bring the total dining direct impact in South Padre Island to: \$35,055.

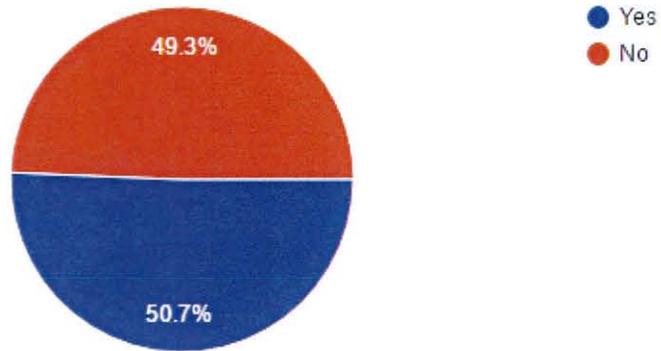
Most respondents heard about the event through social media (51%) followed by 23.5%, who heard about the Causeway Run from a friend.

58.2% plan on participating in June’s Longest Causeway Run & Fitness Walk.

## 2017 3<sup>rd</sup> Annual Summer Longest Causeway Run & Fitness Walk

First Time participant in any of the causeway runs?

306 responses



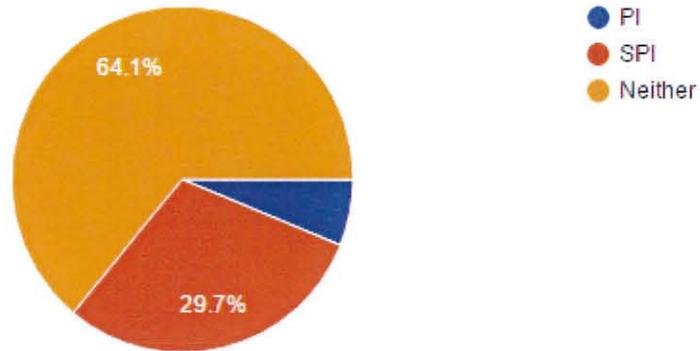
How many non-participants traveled with you?

306 responses

Each participant brought with them an average of 1.65 non-participants.

## Overnight stay in PI or SPI?

306 responses



## How many nights?

306 responses

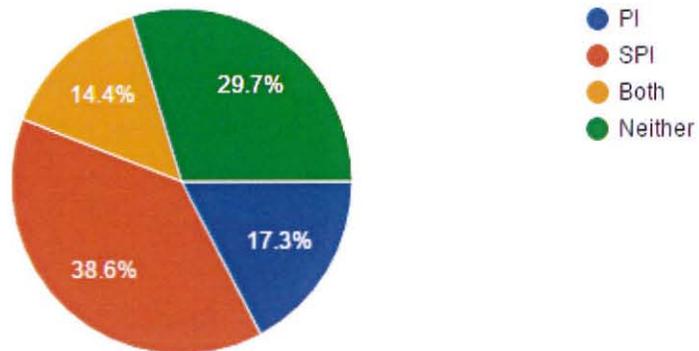
Respondents stayed in Port Isabel an average of 1.84 nights & on South Padre Island an average of 2.37 nights.

Port Isabel: room nights by 1664 registrants = 190

South Padre Island: room nights by 1664 registrants = 1171

## Dining?

306 responses



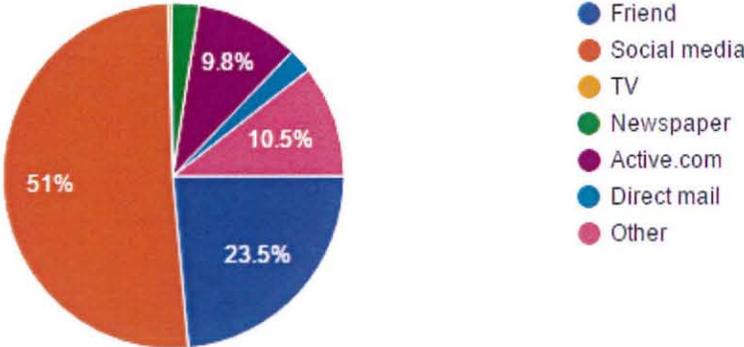
## How many run participants in your party?

281 responses

Respondents brought an average of 5.27 run participants.

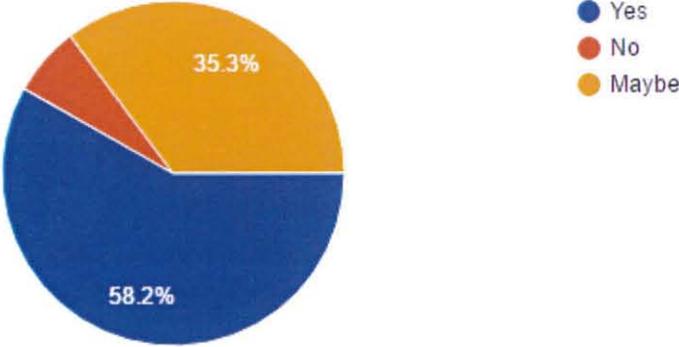
# How did you hear about this event?

306 responses



# Plan on participating in January's Run?

306 responses



# 2017 Summer Longest Causeway Run Fitness Walk

	A	B
1		<b>2017</b>
2		
3	Income:	
4	Corporate Sponsor*	\$18,000.00
5	Entry Fees	\$39,382.52
6		
7	<b>Total Income*</b>	<b>\$57,382.52</b>
8		
9	Expenses:	
10	Postage	\$2,018.74
11	T-shirts	\$3,468.08
12	IAAP	\$5,617.25
13	Cash Prizes	\$2,000.00
14	Advertising	\$10,800.65
15	A Clean Portoco	\$1,495.00
16	Printing	\$574.36
17	Lunches/Meetings	\$1,077.09
18	Buses*(Estimated)	\$2,500.00
19	Medals	\$389.97
20	Rental World	\$994.00
21	Misc. (Contract Labor)	\$360.00
22	Accommodations/IAAP	\$140.00
23	Supplies	\$394.52
24	Labels	
25	Megaphone	
26	Course Certification	
27	Event Center Rent/CC Parks	\$1,850.00
28	HEB/Water, etc.	\$2,284.76
29	<b>Total Expenses:</b>	<b>\$35,964.42</b>
30		
31	<b>Total Projected Profit</b>	<b>\$21,418.10</b>
32		
33		
34	Preregistrants:	
35	Run	
36	Walk	
37	Total	
38	Late Registration:	
39	Run	
40	Walk	
41		
42	<b>Total Runners</b>	<b>1002</b>
43	<b>Total Walkers</b>	<b>662</b>
44	<b>Total Registrants</b>	<b>1664</b>

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

**MEETING DATE:** July 26, 2017

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

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

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

- a. Jaime J Zapata Fishing Tournament (Sept. 2017)
- b. B&S Kites-SPI Kite Fest (Feb. 2018)
- c. Splash South Padre (October 2017)
- d. Sand Castle Days (Oct. 2017)
- e.. Open Water Planet (Nov. 2017)
- f. Open Water Planet (Spring 2018)
- g. Urban Science Initiative Inc. – National Tropical Weather Conference (April 2018)

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

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

**MEETING DATE:** July 26, 2017  
**NAME & TITLE:** Wally Jones, CVA Chairman  
**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Discussion and action regarding application for funding request on the Jaime J Zapata Fishing Tournament.

**ITEM BACKGROUND**

This event is scheduled for September 15-16, 2017. The amount for funding request is \$5,000 out of 2016/17 FY.

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

## Application for Initial Funding

Date: July 19, 2017

### ***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 Office Phone Number: 956-561-1052

Contact Cell Phone Number: 956-561-1052

Web Site Address for Event or Sponsoring Entity: www.alpha5195.com

Non-Profit or For-Profit status: Non-profit      Tax ID #: 45-2018488

Entity's Creation Date: April 27, 2011

Purpose of your organization: To create an annual fishing tournament with proceeds to fund a scholarship program for economically disadvantaged youth. Special consideration will be given to law enforcement families.

### ***Event Information***

Name of Event or Project: Jaime Jorge Zapata Foundation Fishing Tournament

Date of Event or Project: Sept. 15-16, 2017

Primary Location of Event or Project: Louie's Backyard & Jim's Pier, South Padre Island

Amount Requested: \$5000.00

Primary Purpose of Funded Activity/Facility:

Memorial tournament to honor all law enforcement agencies and establish of a scholarship program

How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures) Event promotion and development. Flyers, brochures, website, photography, etc.

