

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

****Revised****

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, JANUARY 24, 2018
9:00 A.M. AT THE MUNICIPAL BUILDING,
CITY COUNCIL CHAMBERS, 2ND FLOOR
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

- 1) Call to order.
- 2) Pledge of Allegiance.
- 3) Public announcements and comments: *This is an opportunity for citizens to speak to the Convention and Visitors Advisory Board relating to agenda or non-agenda items. **Speakers are required to address the Convention and Visitors Advisory Board at the podium and give their name before addressing their concerns.** (Note: State law will not permit the Advisory Board to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Convention and Visitors Bureau Advisory Board meeting).*
- 4) Discussion and action concerning the Election of Officers for the 2018 calendar year- Board Chair, Board Vice-Chair. (Jones)
- 5) Discussion and action to create a permanent Special Events Subcommittee and appoint members. (Jones)
- 6) Discussion and action to appoint members to the Marketing Subcommittee. (Jones)
- 7) Interim Marketing Subcommittee update. (Guthrie)
- 8) Discussion and possible action concerning the process map for Special Events. (Flores/Arnold)
- 9) Consent Agenda:
 - a. Approval of minutes October 25, 2017 Regular Meeting and November 21, 2017 Workshop.
 - b. Approval of proposed Special Events schedule and events funding.
 1. Event Sponsorship
 2. Executive Summary
 3. Graphic Representation
 4. Special Events Funding Applications:
 - 4.1 WOVE (Jan 2018) \$2,000
 - 4.2 Splash South Padre Island (April 2018) \$25,000
 - 4.3 Sand Crab Run/Fat Tire Bike Race-Bill Gardner (April 2018) \$4,000
 - 4.4 Shallow Sport Tournament (May 2018) \$2,500
 - 4.5 Jailbreak (May 2018) \$30,000
 - 4.6 Dargel Boat Fishing Tournament (June 2018) \$2,500
 - 4.7 Texas International Fishing Tournament -TIFT (Aug 2018) \$15,000
 - 4.8 Ladies Kingfish Tournament - LKT (Aug 2018) \$5,000
 - 4.9 American Petroleum Institute (API) Fishing Tournament (Aug 2018) \$2,500
 - 4.10 Fish for Hope (Aug 2018) \$2,500

- 4.11 Wahoo Fishing Tournament (Sep 2018) \$25,000
- 4.12 JJ Zapata Fishing Tournament (Sep 2018) \$2,500
- 4.13 Shallow Stalker Fishing Tournament (Sep 2018) \$2,500
- 4.14 South Padre Island Triathlon (Sep 2018) \$3,500
- 4.15 SPI Nature and Tourism – Hallows (Oct FY2018/19) \$35,000
- 4.16 SPI Fishing Days (Oct FY2018/19) \$5,000
- 4.17 Take a Kid Fishing Tournament (Oct FY2018/19) \$2,500
- 4.18 Elite Redfish Championship (Oct FY2018/19) \$25,000
- 4.19 Raul Alcala Gran Fondo (Nov FY2018/19) \$10,000
- 4.20 Holiday Sandcastle Village (Dec FY2018/19) \$20,000
- 4.21 SPI Art & Music Crawl (Aug 2018) \$80,000
- 4.22 BlackLight Race (Aug 2018) \$35,000
- 4.23 Veteran's Day Program (Nov FY2018/19) \$15,000
- 4.24 Tailgate Weekends (Sep-Nov 2018) \$75,000
- 4.25 Zombie Charge (Sep 2018) \$35,000
- 4.26 Astronomy on the Beach (Oct FY2018/19) \$10,000

- 10) Update and discussion of the CVB Staff Productivity Report regarding 1st Generation Dashboard. (Arnold)
- 11) Update and discussion regarding the Sand Castle Subcommittee. (Arnold)
- 12) Discussion and possible action concerning setting new meeting date for February 2018. (Jones)
- 13) Adjournment.

DATED THIS THE **20th** DAY OF **JANUARY 2018**.

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 January 20, 2018, 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.

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

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

MEETING DATE: January 24, 2018

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action concerning the Election of Officers for the 2018 calendar year- Board Chair, Board Vice-Chair.

ITEM BACKGROUND

Election of officers are required at the beginning of each calendar year.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve election of the officers.

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

MEETING DATE: January 24, 2018

NAME & TITLE: Wally Jones, Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and action to create a permanent Special Events Subcommittee and appoint members.

ITEM BACKGROUND

Special Events Subcommittee will meet with CVB Staff to review, analyze and discuss funding requests and make recommendations to the CVA Board.

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve creating a Special Events Subcommittee and appoint members.

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

MEETING DATE: January 24, 2018

NAME & TITLE: Wally Jones, Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and possible action to appoint members to the Marketing Subcommittee.

ITEM BACKGROUND

Discussion was held at the September 27, 2017 Regular CVA Board Meeting of creating a Marketing Subcommittee. Board Members assigned were Vice-Chair Greenwood, Board Member Donahue, City Manager Susan Guthrie and CVB Director Keith Arnold.

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve new members to Marketing Subcommittee.

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

MEETING DATE: January 24, 2017

NAME & TITLE: Susan Guthrie, City of South Padre City Manager

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Marketing Subcommittee update.

ITEM BACKGROUND

City Manager Susan Guthrie will give an update regarding the Marketing Subcommittee.

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: January 24, 2017

NAME & TITLE: Keith Arnold, CVB Director/Michael Flores, CVB Business Development Director

DEPARTMENT: South Padre Island Convention and Visitors Bureau

ITEM

Discussion and possible action concerning the process map for Special Events.

ITEM BACKGROUND

Presentation and discussion outlining updated special events funding process.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

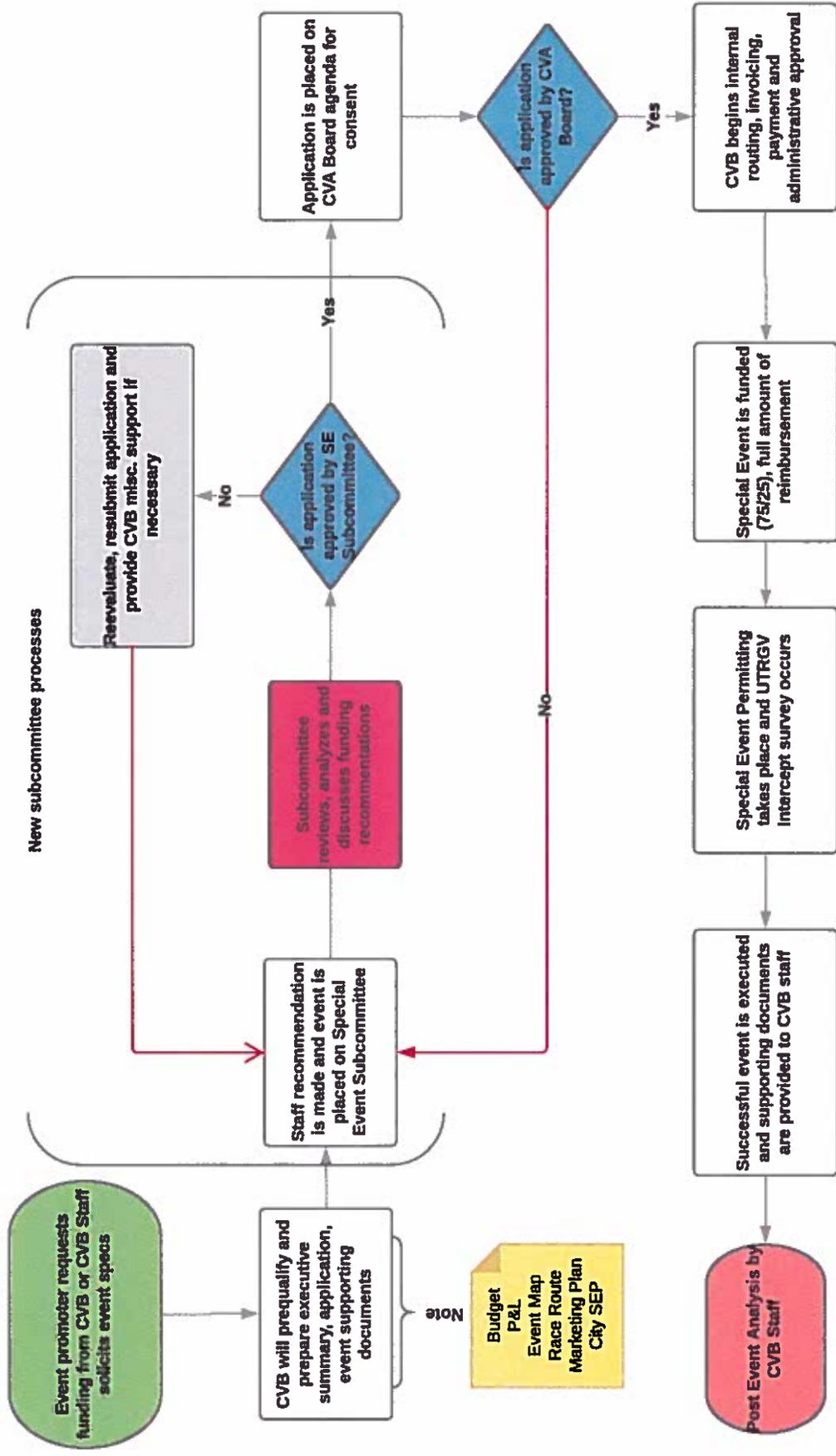
Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve process map.

SPECIAL EVENT FUNDING (UPDATED)



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

MEETING DATE: October 25, 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, unless discussion is desired, in which case that item will be removed from the Consent Agenda and considered separately.

Items to be considered are:

- a. Approval of minutes October 25, 2017 Regular Meeting and November 21, 2017 Workshop Meeting.
- b. Approval of proposed Special Events schedule and funding.

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

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

MEETING DATE: January 24, 2018

NAME & TITLE: Rosa Zapata, CVB Executive Services Specialist

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve minutes of October 25, 2017 Regular Meeting and November 21, 2017 Workshop.

ITEM BACKGROUND

BUDGET/FINANCIAL SUMMARY

N/A

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve Minutes

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

WEDNESDAY, OCTOBER 25, 2017

I. CALL TO ORDER.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Special Meeting on Wednesday, October 25, 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: Wally Jones, Will Greenwood, Jimmy Hawkinson, Bill Donahue, George Block, Arnie Creinin and Paul Curtin.

City Council Members: Dennis Stahl, Paul Munarriz, and Alita Bagley.

Staff: City Manager Susan Guthrie, CVB Director Keith Arnold, Executive Services Specialist Rosa Zapata, Office Manager/Account I Lori Moore, Events Development Director Michael Flores, Development and Events Package Manager Marisa Amaya.

II. PLEDGE OF ALLEGIANCE.

Chairman Wally 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).*

Mr. Paul McGee gave a short presentation regarding the October 2017 Splash Event. No other announcements were given at this time.

IV. CONSENT AGENDA:

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

- a. Approval of minutes September 27, 2017 Regular Meeting.
- b. Approval of minutes October 11, 2017 Special Meeting.

V. UPDATE AND DISCUSSION OF THE CVB STAFF PRODUCTIVITY REPORT.

CVB Director Keith Arnold gave an update regarding the CVB Staff Productivity Report.

- HOT Revenue Report
- Sales Tax Report
- Mixed Beverage Tax
- Group Sales Updates

- Smith Travel Accommodations Report (STAR)
- Social Media

VI. PRESENTATION AND DISCUSSION OF THE ATKINS GROUP MARKETING REPORT. (ARNOLD)

Chairman Jones announced he would like to postpone this agenda item for a future presentation and further discussion at a workshop. He tentatively scheduled a workshop for November 21st, 2017.

VII. PRESENTATION OF POST REPORTS FROM SPECIAL EVENTS FUNDING RECIPIENTS: (JONES)

a. Wahoo Classic Fishing Tournament

Update regarding was given by Mr. Dave Hollenback.

b. Jaime J Zapata Foundation Fishing Tournament

Presentation and update was given by Ms. Betty Wells.

c. Sand Castle Days Event

Presentation and update was given by Mr. Clayton Brahsear.

VIII. DISCUSSION AND ACTION REGARDING APPLICATION FOR FUNDING REQUESTS FROM CVB STAFF ON A NEW SPECIAL EVENT:

Mr. Michael Flores, SPI CVB Business Development Director, and Ms. Marisa Amaya, SPI CVB Events & Package Manager, gave a short presentation regarding the Elite Redfish Series. The request of \$45,000.00 is for a 2 year event.

Board Member Block made the motion, seconded by Vice-Chairman Greenwood to approve the funding request. A Board Member requested the total amount (be capped) for other expenses listed on the funding requested to be paid by the CVB. Mr. Flores briefly mentioned the amount capped to be estimated at \$2,500.00 which includes hotel rooms and a Captains Dinner. Motion carried unanimously.

a. Elite Redfish Series (\$45,000)

IX. NEW MEETING DATE IS SET FOR WEDNESDAY, NOVEMBER 29, 2017.

Chairman Jones reminded the Board that next month meeting has been scheduled for Wednesday, November 29th.

X. ADJOURNMENT.

There being no further business, Chairman Jones adjourned the meeting at 10:04 a.m.

Approved this 25th day of October, 2017.

Mr. Wally Jones, CVA Chairman

Attest:

Rosa Zapata, CVB Executive Services Specialist
DATED THIS THE 20th DAY OF OCTOBER 2017.

DRAFT

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

WEDNESDAY, NOVEMBER 21, 2017

I. CALL TO ORDER.

The Convention and Visitors Advisory Board of the City of South Padre Island, Texas held a Special Meeting on Wednesday, November 21, 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: Wally Jones, Will Greenwood, Jimmy Hawkinson, Bill Donahue, George Block, Arnie Creinin and Paul Curtin.

City Council Members: Dennis Stahl.

Staff: City Manager Susan Guthrie, CVB Director Keith Arnold, and Executive Services Specialist Rosa Zapata

II. PLEDGE OF ALLEGIANCE.

Chairman Wally 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 meetings were given at this time.

IV. CLARIFYING THE ROLE OF THE CVA BOARD AND RELATED BOARD ASSIGNMENTS.

CVB Director Keith Arnold gave a brief update regarding the Strategic Planning Workshop report from Mr. Dan Decker.

Presentation was given by Mr. Berkeley Young. Discussion was held concerning the following:

- * Policies & Guidelines- Provide clarity between staff, CVA Board and City Council.
- * Subcommittees – They are to do the work and CVA Board meetings are for action.
- * Marketing- Permanent subcommittee of the CVA Board.

*Additional notes: Young, Berkeley. "Changing DMO Board Dynamics New Approaches" 21 November 2017, PowerPoint file

V. DISCUSSION AND RECOMMENDATIONS ON THE FOLLOWING TOPICS. POTENTIAL ADDITIONAL DISCUSSION AND ACTION MAY FOLLOW ON WEDNESDAY, NOVEMBER 29TH CVA REGULAR BOARD MEETING.

Mr. Berkeley Young recommendations were to focus on “the other 36 weeks” when increased visitation is needed, committees are to drive growth and must meet guidelines, tracking and reporting are very critical.

- a. **Creation of potential subcommittees and establishing a permanent marketing subcommittee.**
- b. **Dashboard development-Metrics and Analytics.**

VI. ADJOURNMENT.

There being no further business, Chairman Jones adjourned the meeting at 11:50 a.m.

Approved this 21st day of November, 2017.

Mr. Wally Jones, CVA Chairman

Attest:

Rosa Zapata, CVB Executive Services Specialist
DATED THIS THE 21st DAY OF NOVEMBER 2017.

DRAFT

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

MEETING DATE: January 24, 2018

NAME & TITLE: Rosa Zapata, CVB Executive Services Specialist

DEPARTMENT: Convention and Visitors Bureau

ITEM

Approve of proposed Special Events schedule and events funding.