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

15% Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

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

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

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

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

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

- a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ \_\_\_\_\_
- b) Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ \_\_\_\_\_
- 
- c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$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 guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ \_\_\_\_\_
- e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ \_\_\_\_\_
- f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.** Amount requested under this category: \$ \_\_\_\_\_

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

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

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

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

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

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

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

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

**What tourist attractions will be the subject of the signs?**

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***Questions for All Funding Request Categories:***

1. How many years have you held this Event or Project: 1<sup>st</sup> year
2. Expected Attendance: 400 participants + families
3. How many people attending the Event or Project will use South Padre Island lodging establishments? Est. 50%

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

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Not yet
5. List other years (over the last three years) that you have hosted your Event or Project with amount of assistance given from HOT and the number of hotel rooms used:

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

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? Survey
7. Please list other organization, government entities, and grants that have offered financial support to your project: \_\_\_\_\_
8. Will the event charge admission? Registration fees
9. Do you anticipate a net profit from the event? Hopefully
10. If there is a net profit, what is the anticipated amount and how will it be used? Scholarships
11. All marketing and promotions will be coordinated through the CVA's agency, unless exempted from this requirement by the Executive Director, in which case all creative must be pre-approved by the Executive Director (or designee) and payments will be on a reimbursement basis. Please list all promotion efforts your organization is planning and the amount estimated for each media outlet:

Newspaper: \$ \_\_\_\_\_  
 Radio: \$ \_\_\_\_\_  
 TV: \$ \_\_\_\_\_  
 Website, Social Media: \$ \_\_\_\_\_  
 Other Paid Advertising: \$30,000.00 total

Anticipated Number of Press Releases to Media 2-3  
 Anticipated Number Direct Mailings to out-of-town recipients 1

Other Promotions Interagency contacts/distribution

12. 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
13. 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.]*

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

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15. What geographic areas does your event reach: Local, regional, state and national law enforcement agencies

16. 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)

17. What amount of event insurance do you have for your event and who is the carrier:  
\$2,000,000.00-Scotsdale Insurance Company/Cameron County Insurance Center.

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

18. 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

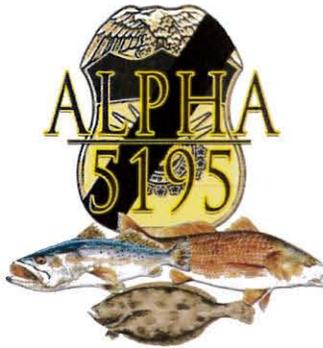
19. Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

**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: Mike Flores, Business Development Director, Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-8199, michael@sopadre.com**





JAIME J. ZAPATA  
FISHING TOURNAMENT

### Schedule of Events

#### **Friday, Sept. 15, 5 pm, Louie's Backyard, Upstairs**

Late Registration, 5-8 pm

Mandatory Captains' Meeting, 7:00 pm

Optional Boat Pots, 6-9 pm

Complimentary hors d'oeuvres, cash bar

#### **Saturday, Sept. 16, Jim's Pier**

Shotgun Start at Jim's Pier, 6:30 am

Weigh Dock Open, 1-3 pm

Awards Ceremony & Buffet Dinner, 6 pm at Louie's Backyard

*\*Registration fees include tournament hat, tournament goodie bags and meals.*

## 2017 Jaime J. Zapata Fishing Tournament

	A	B	C	D	E	F
1						
2	<b>Income:</b>					
3	Corporate Sponsors	\$20,000.00				
4	Registration Fees	\$20,000.00	50 boats @ \$400		Min. estimate	
5	Program Book Advertising	\$5,000.00				
6	<b>Total Income</b>	<b><u>\$45,000.00</u></b>				
7						
8	<b>Expenses:</b>					
9	Tournament Director	(\$18,000.00)				
10	Weighmaster	(\$500.00)				
11	Saturday Meal	(\$5,000.00)	200 @\$25		Min. estimate	
12	Data Processing	(\$1,600.00)				
13	T-shirts	(\$4,000.00)	400 @\$6 full color front & back			
14	Trophies	(\$969.00)	12 total			
15	Cashier	(\$150.00)				
16	Dock supplies, office supplies	(\$250.00)				
17	Printing	(\$3,300.00)				
18	Postage	(\$100.00)				
19	Contract Labor	(\$750.00)				
20	Insurance	(\$441.00)				
21	Miscellaneous	(\$500.00)				
22	Website Development	(\$1,500.00)				
23	Tournament Hats	(\$4,000.00)	<u>200@\$10</u>			
24	Production of materials	(\$2,500.00)				
25	<b>Total Expenses</b>	<b><u>\$43,560.00</u></b>				
26						
27	<b>Estimated Net Profit</b>	<b>\$1,440.00</b>				

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

**MEETING DATE:** July 26, 2017

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

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Discussion and action regarding application for funding request on the B&S Kites-SPI Kite Fest. (February 2018)

**ITEM BACKGROUND**

B&S Kites is requesting \$22,150 in funding for 2017/18 FY.

**BUDGET/FINANCIAL SUMMARY**

\$17,750.00 was awarded in 2016/17 FY.

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

## Application

Date: 6-6-17

### Organization Information

Name of Organization: B&S Kites

Address: 2812 Padre Blvd. Ste. B

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

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

Contact Cell Phone Number: 433-1699

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

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

Entity's Creation Date: 5-2-98

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

### Event Information

Name of Event or Project: SPI Kite Fest 2018

Date of Event or Project: Feb. 1, 2 & 3, 2018

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

Amount Requested: \$ 22,150.00

Primary Purpose of Funded Activity/Facility:

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

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

( See enclosed proposed budget )

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

86% Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

14% Percentage of Total Annual **Facility Costs** Covered by Hotel Occupancy Tax for the Funded Event

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

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

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

Approx. \$3,000 for use of CVB Exhibition Hall for Thursday Night Indoor Kite Performances  
 from 6 p.m. to 9 p.m. ~ Performances will be from 6:30 to 8:30 p.m.

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

- a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$
- b) Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$
- c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$
- d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that

the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms : \$ \_\_\_\_\_

e) **Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.** Amount requested under this category: \$ \_\_\_\_\_

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

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

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

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

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

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

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

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

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

What tourist attractions will be the subject of the signs?

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**Questions for All Funding Request Categories:**

1. How many years have you held this Event or Project: 2 (2016 & 2017) 13 years prior 2000-2013
2. Expected Attendance: 8,000 + (3 days)
3. How many people attending the Event or Project will use South Padre Island lodging establishments? 300 + (In 2017 ~ Minimum rooms accounted for by Indoor Registration was 547)
- How many nights do you anticipate the majority of the tourists will stay: 2 - 3 nights

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: No ~ but several hotels participate by giving a 'kite fest' rate  
for the event

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u>Feb. 2016</u>	<u>\$15,500</u>	<u>300 +</u>
<u>Feb. 2017</u>	<u>\$17,750</u>	<u>547 + (room nights)</u>
<u>                    </u>	<u>                    </u>	<u>                    </u>

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

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

8. Will the event charge admission? Outdoor Event ~ No ~ Cameron Co will not allow us to Indoor Event ~ YES ~ Minimum 500 @ \$6 ea.

9. Do you anticipate a net profit from the event? No

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

Newspaper:	<u>\$ 1,450</u>	Printed advertising
Radio:	<u>\$ --</u>	
TV:	<u>\$ --</u>	Past Years ~ Free TV coverage San Antonio Chief Meterologist Alex Garcia
Website, Social Media:	<u>\$ 975</u>	KRGV Weather - Tim Smith
Other Paid Advertising:	<u>\$ 2,175</u>	Con Mi Gente - Rick Diaz KGBT Weather - Bryan Hale

Anticipated Number of Press Releases to Media 27

Anticipated Number Direct Mailings to out-of-town recipients 190 Kite Clubs & Valley RV Parks

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

12. Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event? No ~ but we do provide direct links to all sponsoring hotels on the event website

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

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

Contact Kite Clubs in Texas & surrounding states

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Contact RV Parks in the Rio Grande Valley

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

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

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

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

Expected Visitation by Tourists Monthly/Annually: \_\_\_\_\_

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

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

\$1,000,000 K&K Insurance Group (American Kitefliers Assn).

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

19. Any marketing for the event must be consistent with the brand image for South Padre Island  
and all such marketing pieces that are funded with hotel tax must be submitted with at least \_\_\_  
weeks advance notice for approval by the South Padre Island CVB.

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

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

**SPI Kite Fest**  
**February 1, 2 & 3, 2018**  
**w/ Thursday Night Indoor Kite Exhibition**

**Proposed Budget**

<b>Demonstration Expense (<u>Airfare &amp; Travel</u>)</b>	<b>\$10,687.00</b>
Chris Schultz (1 ORF), Kill Devil Hills, NC - <u>\$1038</u>	
Airfare \$675 ~ Car/Gas/Food \$363	
Lisa & Ian Willoughby (2 PHL), Newark, NJ - <u>\$1907</u>	
Airfares \$1544 ~ Car/Gas/Food \$363	
Team Rev Riders (4) Newark, NJ - <u>\$3549</u>	
Scott Weider, Jim Cosca, James Fletcher, Paul Lamasters	
(1) Newark, NJ (2) Baltimore, MD (1) Reagan, DC	
Airfares \$2950 ~ Car/Gas/Food \$599	
Team Kitellife (4), Portland, OR - <u>\$3321</u>	
(2) Portland, OR (1) Detroit, MI (1) Jacksonville, FL	
Airfares \$2749 ~ Car/Gas/Food \$572	
Phil & Barb Burks (2), Portland, OR - <u>\$872</u>	
Travel Reimbursement \$400.00 ~ Car \$472	
<b>Demonstration Expense (<u>In-state Travel</u>)</b>	<b>\$ 250.00</b>
Team EOL (4), Austin, TX - <u>\$250</u>	
Ed Zihlman, Jim Cox, Michael Boswell, Ben Gray	
<b>Demonstration Expense (Hotel)</b>	<b>\$11,250.00</b>
Isla Grand – 2 Rooms, 10 Nights - \$3159	
The Inn @ SPI – 3 Rooms, 3 Nights - \$938	
The Pearl ~ 3 Rooms, 4 Nights - \$1390	
Schlitterbahn Beach Resort ~ 2 Rooms, 3 Nights - \$835	
Ramada – 1 Room, 3 Nights - \$398	
Hilton – 2 Rooms, 3 Nights - \$1826	
Holiday Inn Express – 2 Room, 3 Nights - \$1444	
Suites @ Sunchase – 1 Room, 3 Nights - \$1260	
<b>Demonstration Expense – (<u>Freight on Show Kites</u>)</b>	<b>\$ 900.00</b>
<b>Demonstration Expense – (<u>Indoor Venue</u>)</b>	<b>\$ 3,000.00</b>
<b>Demonstration Expense – (<u>Banquet</u>)</b>	<b>\$ 1,800.00</b>
<b>Advertising and Promotion</b>	<b>\$ 4,600.00</b>
Website Design & Monitoring - \$675	
Facebook Setup & Monitoring - \$300	
Draft & Submit Press Releases (26) - \$400	
Flyers & Posters – Design, printing, delivery - \$500	
Newspaper Ads - \$550	
Festival Shirts (300) – Design & printing - \$1700	
Festival Buttons ~ \$125	
Banners ~ Float Christmas Parade \$100	
Median Banner ~ \$250	
<b>Sound &amp; Announcing – Photography/Videography</b>	<b>\$ 1,100.00</b>
<b>Parking</b>	<b>\$ 1,000.00</b>
<b>Porta Potties / Insurance / Fee for Flats</b>	<b>\$ 3,425.00</b>
<b>Miscellaneous</b>	<b>\$ 1,200.00</b>
Toilet Paper, Gas, Field Crew, Kite Parts, Indoor Tickets, etc.	
<b>Festival Management/Production/Over-runs</b>	<b><u>\$ 3,850.00</u></b>

TOTAL Projected Expense \$43,062.00

Projected Income & Pledges

In-Kind Services (Hotel) \$11,250.00

Isla Grand – 2 Rooms, 10 Nights - \$3159  
The Inn @ SPI – 3 Rooms, 3 Nights - \$938  
The Pearl ~ 3 Rooms, 4 Nights - \$1390  
Schlitterbahn Beach Resort ~ 2 Rooms, 3 Nights - \$835  
Ramada – 1 Room, 3 Nights - \$398  
Hilton – 2 Rooms, 3 Nights - \$1826  
Holiday Inn Express – 2 Room, 3 Nights - \$1444  
Sultes @ Sunchase – 1 Room, 3 Nights - \$1260

In-Kind Service – Convention Center \$ 3,000.00

Festival Income ~ Projected \$ 6,662.00

Festival Shirts – 240 @ \$11.09 = \$2662  
Banquet Tickets – 50 @ \$20 = \$1,000  
Indoor Tickets – 500 @ \$6 = \$3,000

Outstanding Balance ~ Requested Amount w/Friday Night Indoor \$22,150.00

NOTE ~ Additional In-Kind Services

Convention Centre ~ Thurs. Night Indoor ~ Feb. 1, 2018

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

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

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

**MEETING DATE:** July 26, 2017

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

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Discussion and action regarding application for funding request on the Splash South Padre.  
(October 2017)

**ITEM BACKGROUND**

Splash is requesting \$10,000 in sponsorship from 2017/18 FY.

**BUDGET/FINANCIAL SUMMARY**

\$10,000 was awarded in 2016/17 FY.

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

**Application for Initial Funding**

Date: 7/17/17

**Organization Information**

Name of Organization: Splash South Padre

Address: 120 E Atol St

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

Contact Name: Paul Magee Contact Office Phone Number: 404-545-6264

Contact Cell Phone Number: 404-545-6264

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

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

Entity's Creation Date: 1999

Purpose of your organization: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Event Information**

Name of Event or Project: Splash South Padre

Date of Event or Project: Oct 5th to Oct 8th

Primary Location of Event or Project: Louie's + Clayton's

Amount Requested: \$ 10,000

Primary Purpose of Funded Activity/Facility:  
Promotion + Advertising  
\_\_\_\_\_  
\_\_\_\_\_

How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures)  
100% Marketing, Internet, Brochures

Flyers, travel, Print ads, TV, Radio

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

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

If staff costs are covered, estimate percentage of time staff spends annually on the funded event(s) compared to other activities     0     %

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

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

- a) **Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$\_\_\_\_\_
- b) **Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$\_\_\_\_\_
- c) **Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$\_\_\_\_\_
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$\_\_\_\_\_

e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: \$ \_\_\_\_\_

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

How many attendees are expected to come to the sporting related event? 4000

How many of the attendees at the sporting related event are expected to be from another city or county? 4000 over 4 days

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

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

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

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

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

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

What tourist attractions will be the subject of the signs?

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**Questions for All Funding Request Categories:**

1. How many years have you held this Event or Project: 17
2. Expected Attendance: 4000 over 4 days
3. How many people attending the Event or Project will use South Padre Island lodging establishments? 2000 over 4 days  
How many nights do you anticipate the majority of the tourists will stay: 2 to 4

4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: Flamingo Upper Deck Inn, Suites at Seaside, Travelodge, Coast Suites

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u>2017/April</u>	<u>25K</u>	_____
<u>2016/Oct</u>	<u>10K</u>	_____
<u>2016/April</u>	<u>15K</u>	_____

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

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

8. Will the event charge admission? yes

9. Do you anticipate a net profit from the event? yes

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

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

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

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

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

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

12. 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

13. 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.]

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

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

15. What geographic areas does your event reach:

Nation wide & Mexico

16. 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)

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

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

18. 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? \_\_\_\_\_

19. 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:

*Supplement to follow*

\_\_\_\_\_ 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: Mike Flores, Business Development Director, Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-8199, michael@sopadre.com**

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

**MEETING DATE:** July 26, 2017

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

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Discussion and action regarding application for funding request on the Sandcastle Days 2017.  
(October 2017)

**ITEM BACKGROUND**

Sandcastle Days is requesting \$35,000.00 in sponsorship from 2017/18 FY.

**BUDGET/FINANCIAL SUMMARY**

\$35,000.00 was awarded in 2016/17 FY.

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

## Application for Initial Funding

Date: JULY 7, 2017

### Organization Information

Name of Organization: CLAYTON BRASHEAR, CLAYTON'S RESORT

Address: 6900 PADRE BLVD.

City, State, Zip: SOUTH PADRE ISLAND, TEXAS 78597

Contact Name: CLAYTON BRASHEAR Contact Office Phone Number: 956.761.5900

Contact Cell Phone Number: 956.455.8436

Web Site Address for Event or Sponsoring Entity sandcastledays.com

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

Entity's Creation Date: N/A

Purpose of your organization: PROMOTE TOURISM

### Event Information

Name of Event or Project: SANDCASTLE DAYS "2017"

Date of Event or Project: OCTOBER 5th - 8th 2017

Primary Location of Event or Project: CLAYTON'S RESORT

Amount Requested: \$ 35,000.00

Primary Purpose of Funded Activity/Facility:

PROMOTE TOURISM AND PRESERVE A LONG ESTABLISHED EVENT HELD ON SOUTH PADRE ISLAND FOR 29 YEARS.

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

PLEASE SEE ATTACHED DETAILED INVOICE FOR SANDCASTLE DAYS 2016.