1. Event Sponsorship
2. Executive Summary
3. Graphic Representation
4. Special Events Funding Applications:
 - 4.1 WOVE (Jan 2018) \$2,000
 - 4.2 Splash South Padre Island (April 2018) \$25,000
 - 4.3 Sand Crab Run/Fat Tire Bike Race-Bill Gardner (April 2018) \$4,000
 - 4.4 Shallow Sport Tournament (May 2018) \$2,500
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 - 4.15 SPI Nature and Tourism – Hallowings (Oct FY2018/19) \$35,000
 - 4.16 SPI Fishing Days (Oct FY2018/19) \$5,000
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 - 4.19 Raul Alcala Gran Fondo (Nov FY2018/19) \$10,000
 - 4.20 Holiday Sandcastle Village (Dec FY2018/19) \$20,000
 - 4.21 SPI Art & Music Crawl (Aug 2018) \$80,000
 - 4.22 BlackLight Race (Aug 2018) \$35,000
 - 4.23 Veteran's Day Program (Nov FY2018/19) \$15,000
 - 4.24 Tailgate Weekends (Sep-Nov 2018) \$75,000
 - 4.25 Zombie Charge (Sep 2018) \$35,000
 - 4.26 Astronomy on the Beach (Oct FY2018/19) \$10,000

ITEM BACKGROUND

Funding amounts listed are based on recommendations from the SPICVB Staff.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve Consent Agenda

Events Funding Distribution FY17 (October 2017-September 2018)				
	Sponsorship	FY 2018	Staff Recommendations	Notes
	Tourism & Cultural Starting Balance 2017/2018	\$770,751		
Paid/Committed	Median Banners for events	-\$5,000		
	Fireworks	-\$80,000		
	Ecotourism in house (\$50K)	-\$50,000		
	Splash South Padre (Oct 2017)	-\$5,000		
	Sandcastle Days (Oct 2017)	-\$35,000		
	Hallowings (Oct 2017)	-\$27,000		
	Open Water Festival (Nov 2017) Postponed	-\$15,000		
	SPI Children's Wonderland (Dec 2017)	-\$5,000		
	Lighted Boat Parade (Dec 2017)	-\$1,600		
	Elite Redfish Championship Series (Dec 2017)	-\$45,000		Elite Redfish Series was approved in 2017 for \$45,000 for 2 events. The first event was the West Series Championship (\$25,000 used), and a regular qualifying Fishing Tournament.
	B&S Kites/SPI Kitefest (Feb 2018)	-\$22,150		
	SPI Chamber Gala Sponsorship (Nov 2017)	-\$750		
	Cine Sol Film Festival Sponsorship (Nov 2017)	-\$5,000		
	SPI Triathlon EMS Sponsorship (Oct 2017)	-\$700		
	National Tropical Weather Conference (Apr 2018)	-\$30,000		
	Color me Rad event (Feb 2018)	-\$12,000		
	TOTAL Paid/Committed	-\$339,200		
	Total current (remaining funds)	\$431,551		
Expected to Spend	**WOWE (Jan 2018)	-\$2,000	-\$2,000	
	Splash South Padre Island (April 2018)	-\$25,000	-\$25,000	
	Sand Crab Run-Bill Gardner (April 2018)	-\$4,000	-\$4,000	
	**Shallow Sport Tournament (May 2018)	-\$2,500	-\$2,500	
	Jailbreak (May 2018)	-\$30,000	-\$30,000	
	**Dargel Boat Fishing Tourn (June 2018)	-\$2,500	-\$2,500	
	TIFT (Aug 2018)	-\$15,000	-\$15,000	
	LKT (Aug 2018)	-\$5,000	-\$5,000	
	**API Fishing Tourn. (Aug 2018)	-\$2,500	-\$2,500	
	**Fishing for Hope (Aug 2018)	-\$2,500	-\$2,500	
	Wahoo Fishing Tournament (Sep 2018)	-\$25,000	-\$25,000	
	JJ Zapata Fishing Tourn.	-\$25,000	-\$2,500	
	**Shallow Stalker Fishing Tourn. (Sep 2018)	-\$2,500	-\$2,500	
	SPI Triathlon (Sep 2018)	-\$10,000	-\$3,500	
	SPI Nature and Tourism (Hallowings)	-\$35,000	-\$35,000	
	**SPI Fishing Days (Oct 2018)	-\$5,000	-\$5,000	
	**Take a Kid Fishing Tourn. (Oct 2018)	-\$2,500	-\$2,500	
	Elite Redfish Championship (Oct 2018)	-\$25,000	-\$25,000	\$30,000 to secure televised Championship, \$5,000 for Captains Dinners and Staff Rooms
	Raul Alcala Gran Fondo (Nov 2018)	-\$50,000	-\$10,000	
	Total expected to request funds	-\$271,000	-\$202,000	
	Total expected (remaining funds)	\$160,551	\$229,551	
Possible New Events				
	Holiday Sandcastle Village	-\$20,000		
	SPI Art & Music Crawl	-\$80,000		
	BlackLight Race	-\$35,000		
	Veteran's Day Program	-\$15,000		
	Tailgate Weekends	-\$75,000		
	Zombie Charge	-\$35,000		
	Astronomy on the Beach	-\$10,000		
	Total expected (remaining funds)	-\$270,000		
	Potential remaining balance if approved	-\$109,449.00		
	**Anticipated Funds to be requested:	-\$22,000	-\$22,000	
	Fund requests on file:	-\$249,000	-\$180,000	

January 2018 HOT Funding Applications
Executive Summary

1. Wildlife and Outdoor Winter Experience (W.O.W.E.)

- a.** Event Dates: January 23-27, 2018
- b.** Years funded by CVB: 2
- c.** Previous amount funded: \$2,000
- d.** Recommended amount: \$2,000
- e.** Discussion: *WOWE is a winter, educational and nature tourism event which takes place at the BNC. Because this event takes place over 5 days we feel a stronger marketing presence would entice greater attendance through increased awareness. Funding WOWE helps several target demographics as well; Winter Texans, Educational, Family, Nature Tourism. This funding will also help offset the cost of a median banner.*

2. Splash South Padre

- a.** Event Dates: April 26-29, 2018
- b.** Years funded by CVB: 3
- c.** Previous amount funded: \$25,000
- d.** Recommended amount: \$25,000
- e.** Discussion: *This spring event is the larger of the two (October) LGBTQ activities sponsored on SPI. Since this is the only sponsored event of this type in the city, funding at previous levels for one more year should be the final time levels will be at the \$25K amount. Keep in mind that Splash also hosts an October event (Columbus Day Weekend) and has been funded for the last three years at \$15K. Reducing this 500 night (on average) to a maximum of \$25K in a fiscal year is recommended.*

3. SPI Sand Crab Nighttime Beach 5K, 10K and Kid's Mile Run

- a.** Event Dates: April 28, 2018
- b.** Years funded by CVB: 2
- c.** Previous amount funded: \$6,500
- d.** Recommended amount: \$4,000
- e.** Discussion: *The Sand Crab Nighttime run is an event that creates a fun, memorable and unique family-friendly environment. It attract runners from across the Rio Grande Valley and beyond to South Padre Island. Marketing and operations would benefit from funding. This is a well-organized, event and is one of the only 'night' events not*

January 2018 HOT Funding Applications
Executive Summary

centered around a concert/musical event on the Island. The uniqueness of this event is also something to be considered throughout the State of Texas.

4. Shallow Sport Tournament

- a. Event Dates: May 18-19, 2018
- b. Years funded by CVB: 1
- c. Previous amount funded: N/A
- d. Recommended amount: \$2,500
- e. Discussion: *This fishing tournament should be funded at the standard amount for marketing to increase awareness. We should continue to market this event since it helps propagate the 'local' boat manufacturer's tournament population.*

5. Jailbreak

- a. Event Dates: May 5th, 2018
- b. Years funded by CVB:
- c. Requested amount: \$30,000
- d. Recommended amount: \$30,000
- e. Discussion: *This event was previously funded at \$5,000. The event promoter is unable to execute the race at the previously funded amount because his ancillary event is not taking place this year (SPI Marathon). The increase in funding is due to a stand alone event requiring significant logistical support.*

6. Dargel Boat Owner's Tournament

- a. Event Dates: June 1-3, 2018
- b. Years funded by CVB: 1st Year
- c. Previous amount funded: N/A
- d. Recommended amount: \$2,500
- e. Discussion: *This local fishing tournament should be funding for additional marketing efforts as a legacy event on South Padre Island. Profits partially go towards scholarships. We should continue to market this event since it helps propagate the 'local' boat manufacturer's tournament population.*

7. Texas International Fishing Tournament

- a. Event Dates: August 1-5, 2018
- b. Years funded by CVB: 3

January 2018 HOT Funding Applications
Executive Summary

- c. Previous amount funded: \$15,000
- d. Recommended amount: \$15,000
- e. Discussion: *TIFT is a legacy event and should be funded at the \$15K level as it provides a sponsorship in the Blue Marlin range and several additional publications along with the some of the top title advertisements. The CVB will NOT be discounting the SPI Convention Center as originally planned in exchange for a sustained funding amount.*

8. Ladies King Fish Tournament

- a. Event Dates: August 10-12, 2018
- b. Years funded by CVB: 2
- c. Previous amount funded: \$2,000
- d. Recommended amount: \$5,000
- e. Discussion: *LKT uses this money for marketing, only. An increase in funding will increase media buy capability. We do not recommend this special event, or any other, leverage the marketing efforts of TAG at this time, and under the current commission fee structure. Funds should be provided directly to the LKT event directors for use in marketing.*

9. American Petroleum Institute Fishing Tournament

- a. Event Dates: August 17-18, 2018
- b. Years funded by CVB: 1
- c. Previous amount funded: N/A
- d. Recommended amount: \$2,500
- e. Discussion: *This fishing tournament should be funded at the standard amount for marketing to increase awareness.*

10. Fishing for Hope

- a. Event Dates: August 25-26, 2018
- b. Years funded by CVB: 1
- c. Previous amount funded: 2,500
- d. Recommended amount: \$2,500
- e. Discussion: *This is an impactful family friendly event and should be sponsored with a modest marketing stipend in order to increase visibility and attendance in support of overnight stays and future fisherman on South Padre Island.*

January 2018 HOT Funding Applications
Executive Summary

11. Wahoo Fishing Tournament

- a. Event Dates: September 14-16, 2018
- b. Years funded by CVB: 2
- c. Previous amount funded: \$40,000
- d. Recommended amount: \$25,000
- e. Discussion: *This event has been funded at a consistent level for two consecutive years but has not increased in size. Funding goes towards prize money in significant amounts. A slight decrease in funding should not affect the execution of this event.*

12. Jaime J Zapata Memorial Fishing Tournament

- a. Event Dates: September 14-15, 2018
- b. Years funded by CVB: 1
- c. Previous amount funded: \$5,000
- d. Recommended amount: \$2,500
- e. Discussion: *This fishing tournament should be funded at the standard amount for marketing to increase awareness. We should continue to market this event since it commemorates all law enforcement officers, past and present. It is a memorial event honoring Special Agent Jaime Jorge Zapata , who was killed in the line of duty, and other agents who have given their lives while in service to our country.*

13. Shallow Stalker Boat Tournament

- a. Event Dates: September 7-9, 2018
- b. Years funded by CVB: 2
- c. Previous amount funded: \$500
- d. Recommended amount: \$2,500
- e. Discussion: *This relatively new fishing tournament should be funded at the standard amount for marketing to increase awareness. We should continue to market this event since it helps propagate the 'local' boat manufacturer's tournament population.*

14. SPI Triathlon

- a. Event Dates: September 30, 2018
- b. Years funded by CVB: 1
- c. Previous amount funded: \$700
- d. Recommended amount: \$3,500

January 2018 HOT Funding Applications
Executive Summary

- e. Discussion: As the only Triathlon on SPI a small marketing sponsorship at this level would significantly help increase awareness of the event. It would allow the promoters to spend more on out of market advertising, including other racing events where South Padre Island is not currently present. A portion of these funds will also be to support city functions (EMS and traffic control) and their associated costs.*

15.SPI Nature and Tourism Festival (Hallowings)

- a. Event Dates: October 26-28, 2018*
- b. Years funded by CVB: 1*
- c. Previous amount funded: \$27,550*
- d. Recommended amount: \$35,000*
- e. Discussion: Drawing on the Hallowings event idea, a true nature and tourism festival would incorporate significantly more activities with greater impact on a need weekend. In 2017 the CVB supplemented the Winged Gala and Hallowings with the Boo Bash Family Movie Night and Pirate Breakfast Cruise with Osprey Tours in order to 'shoulder out' the main, Saturday event. To grow this event we are planning to add an obstacle course race or a similar family costume event on Saturday evening.*

16.Fishing Days

- a. Event Dates: October 19-21, 2018*
- b. Years funded by CVB: 1 (\$10,000 in 2017 w/ in-kind rental of SPICC)*
- c. Previous amount funded: N/A*
- d. Recommended amount: \$5,000*
- e. Discussion: This event is city-sponsored and will benefit from additional media buys and support in the local area. We expect attendance to grow this year with this additional marketing support*

17.Take a Kid Fishing Tournament

- a. Event Dates: October 12-14, 2018*
- b. Years funded by CVB: 2*
- c. Previous amount funded: 2,500*
- d. Recommended amount: \$2,500*
- e. Discussion: This is an impactful family friendly event and should be sponsored with a modest marketing stipend in order to increase*

January 2018 HOT Funding Applications
Executive Summary

visibility and attendance in support of overnight stays and future fisherman on South Padre Island.

18. Elite Redfish Championship-MEDIA ONLY

- a. Event Dates: October 12-14, 2018
- b. Years funded by CVB: 2
- c. Previous amount funded: \$45,000
- d. Recommended amount: \$25,000
- e. Discussion: *As hosts of both the Eastern and Western championship, South Padre Island will be highlighted in several Discovery Channel television spots at no additional cost beyond hosting the tournament itself.*

19. SPI Raul Alcala Gran Fondo

- a. Event Dates: November 4th, 2018
- b. Years funded by CVB: 2
- c. Previous amount funded: \$10,000
- d. Recommended amount: \$10,000
- e. Discussion: *This is the only century and half-century bike race in the lower RGV and begins/ends on South Padre Island. It also leverages the name and publicity of a former Olympic athlete and Tour de France competitor. These funds go directly to marketing as part of a Gold Sponsorship which includes a placement of South Padre Island's event dates on a traveling banner for all other events at which this group attends, including Mexico.*

20. Holiday Sandcastle Village-INAUGURAL EVENT

- a. Event Dates: December 2018
- b. Years funded by CVB: 1st Year
- c. Previous amount funded: N/A
- d. Recommended amount: \$20,000
- e. Discussion: *This sandcastle based event will supplement the Holiday Lights over Padre weekend with several stations and lighted displays of holiday themed sand castles. We plan to host the event every weekend in December, changing the theme each week. (Ex. Themes: A Christmas Story, Snoopy Christmas, The Grinch etc.)*

January 2018 HOT Funding Applications
Executive Summary

21. SPI Art & Music Crawl-INAUGURAL EVENT

- a. Event Dates: Aug. 31- Sept. 2, 2018
- b. Years funded by CVB: 1st Year
- c. Previous amount funded: N/A
- d. Recommended amount: \$80,000
- e. Discussion: *This cultural weekend can be customized to any need date and will be the first of its kind, city-wide. (\$50,000 for a Jazz and Latin Festival in combination with a \$30,000 art festival). The concept is to have several (4-6) venues throughout the Island, host a musical performer. Each venue would be a different genre of music, so we can market the weekend to a broad audience. Local artist with a static display/exhibit will be placed at participating businesses during the day(Hoteliers, Restaurants, Retail Shops) to not only sell their existing art, but also create their art in person for an audience. Concerts/program on a least two days during the three day event.*

22.BlackLight Glow Race-INAUGURAL EVENT

- a. Event Dates: August 18, 2018
- b. Years funded by CVB: 1st Year
- c. Previous amount funded: N/A
- d. Recommended amount: \$35,000
- e. Discussion: *This new event will help create an additional, customizable and unique event in Texas as it is new to the special events scene, nationally. We can plug-and-play this event in any need weekend. This event is family friendly, and is held in the evening which should help generate more overnight stays.*

23.Veteran's Day Weekend

- a. Event Dates: November 9-11, 2018
- b. Years funded by CVB: 1st Year
- c. Previous amount funded: N/A
- d. Recommended amount: \$15,000
- e. Discussion: *As a Purple Heart Trail host city and a strong supporter of America's veterans, an expanded Veteran's Day weekend event would greatly increase the perception of SPI as a destination for travelers from all demographics. It would be a 3-day event. Friday would start with a welcome reception and concert (country singer).*

January 2018 HOT Funding Applications
Executive Summary

Saturday would be either a Veteran Ruck, or Golf Tourney. Sunday - Breakfast for Veterans and 1st Responders; Coordinate with Tour boats for discounted tickets for Eco Tour and Dolphin Watch

24. UT and A&M Tailgate SPI Weekends-INAUGURAL EVENT

- a. Event Dates: September 2018 & November 2018
- b. Years funded by CVB: 1st Year
- c. Previous amount funded: N/A
- d. Recommended amount: \$75,000
- e. Discussion: *These tailgates would draw in UT and A&M alumni from all across the US when home/away game tickets are not available. Each of the universities would receive a \$25,000 sponsorship to be used for scholarship purposes, in exchange for access, support and internal marketing to their alumni groups. The remaining \$25,000 would be allocated for the purchase of an outdoor giant screen, projector and A/V suite. Other activities discussed include various competitions: a spiral toss competition, Tailgate Wars (a cooking competition comprised of 4 categories), Best Tailgate Photo (Winners chosen by FB) and autograph signing by an NFL or UT/A&M hall of famer and vendor and children's activity booths. Our goal would be to involve ALL business owners who are willing to participate, and paint the city with UT/A&M colors. We would do a welcome event Friday, Saturday Tailgate, Sunday - Discounted Breakfasts at local restaurants for our Tailgating Tourist.*

25. Zombie Charge-INAUGURAL EVENT

- a. Event Dates: September 15, 2018
- b. Years funded by CVB: 1st Year
- c. Previous amount funded: N/A
- d. Recommended amount: \$35,000
- e. Discussion: *This obstacle based event should be highly received as an extremely unique, family and competition oriented event. Their motto is "creatively working to keep you active". Their goal is to work with area attractions and hotels to cross promote and incentivize multiple*

January 2018 HOT Funding Applications
Executive Summary

night stays with a reduced entry ticket, raffle tickets, and other creative giveaways.