**Sandcastle Days**

6900 Padre Blvd.  
TX 78597

*Receipts given to City 10/28/16*

Date	
10/1/2016	2016 #1

<b>Bill To</b>
City of South Padre Island 7355 Padre Blvd. South Padre Island TX 78597 Attn. Lori Moore

P.O. No.	Terms	Project

Quantity	Description	Rate	Amount
4	ADVERTISING: Coastal Current \$575., KGBT TV \$5000., KRGV TV \$5000., KVEO TV \$1705.	3,070.00	12,280.00
2	PRINTING: Toucan Graphics \$405.94 Mesh Banner & Posters, Toucan Graphics \$357.35 Sandcastle Bios & Prize Stickers	381.645	763.29
3	AWARD PRIZES: 1st Place \$1000., 2nd Place \$500., 3rd Place \$250.	583.33333	1,750.00
1	MANAGEMENT FEES: Sandy Feet \$1000.	1,000.00	1,000.00
21	MATERIALS & SUPPLIES: Gold Art Clay, C-Clamps, Glue, Trash Cans, Stakes, Tape, Silicone, Buckets, Faucet Adapt., Tools, Nails, Wood, Sprayers, Hoses & Nozzles, Shovels, Film Wrap, Snacks for Sand Slaves, Screws, Lighting Supplies, Cable Ties, Screws, PVC Fittings, Contact Paper & Receipt Book, etc. see receipts	163.04619	3,423.97
1	MC AND SOUND: Clifton International Audio	800.00	800.00
12	MASTER SAND SCULPTORS: Abe Waterman, Christy Atkinson, Edith Van De Wetering, Emerson Schreiner, Guy-Oliver Deveau, Karen Fralich, Sandy Feet, Morgan Rudluff, Paul Hoegard, Remy Geerts, Walter McDonald, Wilfred Stijger	1,225.00	14,700.00
1	MASTER SAND SLAVE: Dennis Barrett Jr	1,000.00	1,000.00
3	SAND SLAVE: Ken Barnett, Terry Cyphers, Lori Gaudi	633.33333	1,900.00
10	T-SHIRTS: 16 SCD T's for all Sculptors, Slaves and Sally	17.32	173.20
<b>Total</b>			<b>\$37,790.46</b>

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

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

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

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

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

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

No, however, Request that the City comes by on Monday October 3rd 2017 to move sand.

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

- a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$ \_\_\_\_\_
- b) Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$ \_\_\_\_\_
- c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$ \_\_\_\_\_
- d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$ 35,000.00

e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: \$ \_\_\_\_\_

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

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

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

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

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

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

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

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

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

What tourist attractions will be the subject of the signs?

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**Questions for All Funding Request Categories:**

- 1. How many years have you held this Event or Project: 5
- 2. Expected Attendance: 30,000
- 3. How many people attending the Event or Project will use South Padre Island lodging establishments? N/A  
  
How many nights do you anticipate the majority of the tourists will stay: 2-3
- 4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: NO

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

Month/Year Held	Assistance Amount	Number of Hotel Rooms Used
<u>OCT. 2016</u>	<u>\$35,000.00</u>	<u>N/A</u>
<u>OCT. 2015</u>	<u>\$35,000.00</u>	<u>N/A</u>
<u>OCT. 2014</u>	<u>\$30,000.00</u>	<u>N/A</u>

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

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

- 8. Will the event charge admission? NO

- 9. Do you anticipate a net profit from the event? NO

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

11. 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: \$ 600.00  
Radio: \$ \_\_\_\_\_  
TV: \$ 15,000.00  
Website, Social Media: \$ 500.00  
Other Paid Advertising: \$ 1,000.00

Anticipated Number of Press Releases to Media 10

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

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

12. 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

13. 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.]*

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

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

15. What geographic areas does your event reach:

TEXAS

16. 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)

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

1,000,000. per occurrence / 2,000,000. aggregate / Carrier - Arch Specialty Insurance Company

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

18. 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
19. 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:

- x   Proposed Marketing Plan for Funded Event - [Digital Marketing](#), [TV Advertising](#), [Coastal Current](#), [Banners & Posters](#)
- x   Schedule of Activities or Events Relating to the Funded Project [Attached](#)
- x   Complete budget for the Funded Project [Attached](#)
- N/A   Room night projections, with back-up, for the Funded Event

**Submit to: Mike Flores, Business Development Director, Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-8199, michael@sopadre.com**



## SANDCASTLE DAYS 2017

### SPONSORSHIPS:

CVB Sponsorship	\$	35,000.00
Sponsorships Other	\$	2,350.00
Vendors Booths	\$	3,600.00

### Event Cost:

(See Attached)	\$	37,790.46
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### In-kind Services:

Food, Labor, Lodging, Music, Security and Utilities	\$	21,500.00
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Sandcastle Days

6900 Padre Blvd.  
TX 78597

*Receipts*

Date	
10/1/2016	2016 #1

*given to City 10/28/16*

<b>Bill To</b>
City of South Padre Island 7355 Padre Blvd. South Padre Island TX 78597 Attn. Lori Moore

P.O. No.	Terms	Project

Quantity	Description	Rate	Amount
4	ADVERTISING: Coastal Current \$575.,KGBT TV \$5000., KRGV TV \$5000., KVEO TV \$1705.	3,070.00	12,280.00
2	PRINTING: Toucan Graphics \$405.94 Mesh Banner & Posters, Toucan Graphics \$357.35 Sandcastle Bios & Prize Stickers	381.645	763.29
3	AWARD PRIZES: 1st Place \$1000., 2nd Place \$500., 3rd Place \$250.	583.33333	1,750.00
1	MANAGEMENT FEES: Sandy Feet \$1000.	1,000.00	1,000.00
21	MATERJALS & SUPPLIES: Gold Art Clay, C-Clamps, Glue, Trash Cans, Stakes, Tape, Silicone, Buckets, Faucet Adapt., Tools, Nails, Wood, Sprayers, Hoses & Nozzles, Shovels, Film Wrap, Snacks for Sand Slaves,Screws, Lighting Supplies, Cable Tics, Screws, PVC Fittings, Contact Paper & Receipt Book, etc. see receipts	163.04619	3,423.97
1	MC AND SOUND: Clifton International Audio	800.00	800.00
12	MASTER SAND SCULPTORS: Abe Waterman, Christy Atkinson, Edith Van De Wetering, Emerson Schreiner, Guy-Oliver Deveau, Karen Fralich, Sandy Feet, Morgan Rudluff, Paul Hoegard, Remy Geerts, Walter McDonald, Wilfred Stijger	1,225.00	14,700.00
1	MASTER SAND SLAVE: Dennis Barrett Jr	1,000.00	1,000.00
3	SAND SLAVE: Ken Barnett, Terry Cyphers, Lori Gaudi	633.33333	1,900.00
10	T-SHIRTS: 16 SCD T's for all Sculptors, Slaves and Sally	17.32	173.20
<b>Total</b>			<b>\$37,790.46</b>



(<https://www.facebook.com/sandcastledays?>)



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



## Sandcastle Days Schedule of Events

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

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

Sandcastle Days Mercado Open  
Thursday – Sunday 9:00am – Close

Wednesday October 4th

**Doors Open: 9:00am – 9:00pm**

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

## Thursday October 5th

**Doors Open: 9:00am**

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

## Friday October 6th

**Doors Open: 9:00am**

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

## Saturday October 7th

**Doors Open 9:00am**

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

## Sunday October 8th

**Doors Open: 9:00am - Close**

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

➤ Proudly hosted by:



<http://claytonsbeachbar.com>

➤ Book your trip today!



<http://sopadre.com/>

Get event updates!

Email address:

SIGN UP

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

**MEETING DATE:** July 26, 2017

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

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Discussion and action regarding application for funding request on the SPI Open Water Festival. (November 2017)

**ITEM BACKGROUND**

Open Water Festival had submitted a funding request for \$25,000 at the CVA Board Meeting held January 25, 2017. CVA Board approved \$10,000 in funding for marketing. A recommendation from the Board was given to make another presentation in July for the rest of funding request amount.

**BUDGET/FINANCIAL SUMMARY**

\$10,000 was awarded in 2016/17 FY.

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

## Application for Initial Funding

Date: 7/10/2017

### **Organization Information**

Name of Organization: Open Water Planet

Address: 3109 Mid Pines Rd

City, State, Zip: Raleigh, NC , 27606

Contact Name: Casey Taker Contact Office Phone Number: 919-421-1893

Contact Cell Phone Number: 615-948-5522

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

Non-Profit or For-Profit status: For Profit Tax ID #: 81-2027669

Entity's Creation Date: 03/2016

Purpose of your organization: To design, create and produce aquatic based multi-sport athletic events that incorporate open water swimming in unique destinations for athletes of all ages.

### **Event Information**

Name of Event or Project: South Padre Island Open Water Festival

Date of Event or Project: 11/4/17 - 11/5/17

Primary Location of Event or Project: Pier 19, Laguna Madre Bay, Hotel Beach Front

Amount Requested: \$ 25,000.00 (\$10,000 of which has already been approved for marketing)

Primary Purpose of Funded Activity/Facility:

Continue to build an annual Open Water Festival that includes multiple events spread over 2-3 days and continue to build the brand of SPI as an open water sports destination.

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

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

75% Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

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

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

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

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

Requesting the same amount of support provided by the city as 2016. (Beach Patrol, EMS Police Department and permitting )

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

- a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$\_\_\_\_\_
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e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: \$ \_\_\_\_\_

f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category: \$ 25,000 (\$10,000 already approved for marketing)

How many attendees are expected to come to the sporting related event? 350 competitors

How many of the attendees at the sporting related event are expected to be from another city or county? 75%

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

Last year 75% of participants came in from over an hour away. This year we are adding more events to the schedule to span over 3 days including a lifeguard style competition with 3 events and a pool swim meet with 2 out of town teams.

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

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

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

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

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

What tourist attractions will be the subject of the signs?

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11. 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: \$ 2,500.00  
Other Paid Advertising: \$ \$4,000.00

Anticipated Number of Press Releases to Media 8

Anticipated Number Direct Mailings to out-of-town recipients 250 (to team coaches, reach 10,000)

Other Promotions Swim Swam Printed Mag article (2 page), Team Visits and Giveaways, South Padre based signage and promotions at OWP booths at events.

12. 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

13. 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.]*

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

Creation of a marketing program that promotes open water swim friendly training areas, local vendors, training series in partnership with Padre Beach Rescue, safety education resources for swimmers, boaters and tourists.

15. What geographic areas does your event reach:

Focus on the entire state of Texas, however marketing reach is national and Mexico

16. 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)

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

1.5 million coverage, SPI already listed as additional insured, HMBD Insurance Services  
a. **(Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured)**

18. 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
19. 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: Mike Flores, Business Development Director, Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-8199, michael@sopadre.com**



Fall

Spring



**triton**  
series

2017/2018



# Events

Open Water Swimming

Beach Fitness Games

Multi-Sport

Series Member

Waterman Survival

# Training

OWP Clinics

Build Out of Teams

Certify Coaches

Year Around Team Training

# Travel

Family Travel

Fitness Based Travel

Business Travel

Bucket-list Based Travel

# Advocacy

Drowning Prevention

Water Safety

Safety for Swimmers  
"Bike Lane"

Local Swim Team Support

**GOAL: YEAR AROUND OPEN WATER SPORTS TOURISM**

Local Business Partnerships

Area Branding

Fitness Based Partnerships

# 2017

## Project Padre Launch

- 2 Training Swims
- Apparel Ads/Calendar with Padre Beach Rescue
- 2 OW Friendly Training Areas

## SPI Open Water Festival

- Inaugural Triton Games (3 Events)
- Mile/50M Swim Meet (SA Wave, McAllen, Brownsville committed, spot for 1 more team )
- Triton Series SPRINT, ONE and SELECT open water swims
- Announcement of 2018 Triton Texas Series

# 2018

## Spring Triton Event

- USA Swimming All Star Qualifier
- Triton Games Clinic
- Triton Series SPRINT, ONE, SELECT Events

## SPI Open Water Festival

- Triton Games (4 Events)
- Mile/50M Swim Meet (4 Teams)
- Triton Texas Series Championship

## Project Padre

- 3 Training Swims
- 3 OW Friendly Training Areas
- On island Learn to Swim Classes
- Safety Poster launch

# 2019

## Project Padre

- Spring/Fall Learn to Swim Classes
- OWP Swim Safety Conference

## Spring Triton Event

- USA Swimming
- Triton Games Qualifier
- Triton Series Qualifier
- RUFF Water Qualifier

## SPI Open Water Festival

- Triton Games Texas Championship
- Triton Texas Series Championship
- Mile/50 M Swim Meet
- RUFF Water Championship

## Sample Open Water Weekend Schedule

### Friday

AM – Skip Work Friday Swim Sessions in alternate location  
PM- Video Stroke Analysis Sessions and Pool Session with Olympic Greats

### Saturday

7am - Triton Games (Lifeguard style Beach Events)  
- Run Swim Run  
- Beach Flags  
- Paddle, Run, Swim

2pm – Awards Ceremony for Triton Games

4pm – Mile/50m Swim Meet (San Antonio Wave, McAllen and Brownsville Swim Teams)

6pm – Welcome Reception and Mandatory Pre-Race Meeting

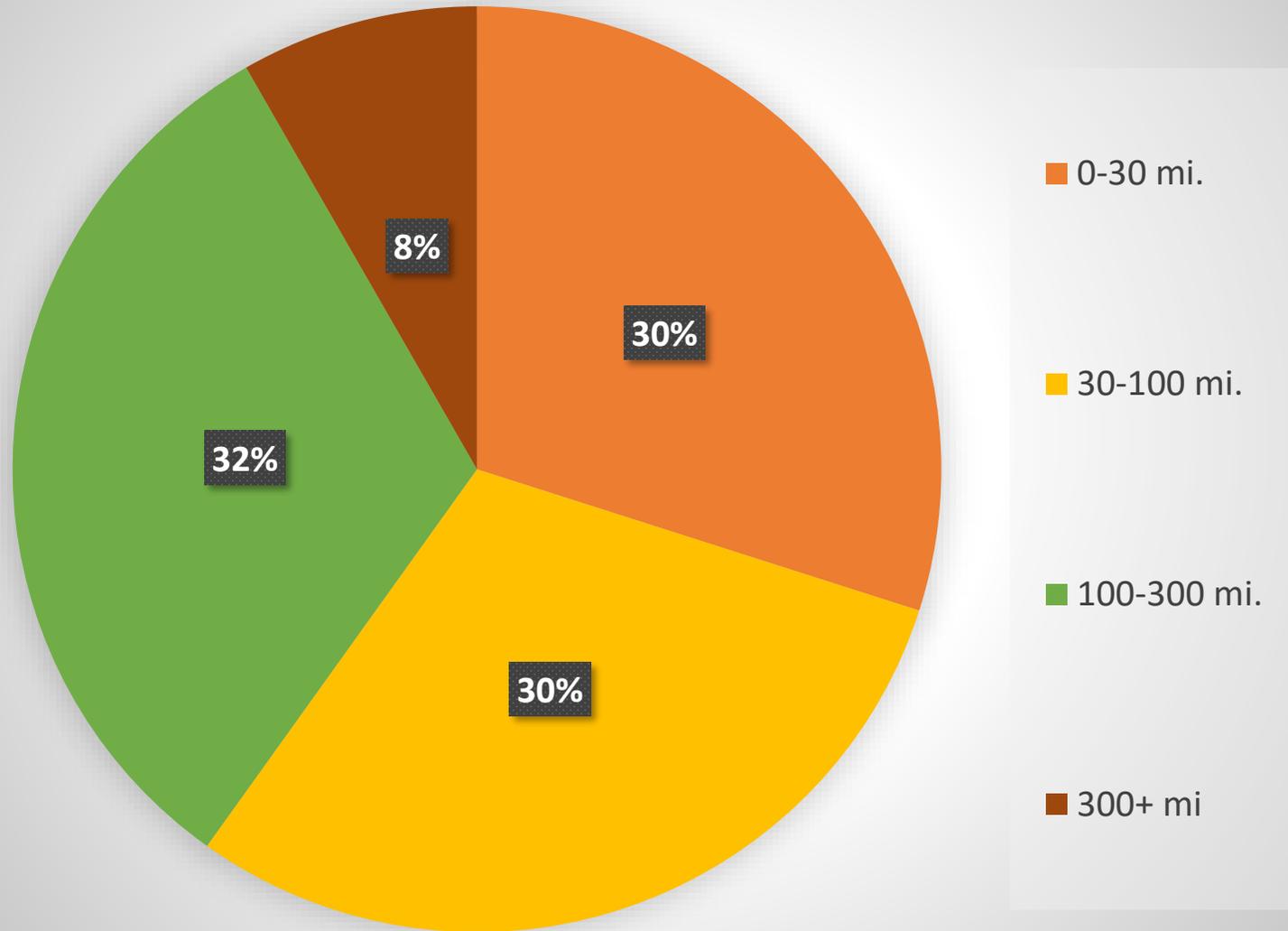
### Sunday

8:00am – 12:00pm Open Water Swimming Events

12:30pm – OWP Awards Ceremony and After Party



## Travel Demographics



## Event Trends

- 70 % of entries typically more than 30 miles away
- Out of state entries typically represented 11 different states per event. These are not always bordering states
- *(Example our Texas event in Nov brought in entries from OK, CA, MD, CO, SD, GA, MO, NY, FL, NC )*
- 4% are typically international entries
- 53% Male , 47% Female

## Example Economic Impact (Based on 200 Swimmers Year One)

Hotel Expenses	Avg Per Person	Avg Cost Per Person	Economic Impact
<b>61% Stay in Hotels (122 people)</b>	Average about 1.5 nights per person (Total of 183 nights)	Average cost per room is \$95.00 per night	\$17,385.00
<b>Staff Rooms (avg 24 nights)</b>		\$95.00 per night	\$2280.00
<b>Meal Expenses</b>	Overall all swimmers bring a minimum of one person with them		
<b>122 people staying in hotels (1220 meals consumed)</b>	Average 5 meals per person during stay (6 meals x 2 ppl)	Average \$11.00 a meal (This is a low estimate considering the demographic's healthy lifestyle and taste)	\$13,420.00
<b>78 not staying in hotels (468 meals)</b>	Average 3 meals per person (3 meals x 2 ppl) (Sat pm, Sun am, Sun lunch)		\$5,148.00
<b>51% participate in at least one local attraction</b>	102 people and their guests 102 x 2 = 204 people	\$25.00	\$5100.00
<b>Totals</b>	183 room nights 1688 meals 204 attractions		\$43,333 in Economic Impact (OWP also utilizes local businesses for event needs whenever possible)