26.Astronomy on the Beach-INAUGURAL EVENT

- a. Event Dates: October 2018
- b. Years funded by CVB: 1st year
- c. Previous amount funded: N/A
- d. Recommended amount: \$10,000
- e. Discussion: *In partnership with the International Museum of Arts and Sciences in McAllen, Astronomy at the Beach will be a STEMS based event inviting students from several grade levels and an entirely education focused vendor program.*

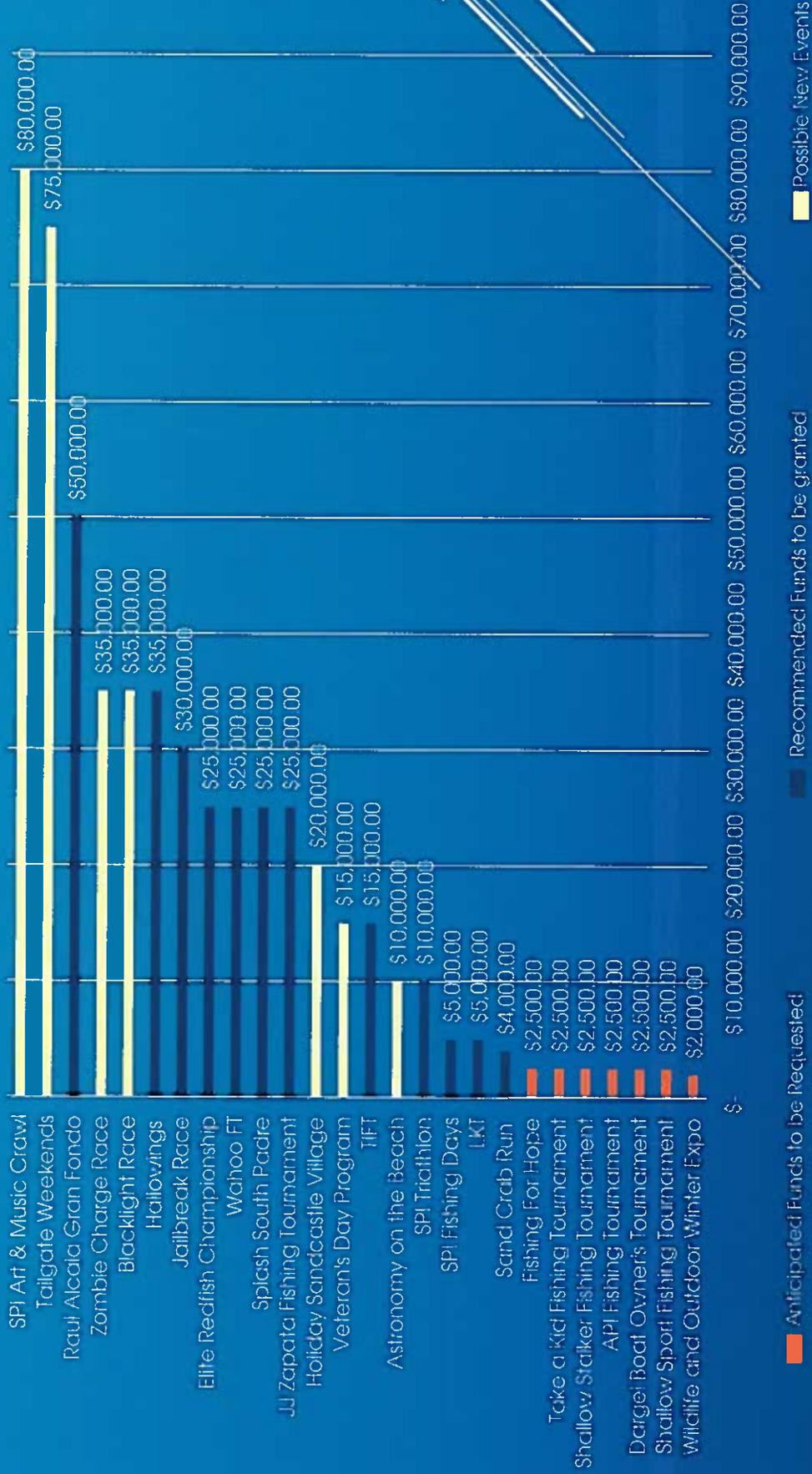


South Padre ISLAND

2018 FUNDING REQUESTS

Submitted as of 1/12/2018

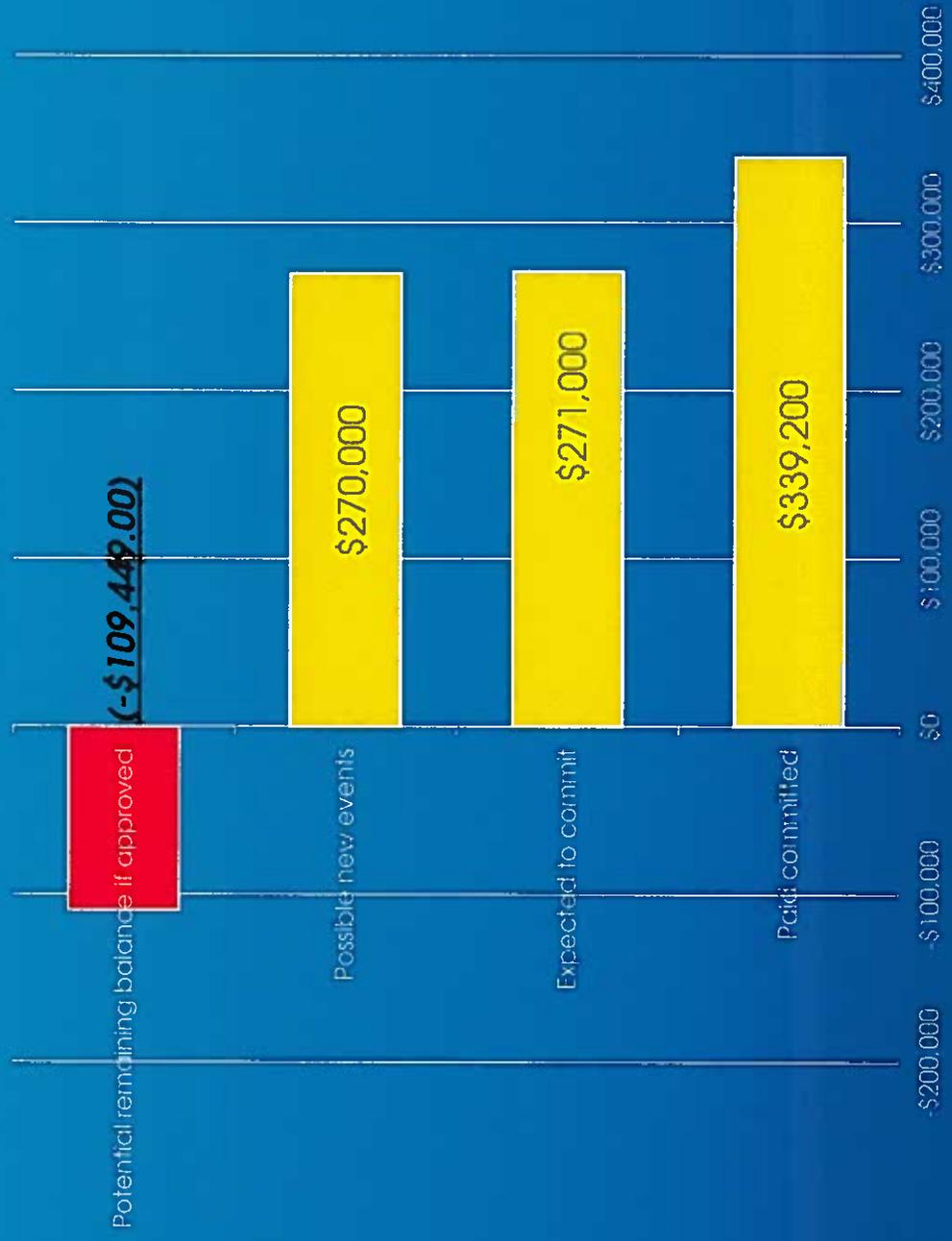
Total REQUESTED Funding : \$541,000



Anticipated Funds to be Requested

Recommended Funds to be granted

Possible New Events



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

MEETING DATE: January 24, 2018

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Approve funding request on the Winter Outdoor Wildlife Expo -WOWE.

ITEM BACKGROUND

This event is scheduled for January 23-27, 2018. WOWE is requesting \$2,000 in funding.

BUDGET/FINANCIAL SUMMARY

\$2,000 was awarded in 2016/17 FY.
02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve funding request.

Application for Initial Funding

Date: 1/15/2018

Organization Information

Name of Organization: Winter Outdoor Wildlife Expo

Address: 7355 Padre Blvd

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

Contact Name: Marisa Amaya Contact Office Phone Number: 956-761-3000

Contact Cell Phone Number: 956-761-3000

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

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

Entity's Creation Date: 2017

Purpose of your organization: Provide a 5-day, event at the SPI BNC guest speakers & exhibits of natural wonders of the Laguna Madre & South Texas, including fishing, kayaking, birding, dolphins, turtles, plants & more.

Event Information

Name of Event or Project: 2018 W.O.W.E.

Date of Event or Project: 23-27 January, 2018

Primary Location of Event or Project: SPI Birding and Nature Center

Amount Requested: \$_2,000.00

Primary Purpose of Funded Activity/Facility:

Generate overnight stays as part of a larger weekend supporting a multi-day nature tradeshow, education seminar series and hands-on activities.

How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures) We strongly encourage supporting this event with advertising and marketing costs as this is a five day, winter event geared specifically towards nature tourism while highlighting one of our most visible assets

Percentage of Hotel Tax Support of Related Costs

 100 Percentage of Total Event Costs Covered by Hotel Occupancy Tax

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

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

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

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

Which Category or Categories Apply to Funding Request, 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: \$ 2,000
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that 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? 800

How many of the attendees at the sporting related event are expected to be from another city or county? 25

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

Bringing business to hotels and restaurants the weekend of the event.

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

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

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

What percentage of the ridership will be local citizens? _____

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

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 7
2. Expected Attendance: 800

3. How many people attending the Event or Project will use South Padre Island lodging establishments? 25

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

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: South Padre Island CVB will package this event with local hotels.

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</u>	<u>\$2,000</u>	<u> </u>
<u>2016</u>	<u>\$2,000</u>	<u> </u>
<u>2015</u>	<u>\$2,000</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 and Room block information

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?

Event fees will be consistent year over year.

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

Anticipated Number of Press Releases to Media 1

Anticipated Number Direct e-Mailings to out-of-town recipients 1

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: The State of Texas 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: _____

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:

- _____ 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: Marisa Amaya, Convention and Visitors Advisory Board/ C/O City of South Padre Island
Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-3000, marisa@sopadre.com**

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

MEETING DATE: January 24, 2018
NAME & TITLE: Wally Jones, CVA Chairman
DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Approve funding request for Splash South Padre Island.

ITEM BACKGROUND

This event is scheduled for April 26-29, 2018. The funding request is in the amount of \$25,000.

BUDGET/FINANCIAL SUMMARY

\$25,000 was awarded in 2016/17 FY.
02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____
Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve funding request.

Application for Initial Funding

Date: January, 16th, 2018

Organization Information

Name of Organization: Splash South Padre

Address: 120 E. Atol St.

City, State, Zip: South Padre Island, Texas. 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: April 26th-29th, 2018 (4 Days)

Primary Location of Event or Project: Louie's, Clayton's, & Upper Deck @ Isla Grand

Amount Requested: \$25,000

Primary Purpose of Funded Activity/Facility: Promotion and 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

Percentage of Hotel Tax Support of Related Costs

0 Percentage of Total Event Costs Covered by Hotel Occupancy Tax

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

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

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

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

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? 4,000

How many of the attendees at the sporting related event are expected to be from another city or county? 4,000 over 4 days

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

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

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

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

What percentage of the ridership will be local citizens? _____

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

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 18
2. Expected Attendance: 4,000 over 4 days
3. How many people attending the Event or Project will use South Padre Island lodging establishments? 2,000 over 4 days

How many nights do you anticipate the majority of the tourists will stay: 1 or 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: Isla Grand, Flamingo, Inn at South Padre, Suites at Sunchase, Travel Lodge, Comfort 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>Oct 2017</u>	<u>10K</u>	_____
<u>April 2017</u>	<u>25K</u>	_____
<u>Oct 2016</u>	<u>10K</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
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? 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% of the profit to 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 -Posters, banners and flyers and of the event

-Advertisement in GFNY magazine and Online

-Advertisement in HEB magazine

-Advertisement in La Clasica magazine

-Advertisement in a 3x6 place in Expo Bici Mexico (more than one million visitors)

-Advertisement in all the Raul Alcalá Challenge events

-Canopy in different cycling events with RACH SPI logo.

-Social media advertisement

-Participant bags with SPI logo in RACH Monterrey and SPI

-SPI Logo in Paseo Ciclista San Pedro In Garza Garcia NL México, RACH Monterrey and SPI

Jerseys

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: Nationwide & 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: Carrier:
Acord

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. Yes

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: Marisa Amaya, Special Events and Packaging Manager, Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-3834, marisa@sopadre.com

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

MEETING DATE: January 24, 2018

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Approve funding request for Sand Crab Run/Fat Tire Race.

ITEM BACKGROUND

This event is scheduled for April 28, 2018. The funding request is in the amount of \$4,000.

BUDGET/FINANCIAL SUMMARY

\$6,500 was awarded in 2016/17 FY.
02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve funding request.

Application for Initial Funding

Date: Jan. 16, 2018

Organization Information

Name of Organization: **Run In Texas**

Address: **9419 Bluebell Drive**

City, State, Zip: **Garden Ridge TX, 78266**

Contact Name: **Bill Gardner** Contact Office Phone Number: **210-204-3564**

Contact Cell Phone Number: **210-204-3564**

Web Site Address for Event or Sponsoring Entity **RunInTexas.com**

Non-Profit or For-Profit status: **For-Profit** Tax ID #: **264310215**

Entity's Creation Date: **Jan. 2009**

Purpose of your organization: ***To create and produce running events across the state of Texas.***

Event Information

Name of Event or Project: ***South Padre Island Sand Crab Nighttime Beach 5k, 10k and Kids Mile Run***

Date of Event or Project: **April 28, 2018**

Primary Location of Event or Project: ***Pearl South Padre Resort, 310 Padre Blvd.***

Amount Requested: **\$4,000**

Primary Purpose of Funded Activity/Facility:

To create a fun, memorable and unique family-friendly running event that attracts runners from across the Rio Grande Valley and beyond to the beaches of South Padre Island.

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

Hotel tax funds will be used for marketing programs and to cover a portion of the costs of T-shirts for every registered participant, which includes the SPI CVB logo.

Percentage of Hotel Tax Support of Related Costs

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

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

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

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

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

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: **\$4,000**

How many attendees are expected to come to the sporting related event? **500-800**

How many of the attendees at the sporting related event are expected to be from another city or county? **500-800**

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

As a nighttime running event, the South Padre Island Sand Crab 5k, 10k and Kids Mile has helped bring overnight guests to South Padre since its inception. The race takes place entirely at night with a start time of 8 p.m., followed by a post-race awards ceremony and party. Because this is a nighttime event that draws people from all over the Rio Grande Valley and beyond, many participants choose to stay on the Island rather than drive home after the event. Many participants bring their families and stay for the entire weekend. The Pearl is the host hotel for the event in 2018 and is offering a special rate for runners; they are reserving a block of 100 rooms for runners for both the Friday before and the Saturday night of the event. We have worked with La Quinta Inn and Suites for the last 6 years as the event host hotel. They have provided a special room rate block for event participants that has consistently sold out, which creates overflow that benefits other hotels as well.

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

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

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

What percentage of the ridership will be local citizens? _____

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

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 6
2. Expected Attendance: 500 - 800
3. How many people attending the Event or Project will use South Padre Island lodging establishments? 500 - 600

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

Yes. The Pearl is providing a room block of 100 nights each for Friday April 27 and Saturday April 28 for our participants.

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
2017	\$4,000	Est. 340
2016	\$4,000	Est. 400
2015	\$4,000	Est. 255

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

We will collect information from the Pearl on the number of rooms used in the block; in addition we ask runners to indicate their lodging plans, including what type of accommodation and how many nights they will stay, in the process of registering for the event. Based on information collected in previous years, we conservatively estimate that room nights associated with the event are equal to 75% of the total number of runners.

6. Please list other organization, government entities, and grants that have offered financial support to your project: **None**
7. Will the event charge admission? **Yes**
8. Do you anticipate a net profit from the event? **Yes**
9. If there is a net profit, what is the anticipated amount and how will it be used?
In 2017 the net profit was approximately \$10,000. This is business revenue. In addition, \$1,000 of race proceeds was donated to Sea Turtle Inc. as the event's non-profit beneficiary.

10. 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:	\$ 0
Radio:	\$ 0
TV:	\$ 0
Website, Social Media:	\$ 2,000
Other Paid Advertising:	\$ 1,000 for e-mail campaigns to promote the race

Anticipated Number of Press Releases to Media: 10

Anticipated Number Direct Mailings to out-of-town recipients: 0

Other Promotions:

We will pursue PR opportunities to promote the race in print, broadcast and online media. We invest in social media marketing to promote the race, as well as e-newsletters to our online database of 16,400+ runners across Texas; and promoting the event on running calendars and websites. We will also produce and print posters to promote the event on the island and surrounding areas.

11. 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**
12. Will you negotiate a special rate or hotel/event package to attract overnight stays? **Yes. The Pearl is our race hotel. They are extending a special rate to Sand Crab runners as well as providing event space for our packet pick-up and pre- and post-race facility on the day of the event.**
13. What other marketing initiatives are you planning to promote hotel and convention activity for this event?