# The Value of Exposure

## Media

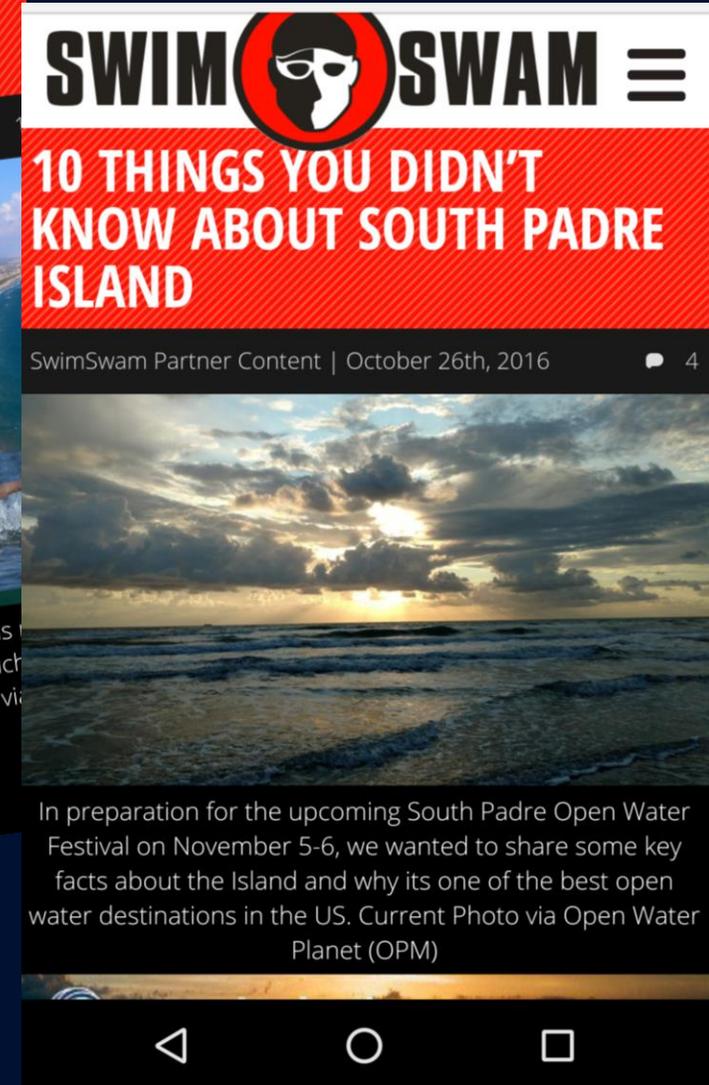
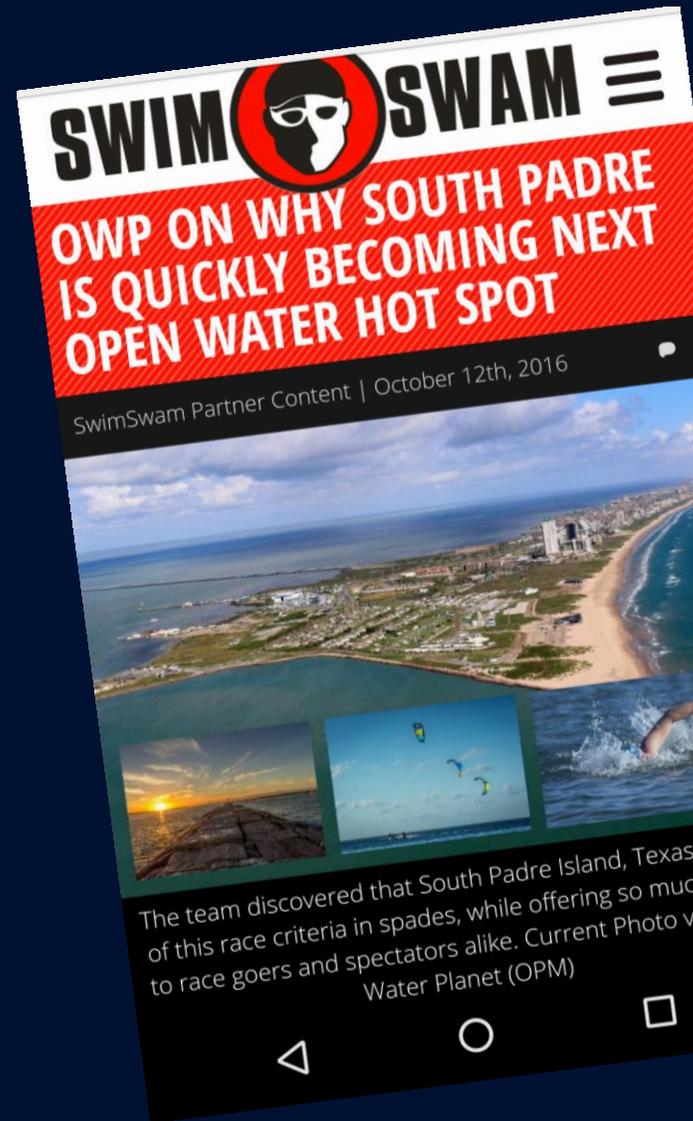
- *OWP is the exclusive advertising and marketing partner for Swim Swam the world's most popular swim sight.*
- *We have found Destination Specific content is popular right now and a powerful influence in the fitness community as a whole*

## Swim Swam Media Info

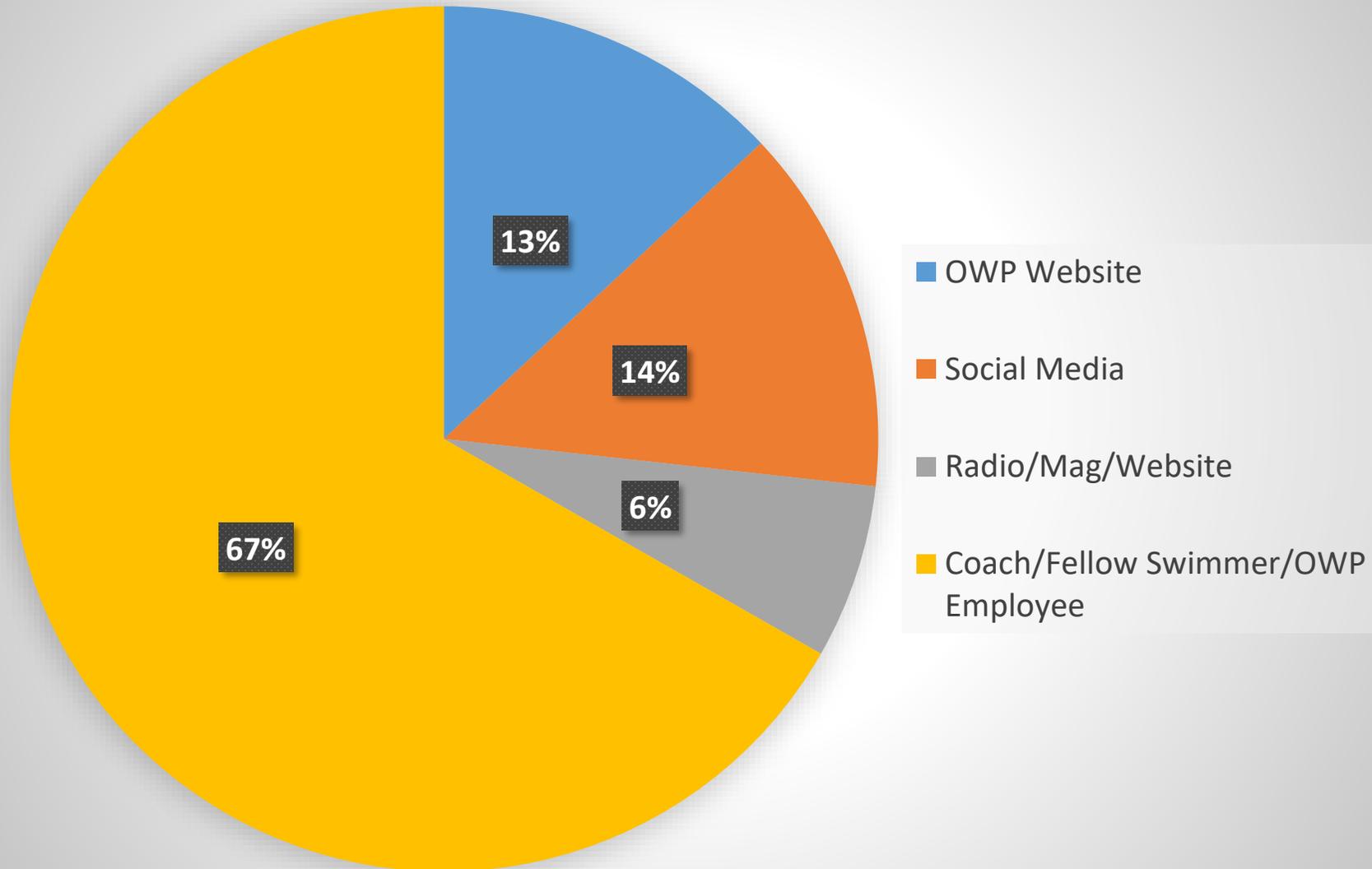
- *5 million monthly page views*
- *1.5 million monthly unique views*
- *Ad and Editorial Opportunities*