Our marketing efforts include:

- ***Investing in social media marketing to promote the race***
- ***Multiple e-blasts to more than 15,000 runners across Texas***
- ***Public relations efforts to generate media coverage in advance of the event and day-of coverage***
- ***Promoting the event on statewide and local running calendars and websites***
- ***Producing posters and banners to promote the event.***

14. What geographic areas does your event reach:

Our reach extends throughout Texas with a concentration on previous and potential Sand Crab participants in the Rio Grande Valley, San Antonio, Austin and greater Houston area.

15. 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)

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

The event is insured through USATF. The insurance carrier is Entertainment & Sports Insurance eXperts (ESIX). The policy includes the following coverage: General Liability - \$3,000,000; Umbrella/Excess Liability - \$10,000,000.

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

17. 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

18. 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: SEE BELOW

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

Submit to: Marisa Amaya, Special Events and Packaging Manager, Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-3834, marisa@sopadre.com

PROPOSED MARKETING PLAN FOR FUNDED EVENT:

The following activities will take place now through the event date:

- Produce event logo for use in promotion, T-shirt production, award production
- Promote via event website at RunInTexas.com
- Promote via Facebook Event Page
- Promote via Facebook advertising to target markets including the Rio Grande Valley, San Antonio. Austin, Houston
- Promote on statewide and local running calendars and websites
- Promote via other social media outlets, including Twitter and Instagram
- Produce and print posters to promote the event
- Promote via multiple e-blasts to more than 15,000 runners across Texas in the Run In Texas database

SCHEDULE OF ACTIVITIES RELATING TO FUNDED PROJECT

APRIL 28, 2018:

5 p.m. – 8 p.m.: Packet pick-up at the Pearl

8 p.m. – Kids Mile starts

8:30 p.m. – 5k & 10k begins

10 p.m. – Awards ceremony at Pearl pool deck. Post-race party to continue on until pool deck/grill/bar closes.

COMPLETE BUDGET FOR THE FUNDED PROJECT:

<u>Sand Crab SPI 2018 Budget</u>	
Marketing and Promotion	4,000.00
Awards	900.00
Charitable Donations	1,000.00
Insurance Expense	235.00
Outside Services	500.00
Permits and Fees	200.00
Supplies	850.00
T-Shirts + Printing, Design	4,500.00
Timing Services	3,500.00
Travel Expense/Lodging/Meals	<u>1,200.00</u>
	16,885.00

ROOM NIGHT PROJECTIONS FOR THE FUNDED EVENT:

Based on information collected in previous years, we estimate that room nights associated with the event are equal to 75% of the total number of runners. This includes runners who come to SPI for the event and stay more than one night. With between 500 and 800 runners expected in 2018, we estimate that this event will result in 375 – 600 room nights being booked on SPI.

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

MEETING DATE: January 24, 2018

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Approve funding request for Shallow Sport Tournament.

ITEM BACKGROUND

This event is scheduled for May 18-19, 2018. The funding request is in the amount of \$2,500.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve funding request.

Application for Initial Funding

Date: 1/15/2018

Organization Information

Name of Organization: Shallow Sport Owners Fishing Tournament

Address: 7355 Padre Blvd

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

Contact Name: Marisa Amaya Contact Office Phone Number: 956-761-3000

Contact Cell Phone Number: 956-761-3000

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

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

Entity's Creation Date: 2002

Purpose of your organization: South Padre Island – area, local boat manufacturer's owner tournament.

Event Information

Name of Event or Project: Shallow Sport Owners Fishing Tournament

Date of Event or Project: May 18-19, 2018

Primary Location of Event or Project: Louies Backyard

Amount Requested: \$ 2,500.00

Primary Purpose of Funded Activity/Facility:

Generate overnight stays as part of a larger weekend supporting a multi-day fishing tournament.

How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures) This year we hope to sponsor Shallow Sport Owner's tournament with an additional marketing fund in order to reach out to state wide residents of Texas.

Percentage of Hotel Tax Support of Related Costs

100 Percentage of Total Event Costs Covered by Hotel Occupancy Tax

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

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

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

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

Which Category or Categories Apply to Funding Request, 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: \$ 2,500

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? 500

How many of the attendees at the sporting related event are expected to be from another city or county? 300

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

Bringing business to hotels and restaurants the weekend of the event.

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

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

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

What percentage of the ridership will be local citizens? _____

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

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

- 1. How many years have you held this Event or Project: 16
- 2. Expected Attendance:
- 3. How many people attending the Event or Project will use South Padre Island lodging establishments?

How many nights do you anticipate the majority of the tourists will stay: 2 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: South Padre Island CVB will package this event with local hotels.
-
-

- 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
May 2017	0	_____
May 2016	0	_____
May 2015	0	_____

- 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 and Room block information
-
-

- 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? 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?

Scholarships, operations and marketing for 2019 event.

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: Magazine	\$
Radio:	\$
TV:	\$
Website, Social Media:	\$2,500
Other Paid Advertising:	\$

Anticipated Number of Press Releases to Media 2

Anticipated Number Direct e-Mailings to out-of-town recipients 1

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: The State of 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: _____

- 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:

- _____ 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: Marisa Amaya, Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor’s Bureau, 7355 Padre Blvd., 956-761-3000, marisa@sopadre.com

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

MEETING DATE: January 24, 2018

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Approve funding request for Jailbreak.

ITEM BACKGROUND

This event is scheduled for May 5, 2018. The funding request is in the amount of \$30,000.

BUDGET/FINANCIAL SUMMARY

\$5,000 was awarded in 2016/17 FY.
02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve funding request.

Application for Initial Funding

Date: _____ 1/15/17 _____

Organization Information

Name of Organization: Jailbreak Race Events

Address: 15080 hwy 156

City, State, Zip: Justin TX 76226

Contact Name: Tim Scrivner Contact Office Phone Number: 817-704-3554

Contact Cell Phone Number: 940-453-6231

Web Site Address for Event or Sponsoring Entity RunTheJailbreak.com

Non-Profit or For-Profit status: for-profit

Tax ID #: 27-2634042

Entity's Creation Date: 2/10

Purpose of your organization: Inspire, Delight, Educate and Motivate millions of people to Live a Better Story, A Healthier Story

Event Information

Name of Event or Project: Jailbreak Beach Escape

Date of Event or Project: 5/5/18

Primary Location of Event or Project: Clayton's Beach Bar/Beach

Amount Requested: \$30,000

Primary Purpose of Funded Activity/Facility:

5k obstacle run on the beach

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

Advertising/Marketing/Promotion

Percentage of Hotel Tax Support of Related Costs

 0 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 na %

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

Which Category or Categories Apply to Funding Request, 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.

Application for Initial Funding

Date: 1/15/2018

Organization Information

Name of Organization: **Jaime Jorge Zapata Foundation**

Address: **PO Box 423**

City, State, Zip: **Port Isabel, Texas 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: **September 14-15, 2018**

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

Amount Requested: **\$25,000.00**

Primary Purpose of Funded Activity/Facility:

Memorial Fishing Tournament to honor all law enforcement agencies and establish a scholarship program

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

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:

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? 500

How many of the attendees at the sporting related event are expected to be from another city or county? 300

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

Bringing business to hotels and restaurants the weekend of the event.

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

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

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

What percentage of the ridership will be local citizens? _____

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

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

- 1. How many years have you held this Event or Project: 2
- 2. Expected Attendance: 400+ 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 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: 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
September 2017	\$5,000	_____
_____	_____	_____
_____	_____	_____

- 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 and Room block information

- 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? **Registration Fees**

- 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?

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: Magazine \$
Radio: \$
TV: \$
Website, Social Media: \$
Other Paid Advertising: \$30,000

Anticipated Number of Press Releases to Media 2-3

Anticipated Number Direct e-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?

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: _____

- 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: Marisa Amaya, Convention and Visitors Advisory Board/ C/O City of South Padre Island Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-3000, marisa@sopadre.com

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

MEETING DATE: January 24, 2018
NAME & TITLE: Wally Jones, CVA Chairman
DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Approve funding request for Shallow Stalker Boat Tournament.

ITEM BACKGROUND

This event is scheduled for September 7-9, 2018. The funding request is in the amount of \$2,500.00.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____
Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve funding request.

Application for Initial Funding

Date: 1/15/2018

Organization Information

Name of Organization: Shallow Stalker Boat Owner's Tournament

Address: 7355 Padre Blvd

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

Contact Name: Marisa Amaya Contact Office Phone Number: 956-761-3000

Contact Cell Phone Number: 956-761-3000

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

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

Entity's Creation Date: 2015

Purpose of your organization: South Padre Island – area, local boat manufacturer's owner tournament.

Event Information

Name of Event or Project: Shallow Stalker Boat Owner's Tournament

Date of Event or Project: September 7-9, 2018

Primary Location of Event or Project: SPI Convention Center

Amount Requested: \$ 2,500.00

Primary Purpose of Funded Activity/Facility:

Generate overnight stays as part of a larger weekend supporting a multi-day fishing tournament. This tournament also encourages sustainability and responsible fish and wildlife practices through an educational approach (children's side tourneys).

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?

Bringing business to hotels and restaurants the weekend of the event.

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

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

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

What percentage of the ridership will be local citizens? _____

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

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 3
2. Expected Attendance: 100
3. How many people attending the Event or Project will use South Padre Island lodging establishments?

How many nights do you anticipate the majority of the tourists will stay: 2 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: South Padre Island CVB will package this event with local hotels.

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>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 and Room block information

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? 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?

Scholarships, operations and marketing for 2019 event.

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: Magazine \$
Radio: \$
TV: \$
Website, Social Media: \$2,500
Other Paid Advertising: \$

Anticipated Number of Press Releases to Media 2

Anticipated Number Direct e-Mailings to out-of-town recipients 1

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: The State of 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: _____

_____.

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:

_____ 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: Marisa Amaya, Convention and Visitors Advisory Board/ C/O City of South Padre Island
Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-3000, marisa@sopadre.com**

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

MEETING DATE: January 24, 2018

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Approve funding request for SPI Triathlon.

ITEM BACKGROUND

This event is scheduled for September 30, 2018. The funding request is in the amount of \$10,000.00.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve funding request.

Application for Initial Funding

Date: 11/06/17

Organization Information

Name of Organization: Dos Guys Productions

Address: 1209 Hwy 83

City, State, Zip: Alamo, Texas 78516

Contact Name: Casey Swanson Contact Office Phone Number: 956-787-4351

Contact Cell Phone Number: 956-460-3570

Web Site Address for Event or Sponsoring Entity spitriathlon.com

Non-Profit or For-Profit status: For-Profit Tax ID #: 46-2199350

Entity's Creation Date: 2012

Purpose of your organization: Promote Healthy Lifestyles by staying active doing triathlon events.

Event Information

Name of Event or Project: SPI TRIATHLON

Date of Event or Project: 9/30/2017

Primary Location of Event or Project: Parrot Eyes

Amount Requested: \$ 10,000.00

Primary Purpose of Funded Activity/Facility:

Bring people to SPI for outdoor activities /Triathlon.

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

Improve equipment/ signage/ marketing for event. Hire more staff for event as well.

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 75 %

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

City to provide EMS/ POLICE / TRAFFIC CONTROL

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: \$ 2,500.00
- 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: \$ 6,500.00

How many attendees are expected to come to the sporting related event? 200

How many of the attendees at the sporting related event are expected to be from another city or county? 150

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

Bringing business to hotels and restaurants the weekend of the event.

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

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

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

What percentage of the ridership will be local citizens? _____

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

What tourist attractions will be the subject of the signs?

Questions for All Funding Request Categories:

1. How many years have you held this Event or Project: 6
2. Expected Attendance: 200
3. How many people attending the Event or Project will use South Padre Island lodging establishments? 150

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

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: Room block – Holiday Inn Express

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>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 and Room block information

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? 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% to improve the event for the following year.

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: Magazine	<u>\$1,500.00</u>
Radio:	<u>\$1,000.00</u>
TV:	<u>\$</u>
Website, Social Media:	<u>\$500.00</u>
Other Paid Advertising:	<u>\$</u>

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: South Texas but want to extend to Central 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:

USAT

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:

_____ 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: January 24, 2018

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Approve funding request for SPI Nature and Tourism Festival (Hallowings).

ITEM BACKGROUND

This event is scheduled for October 26-28, 2018. The funding request is in the amount of \$35,000.00.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve funding request.

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

MEETING DATE: January 24, 2018

NAME & TITLE: Wally Jones, CVA Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Approve funding request for Astronomy on the Beach-Inaugural Event.

ITEM BACKGROUND

This event is scheduled for October 2018. The South Padre Island Convention and Visitors Bureau is requesting \$10,000.00 in sponsorship. This is the first year requesting for funding.

BUDGET/FINANCIAL SUMMARY

02-593-8099 Special Events Budget

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve funding request.

Application for Initial Funding

Date: 1/15/2018

Organization Information

Name of Organization: SPI Astronomy at the Beach

Address: 7355 Padre Blvd

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

Contact Name: Marisa Amaya Contact Office Phone Number: 956-761-3000

Contact Cell Phone Number: 956-761-3000

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

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

Entity's Creation Date: 2018

Purpose of your organization: Provide a STEMS focused, educational and family friendly series of events.

Event Information

Name of Event or Project: SPI Astronomy at the Beach

Date of Event or Project: 2018

Primary Location of Event or Project: SPI Convention Center

Amount Requested: \$ 10,000.00

Primary Purpose of Funded Activity/Facility:

Generate overnight stays as part of a larger weekend supporting a multi-day STEMS event.

How will the hotel tax funds be used: (please attach a list of the hotel tax funded expenditures) This event came about from a partnership with the IMAS museum in McAllen, TX. They have secured a grant with the State of Texas for producing a STEMS focused event on South Padre island with matching funds. We will host several events on Friday and Saturday, including an overnight, bay side star gazing event and an inflatable planetarium.

Percentage of Hotel Tax Support of Related Costs

100 Percentage of Total Event Costs Covered by Hotel Occupancy Tax

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

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

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

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

City to provide EMS/POLICE/TRAFFIC CONTROL.

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: \$ _____10,000_____
- d) **Promotion of the Arts that Directly Enhance Tourism and the Hotel & Convention Industry:** the encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that 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? 500

How many of the attendees at the sporting related event are expected to be from another city or county? 500

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

Bringing business to hotels and restaurants the weekend of the event.

- 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?

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

Event fees will be consistent year over year.

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: Magazine	\$
Radio:	\$
TV:	\$
Website, Social Media:	\$5,000
Other Paid Advertising:	\$

Anticipated Number of Press Releases to Media 3

Anticipated Number Direct e-Mailings to out-of-town recipients 2

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: The State of 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: _____

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:

_____ 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: Marisa Amaya, Convention and Visitors Advisory Board/ C/O City of South Padre Island
Convention and Visitor's Bureau, 7355 Padre Blvd., 956-761-3000, marisa@sopadre.com**

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

MEETING DATE: January 24, 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 regarding 1st Generation Dashboard.

ITEM BACKGROUND

CVA Board requested at their Workshop held November 21, 2017 for a dashboard report to include Convention Sales, Social Media, FY17 Average Daily Rate, HOT Revenue Report, Sales Tax, Website Analytics, and Smith Travel Accommodations Report (STAR).

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

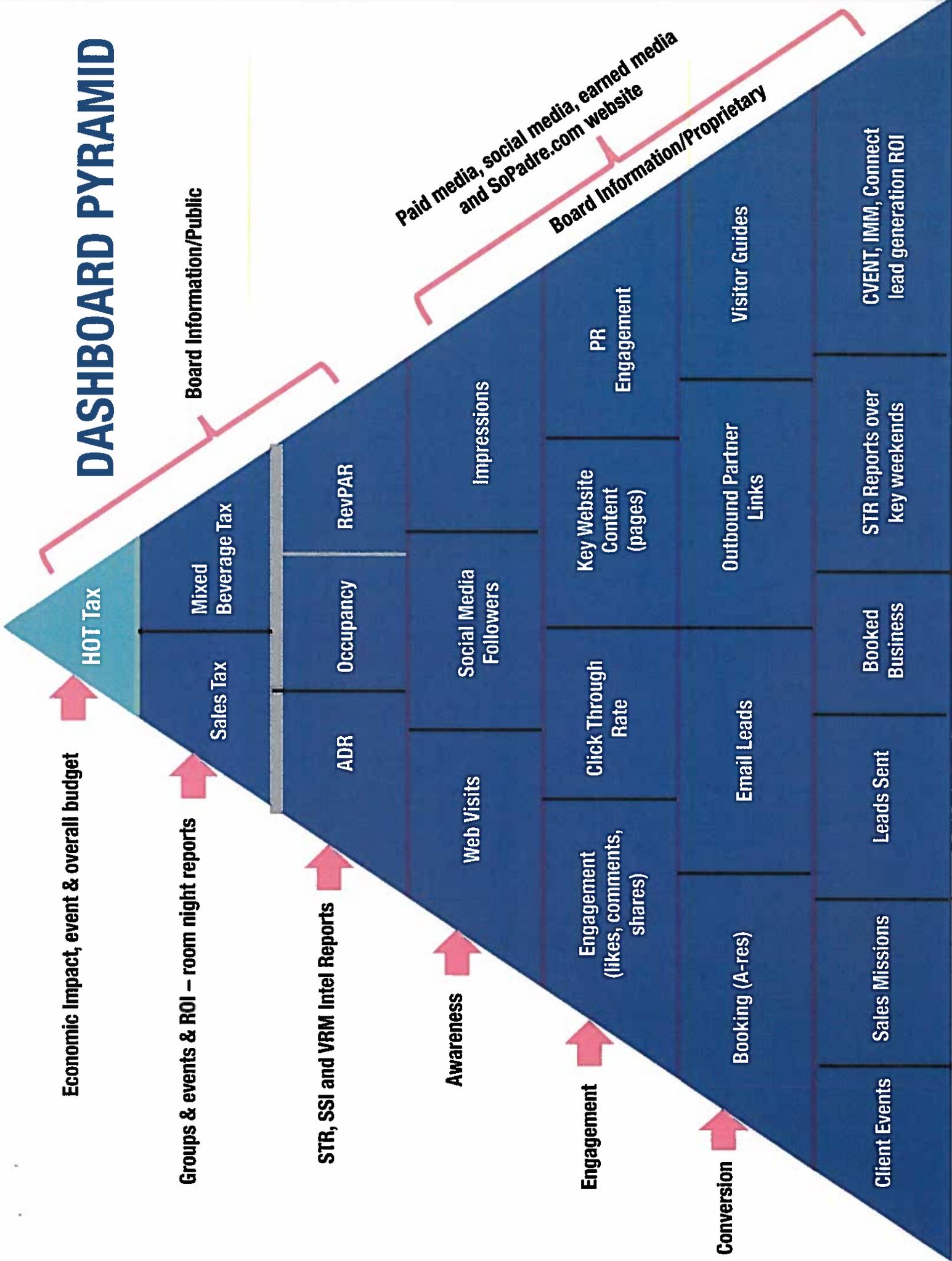
SOUTH PADRE ISLAND CONVENTION AND VISITORS BUREAU

CVB DASHBOARD

JANUARY 2018

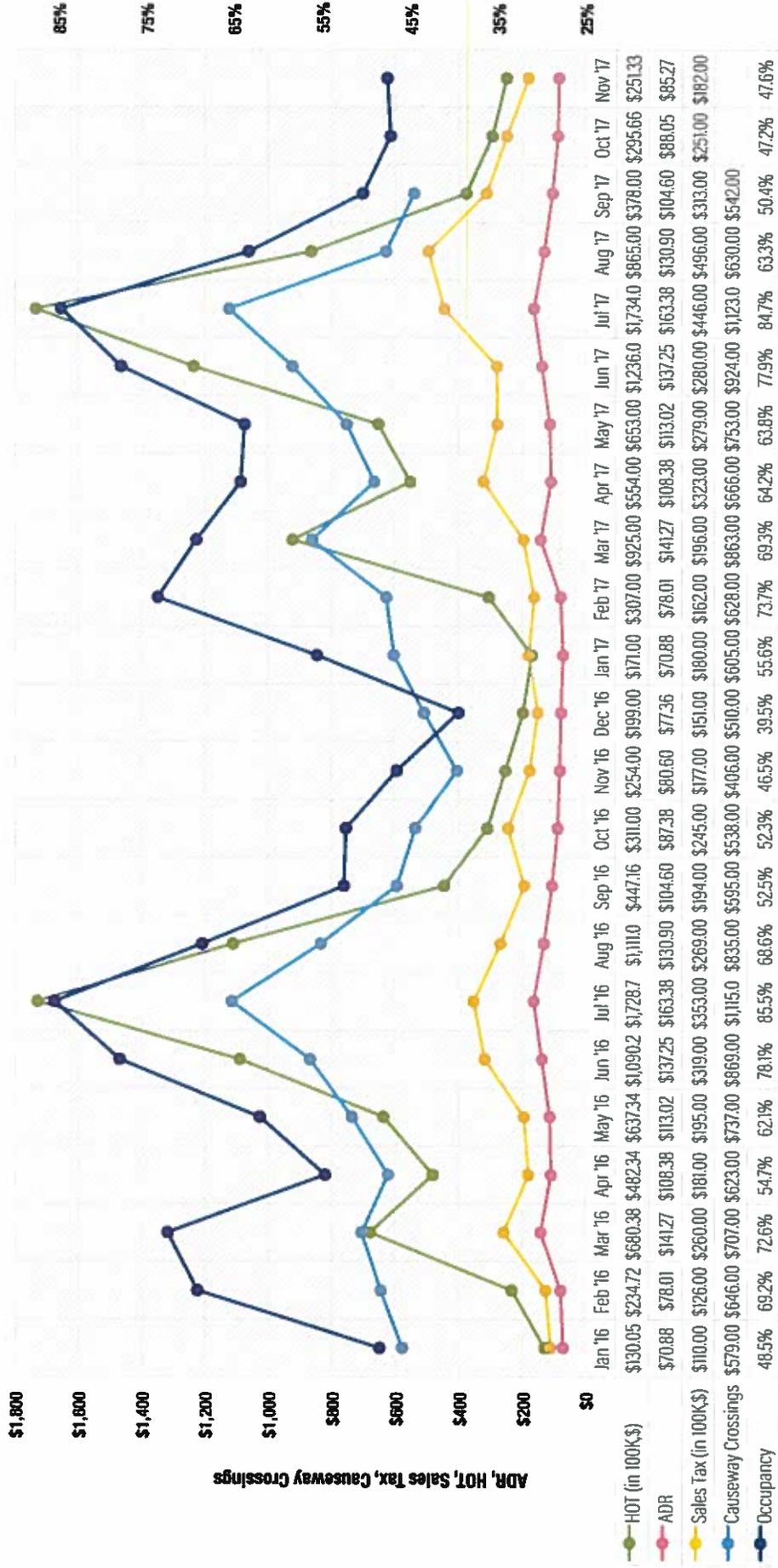


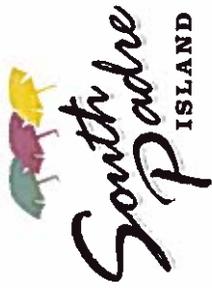
DASHBOARD PYRAMID





Bridge Crossings, Average Daily Rate (ADR), HOT Revenue, Sales Tax and Occupancy (OCC) by MONTH





MIXED BEVERAGE TAX



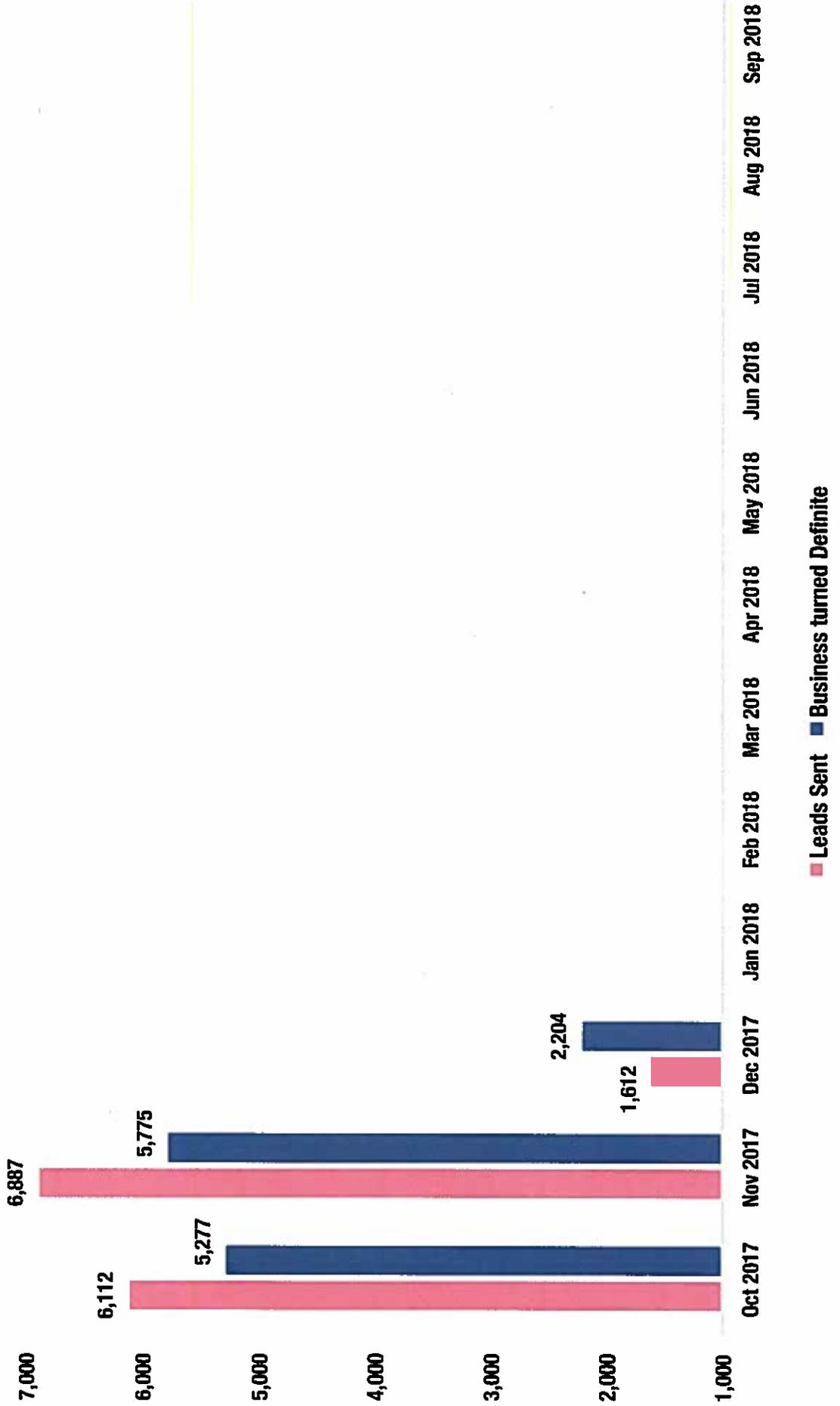


CONVENTION SALES

FY 2018 "Leads Sent" and "Business Turned Definite"

Fiscal Year (October 1 to September 30) in Total Room Nights

Leads Total GOAL - 65,000/ Definites Total GOAL - 50,000



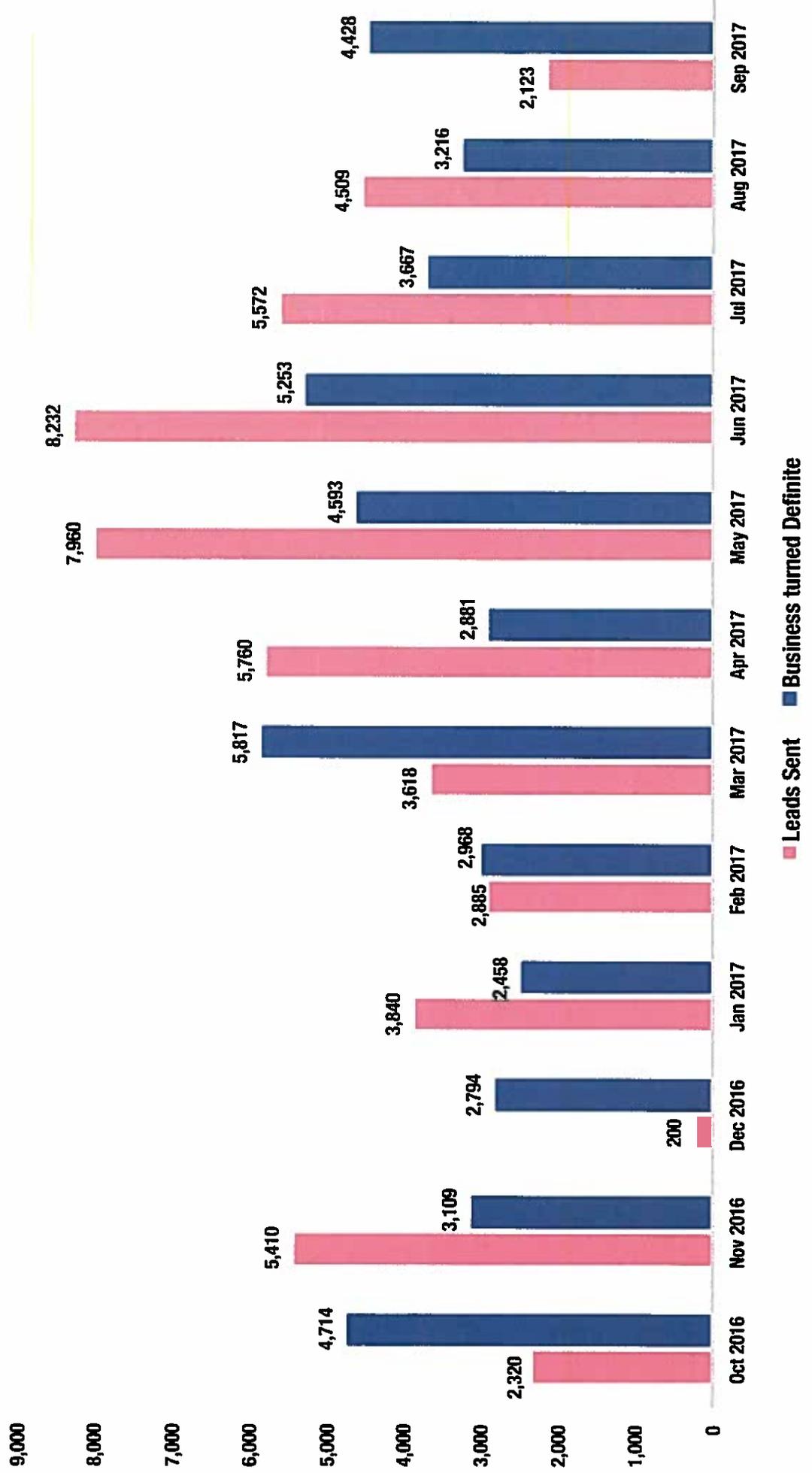


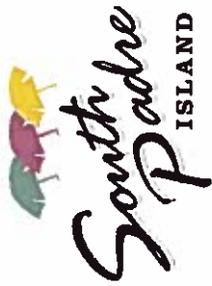
CONVENTION SALES

FY 2017 "Leads Sent" and "Business Turned Definite"

by Fiscal Year (October 1 to September 30) in Total Room Nights

Leads Total - 52,429/ Definites Total - 45,898

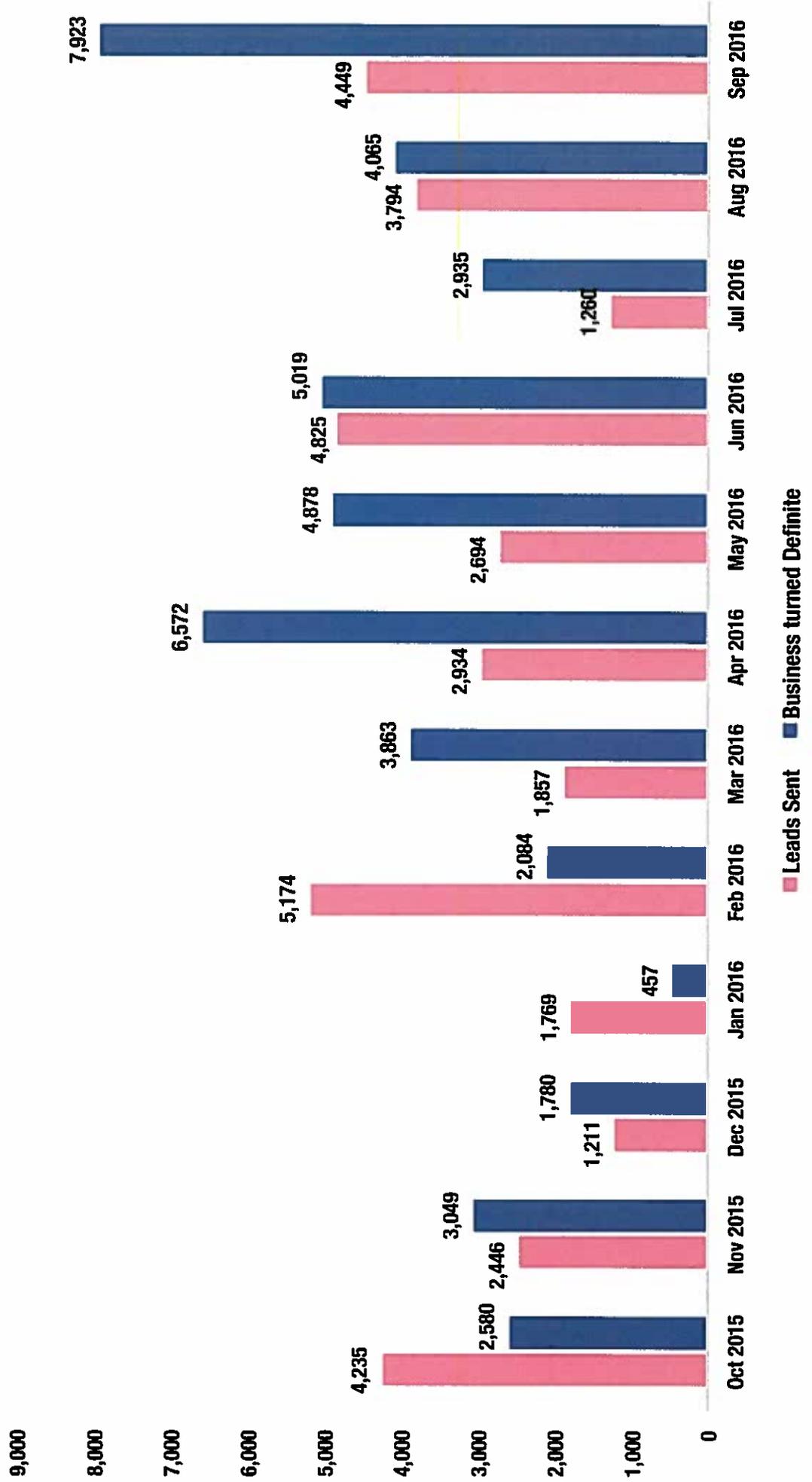


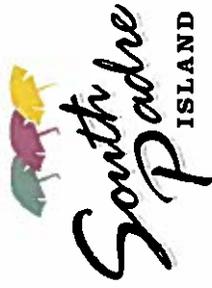


CONVENTION SALES

FY 2016 "Leads Sent" and "Business Turned Definite"