## OWP Social Media Programs Include

- *20 Days of Destination Promotion*
- *Swimmer Sponsor Program to engage local area businesses and high school swimmers*
- *Daily location highlights throughout the year and information on safe swimming areas around the area*



## How did you hear about OWP Events



## The Power of Face to Face

- Invitation Packets to Coaches, Triathlete Training and Open Water Training Groups
- Direct Calls to Groups
- Swim Team Visits
- Opportunity for Exposure at Swimming/Fitness based conferences
- Discounts for Teams that Travel
- Turn Key Travel Packages for Teams

<b>Travel</b>	
Initial Site Visit ( 3 staff members)	\$0
Marketing, Event and Race Directors	
Event Airfare (5 staff, 2-3 Olympians)	\$2500.00
Event Staff Accommodations	\$2400.00
Event Staff Meals	\$800.00
Event Staff Transportation	\$600.00
<b>Appearance/Professional Fees</b>	
Emcee	\$2,500.00
Co-Host	\$1,000.00
<b>Insurance</b>	
Liability	\$900.00
Weather	\$400.00
Prize	
<b>Production/Photography</b>	
Photographer	\$300.00
Video Team	\$2500.00
<b>Race Expenses</b>	
Timing	\$1,800.00
DJ	\$300.00
Radio/Announcer Equipment Rental	\$350.00
Triton Games Equipment	\$4000.00
Swim Meet Pool Rental, Equipment, Prizes	\$2500.00
On shore EMT	
<b>Printing</b>	
Posters & Invites	\$400.00
Banners	\$1200.00
T-shirts	\$1500.00
Caps	\$600.00
Goody Bags	\$200.00
<b>Advertising</b>	
Media Buys	\$10000.00
<b>Additional Weekend Activities</b>	
Dinner	\$3000.00
Clinic/Movie/Area Related Activity	\$600.00
<b>Event Totals</b>	<b>\$40,350.00</b>



## Contact

Casey Taker C.O.O.

[casey@openwaterplanet.com](mailto:casey@openwaterplanet.com)

[www.openwaterplanet.com](http://www.openwaterplanet.com)

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

**MEETING DATE:** July 26, 2017

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

**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Discussion and action regarding application for funding request on the Open Water Festival-Triton South Padre. (Spring 2018)

**ITEM BACKGROUND**

Open Water Festival is requesting \$25,000 in sponsorship.

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

## Application for Initial Funding

Date: 7/13/2017

### **Organization Information**

Name of Organization: Open Water Planet

Address: 3109 Mid Pines Rd

City, State, Zip: Raleigh, NC , 27606

Contact Name: Casey Taker Contact Office Phone Number: 919-421-1893

Contact Cell Phone Number: 615-948-5522

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

Non-Profit or For-Profit status: For Profit Tax ID #: 81-2027669

Entity's Creation Date: 03/2016

Purpose of your organization: To design, create and produce aquatic based multi-sport athletic events that incorporate open water swimming in unique destinations for athletes of all ages.

### **Event Information**

Name of Event or Project: Triton Series South Padre

Date of Event or Project: Spring 2018 TBD (Looking at April dates)

Primary Location of Event or Project: Pier 19, Laguna Madre Bay, Hotel Beach Front

Amount Requested: \$ 25,000.00

Primary Purpose of Funded Activity/Facility:

Creation of a Spring based open water swimming event that includes a USA Swimming Qualifier, Texas Triton Series event and a training clinic for the Triton Games.

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

See budget in presentation

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

75% Percentage of Total **Event Costs** Covered by Hotel Occupancy Tax

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

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

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

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

Requesting the same amount of support provided by the city as 2016. (Beach Patrol, EMS Police Department and permitting )

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

- a) Convention Center or Visitor Information Center:** construction, improvement, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both. Amount requested under this category: \$\_\_\_\_\_
- b) Registration of Convention Delegates:** furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants. Amount requested under this category: \$\_\_\_\_\_
- c) Advertising, Solicitations, Promotional programs to attract tourists and convention delegates** or registrants to the municipality or its vicinity. Amount requested under this category: \$\_\_\_\_\_
- d) Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms: \$\_\_\_\_\_

e) Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums. Amount requested under this category: \$ \_\_\_\_\_

f) Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity. Amount requested under this category:  
\$ 25,000

How many attendees are expected to come to the sporting related event? 250 competitors

How many of the attendees at the sporting related event are expected to be from another city or county? 75%

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

USA Swimming Spring event because qualifier for All Star Teams

Texas Triton Series includes multiple incentives for attending races in all 3 TX locations.

Triton Games clinic provides multi day mini training sessions and intro of friendly swimming areas on the island

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

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

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

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

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

What tourist attractions will be the subject of the signs?

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**Questions for All Funding Request Categories:**

1. How many years have you held this Event or Project: 0
2. Expected Attendance: 250 competitors, 600 total attendees
3. How many people attending the Event or Project will use South Padre Island lodging establishments? 75%  
 How many nights do you anticipate the majority of the tourists will stay: 1.5 nights
4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels: No, we are working with multiple hotels on discounted rates to provide a range of options that suit the financial needs of our range of

demographic.

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

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

6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? Surveys, direct booking through website links, packages created for teams by the OWP travel department,

\_\_\_\_\_

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

8. Will the event charge admission? Registration Yes, Spectator Admission No

9. Do you anticipate a net profit from the event? Yes

10. If there is a net profit, what is the anticipated amount and how will it be used?  
\$5,000 net profit, 50% which will be used to promote the 2019 spring and fall events, in addition to the creation of open water friendly areas on the island and SPI open water training project. 50% will be used for staff hours for this project, donation to host swim team, and creation of event participation opportunities for swimmers in lower income areas.

11. 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: \$ 2,500.00  
Other Paid Advertising: \$ \$4,000.00

Anticipated Number of Press Releases to Media 6

Anticipated Number Direct Mailings to out-of-town recipients 250 (to team coaches, reach 10,000)

Other Promotions USA Swimming, Team Visits and Giveaways,  
South Padre based signage and promotions at OWP booths at events.

12. 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
13. 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.]*
14. What other marketing initiatives are you planning to promote hotel and convention activity for this event?

open water swimming clinics/training on the island, qualifier marketing  
safety information and resources for coaches wanting to bring teams to practise  
Ongoing program to promote the Padre Beach Rescue and other open water assets

15. What geographic areas does your event reach:

Focus on the entire state of Texas, however marketing reach is national and Mexico

16. 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)

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

1.5 million coverage, SPI already listed as additional insured, HMBD Insurance Services  
**a. (Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured)**

18. 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
19. 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: Mike Flores, Business Development Director, Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-8199, michael@sopadre.com**

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

**MEETING DATE:** July 26, 2017  
**NAME & TITLE:** Wally Jones, CVA Chairman  
**DEPARTMENT:** Convention and Visitors Advisory Board

**ITEM**

Discussion and action regarding application for funding request on the Urban Science Initiative Inc.-National Tropical Weather Conference. (April 2018)

**ITEM BACKGROUND**

Urban Science Initiative is requesting \$20,000.00 (plus \$10,000 if GMA Ginger Zee to present at the conference) in funding.

**BUDGET/FINANCIAL SUMMARY**

\$15,000.00 was award in 2016/17 FY.

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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

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

Comments:

**RECOMMENDATIONS/COMMENTS**

# SOUTH PADRE ISLAND HOTEL TAX FUNDING APPLICATION FORM

<b>Application</b>
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Date: July 18, 2017\_\_\_\_\_

## ***Organization Information***

Name of Organization: Urban Science Initiative Inc.\_\_\_\_\_

Address: 19118 Nature Oaks

City, State, Zip: 78258

Contact Name: Alex Garcia

Contact Office Phone Number: 210-508-4454

Contact Cell Phone Number:210-508-4454

Web Site Address for Event or Sponsoring Entity [www.hurricanecenterlive.com](http://www.hurricanecenterlive.com)

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

Tax ID #: 20-5256421

Entity's Creation Date: 2001

Purpose of your organization:

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

## ***Event Information***

Name of Event or Project: National Tropical Weather Conference

Date of Event or Project: April 4 - 8, 2018

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

Amount Requested: \$20,000\*

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

Primary Purpose of Funded Activity/Facility:

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

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

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

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

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

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

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

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

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

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

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

convention delegates to visit preserved historic sites or museums. Amount requested under this category: \$\_\_\_\_\_

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

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

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

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

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

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

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

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

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

What tourist attractions will be the subject of the signs?