Fiscal Year (October 1 to September 30) in Room Nights 45,205 total





CONVENTION SALES GROUPS BOOKED

OCTOBER 2017

- Tropical Texas Behavioral Health (45)
- YM 360 Student Group (556)
- Rotary International Meeting (400)
- SPI BJJ Martial Arts Tournament (180)
- Baptist Student Ministry (990)
- SPI Film Festival (195)
- SPLASH South Padre (440)
- SPI Fishing Days (180)
- Texas Association of Election Administrators (TAEA) (738)
- THIE Board Meeting (75)
- ASCE Texas Student Symposium (710)

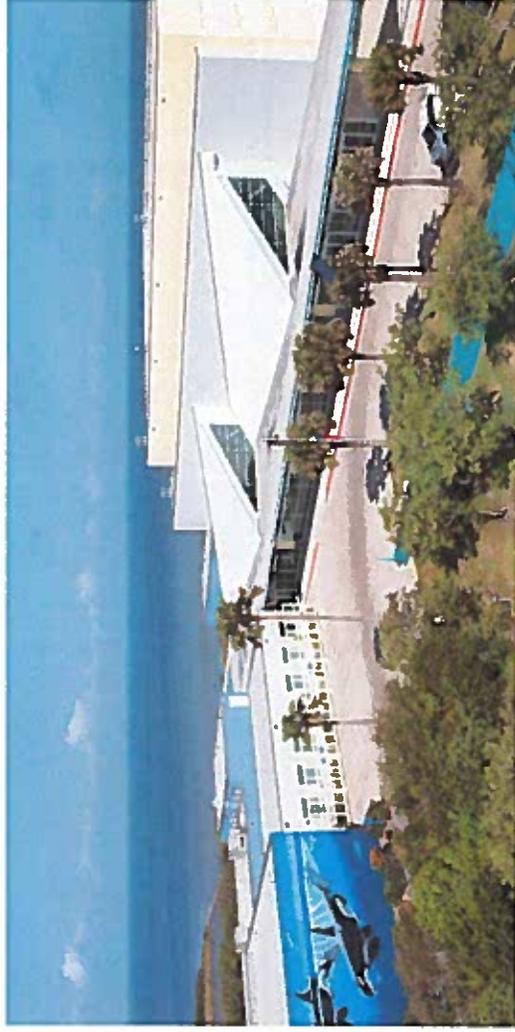
DECEMBER 2017

- Apostolic Ladies of America (170)
- Adult Protective Services Regional Conference (14)
- STASMO Conference (50)
- Babineaux Pediatric Care Conference (600)
- YM360 Youth Conference (320)
- Templo Bethel 20th Anniversary Marriage Conference (460)
- Texas City Attorney's Association Annual Conference (590)

() Indicates Number of Room Nights Booked

NOVEMBER 2017

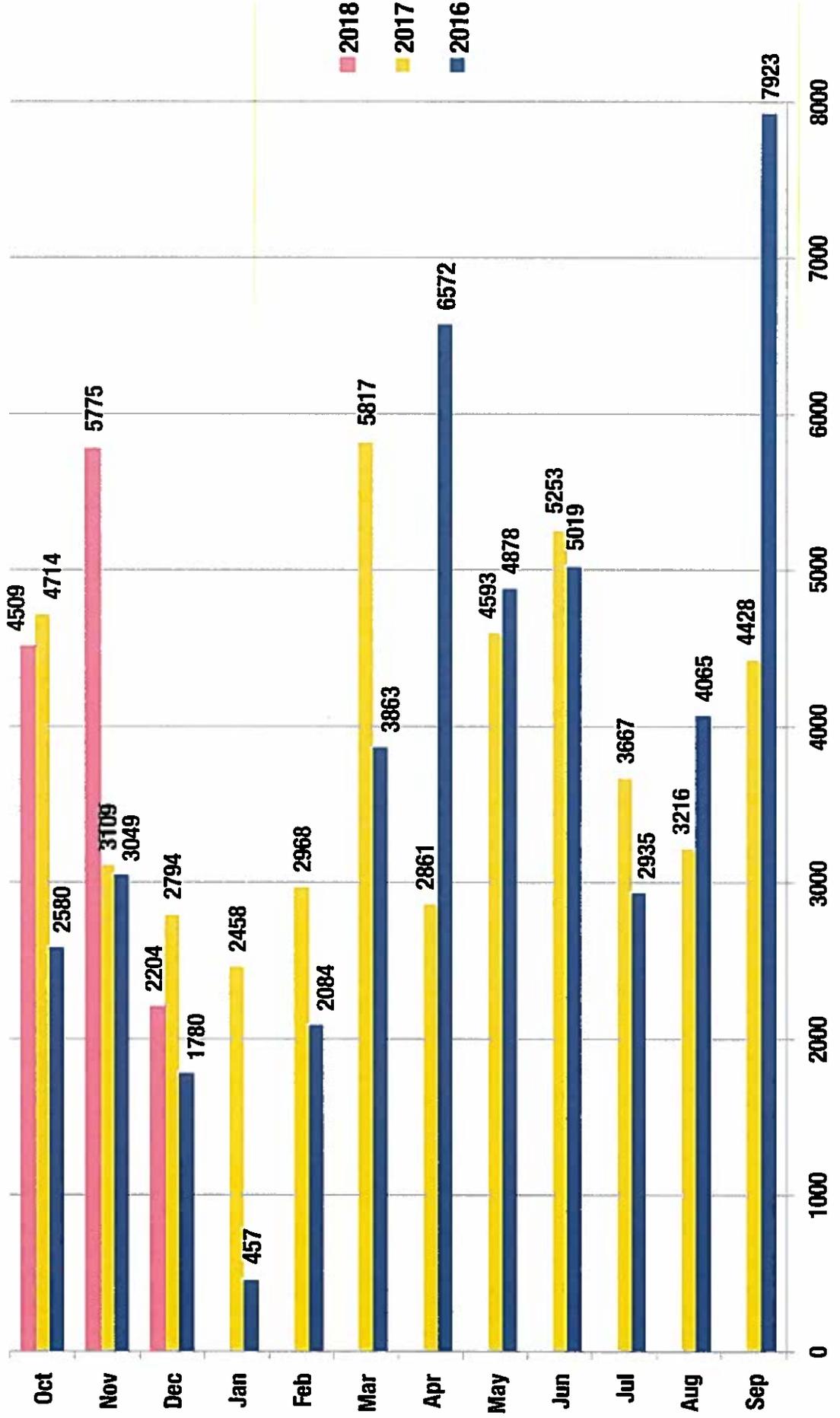
- Region One Early Childhood (205)
- Christ In Youth MOVE Conference (675)
- Region One Inclusion Conference (260)
- Babineaux Christmas Party (80)
- Texas District & County Attorney's Association (2548)
- International Association of Venue Managers (180)
- Texas City Management Association (1372)
- Grunt Style (150)
- Teach for America (210)
- Texas Pest Control Association (95)