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**Questions for All Funding Request Categories:**

- 1. How many years have you held this Event or Project:   5
- 2. Expected Attendance:   120
- 3. How many people attending the Event or Project will use South Padre Island lodging establishments?   ALL

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

- 4. Do you reserve a room block for this event at an area hotel and if so, for how many rooms and at which hotels:           Hilton Garden Inn -60 rooms minimum

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

<b>Month/Year Held</b>	<b>Assistance Amount</b>	<b>Number of Hotel Rooms Used</b>
<u>April 2015</u>	<u>\$10,000</u>	<u>164 room nights</u>
<u>April 2016</u>	<u>\$15000</u>	<u>231 room nights</u>
<u>April 2017</u>	<u>\$15000</u>	<u>241 room nights</u>

- 6. How will you measure the impact of your event on area hotel activity (e.g.; room block usage information, survey of hoteliers, etc.)? Room block usage information
- 7. Please list other organization, government entities, and grants that have offered financial support to your project: USAA, WalMart Inc., Baron Radar, WSI, PC Weather Products, Sinclair Broadcast Group, ZoomRadar
- 8. Will the event charge admission? No, registration fee
- 9. Do you anticipate a net profit from the event?   No

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

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

Anticipated Number of Press Releases to Media 3

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

Other Promotions

12. Will you include a link to the CVB or other source on your promotional handouts and in your website for booking hotel nights during this event?

Yes

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

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

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

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

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

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

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

Expected Visitation by Tourists Monthly/Annually: \_\_\_\_\_

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

18. What amount of event insurance do you have for your event and who is the carrier:  
We contract with Joe Davila in McAllen each year for \$1,000,000 general policy.
19. (Insert South Padre Island Minimum Event Insurance Coverage Minimums and duty to list South Padre Island as an added insured)
20. Any marketing for the event must be consistent with the brand image for South Padre Island and all such marketing pieces that are funded with hotel tax must be submitted with at least \_\_\_ weeks advance notice for approval by the South Padre Island CVB.
21. Where appropriate, the CVB will require access to event participant database information that will show zip code data to measure likely impact from the funded event.

**Submit to: Mike Flores, Business Development Director, Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-8199, [michael@sopadre.com](mailto:michael@sopadre.com)**

# Attachment 1

## List of Hotel Tax Funded Expenditures

1. Satellite truck with operator/driver/crew	\$7000.00
2. Satellite uplink time	\$5,500.00
3. Production crew	\$2,500.00
4. Production equipment	\$2,000.00
5. Live streaming system	\$1,000.00
6. Live stream crew	\$1,500.00

**Attachment #2**

**BROOKS GARNER - KHOU - HOUSTON, TEXAS  
BRIAN PETERS - WBMA - BIRMINGHAM, ALABAMA  
CARLOS ROBLES - KTMD, HOUSTON, TEXAS  
ALEX GARCIA - KABB - SAN ANTONIO, TEXAS  
TREY MEYNIG - KAVU - VICTORIA, TEXAS  
TRAVIS HERZOG - KTRK - HOUSTON, TEXAS  
ALAN STRUM - WEAR - PENSACOLA, FLORIDA  
PRODUCER - WBBF - BUFFALO, NEW YORK  
PRODUCER - WOAI - SAN ANTONIO, TEXAS  
PRODUCER - WPMI - PENSACOLA, FLORIDA  
PRODUCER - WPDE - MYRTLE BEACH, SOUTH CAROLINA  
ROB FOWLER - WCPD - CHARLESTON, SOUTH CAROLINA  
PRODUCER - SINCLAIR BROADCAST NETWORK - ALL STATION BROADCAST \*  
PRODUCER - THE WEATHER CHANNEL  
RON PERILLO - KATC - LAFAYETTE, LOUISIANA  
NICK MORGANELLI - WGGB - SPRINGFIELD, MASSACHUSETTES  
TONY MAINOLFI - WESH - ORLANDO, FLORIDA**

**\* 182 STATIONS AND WEATHER NATION TV (CABLE WEATHER NETWORK)**

## **Attachment #3**

### **Dine-A-Round Restaurant Visits**

Gabriella's  
Palm Street Pier  
SPI Brewingdin  
Pier 19  
Blackbeards  
Painted Marlin

### **Activity**

Black Dragon - Speed boat  
Bay fishing  
Zip lining  
Osprey Sea Life Safari  
Osprey Dinner Cruises

## A.) MARKETING PLAN

The National Tropical Weather Conference is a professional conference for broadcast meteorologists. The conference is by “invitation”. Our marketing plan includes sending 800 invitations directly via email and direct messaging to broadcast meteorologists, primarily in hurricane prone states and followed by regions that receive secondary impacts. We will also make use of monthly bulletins and newsletters produced by the American Meteorological Society and the National Weather Association.

## B.) SCHEDULE OF EVENTS

The 2017 schedule of events will be similar to years past.

### **THURSDAY**

#### **Session 1 Hilton Garden Meeting Room**

8:15am - 8:25am

Opening Ceremony and Welcome from South Padre Island  
Convention and Visitors Bureau

8:25am - 8:35am

Barry Goldsmith

NWS Brownsville, Texas

8:35am - 8:45am

John Metz

NWS Corpus Christi, Texas

8:45-8:55am

Dan Reilly

NWS Houston, Texas

9:00am - 10:00am

2016 Hurricane Seasonal Outlook

Press Conference

Dr. Phil Klotzbach

10:00am - 10:15am

Morning Break

10:15am - 10:45

An Update from the National Hurricane Center

Dan Brown

Warning Coordination Meteorologist

National Hurricane Center

10:45am - 11:30am

Roundtable with former Directors of NHC Q&A

Max Mayfield

Neil Frank

Bill Read - Moderator

Dan Brown

11:30a - 12:00p

Re-Thinking the "Cone"

Chris Hebert

StormGeo, Inc.

12:00pm - 1:15pm

**LUNCH - Keynote - Dan Kottlowski**

**Senior Meteorologist - AccuWeather**

**William H. Gray Award Presentation**

1:30pm - 2:00pm

Hurricane Strong

Leslie Chapman-Henderson

Federal Alliance for Safe Homes

2:00pm - 2:30pm

Industrial Impacts

Lew Fincher

2:30 - 3:00pm

Wind Vs. Wave Damage in Hurricanes

Tim Marshall

HAAG Engineering

3:00pm - 3:30pm

Jack Parrish

NOAA HURRICANE HUNTERS

4:00pm - 6:30pm

Live-Shots / Interviews as scheduled

## **Friday**

### **Session 2 Hilton Garden Resort - Meeting room**

8:30am - 9:00am

Steve Bray

Director of Broadcast Meteorology - Baron Services.

9:00am - 9:30am

Hurricane Joaquin: Bahamas Impact

Jeffry Simmons

Bahamas Department of Meteorology

9:30a - 10:30am

**Panel:** Hurricane Joaquin - South Carolina Impacts

Rob Fowler - Chief Meteorologist - WCBD Charleston, S.C.

Jim Gandy - Chief Meteorologist - WLTX Columbia, S.C.

Ed Piotrowski - Meteorologist - WPDE Myrtle Beach, S.C.

10:30am - 10:45am

Morning Break

10:45am - 11:15am

Operational products from GFS and HWRF and future upgrade plans for improved TC forecasts from NCEP.

Dr. Vijay Tallapragada

Chief - Global Climate and Weather Modeling Branch

NOAA/NCEP/EMC

11:15am - 11:45am

An Update on National Hurricane Center Storm Surge Products

Brian Zachry

NHC - Storm Surge

11:50am - 1:15pm

**LUNCH** - Robert and Joanne Simpson Award Presentation

Recipient: - Charlie Neumann - Moderated by Bill Read

**Lunch - Keynote - John Zarella**

1:30pm - 2:15pm

Conveying Uncertainty - Intensity/Track Forecasting - Panel

Moderator: Bill Read

Dan Kottlowksi: AccuWeather

Chris Hebert: Impact Weather

Rob Fowler - Chief Meteorologist - WCBD Charleston, S.C.

Ed Piotrowski - Meteorologist - WPDE Myrtle Beach, S.C.

2:15pm - 2:45pm

Field Projects Update: HURRB & Storm Surge Cams

Mark Sudduth

HurricaneTrack

2:45pm - 3:15pm

TBD

Mike Mogil

3:15pm - 3:45pm

Patricia: Hunting History's Strongest Hurricane

Josh Morgerman, iCyclone

4:00pm - 6:30pm

Live-Shots / Interviews as scheduled



### C.) PROPOSED BUDGET \*

*Do not include GMA Ginger Zee costs	
<b>OUTLAY</b>	
Hotel Block	\$10,500
Hotel Food	\$16,550
Transportation	\$4,500
Media A/V Rental	\$920
Conference Staff	\$1,500
Printing/Copying	\$350
Travel (presenter)	\$2,500
Satellite Truck/Engineer 1	\$8,500
Satellite Truck/Engineer 2	\$7,000
Satellite uplink time	\$5,500
Production Crew	\$2,500
Production Equipment	\$2,000
Live streaming system	\$1,000
Live stream crew	\$1,500
Conference Inserts	\$525
Conference folders	\$625
Conference shirts	\$1,623
Entertainment	\$500
Truck Rental	\$1,071
Web-Social Media	\$2,000
Insurance	\$1,000
Miscellaneous/Contingencies	\$1,000
<b>TOTAL EXPENSES</b>	<b>\$73,164</b>