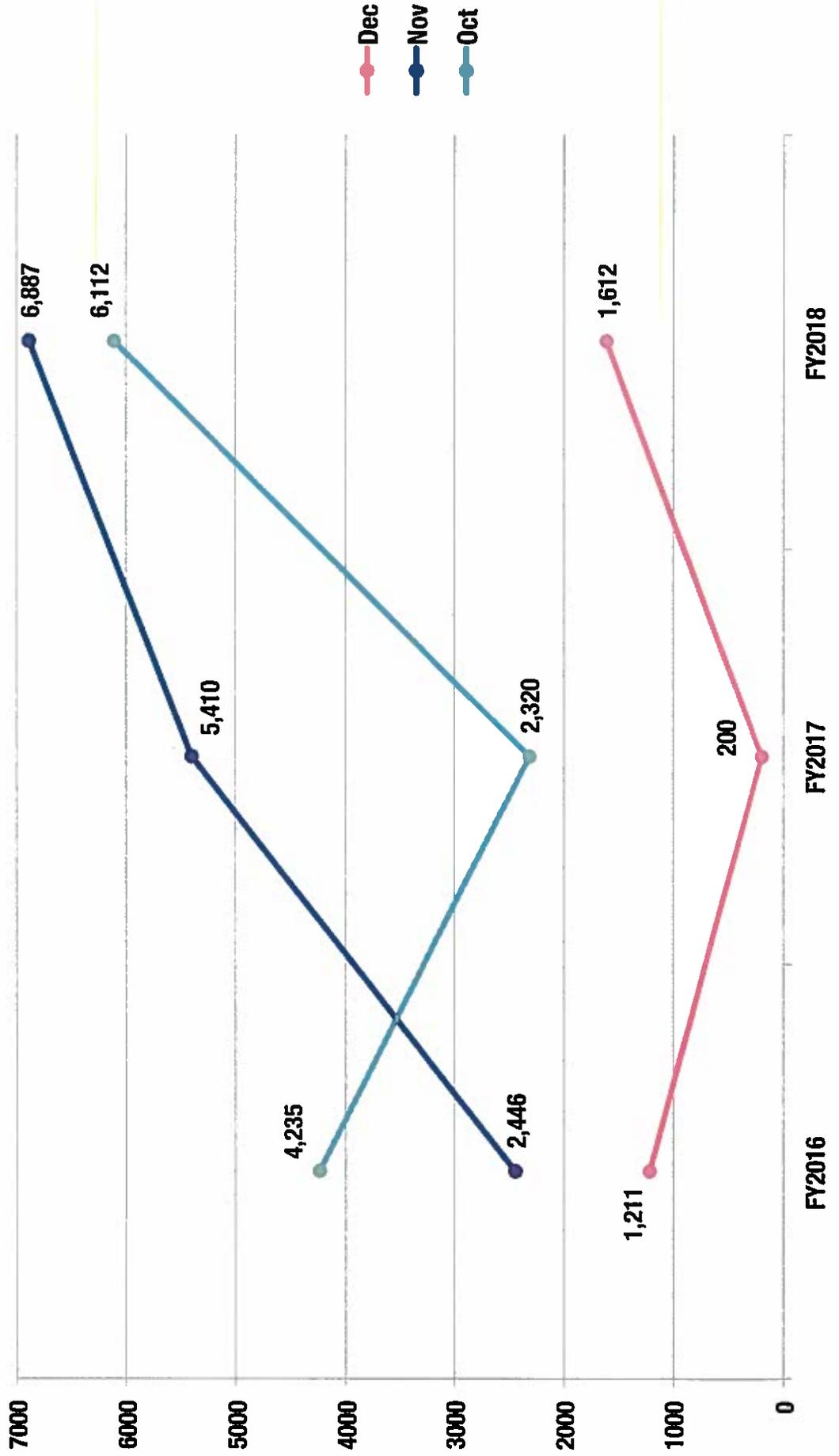
CONVENTION SALES GROUP SALES ROOM NIGHTS

MONTH-BY-MONTH



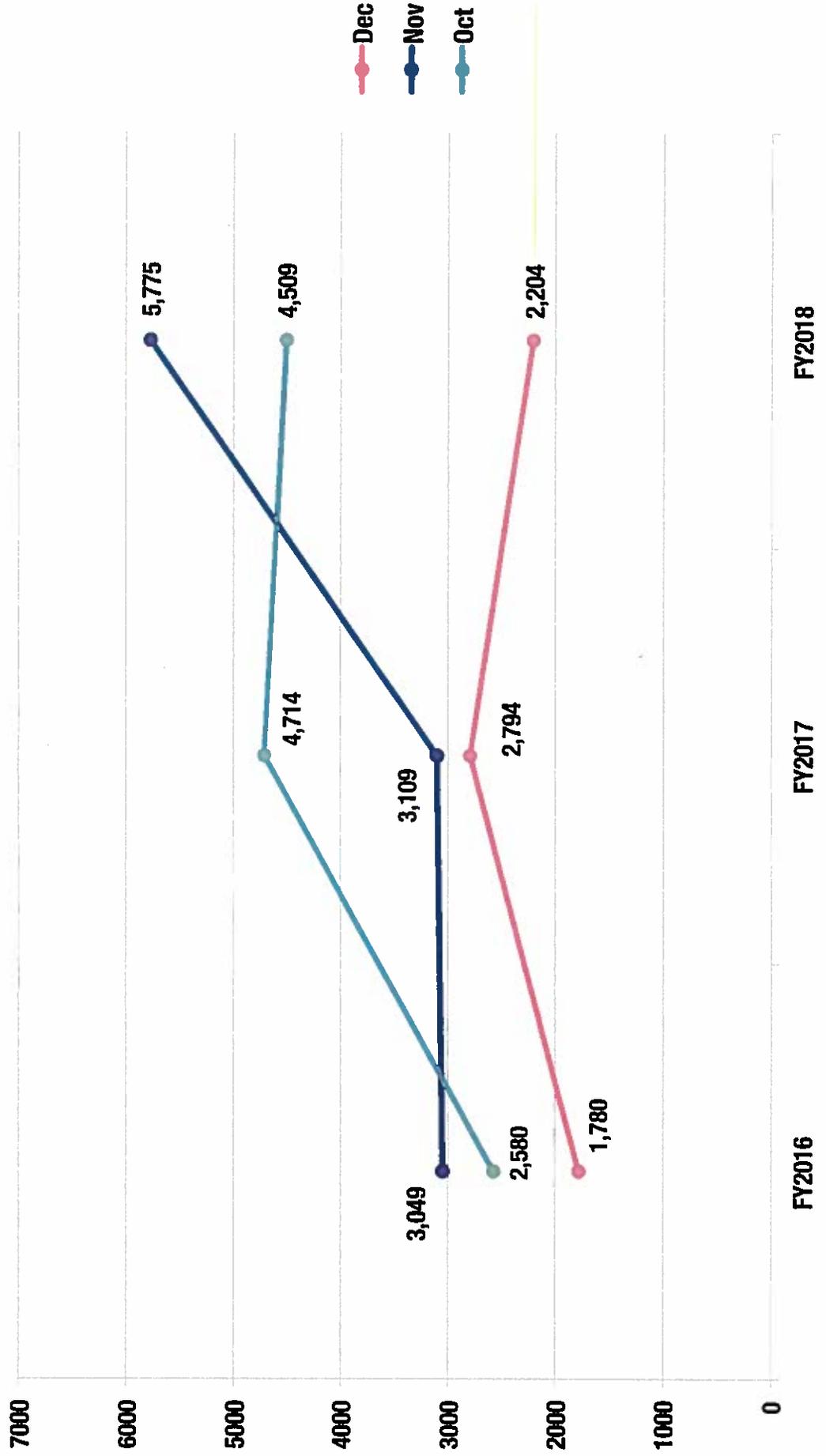


CONVENTION SALES LEADS SENT





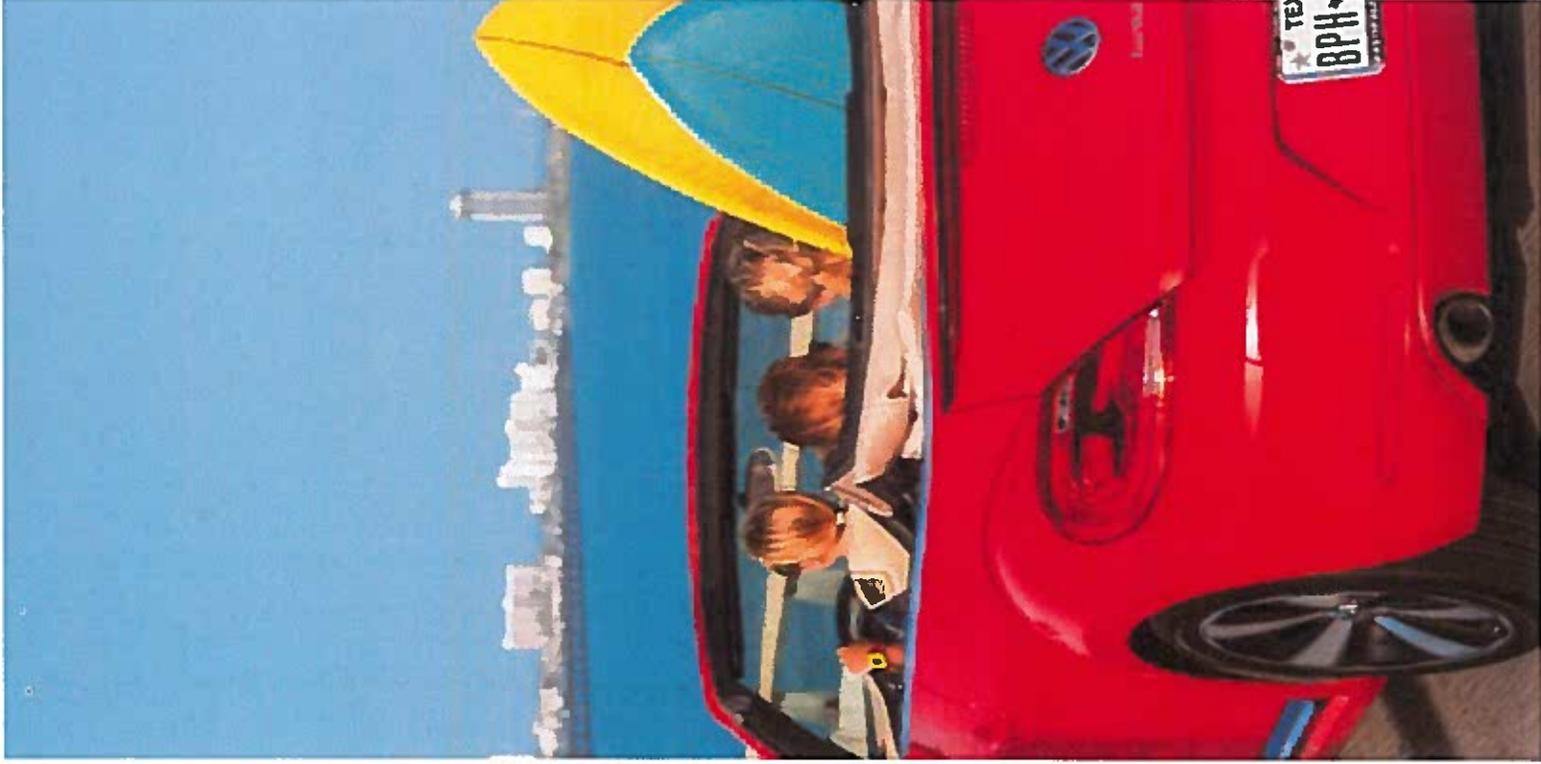
CONVENTION SALES BUSINESS TURNED DEFINITE



SOUTH PADRE ISLAND

ACCOLADES

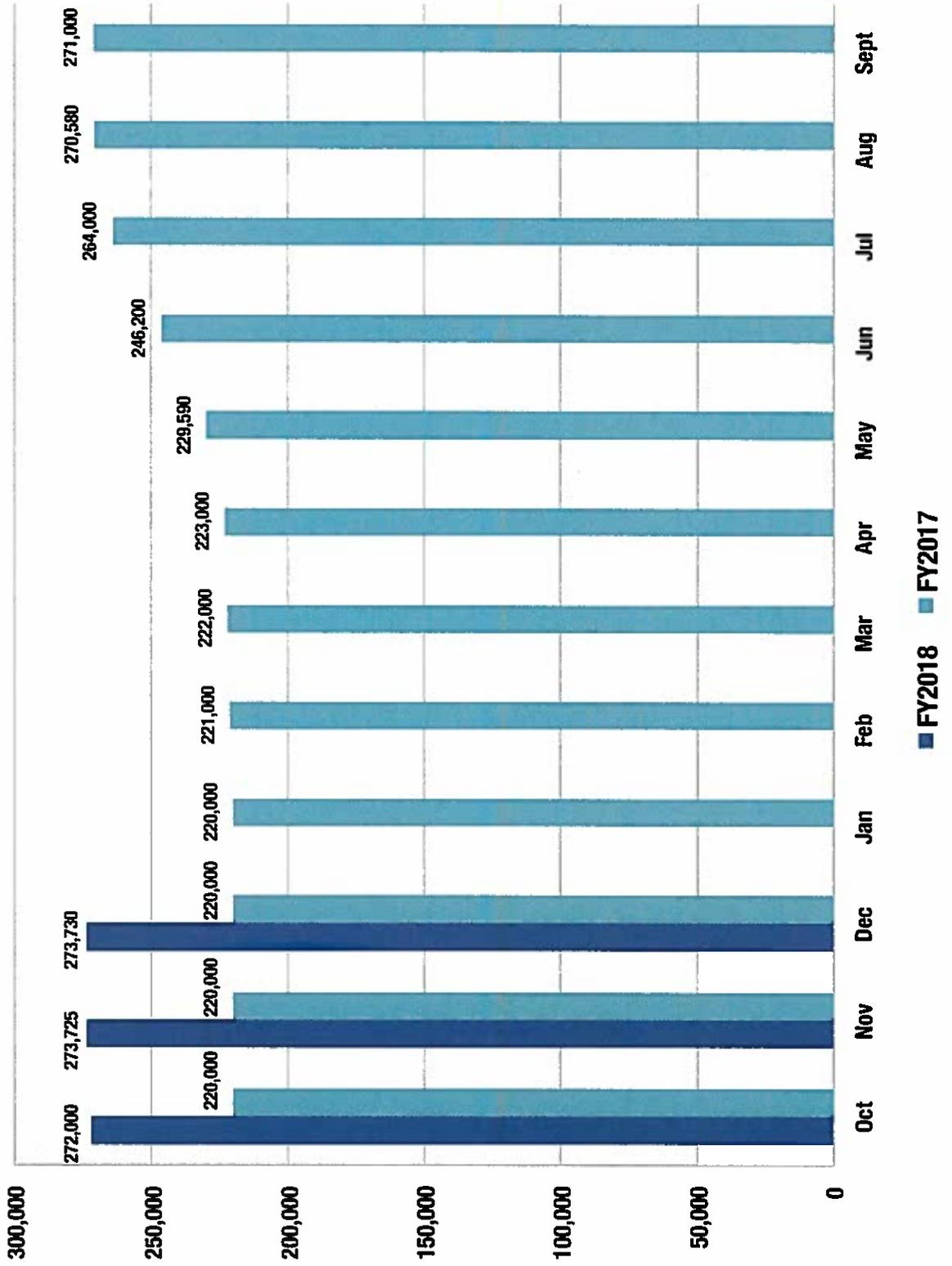
- Listed on the 2018 **“18 Places to Go in Texas”** featuring South Padre Island and Sea Turtle, Inc. by *Texas Highways*
- One of the **“Top American Trips 2018”** by *Canadian Traveller*
- One of the **“World’s Greatest Kiteboarding Spots”** by *National Geographic*
- One of **“America’s Top 10 Winter Beach Escapes”** by *International Business Times*
- **“Best Affordable U.S. Vacation”** and **“Best Family Beach”** by U.S. News & World Report
- **“Top Five Vacation Rental Spot”** by TripAdvisor
- **“World’s “Top 30 Island Beaches”** by *Conde Nast Traveler Magazine*
- **“Top 10 U.S. Beaches”** by *Men’s Fitness* and *Women’s Day* Magazines
- **“Best Beach in Texas”** by GoTexas.About.com
- **“Top 10 Spring Break Stop”** by U.S. News and World Report
- Top **“Wallet-Friendly Spring Break Destination”** by *Travel and Leisure*
- One of **“America’s Beautiful Beaches”** by USA Today Travel
- **“Top 10 Most Popular Spring Break Destination”** by USA Today
- **“Top 5 Texas Coast Spots”** by *San Antonio Current*
- Listed on the **“2016 Texas Travel Bucket List”** by *Texas Monthly*

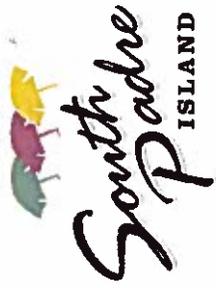




SOCIAL MEDIA

FACEBOOK LIKES/FOLLOWERS

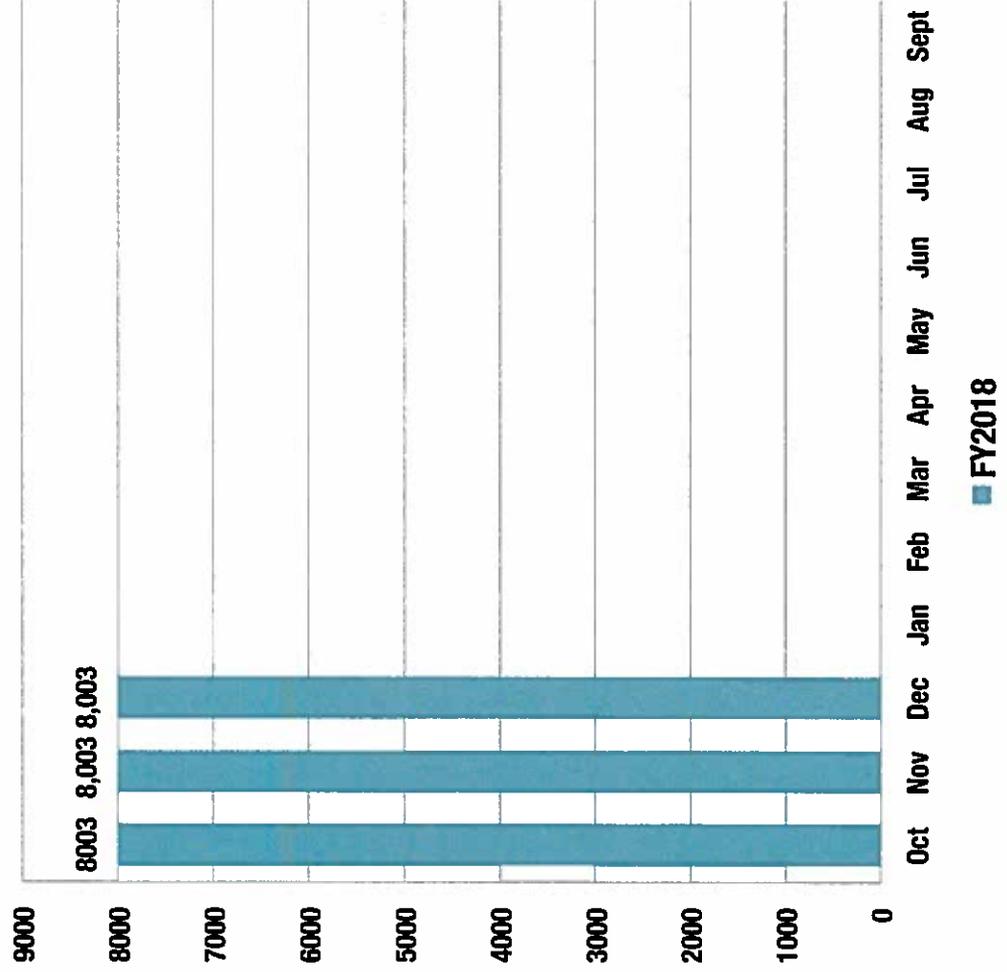




SOCIAL MEDIA

TWITTER/ INSTAGRAM

INSTAGRAM FOLLOWERS



TWITTER FOLLOWERS

1,486



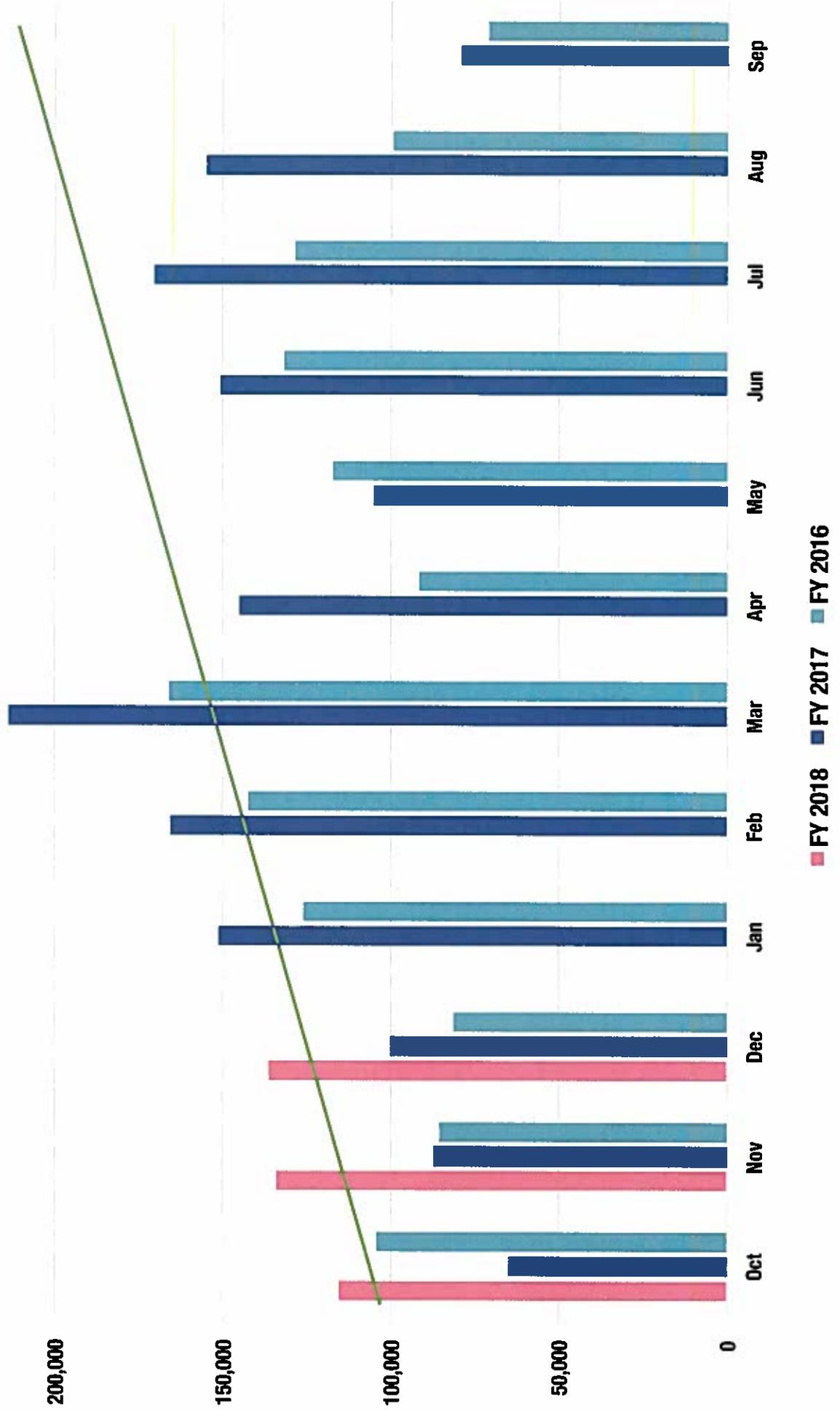
INSTAGRAM FOLLOWERS

7,474



WEB SESSIONS

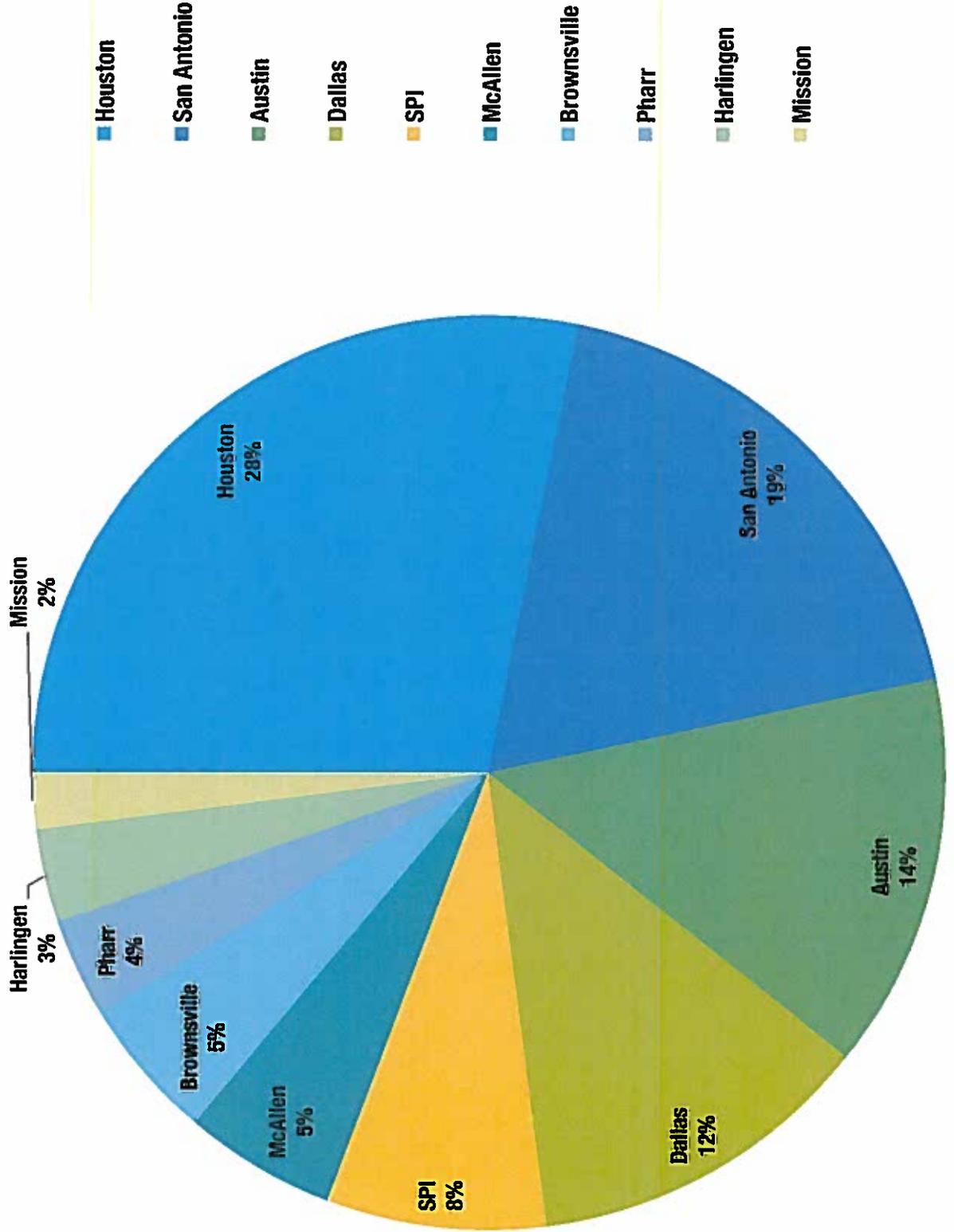
The Atkins Group (TAG) Dashboard





TX TOP CITIES FOR WEBSITE TRAFFIC

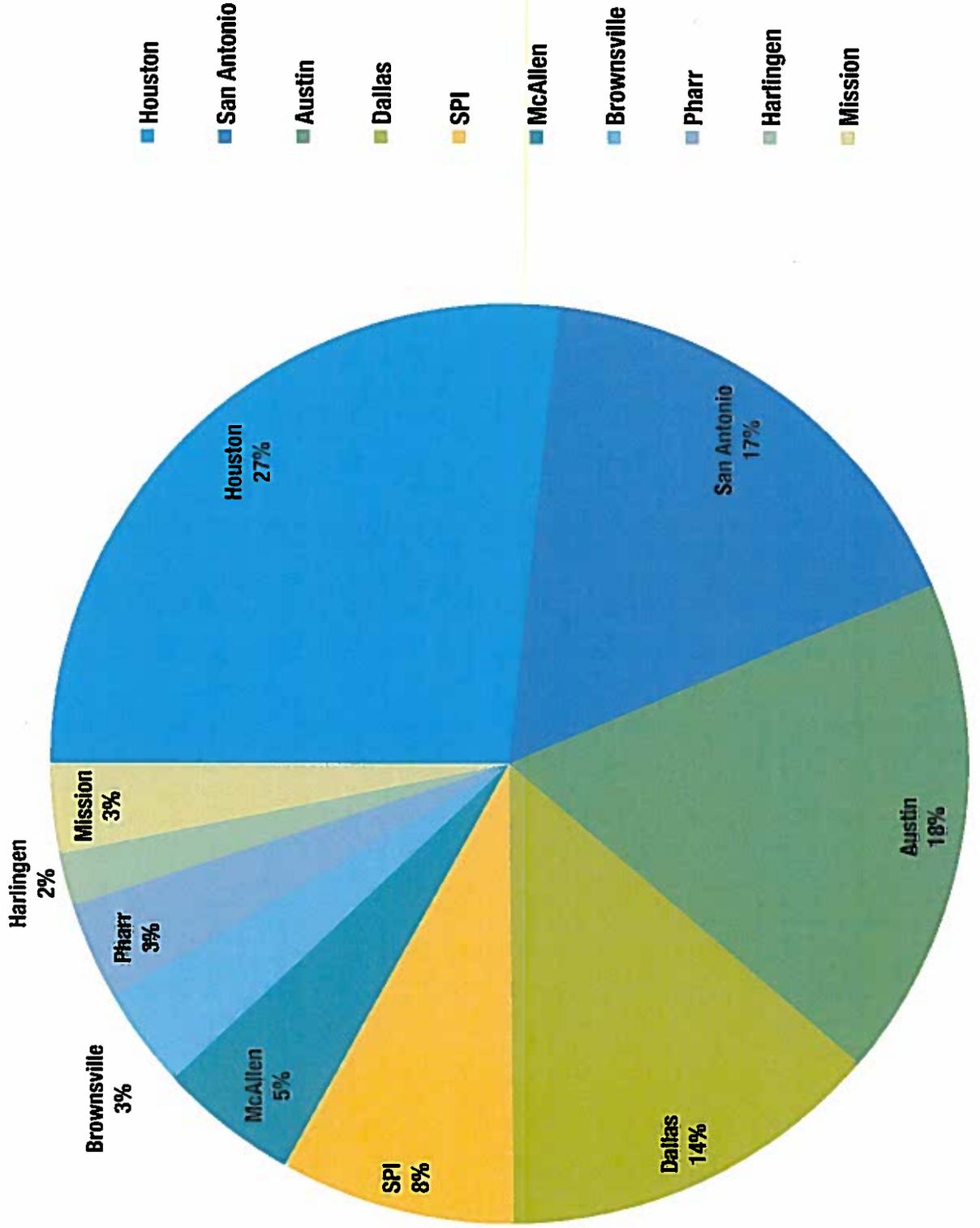
October 2017





TX TOP CITIES FOR WEBSITE TRAFFIC

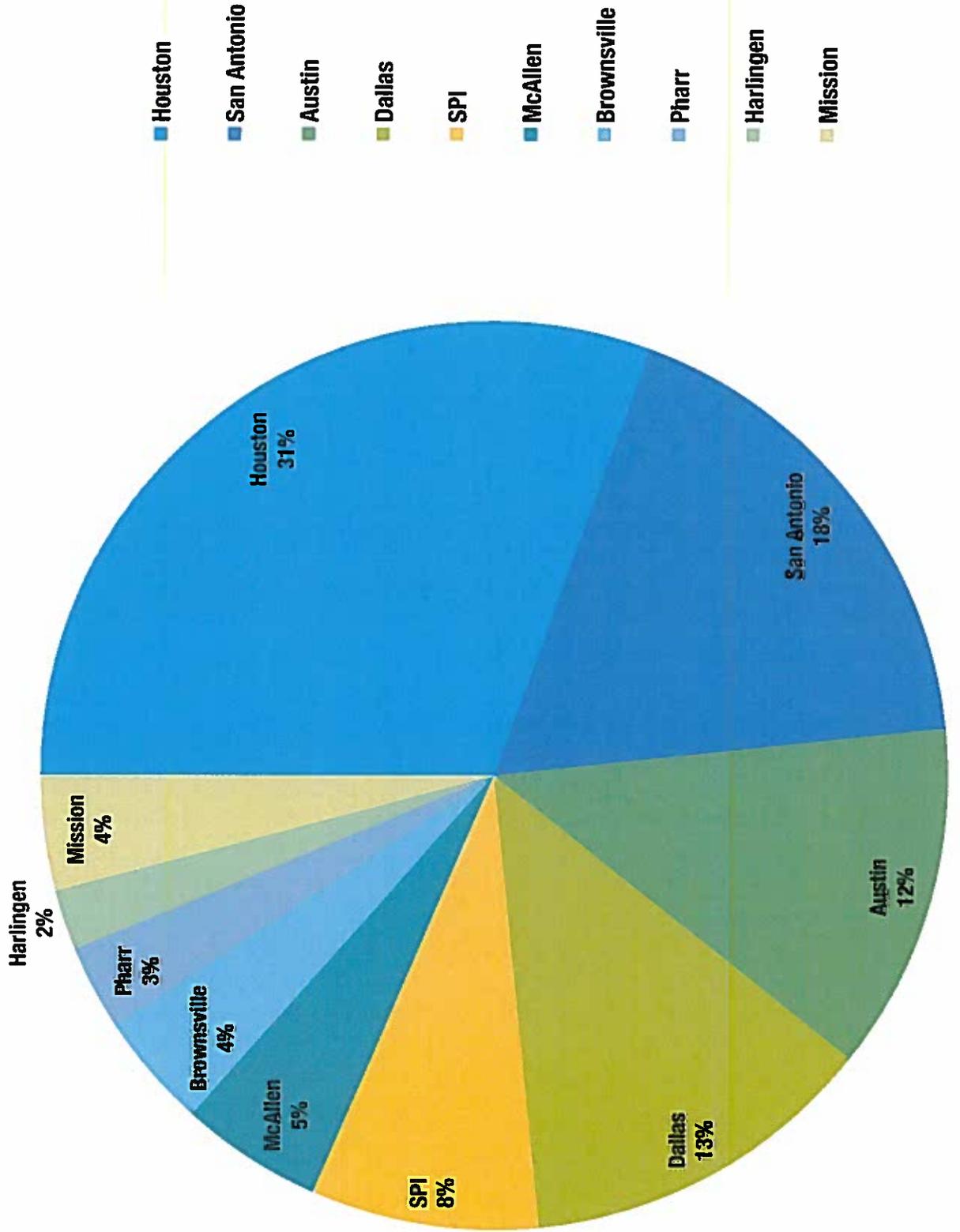
November 2017

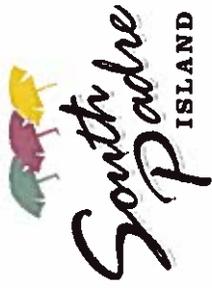




TX TOP CITIES FOR WEBSITE TRAFFIC

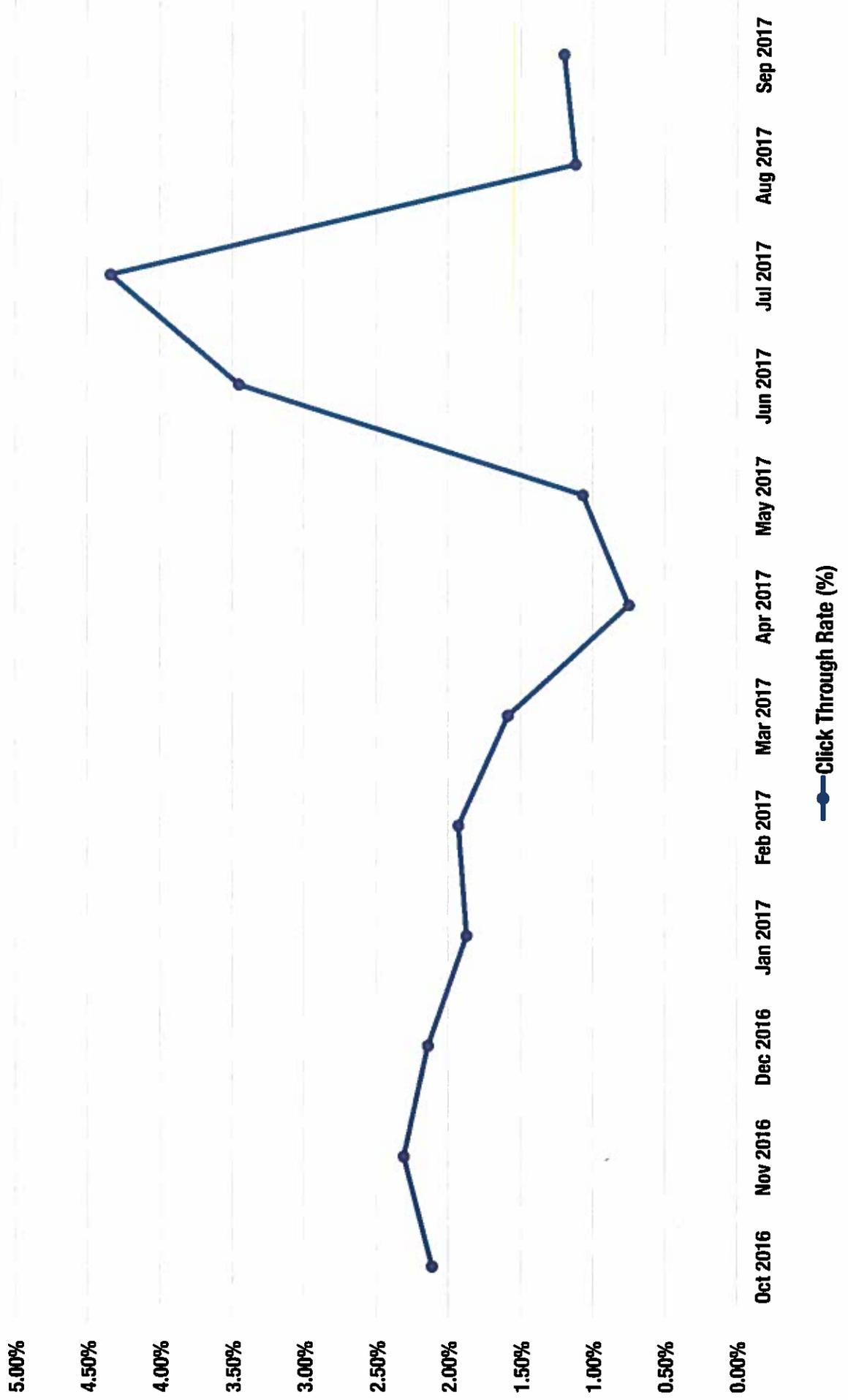
December 2017





CLICK THROUGH RATE (%) FOR FY 2017

The Atkins Group (TAG) Dashboard – AdWords, Paid Social - Historic



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

MEETING DATE: January 24, 2018

NAME & TITLE: Keith Arnold, CVB Director

DEPARTMENT: Convention and Visitors Bureau

ITEM

Update and discussion regarding the Sand Castle Subcommittee.

ITEM BACKGROUND

Sand castle sculptures are essential South Padre Island art forms, and are very appealing to visitors to the Island. Key elements of that appeal are the major sand castle sculptures at the Visitors Center and the Sand Castle Trail. The Visitors Center sand castle currently requires a major renovation/rebuild and the Sand Castle Trail needs renovation and ongoing maintenance performed regularly. The SPICVB Sand Castle Subcommittee solicited sand sculptors for both projects several months ago, and selected the artists for each project that are named in the attached contracts. The requested budget amendments amounts were negotiated with the sand sculptors by the City Manager and the SPICVB Director.

BUDGET/FINANCIAL SUMMARY

CVB Budget line item 02-593-8099.

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS



South Padre Island Convention and Visitors Bureau Initiatives To Rebuild, Sustain and Grow Key Sand Castle Features

- In early 2017, an informal meeting was held at the Convention Centre to discuss the need to build some renewed energy and growth for South Padre Island's Sand Castle exhibits, events and the Sand Castle Trail. In attendance were two (2) City Council members, the City Manager, a master sand sculptor, a CVA Board member and two (2) SPICVB management personnel. Out of that meeting it was decided that the CVB would form a Sand Castle subcommittee.**
- The subcommittee was formed with three (3) CVA Board members, the chairs of the Chamber and EDC, CVB Director, and two (2) ex-officio City Council members. The first meeting was held on April 11, 2017. It was decided at that meeting the first two priorities for the subcommittee were to find and contract a sand sculptor to grow and maintain the Sand Castle Trail and to contract an artist to renovate/rebuild the Sand Castle sculpture at the SPI Visitors Center. Additionally, the subcommittee added the Sand Castle Days Festival as a priority to potentially improve its size and scope to grow increase visitation.**
- Further meetings were held and on June 15, the subcommittee decided to invite local sand sculptors individually to address the subcommittee about the priority functions that had been determined in order to examine expert opinions on those topics. The subcommittee also invited Clayton Brashear, at a later date, to obtain his perspective on Sand Castle Days since he was hosting it on his property. It was also decided to separate the Visitor Center sculpture and the Sand Castle Trail from the Sand Castle Days Festival in the program of work.**
- On July 25, the subcommittee heard the responses to nine (9) questions they gave to three (3) artists in advance and the members present discussed what they had learned from the artists' insights.**
- On September 6, the subcommittee heard an in-depth presentation from Clayton Brashear on the history of Sand Castle Days and input from him on ways to improve the event. It was decided at this meeting to contract with**



UTRGV to conduct a survey of visitors to the 2017 Festival to assess their opinions of the quality and attractiveness of the Festival. Members' consensus centered on having a larger marketing program for the event, a possible light show and/or firework evenings at the event and more food vendors.

- On September 28, the Sand Castle subcommittee discussed inclusions for an annual Sand Castle Trail maintenance and growth vendor proposal and terms for a contract that would be developed for that project. Likewise, terms and inclusions for a vendor proposal and potential terms for a contract to renovate/rebuild the Visitors Center sand castle sculpture were covered.**
- The City Manager and the CVB Director were charged with meeting interested Sand Castle sculptors and soliciting proposals, for the above items. Interviews with the two interested and qualified local Sand Castle artists were conducted to determine and review their visions, rough program of work and projected fees for performing those services. After further negotiation, contracts were drafted and sent to the City legal team.**
- Once all approvals were generated, the budget amendment and contract approvals contained in this evening's agenda were brought forward.**
- The CVB Sand Castle subcommittee will next focus on Sand Castle Days and the likely addition of a Sand Castle feature during the December 2018 Holidays**

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

MEETING DATE: January 24, 2018

NAME & TITLE: Wally Jones, Chairman

DEPARTMENT: Convention and Visitors Advisory Board

ITEM

Discussion and possible action concerning setting new meeting date for February 2018.

ITEM BACKGROUND

CVA Board meets on the 4th Wednesday of every month unless there is a schedule conflict. City Council Chambers has been reserved for Wednesday, February 28th at 9:00 am.

BUDGET/FINANCIAL SUMMARY

COMPREHENSIVE PLAN GOAL

LEGAL REVIEW

Sent to Legal: YES: _____ NO: _____

Approved by Legal: YES: _____ NO: _____

Comments:

RECOMMENDATIONS/COMMENTS

Approve new meeting date.